



About the Brand

Michael Keenan is a self employed hair dresser, he trades mainly from a local salon but has been established for nearly 20 years with a well built up customer base. He prides himself on high quality results, and uses products to enhance the natural condition of hair and making sure it is healthy. His main client base is women but his male following is growing. He uses luxury products and creates bespoke colours.

The Process

When a client comes to me, I like to ask some basic questions to establish where they are, starting with their company name and how that appears and where, do they have a logo or brand, what's their industry and who is their target audience, what do they offer, price point and what is their unique selling point. Finally, what are their style preferences and colours, do they have any logos or brands they admire.

For this particular project I was starting from scratch so aside from colour, I did not have too much to go on, so went away and started sketching some ideas using Procreate on my tablet. I brainstormed key words and thoughts, images and ideas. I did some research to see what other hair companies do and how they brand/ market themselves.

I showed and discussed this initial brainstorm with my client to see if I was on the right path or to see if it spurred anything more from him to guide me. He liked the idea of using his name and having a simple logo to go with it. And specified he liked the colours of the rainbow, representing pride. He often referred to himself as Michael Keenan Hair but seemed happy to drop the word 'hair' if there was a logo/graphic that represented this. He then sent me a couple of 'hair' images for reference, I used one to turn it into a vector image (shown right) and used the colours he liked, this also represented the fact that he created bespoke hair colours for his clients.



With this initial part of the process completed I had lots of ideas and thoughts to work with, I used Illustrator to begin developing these into reality and producing something that my client could start to visualise himself. I like to produce a number of options, and like to start off in black and white when actually doing the logo, this allows me to visualise the different elements and how they may look across different media, or if it got printed in black and white, would any elements get lost.



Next I spent time choosing the fonts, as my client was unsure of what he liked, I chose a number of options for him, along with the colours and the vector graphics I had drawn (shown above). This would allow us to have a conversation about the elements he did or did not like and go from there to put together a complete logo.

1. *Michael Keenan* hair

Michael Keenan

2. *Michael Keenan*

Michael Keenan
HAIR

3. *Michael Keenan*

*M*ichael *K*eenan
HAIR

4.

Michael Keenan hair

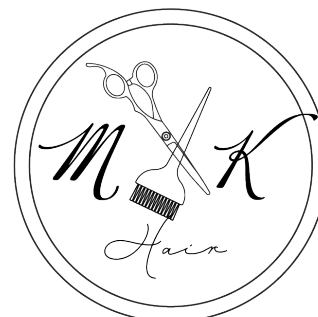
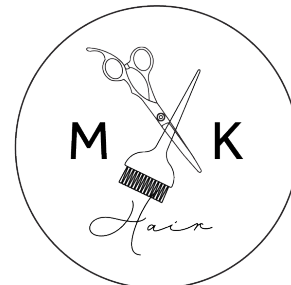
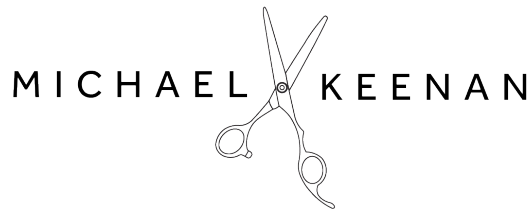
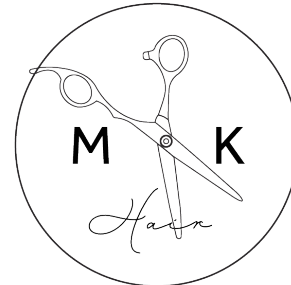
Michael Keenan



Once I had all these elements clear in my mind, I went ahead and started to lay them out to see what worked and what didn't, what felt right.

I began pairing my fonts with the images I had done and created options that could work for social media and in print, like on a business card and so on. Seeing all the elements come together started to feel good and I felt confident I could make my client happy with one of the options. Doing this activity I was able to decide which fonts worked best with the images and from afar. With these designs in hand I went back to my client to check in and see where we were at.

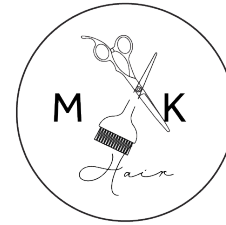
It was at this stage that my client was able to decide on his preferences and colour choices. He went with the one highlight in the pink box below. At this stage he mentioned that he loved hot pink and would love if I could integrate this into his design somehow. So I went back to add this pop of colour in for him.





MUMBO
design

MICHAEL KEENAN



MICHAEL KEENAN



MICHAEL KEENAN



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MICHAEL KEENAN



MICHAEL KEENAN



My client was over the moon with the options presented to him, he did actually suddenly have a preference for the black background and it all in white, which I agreed with him, but I didn't recommend due to the simple fact I didn't think it would work in all instances and may not stand out and grab the same amount of attention from afar, as maybe the graphic would get lost.

He showed a few of his clients at this stage and they agreed with the pink accent, this is his target audience so felt this feedback was really important.

During the process of getting to the final design, I do like to go back and get feedback at various stages from the client. I think it is important to hear their views, or their change of heart early on. Sometimes this interaction can spur ideas in them and help me make their design better and exactly meet the brief.

The Final Design Solution

Now that my client had chosen his final design I could finalise the details and present the final work. As my client was a fan of the black and white versions, I included one in the final pack. Along with this I included the colour palette, the fonts used and a business card design for him to use. It's always nice for clients to see how their brand can come to life so I also created some mock-ups, which he was very pleased with.



Mock-ups

My client is a service provider so does not have physical products to sell. However there are many ways to attract new clients in his industry, handing out business cards, wearing a branded t-shirt whilst working, and having a branded shop sign or gift bags for when he sells products from his salon.

Most of his business is return clients, however word of mouth and a good social media presence, coupled with a clear and consistent use of his logo and brand could really help to boost his current client base and reach a wider audience.



Ready to bring your brand to life?

Or interested in a different design service?

Get in touch and we can discuss my design services and how I can help turn your vision into reality.

