



Tidepool
HAIR + MASSAGE

HAIR AND MASSAGE · SANTA BARBARA

Brand guide

Sample brand guide, prepared by Gabriel Knapp Photography

The business at a glance

A small, quiet place for a good cut, a real massage, or both in one afternoon.

Who it serves

Busy Santa Barbara locals who want a good haircut and a real hour of quiet, often in the same afternoon.

What it does

Cuts, color, and blowouts, plus Swedish, deep tissue, and prenatal massage. Book one or pair them.

What makes it different

Small and calm on purpose: two chairs, one treatment room, and time between guests so no one feels rushed.

LOCATION

Santa Barbara, near the Mesa

SERVICES

Hair, massage, or both together

HOW PEOPLE BOOK

Online booking, text, phone

FEEL

Calm, soft, airy

Voice

1 *Calm*

Short, gentle sentences. Nothing shouts.

"Settle in. We will start when you are ready."

WORDS WE USE

✓ Unhurried

✓ Your hour

✓ Fresh

✓ Restore

✓ Easy booking

✓ Take your time

WORDS WE AVOID

✗ Pamper yourself

✗ Flawless

✗ Glam

✗ Transform

✗ Hurry, book now

✗ Perfect

2 *Warm*

Speak to one person, the way you would at the chair.

"It was good to see you. Your color should last about six weeks."

3 *Clear*

Times, lengths, and what to expect, so booking is easy.

"A cut takes about 45 minutes. Massage is 60 or 90."

SOUNDS LIKE THIS

*Book a cut, a massage, or both.
We leave time between guests, so
your hour is yours.*

04

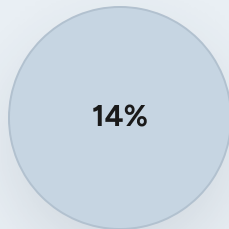
Colors



42%

Morning Mist

HEX #E9EFF4
RGB 233 239 244
Main background



14%

Fog

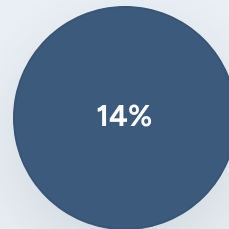
HEX #C6D5E2
RGB 198 213 226
Panels, arches



16%

Deep Harbor

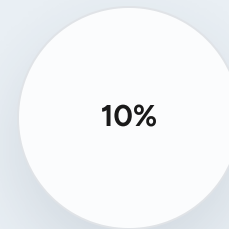
HEX #22354A
RGB 34 53 74
Text, logo



14%

Harbor Blue

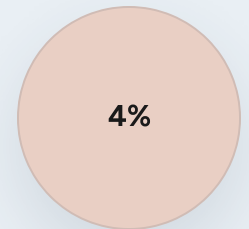
HEX #3B5A7C
RGB 59 90 124
Brand color, buttons,
links



10%

Pearl

HEX #FBFCFD
RGB 251 252 253
Cards, frosted panels

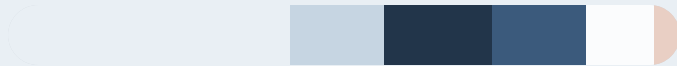


4%

Shell Pink

HEX #E9CFC4
RGB 233 207 196
Small accents only

HOW MUCH OF EACH



Use the main background for most of the space, the brand color for headings and key shapes, and accents sparingly.

TEXT CONTRAST (WCAG 2.1 AA NEEDS 4.5:1, OR 3:1 FOR LARGE TEXT)

Aa	Deep Harbor on Morning Mist	10.8:1	Safe for all text
Aa	Harbor Blue on Morning Mist	6.2:1	Safe for all text
Aa	Pearl on Harbor Blue	7.0:1	Safe for all text
Aa	Harbor Blue on Pearl	7.0:1	Safe for all text
Aa	Deep Harbor on Fog	8.4:1	Safe for all text
Aa	Deep Harbor on Pearl	12.2:1	Safe for all text
Aa	Deep Harbor on Shell Pink	8.5:1	Safe for all text
Aa	Fog on Morning Mist	1.3:1	Not for text, shapes only

Fonts

HEADINGS

Aa

Fraunces

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
0123456789*

Fraunces is light and graceful. Its italic gives headlines a soft, unhurried feel.

BODY

Aa

Figtree

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
nopqrstuvwxyz
0123456789 & ? ! ,

Figtree has rounded, open letters that stay clear at small sizes on booking pages.

