Mica

HAIR STUDIO

Brand Guidelines

EDITION 1.0, 2026

Concept build by Kootenay Made Digital

See it against your hair first.



Mica is a three-chair salon on Kettle Street in Alder Bend. Most colour clients book on a guess about the cost and the result. Mica answers both before the appointment. The swatch is held against real hair, the colour is checked at the window in daylight, and every price comes with its ceiling before anyone mixes anything.

PERSONALITY

Clear

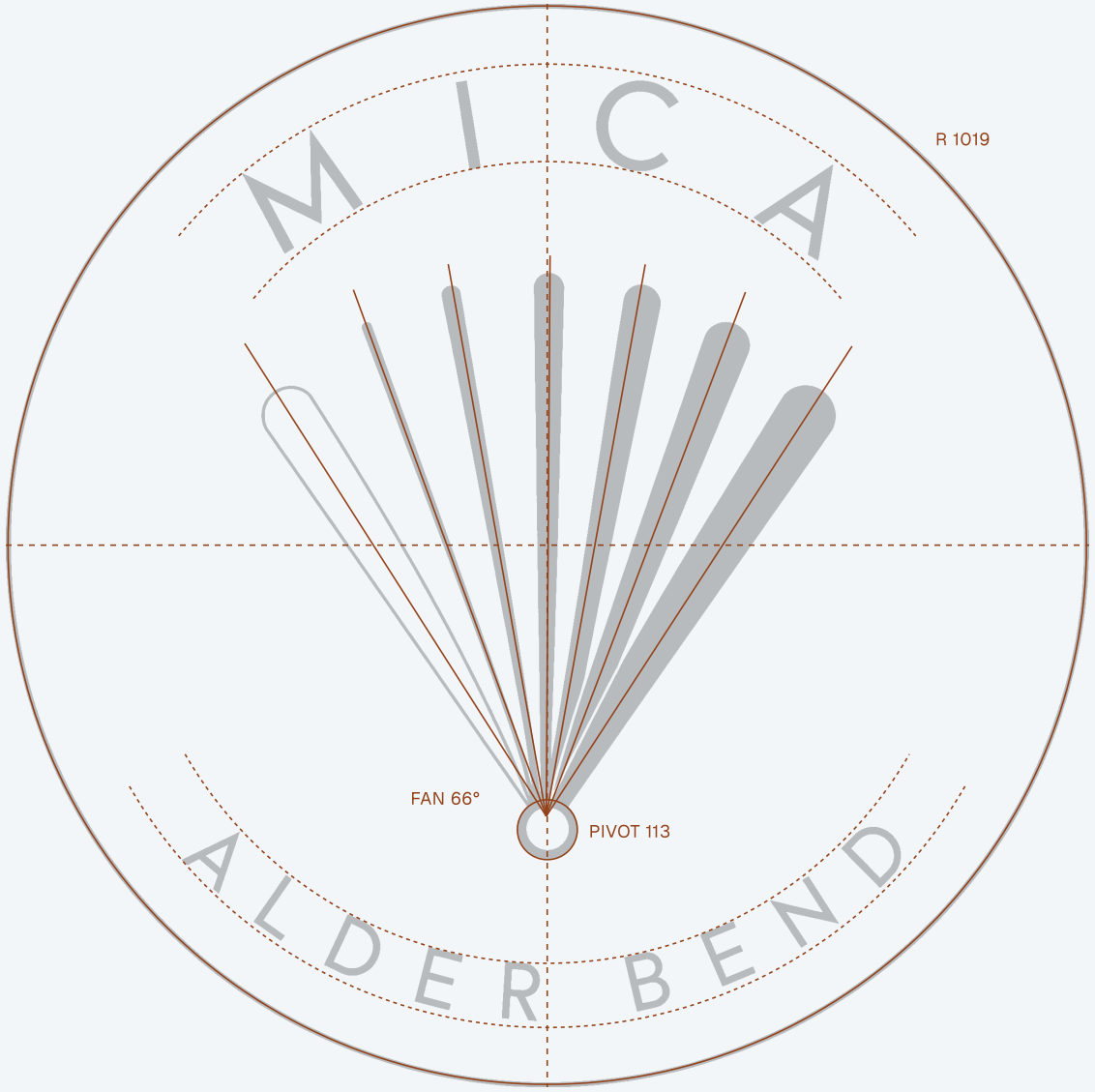
The service, the hours and the price with its ceiling, said before anything is mixed.

