

# THE MANE SPACE



The Mane Space is a pun that expresses the duality of Stanley Watts' Salon. Not only is the salon a place to manage and style hair, but it is also a **central part** of the Greenwich Creative District community. Using humour in the name also communicates the **casual, unassuming** atmosphere within the salon that sets it apart from other high-end hair salons.

## "Bubbling Cohesion"

Bubbling cohesion is The Mane Space's brand proposition; a phrase that describes the feel of our visual language.

The word "bubbling" symbolises the way ideas form, dissolve and evolve within the community of creatives and stylists that frequent The Mane Space, which acts as a catalyst for the natural forging and development of professional and casual relationships.

The word "cohesion" expresses the manner in which the community can collaborate and create using these "bubbling" ideas and relationships. It communicates that despite the trials and challenges associated with creative work, there will always be something positive to take away and learn from.

# BRAND



This circular diagram details the brand purpose at the centre, surrounded by our 4 brand values. The outer ring details how each brand value manifests itself within The Mane Space.

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The Mane Space uses **professional fashion photography** that expresses style and confidence.

Models are of any age and gender to promote the inclusivity of The Mane Space. Expressions are neutral and unassuming. Clothing is casual and appropriate.

Photos are taken in studios or other controlled environments. Shots of models are medium full to full and frontal to 3/4 front to signify confidence, sophistication and flair. Lighting is soft but dramatic.

The colourlessness of **black and white** photography lends itself well to our vibrant colour palette, which enable the models to not only stand out but to interact with the **Hard Light** layer transparency effectively.



A key part of The Mane Space story is the wall of polaroids taken of customers and stylists. Some can be modelling their new hair, some having a laugh, some expressing the love for a book they picked up or some showing off a new skill. Its important these polaroids are capturing **spontaneous, raw, meaningful moments** within The Mane Space community.

The use of a polaroid camera and black and white film specifically means that anyone can capture a moment. The picture can be shared or put on the wall instantly in its **genuine and unchanged** state.

# PHOTOGRAPHY

The Mane Space is welcoming and a bit unusual. These vibrant colours balance out the intensity of our black and white professional fashion photography, making the visual brand appear sophisticated yet playful and unpretentious.

Our 5 chosen colours are used with the **Hard Light** layer effect which changes the way the colour appears depending on the colours behind it. The reason we have chosen to use this effect as it allows us to create layered and more complex visuals, representing the **experimental** value as a part of our brand.



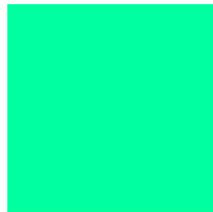
**Bubbling Pink**  
R=255 G=83 B=107



**Radiant Orange**  
R=255 G=85 B=0



**Vintage Yellow**  
R=250 G=227 B=1



**Green and Pleasant**  
R=0 G=175 B=80



**Sark Navy**  
R=1 G=20 B=161

**Comforting, intuitive, versatile and passionate,** bubbling pink represents how much The Mane Space cares and caters for its community. The colour can be layered above and behind text and images, and contrasts well with Green and Pleasant and Sark Navy.

**Creative, spontaneous and free-willed,** Radiant Orange represents The energy and enthusiasm of The Mane Space community. The colour can be layered above and behind images, and contrasts well with Green and Pleasant and Sark Navy.

**Optimistic, cheerful and perceptive,** Vintage Yellow reflects the positivity and openness of The Mane Space brand. The colour works well layered above images and behind text, and contrasts heavily against Sark Navy.

Representing **harmony, generosity and safety,** Green and Pleasant reflects the cooperation and altruism of The Mane Space community. The colour works well behind images and text and contrast well with Radiant Orange and Bubbling Pink.

**Honest, loyal and secure,** Sark Navy represents the dependability of The Mane Space as a hair salon and as a fluid space. The colour works well in controlled amounts in front and behind images, and contrasts against Vintage Yellow, Radiant Orange and Bubbling Pink.

# COLOUR

THE MANE SPACE



# Helvetica Neue Light Italic

94pt - Header

# Helvetica Neue UltraLight Italic

94pt - Header

Helvetica Neue Light Italic

12pt - Body

Helvetica Neue Light Italic

12pt - Body Highlight

The Helvetica Neue font family is clean, clear and neutral, lending itself well with the **shapelessness** and versatility of our brand. Italics give the font a slight flair and style, and due to its clarity, works well with photography and multiple bright colours.

