

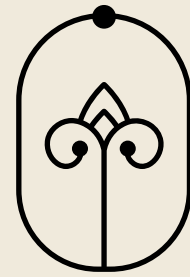


LA ROSE
BEAUTY CENTER

A close-up photograph of three women with dark, curly hair. The woman in the center has light-colored eyes and is looking directly at the camera. The woman on the left is looking slightly to the side, and the woman on the right is looking towards the camera. They are all wearing light-colored, possibly pink or white, tops. The background is a solid, warm-toned wall.

Confidence *starts* Here

LA ROSE™



About La Rose

La Rose Beauty Center is a premier destination for beauty and wellness in Sulaymaniyah. Our team of expert stylists and technicians are passionate about delivering exceptional services in hairdressing, makeup, nails, and eyelash extensions. We use only the finest products and employ the latest techniques to ensure you leave our salon feeling confident and radiant. Whether you're seeking a glamorous new hairstyle, a flawless bridal makeup look, a luxurious manicure, or stunning eyelash extensions, La Rose is your sanctuary for transformation.

Confidence *starts* Here

Project Info

La Rsoe Beauty Center
Branding
Kurdistan – Sulaimanyiah
Jan 2025

Done by

 **Yellow Creative**

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LA ROSETM



LA ROSE

Glow
Relax
Rejuvenate

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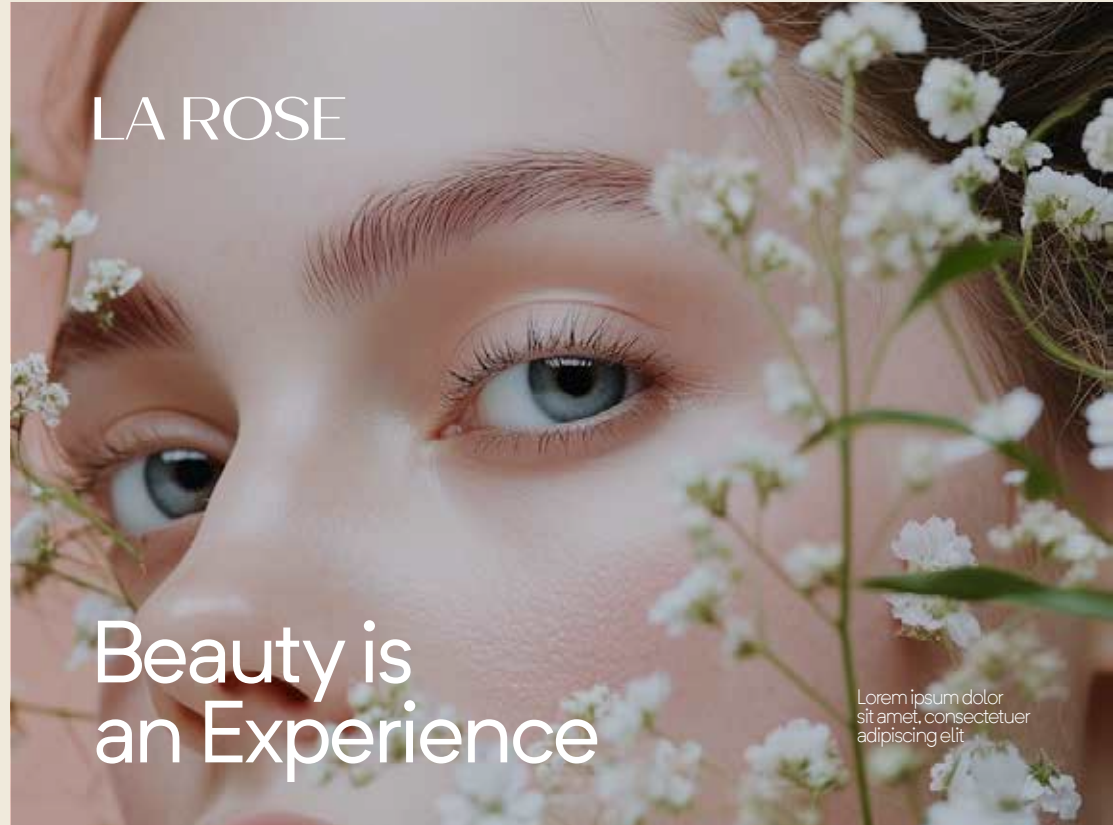
Enhancing Beauty
Elevating Confidence

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"Glow *with* Confidence"

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LA ROSE

Beauty is
an Experience

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Flawless *Starts* Here

LA ROSE Center
Kurdistan – Sulaimanyiah
2025





Beauty is an Experience

La Rose Center
Kurdistan - Sulaimanyiah
2025

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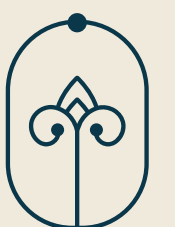
Mission

To inspire confidence and self-expression through arts that embody the depth, mystery, and stability of Midnight Cyan.

