frenzySALON

Brand File

Frenzy Salon

A concise brand reference for visuals, messaging, content, and campaigns.

Prepared for Coordenadas Marketing

1. Brand Snapshot

Brand name: Frenzy Salon

Category: Beauty salon / hair salon

Location: Pembroke Pines, Florida

Core positioning: A premium, expert-led salon focused on personalized hair transformations, healthy hair, color mastery, curls, extensions, styling, grooming, and beauty services.

> *“Your style tells your story.”*

Frenzy Salon should feel polished, service-focused, transformation-driven, and expert, while still being warm and personal. The brand should communicate that every client receives care designed around their hair texture, lifestyle, and desired look.

2. Brand Essence

Essence Personalized beauty transformations with expert care.	Emotional Territory Confidence, elegance, self-expression, transformation, trust, and care.
Functional Territory Haircuts, color, highlights, balayage, extensions, curly hair treatments, blowouts, makeup, lashes, and barber/grooming services.	Brand Promise Frenzy Salon helps every client express their individuality through expert hair care, premium techniques, and a warm salon experience.

3. Audience

Primary Audience Women in Pembroke Pines / South Florida looking for premium hair services, especially color, balayage, extensions, curls, blowouts, and transformations.	Secondary Audience Men seeking grooming services, clients preparing for special occasions, curly-haired clients looking for specialized care, and beauty-conscious clients who value expert guidance.
Audience Mindset “I want to look polished, feel confident, and trust someone who understands my hair.”	Customer Need Clarity, confidence, style direction, healthy results, and a stylist who listens before transforming.

4. Brand Personality & Tone

Personality traits: expert, polished, warm, transformational, confident, beauty-forward, personalized, and professional but approachable.

Voice: Speak like a trusted master stylist: confident, experienced, warm, and focused on helping each client feel beautiful.

Use Case	Sample Copy
Social media	Your hair deserves more than a quick appointment. It deserves a personalized experience designed around your texture, lifestyle, and dream look.
Service post	Whether you want soft dimension, bold color, or a fresh cut that brings your shape back to life, our stylists create looks that feel like you.
Curly hair content	Curls need care, technique, and the right hands. At Frenzy Salon, we help you define, hydrate, and love your natural curl pattern.
CTA	Book your appointment today. / Let your hair tell your story. / Ready for your next transformation?

5. Visual Identity



The logo combines a salon scissor icon inside a circular emblem with the wordmark “frenzy SALON.” The visual direction is elegant, high-contrast, and beauty-focused. Preserve clear spacing around the mark and avoid placing it on busy backgrounds.

Color Palette

Role	Color	Hex	Usage
Primary Gold	Frenzy Gold	#C6A000	Logo accents, CTA buttons, highlights, premium details.
Secondary Gold	Champagne Gold	#D7BF4A	Secondary accents, subtle backgrounds, dividers.
Luxury Black	Black	#000000	Premium backgrounds, contrast, headers.
Clean White	White	#FFFFFF	Negative space, text on dark backgrounds.
Warm Neutral	Cream	#F7F2DF	Soft section backgrounds and premium editorial layouts.

Typography Direction

Headlines: Montserrat, Poppins, or Avenir Next in bold or semi-bold weights.
Body: Lato, Open Sans, or Montserrat Regular.
Accent: Optional elegant serif such as Playfair Display or Cormorant Garamond for campaign titles or premium quotes.

6. Photography & Creative Direction

Use premium salon photography with natural beauty and real transformations. Visuals should emphasize healthy hair shine, dimensional color, texture, curls, extensions, styling, and client confidence.

Do	Avoid
Clean salon environment, warm polished lighting, real clients, before/after transformations, texture close-ups, and editorial but natural framing.	Over-filtered skin, fake hair shine, overly dark salon photos, cluttered backgrounds, generic stock images, and cheap discount-heavy designs.

7. Content Pillars

Hair Transformations Before/after, color refresh, balayage, highlights, extensions, gray coverage, blowouts.	Expert Education Hair health tips, curl care, color maintenance, extension care, treatment recommendations.
Curly Hair Authority Curl definition, hydration, shape, frizz control, and curl confidence.	Premium Salon Experience Behind the scenes, stylist expertise, salon atmosphere, client care, product quality.
Confidence & Lifestyle “New hair, new energy” content, special occasion looks, beauty confidence, seasonal refreshes.	Testimonials & Proof Client reactions, review screenshots, stylist explanations, and transformation stories.

8. Messaging System

Main message: Transform your style at Frenzy Salon, where every strand tells your story.

Support messages:

• Personalized hair care for every texture, style, and transformation.

• Expert color, balayage, extensions, cuts, curls, and treatments.

• Premium products and professional techniques for healthy, beautiful hair.

• A warm salon experience designed around your individuality.

• Confidence-building transformations for everyday beauty and special occasions.

Suggested Taglines

Where Every Strand Tells Your Story Best for brand-level campaigns and website hero sections.	Your Style, Our Mastery Best for premium transformation or expertise-led content.
Discover Your Style. Live Your Story. Best for lifestyle and client-confidence content.	Healthy Hair. Beautiful Transformations. Best for treatment, color, curls, and hair health content.

CTA System

Type	CTA
Primary CTA	Book Appointment
Secondary CTAs	Call Now / Transform Your Look / Schedule Your Hair Consultation / Ready for Your Next Look? / Let Your Hair Tell Your Story

Quick positioning statement: Frenzy Salon is a premium beauty salon in Pembroke Pines that helps clients express their individuality through expert haircuts, color, balayage, extensions, curly hair care, grooming, makeup, and personalized styling experiences. The salon combines technical mastery, premium products, and warm client care to create healthy, confidence-building transformations.