

JORDAN'S

BARBER & BEAUTY · EST 2014

Brand & Interior Guidelines

A refreshed identity, fit-out direction and sourcing pack for the new shop — barber downstairs, beauty above — built around a dark, masculine, GQ-led aesthetic on a controlled budget.

Where it's going

THE PROBLEM WITH THE OLD MARK

The current logo leans on a cut-throat razor motif — a service the shop doesn't offer — and the execution reads dated. A symbol should be earned by the work. If the razor isn't part of the offer, it shouldn't headline the brand.

The fix isn't more decoration. It's restraint: one confident wordmark, a tighter palette, and consistency across the door, the chairs, the staff and the socials — used the same way downstairs in the barber shop and upstairs in beauty.

THE NEW POSITIONING

- Dark, masculine, premium — without trying too hard
- Editorial / GQ tone over "traditional barber" cliché
- Black, white tile, warm light, brushed bronze accents
- One wordmark, used consistently across barber & beauty
- Smart-casual uniform — not shirts-and-ties like everyone else
- Premium feel through restraint, not spend

Built to be achievable on a tight budget. Premium is a result of consistency and editing — not how much is spent. Every furniture item listed comes in under £1,000 per station and is UK-sourced.

02 IDENTITY

The logo

The editorial wordmark is the identity — locked. High-contrast Playfair/Bodoni-style serif, generous letter-spacing, a fine bronze rule separating the name from the credential. It reads like a fashion masthead, drops the razor, and keeps the established *EST 2014*. This is the only mark; use it everywhere.

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VARIATIONS

- Primary: ivory on black (shopfront, socials)
- Bronze foil on black for the reception panel
- Black on ivory for print & the beauty floor
- Sub-line swaps to "BARBER" or "BEAUTY" per floor
- "JORDAN'S" alone where space is tight (door vinyl, stamp)

LOCKUP RULES

- Always keep the bronze rule between name and sub-line
- Never stretch, recolour beyond the palette, or add effects
- Keep clear space around it — at least the cap-height of the J
- One lockup per surface. Never crowd it

Free typeface match: **Playfair Display** (used here) is a free Google Font that stands in for Bodoni Moda almost exactly — so signage, menus and socials can all be set without licensing cost.

03 SYSTEM

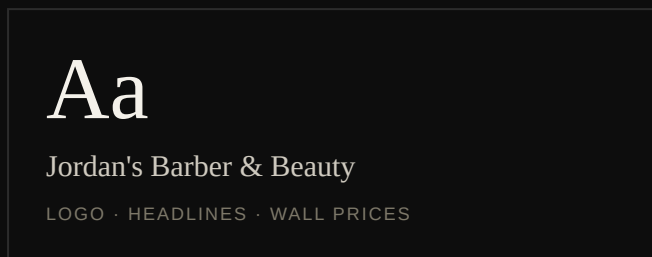
Palette & typography

CORE PALETTE — FOUR COLOURS, NO MORE

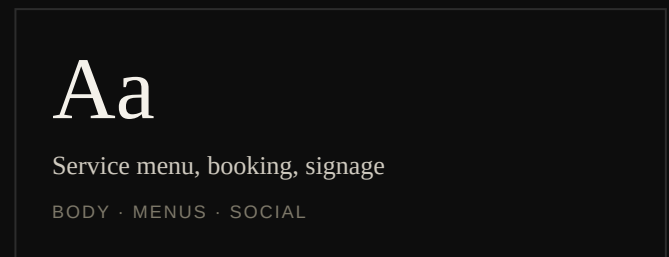


Black carries the room; walnut/dark wood warms it; bronze is the accent (taps, framing, hardware, logo foil); ivory is the tile, towels and negative space. Brushed and matte finishes only — no chrome, no gloss, no gradients. The beauty floor uses the same four but leans more on ivory and bronze to feel softer.