Vision

To be a recognized leader in creating experiences that trigger a sense of calmness and sophistication, reflecting the timeless elegance of Midnight Cyan.

Midnight Cyan emphasizes the color's core attributes – depth, mystery, and stability. It connects these traits to inspiring confidence and self-expression in the target audience.



Design Checklist

Trust: Building trust by ensuring cleanliness, transparency, professionalism, displaying credentials, and featuring positive testimonials.

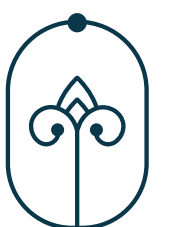
Experience: Creating a memorable experience through a relaxing ambiance and personalized services.

Beauty: Enhancing natural beauty by using high-quality products, employing skilled technicians, offering trendy styles, achieving personalized results, and prioritizing natural-looking outcomes.

Elegance: Delivering a luxurious experience through elegant decor, exclusive amenities, personalized service, exclusive products, and special touches.

Renewal: Promoting rejuvenation through relaxing treatments, a stress-relieving ambiance, mindful practices, healthy habit advice, and post-treatment care guidance.

Freshness: Maintaining a sense of vitality through cleanliness and hygiene, fresh linens, modern techniques, seasonal trends, and a refreshing atmosphere.





LA ROSE™
BEAUTY CENTER

ESCAPE INTO BEAUTY

Larose Center
2025

Kurdistan
Sulaimanyiah

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Kurdistan - Sulaimanyiah
Larose Center - 2025