Careful

Hair lightens only as far as it safely can, even when that takes two visits.

Open

Who has room, how far each chair books, the door width and the scent days, all on the page.



The swatch ring, drawn flat.

A colourist holds a fan of real hair swatches on a steel ring against your root. The badge is that tool seen from the front, set inside a ring with the name and the town.

The fan

Seven strips meet at one point just above the pivot's centre, about ten degrees apart and a little wider at the outer two, spread 66 degrees about the vertical. They step in weight from an empty outline to a solid strip, as a ring of swatches steps from light to dark.

The pivot

The small ring every swatch hangs from. Its outer diameter is the unit x for clear space on page 5.

The ring and the lettering

One thin circle. MICA runs across the top and ALDER BEND across the bottom, in open geometric capitals on the ring's inner edge.

The name

Mica is the mineral that splits into thin, mirror-bright sheets. It glints in the rock cuts along the Columbia valley highways. It also names the keyline colour on page 6.

Measured from the 2,048 px master: ring radius 1019 with a stroke of 10, pivot 113 across, centred 538 below the ring's centre, the strips meeting 26 above it. Steps between strips 12.4, 10.1, 10.5, 9.8, 10.6, 12.2 degrees. Strip widths near the tip 18, 34, 55, 68, 86, 111 px after the outline.

ON DAYLIGHT

The default. Ink on the page ground.

THE LOCKUP

Mica
HAIR STUDIO

THE WINDOW LOCKUP

Mica

THE BADGE

The badge is one colour by construction. The name in the lockup is live type, set in Alegreya Sans 500.

ON SLATE

The window. The name goes gold and the badge goes On Slate.

THE LOCKUP

Mica
HAIR STUDIO

THE WINDOW LOCKUP

Mica

THE BADGE

ON SILVER

Raised surfaces and wells. Ink, unchanged.

THE LOCKUP

Mica
HAIR STUDIO

THE WINDOW LOCKUP

Mica

THE BADGE

ON A PHOTOGRAPH

Ink over a light, quiet part of the frame, such as the plaster wall in daylight.

THE LOCKUP

Mica
HAIR STUDIO

THE BADGE

CLEAR SPACE



x is the outer diameter of the pivot ring, 5.5% of the badge's width. Keep 2x clear on every side of the badge and of any lockup. Keep type, photo edges and folds out of it.

In the lockup the name sits a quarter of the badge's width away, and the words Hair Studio sit under the name.

MINIMUM SIZES



Badge alone
72 px on screen
22 mm in print



Mica
HAIR STUDIO

In the lockup
40 px on screen
12 mm in print

At 40 px the lettering in the ring is texture. The fan still reads. The name set beside it carries the words, so below 72 px the badge always sits in the lockup.

SIX DON'TS



Don't stretch it.
Scale it evenly.



Don't colour the strips.
The levels live on the swatch rule.



Don't rotate it.
The fan always opens upward.



Don't set it on a busy photo.
Use a quiet, light area.



Don't use gold on a light ground.
It measures 1.87 to 1.



Don't add a shadow or effect.
One flat colour, always.

Daylight

#F3F6F8
RGB 243, 246, 248
CMYK 2 1 0 3*

The page ground.

Mica

#C1C8CD
RGB 193, 200, 205
CMYK 6 2 0 20*

Keylines and rules only.

Ink

#1F252B
RGB 31, 37, 43
CMYK 28 14 0 83*

Type, the badge, the buttons.

Slate

#242A2E
RGB 36, 42, 46
CMYK 22 9 0 82*

The one dark band per piece.

Copper Deep

#93431B
RGB 147, 67, 27
CMYK 0 54 82 42*

The working accent for labels, links and focus.

Gold

#DAB060
RGB 218, 176, 96
CMYK 0 19 56 15*

The name on dark grounds only.

PROPORTION, BY AREA



Daylight 60 | Silver and Mica 15 | Ink 15 | Slate 8 | Accents 2

THE TEN LEVELS



Level 1, black, to level 10, lightest blonde, on the trade's own scale. They belong to swatch objects such as the swatch rule, the ring and the level chip. Keep them off page grounds and out of type.

* CMYK is approximate, converted from RGB. Proof it on the printer's stock before a run. Hex and RGB are exact conversions of the site's OKLCH tokens.