SIZES ON THE WEB

Web H1	48px / 1.1	Fraunces
Web H2	32px / 1.2	Fraunces
Web H3	22px / 1.3	Fraunces
Body	17px / 1.6	Figtree
Small and captions	14px / 1.5	Figtree
Buttons	16px bold	Figtree

A good cut and a quiet hour.

Hair and massage in Santa Barbara, with time to breathe in between.

[Book online](#)

Both fonts are free from Google Fonts.

Logo

PRIMARY LOCKUP



ICON ALONE



For social avatars,
favicons, stickers,
and small spaces.

ON DARK



CLEAR SPACE



Keep empty space around the logo equal to the icon's height divided by two (shown as the dashed area).

MINIMUM SIZE



Lockup: 150px wide on screen, 1.25 in. in print. Icon alone: 24px, 0.25 in.

DO

Use the supplied files. Place the logo on the main background or the dark brand color, with room to breathe. Use the icon alone only where the full lockup won't fit.



Don't stretch or squash



Don't change the colors



Don't rotate



Don't add effects

Photo direction

Light

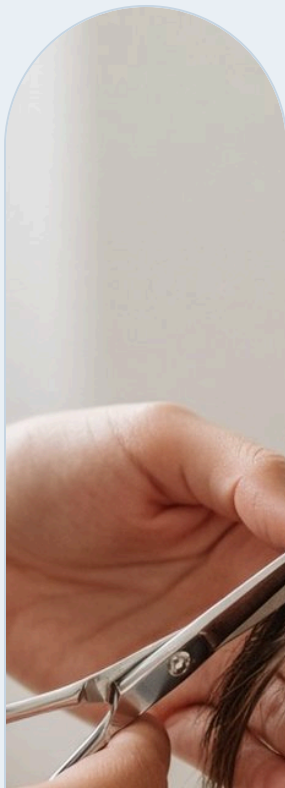
Soft window light first. A small bounced flash only to lift shadows, never to look lit.

Subject

Hands, textures, and quiet moments: hair being shaped, towels, plants, warm stones.
Team portraits that feel relaxed.

Framing

Lots of open space and soft focus behind the subject. Low clutter, pale backgrounds, room for type.