Body text should be used above colour and white space. Text should be black, using thicker font variations to highlight key words and phrases. Paragraphs should be justified to the left.

Although point sizes of header and body text has been labelled, the fonts can be used in much larger sizes. Due to the brand values of The Mane Space, creatives are encouraged to **experiment** with font size, orientation and layout especially with headers.

To align with **experimental** and **shapeless**, header text can extend past the canvas, but words must still be legible or easily inferred.

Body text must be in front of a solid colour or white space so that it is easily read beside bright and complex visuals. Paragraphs are separated by an empty line to create visual breathing room and to improve clarity and composition of graphics as a whole.

# TYPOGRAPHY



As a valued part of The Kings Canary community, you have been to join me and many others in celebrating the launch of The Mane Space hair Salon in the newly completed Greenwich Creative District.

Feel free to come and say hi, stay for a glass of prosecco, and have a chat with our stylists.

For more information please take a peak at our new website and social media accounts linked below.

[www.themanspace.co.uk](http://www.themanspace.co.uk)  
[@the.mane.space](https://www.instagram.com/the.mane.space)

9 Penrose Ave. Greenwich Creative District, London, SE10 0EW  
29th September 2020

Regards,  
Stanley Watts



*“Terracotta clay pottery, an old fashioned with a twist, blonde balayage? **Give it a go.**”*

*“Why not **pop in** for a **chilled** prosecco?”*

*“Need a haircut? **Come see us.**  
Don’t? Come anyway.”*

*Tone of voice is always **light-hearted** and **inclusive**. Our primary target market are those who have recently moved into the peninsula following the relocation of their workplaces, therefore we would want to be as welcoming as possible. Copy should suggest, not command, to present the friendly but also respectful community at The Mane Space.*