PAIRINGS, MEASURED TO WCAG 2.2 AA

Aa	14.25	**Ink on Daylight** AA any size	Aa	3.51	**Copper on Daylight** AA large text and non-text
Aa	7.42	**Ink Soft on Daylight** AA any size	Aa	12.56	**On Slate on Slate** AA any size
Aa	6.32	**Copper Deep on Daylight** AA any size	Aa	7.16	**Gold on Slate** AA any size
Aa	5.83	**Copper Deep on Silver** AA any size	Aa	1.86	**Gold on Daylight** keylines only, never text

Computed from the tokens, OKLCH to sRGB and then WCAG 2 relative luminance, rounded down. Copper itself is for large type and non-text only; Copper Deep is the small-text accent.

Aa

Alegreya Sans

The voice. It speaks in headings, sentences and the names of things.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Regular 400 and Medium 500. Oldstyle figures in running prose, lining in addresses and phone numbers. SIL Open Font License 1.1.

Aa

Geist

The figure face. It counts levels, prices, durations, times and labels.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 $220 to $380

Variable, used from 400 to 600. Tabular lining figures. SIL Open Font License 1.1.

THE HIERARCHY IN USE

BALAYAGE

Lightening, painted on by hand

$220 to $380 about 3 to 5 hr

Painted freehand, so it is length, density, and how many levels of lift your hair can take in one sitting.

Label: Geist 600, 12 px, capitals, tracking 0.12em
Heading: Alegreya Sans 500, 34 px, tracking -0.01em
Price: Geist 500, 22 px, tabular
Body: Alegreya Sans 400, 16 to 18 px, leading 1.6
Home headline: Alegreya Sans 500, 88 px, leading 0.98

World-words live in the warm face. Anything a first-timer acts on, a price, a time, a phone number, is set in the cold face.

The swatch rule

1 2 3 4 5 6 7 8 9 10

One rule, ten levels. Black to lightest blonde, edge to edge. It divides sections at 2 to 4 px and runs at shelf weight along the foot of a dark band or a printed piece.

6.0 Dark blonde

The level chip. The code a colourist writes, in the figure face, beside any colour.



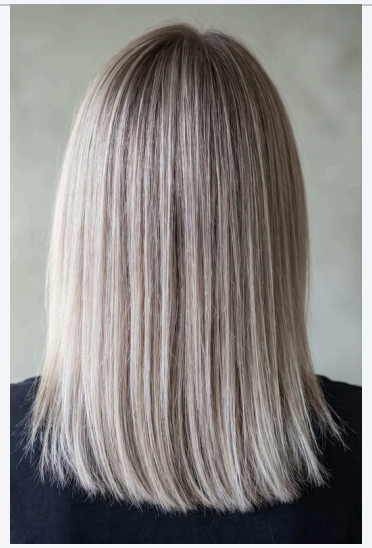
Photography

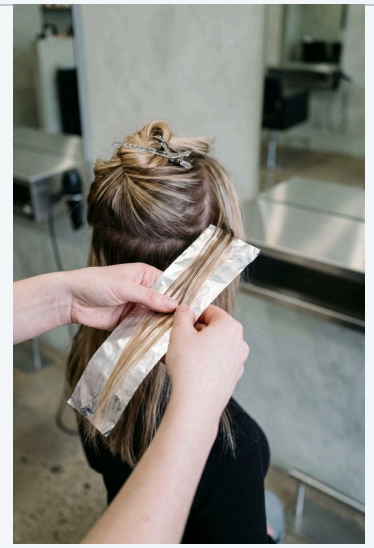
1 **Daylight.** Cool, even window light on plaster, polished concrete, steel and round mirrors. Show the room as it is.

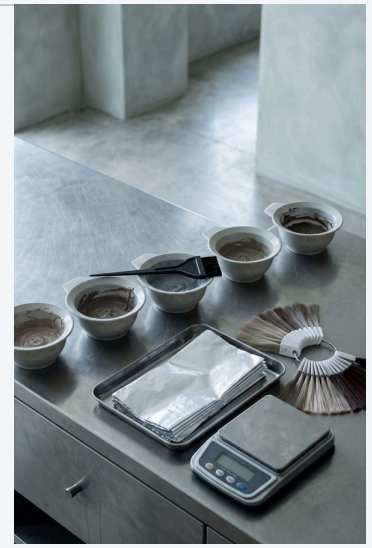
2 **The colour is the subject.** Finished work is shot from behind, against the plaster wall, so the level and the tone read true.