DISPLAY — PLAYFAIR / BODONI



TEXT — INTER

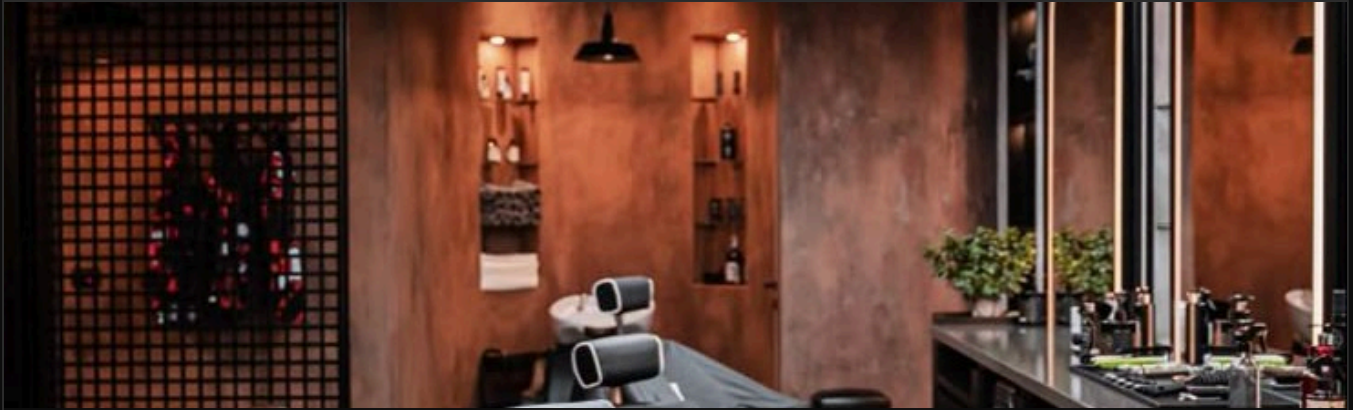


Two typefaces total — Playfair Display for display, Inter for everything else. Both free. Never add a third.

04 SPACE · GROUND FLOOR

Barber interior

White or marble-effect tile floor, dark joinery, black chairs, warm low lighting, bronze detailing. The contrast between the light floor and the dark walls is the whole look — keep it clean and let it breathe.



REFERENCE: WARM DARK WALLS · BLACK STATIONS · LINEAR LIGHTING · LEATHER SEATING



INDUSTRIAL-LUXE WAITING AREA · CONCRETE · STEEL MESH · WARM ACCENTS

GET RIGHT

- Large-format white / marble-effect floor tile
- Dark walnut or black veneer on bays & back wall
- Warm 2700K lighting — never cold white
- Black framed mirrors, brushed bronze taps
- One green statement — planters break up the black

AVOID

- Black sinks — they show every water mark. White or steel
- Chrome everything / glossy laminate — reads cheap
- Exposed-Edison-bulb "traditional barber" cliché
- Too many competing accent colours
- Over-cluttered retail shelves on show

On the sinks: stick to white ceramic or brushed stainless basins. They keep the premium look without the constant wiping a black basin demands. The warm clay/wood walls above show how to add the walnut warmth you wanted while keeping black joinery — easy to source and it photographs beautifully.

05 SPACE · UPSTAIRS

Beauty interior

The beauty floor he's renting above should feel like the same brand — same black, bronze and warm light — but a touch softer and more glamorous. Same palette, more ivory and bronze, rounder forms, illuminated mirrors.



REFERENCE: DARK GLAMOUR · BACKLIT ROUND MIRRORS · BRONZE & GREENERY

CARRY OVER FROM DOWNSTAIRS

- Same four-colour palette & the editorial logo
- Warm 2700K light, black framing, bronze hardware
- White / pale floor against dark walls

SOFTEN FOR BEAUTY

- Backlit round or arched mirrors instead of square
- More ivory & bronze, less heavy black
- Greenery & soft textiles for warmth
- Comfortable treatment seating in black or taupe

These are directional references, not exact specs — the brief is to echo the barber floor's dark-luxe language so a client moving between floors feels one brand, not two.

Uniform — the hero look

Skip shirt-and-tie — it's everywhere now and dates fast. The uniform is one strong smart-casual look: an all-black textured set (relaxed short-sleeve top + tapered trousers) with clean footwear. The editorial logo sits small and subtle on the left chest, embroidered in ivory. Below: the hero on two builds.



THE LOOK

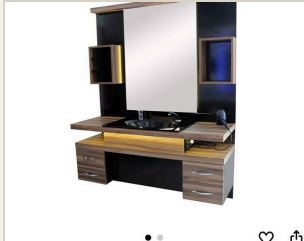
All-black textured set, relaxed but sharp. Logo embroidered ivory on the left chest, optional tonal back print. Add a charcoal waxed-canvas apron with a bronze rivet as the senior-stylist layer. Black leather shoe or an all-white minimal trainer — always clean.