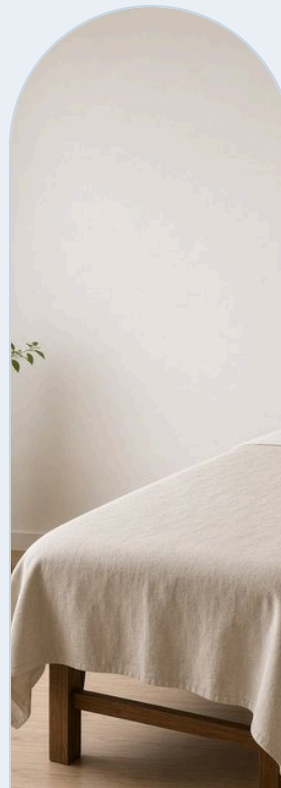
DETAIL

Stylist's hands mid-cut, window light across the hair



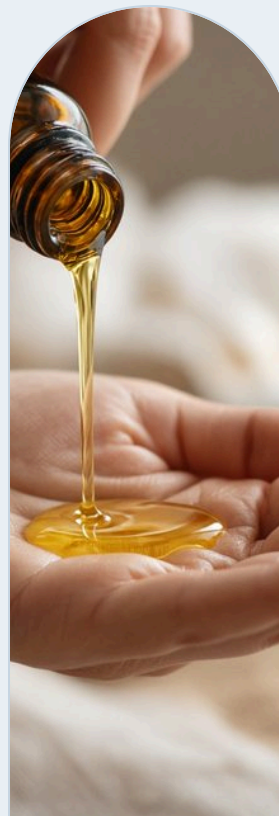
PORTRAIT

Team member at the chair, relaxed half smile



PLACE

Treatment room with folded towels and a single plant



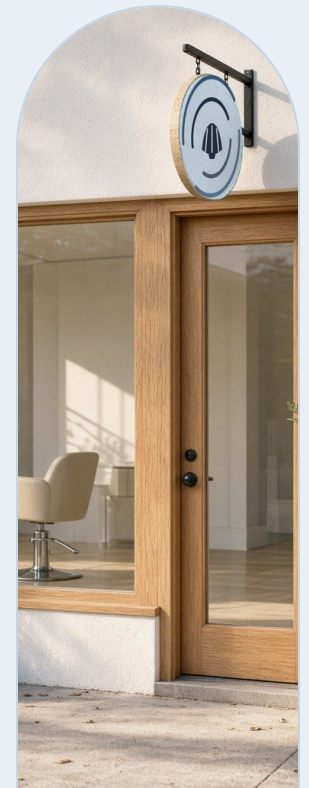
DETAIL

Close crop of oil being poured into a palm



RESULT

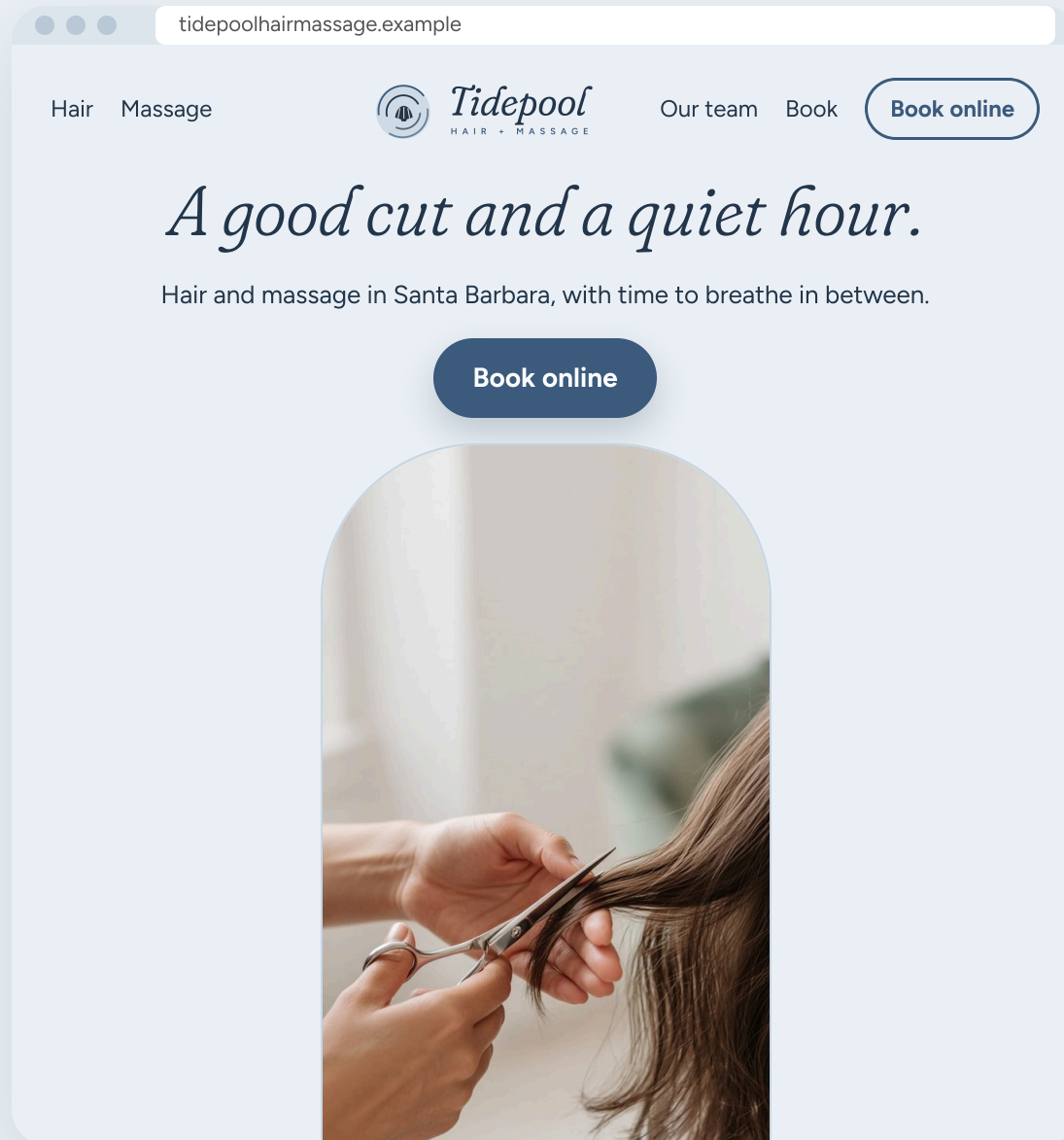
Finished blowout from behind, soft background



PLACE

Front window with morning light and the shop sign

On the web and in print



SOCIAL POST



APPOINTMENT CARD