3 **Tools at work.** Foils, the tint brush and bowl, the swatch ring, each used the way the trade uses it.

4 **People at the chair.** The three stylists and their clients, at work, looking at the hair.







The window check, finished work, foils and the colour bar, all from the site's own library.



WINDOW DECAL

24 by 32 in, cut vinyl on the inside of the front window, two colours

The name in gold, as a sign-writer would gild it, and everything else in white. The hours are the site's own line, Thursday's late evening included. The walk-in rule sits under them. Cuts can walk in when a chair is free, and colour is by appointment.



APPOINTMENT CARD AND SHELF TAG

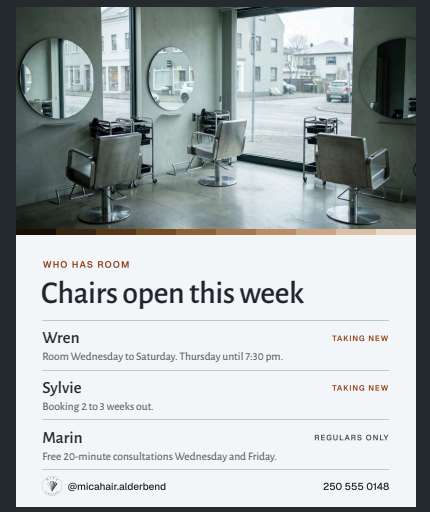
Card 3.5 by 2 in, uncoated stock, both faces. Tag 3 by 1.75 in, in a clear holder

The swatch rule runs along the foot of both faces of the card. The back carries the next visit, filled in before the client stands up, and the deposit rule. The tag gives the bottle's price, how long it lasts, what it costs a month to keep using, and who it is wrong for.

Digital



Profile image



Post template

Profile image. The badge in On Slate on a Slate square, 1080 by 1080, sized to survive the circle crop. The handle is @micahair.alderbend.

Chairs open this week. A 1080 by 1350 post with an empty chair above the swatch rule and the site's own board below it, showing who is taking new and how far out each chair books.

The profile is shown on the bench by the front window. The bio is the site's own line about three chairs on Kettle Street, with the price and the plan first.

Voice and tone

Mica writes as the salon, in the first person plural, the way a stylist talks across the chair. A stylist writing for herself says I.

Clear

We give the number and what moves it.

Careful

We say two visits when it is two visits.

Open

We publish who has room, and say so when nobody does.

WE SAY	✕ WE DON'T SAY
We look at it at the window, in daylight, before you pay.	Leave looking and feeling amazing!
Ash fades first, so it needs a toner between visits.	Low-maintenance colour that lasts!
Balayage is $220 to $380, and here is what moves the number.	Prices vary. Call us for a quote.
Box dye has to come out before anything goes in.	No hair is too difficult for our expert team!
Wren has room this week.	Spots are filling fast, book now!

The left column uses the trade's words, the window, toner, the price with its ceiling, box dye, room this week, and explains them once. The right column could belong to any salon.

Quick reference

THE MARK

The swatch ring, drawn flat, with seven strips on one pivot.

Clear space 2x on every side, where x is the pivot ring.

Badge alone from 72 px or 22 mm. In the lockup from 40 px or 12 mm.

One flat colour. Gold only for the name, only on dark.

TYPE

Alegreya Sans 400 and 500 speaks. Geist 400 to 600 counts prices, times, levels and labels.

COLOUR

- Daylight #F3F6F8
- Silver #E9EDF0
- Mica #C1C8CD
- Ink #1F252B
- Slate #242A2E
- Copper Deep #93431B
- Gold #DAB060

Copper Deep for small accents, Copper for large type and non-text only. The ten levels stay on swatch objects.

THE LOOK

The swatch rule divides sections, 2 to 4 px, or at shelf weight along a foot.

Daylight photographs of the room, the hair from behind, tools at work.

VOICE

Clear, careful, open. We, for the salon. The number and what moves it.

CONTACT

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Concept build by Kootenay Made Digital

kootenaymade.ca

Mica Hair Studio, Alder Bend, Kettle Street, the stylists Marin Vasey, Sylvie Renaud and Wren Ostberg, and every price are fictional.