WHY THIS WORKS

It reads "men's magazine", not "high-street barber". Comfortable for a 10-hour floor day, cheap to replicate (any plain black set + embroidery), and instantly recognisable in the chair and on socials. The same look in ivory works for the beauty floor.

Barber stations & units — UK

Every station lands under £1,000. Prices move — treat these as live starting points. Previews shown are real supplier product shots. Specify white ceramic or brushed-steel basins, not black.



Dark-wood barber unit (CSS "Royal" style)

~£775-£875

UK · WALNUT-TONE · MIRROR + STORAGE + INTEGRATED BASIN

Close to the look you flagged — but note the integrated black/glass bowl is exactly what to avoid (water marks). Ask for a white ceramic bowl, or buy the unit basin-less and add a separate white backwash. Good value full-wall station.

amazon.co.uk → "CSS Royal barber unit" · csssalonsupplies.com/collections/barber-units



Classico-style station (CSS)

~£775

UK · DARK WOOD · WHITE BASIN · IN STOCK

The reference station you sent. It already has a white bowl (good), but the heavy moulded frame reads a little dated — fine as a budget option if styled with the right mirror and lighting. Lose the ornate cornice if a plainer version is offered.

csssalonsupplies.com · product code SD986

REM — Barber Styling Units (UK made)

from ~£500-£950

UK MANUFACTURED · WALNUT / DARK LAMINATE · MADE TO ORDER

The benchmark for UK barber joinery and the one to spec if you want true walnut. Wall-mounted styling units and barber units in dark laminates; choose without an integrated basin and add a white backwash. Photographs better than the budget units above. Made-to-order, so quote & lead time by phone.

salonsdirect.com/barbering/furniture/styling-units · directsalonfurniture.co.uk/barbers-furniture/barber-units/ · rem.co.uk

Spend order: get the front-of-house bays right first (the first thing a client sees), then fill remaining bays with the budget units and upgrade later.

Chairs, desk, beauty & extras

BLACK BARBER CHAIRS

CHAIR
PREVIEW

Jones Barber Chair — Salon Style Collections ~~~£250~~—£450

UK DELIVERY · VAT INVOICE · HEAVY-DUTY HYDRAULIC · BLACK

Deep-cushioned black chair, adjustable headrest, strong hydraulic base. Clean modern silhouette — no retro chrome.

salonstylecollections.co.uk/collections/barber-chair

CHAIR
PREVIEW

Duke / Carlos (black) — Direct Salon Furniture ~~~£300~~—£600

UK · LARGE HYDRAULIC LOCKING BASE · RECLINING · ADJUSTABLE HEADREST

Solid all-black reclining chairs from a reputable UK stockist; sturdy for daily volume.

directsalonfurniture.co.uk/barber-chairs/

Amazon UK — Panana / COSTWAY black chairs ~~~£150~~—£300

FAST UK DELIVERY · ENTRY TIER · BUY ONE, TEST, THEN SCALE

Budget back-up for early days or extra bays. Matte black models look the part on camera. amazon.co.uk → "barber chair black"

RECEPTION KIOSK & BEAUTY

DESK
PREVIEW

REM Reception Desk (UK made) ~~~£500~~—£1,200

UK · DARK LAMINATE · MADE TO ORDER

A compact walnut/black counter with a bronze-foil logo on the front panel is the single highest-impact branded piece. Spec the smallest footprint that fits.

salonsdirect.com/collections/rem

COUCH
PREVIEW

Beauty treatment couch / styling station (upstairs) ~~~£200~~—£800

UK · BLACK OR TAUPE · FOR THE BEAUTY FLOOR

Match the palette — black or neutral couches, backlit round mirrors, bronze fittings. REM and Salons Direct both carry beauty couches and illuminated mirrors.

salonsdirect.com · directsalonfurniture.co.uk

FINISHING ACCESSORIES (CHEAP, HIGH-IMPACT)

- Black-framed mirrors (barber) / backlit round (beauty)
- Brushed bronze or black mixer taps
- Waxed black canvas aprons + bronze rivet
- White waffle towels, kept pristine
- Matte black wall menu with Playfair pricing
- 2700K warm bulbs throughout both floors
- Olive / fiddle-leaf planters to break the black
- White ceramic or brushed-steel backwash

Prices indicative — verify at point of order. REM is made-to-order and quote-based. Open with the reception desk + front bays for impact, scale the rest as revenue lands.

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