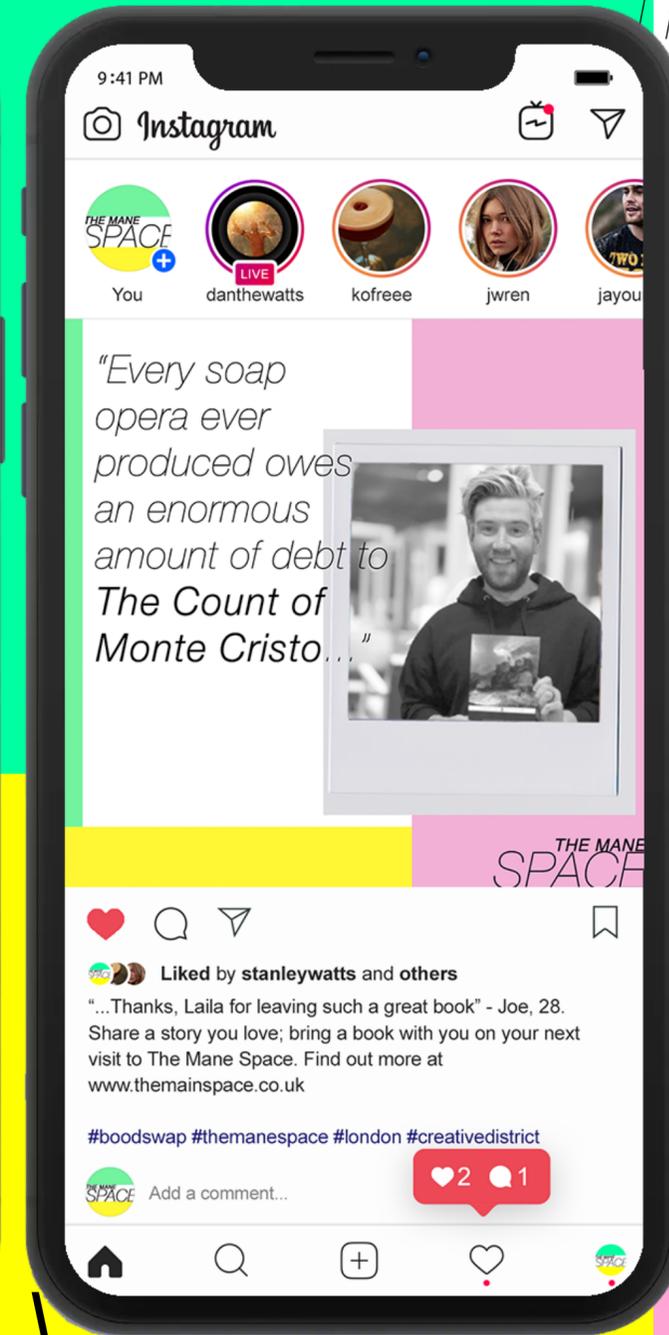
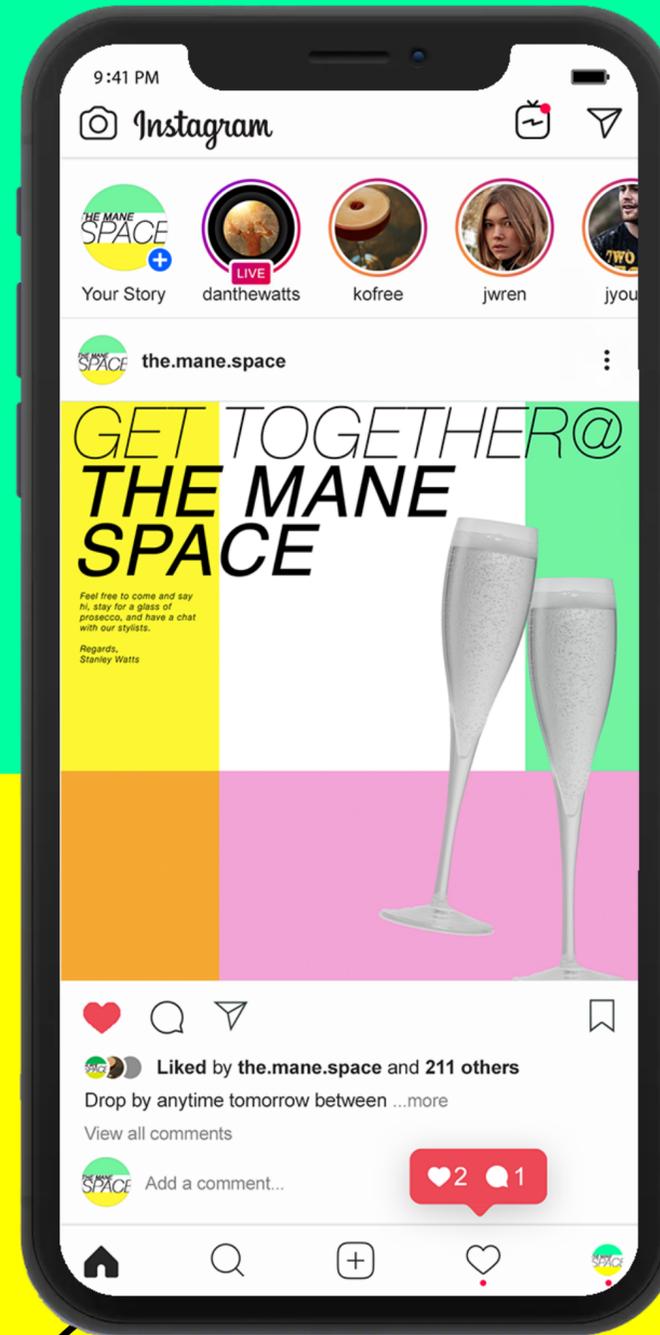
*The Mane Space should communicate in a genuine and realistic tone. The use of colloquial language is key to express this: phrases such as “**pop in**” and “**give it a go**” are casual and encouraging but not forceful.*

*Copy must be **meaningful** and **relevant** so that The Mane Space and its community comes across as down to earth and reasonable.*

*Copy-writing should be used to also give a fair to The Mane Space brand. In order to counter balance the casual and dressed-down language, it is important to offer a high-end experiences, such as a “**chilled** prosecco” and “**terracotta clay** pottery”. Not only should The Mane Space offer exotic experiences, it should use appropriate sensory language to describe them further.*

# THE MANE SPACE

*To further express how the community is an important part of The Mane Space. Social media accounts such as Instagram and Facebook should focus of telling the story of The Mane Space alone or in groups works well for this. In general we want to show that we champion members of our community, their achievements, contributions and ideas.*



# TO NE

# OF VOICE