HAIR REHAB LDN

CASE STUDY 03

SALON PROFESSIONAL · REFINED CONCEPTS

# ONE SALON, A SECOND IDENTITY

Round-two logo concepts for the professional line of a London hair brand.

STUDIO

Marcelle Adrianna Studio

SCOPE

Logo · Submark · Type

STAGE

Refined concepts



THE BRIEF

# A professional line that is clearly **family**, not a copy.

Hair Rehab London wanted a logo for its salon-professional range. Round one gave feedback; round two refined three directions.

WHAT EVERY CONCEPT KEEPS

| | |
|---|---|
| 01 | The square from the original logo, as the link to the consumer brand |
| 02 | The Hair Rehab name, so salons recognise it at once |
| 03 | A submark that still reads at the size of a bottle cap |

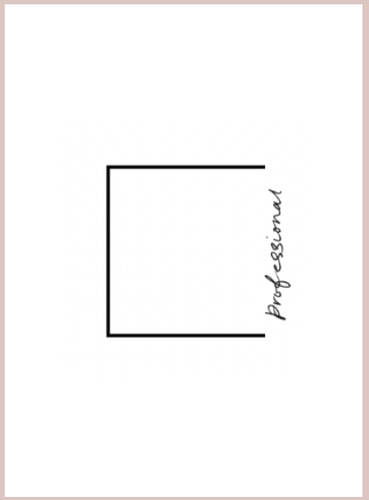
CONCEPT 01 — EDITORIAL

# The original logo, **signed by hand.**

Ink-script "Professional" set into the square

Script swapped for a clearer face that stays legible small

A hair strand becomes the submark and a pattern






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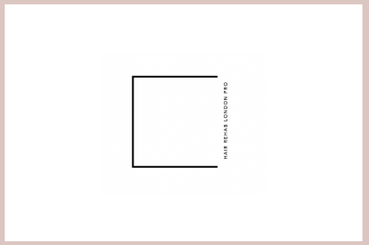
CONCEPT 02 — CONTEMPORARY

# Same square, **sharper suit.**

Light sans name, bold vertical "Professional"

Closest tie to the consumer logo; leans corporate

Two submarks: framed name, or an HR monogram







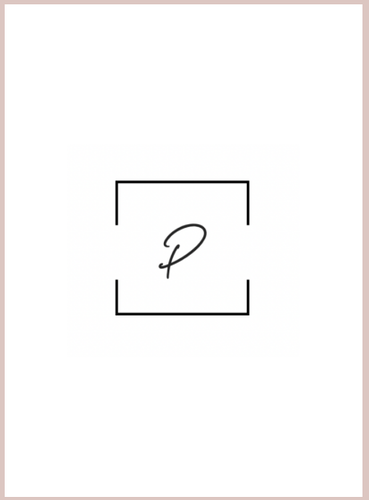
CONCEPT 03 — THE BLEND

# The square, **only implied.**

Open corners suggest the square without drawing it

Concept 1's script meets Concept 2's clean sans

A single-letter submark that works at any size






# Three routes, **side by side.**

COMPARE

| |  |  |  |
|---|---|---|---|
| ROUTE | 01 Editorial | 02 Contemporary | 03 The blend |
| FEELS | Hand-made, feminine | Clean, current, corporate | Light, simple, beauty-led |
| STRENGTH | Keeps the editorial voice | Strongest tie to the original | Room to build around |
| WATCH | Script at small sizes | Monogram weak in black | Square less obvious |

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WHAT THIS SHOWS

# Extending a brand **without breaking it.**

Three honest options, each tested on real objects, with the trade-offs laid out for the client to choose.

OUTCOME

[Which concept the client chose]

MARCELLE ADRIANNA

info@marcelleadrianna.com