LA ROSE™



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LA ROSE Center

Chawan Namiq
Ceo



LA ROSE Center



Because You
Deserve the Best

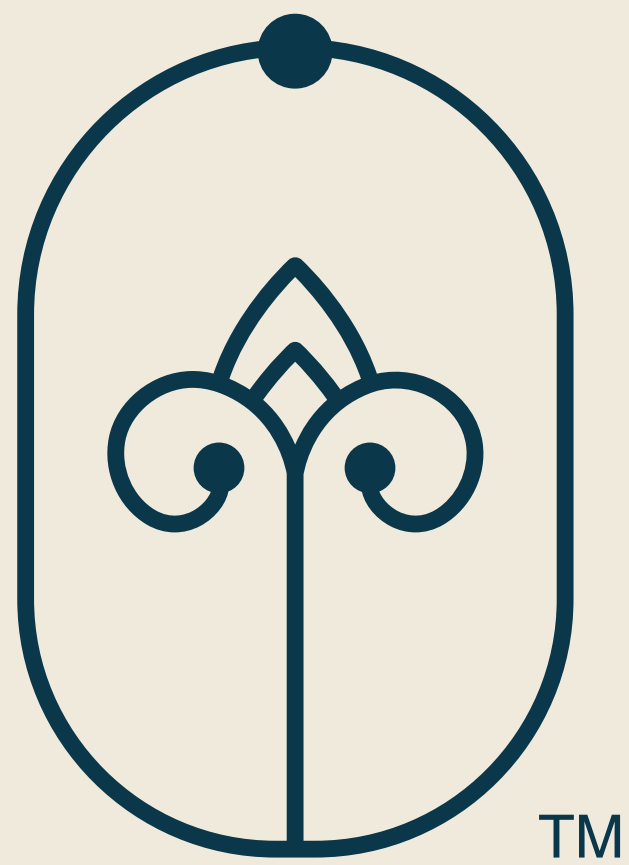
LA ROSE Center

LA ROSETM

Confidence *starts* Here







Pure Elegance & True Care

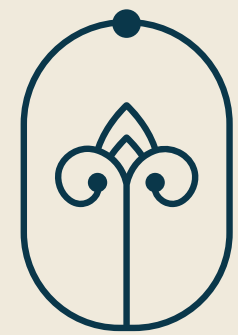
**Because You
Deserve the Best**

LA ROSE Center

Kurdistan – Sulaimanyiah
Larose Center – 2025



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LA ROSETM
BEAUTY CENTER

Sub-Mark Horizontal

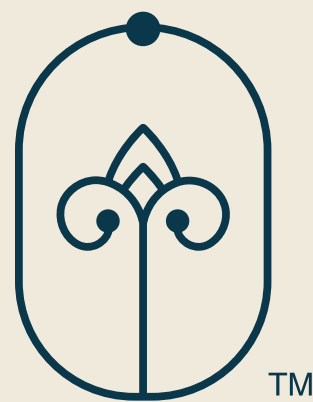


LA ROSETM
BEAUTY CENTER

Sub-Mark Vertical

LA ROSETM

Wordmark



Brand Icon



Brand Tag
& Stamp

LA ROSE CenterTM

Wordmark v2

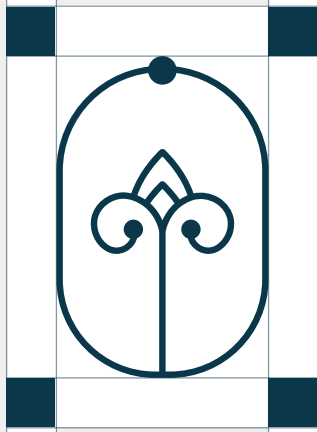
Brand Guideline

A large, faint, dark purple rose graphic is positioned in the background on the right side of the page. The rose is stylized with multiple layers of petals, creating a symmetrical, circular shape.

LA ROSE Center

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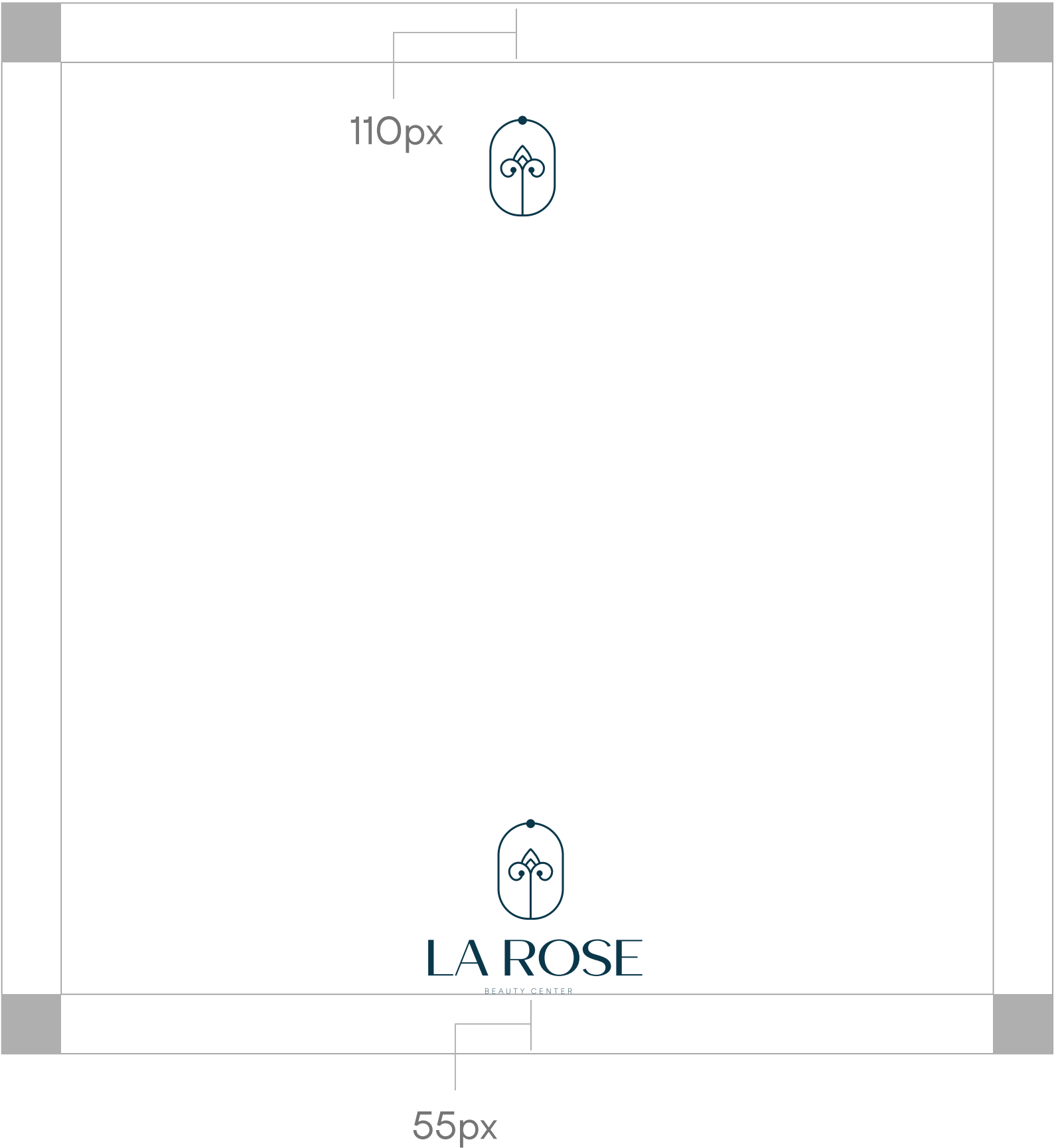
Safe Space



Defining margins

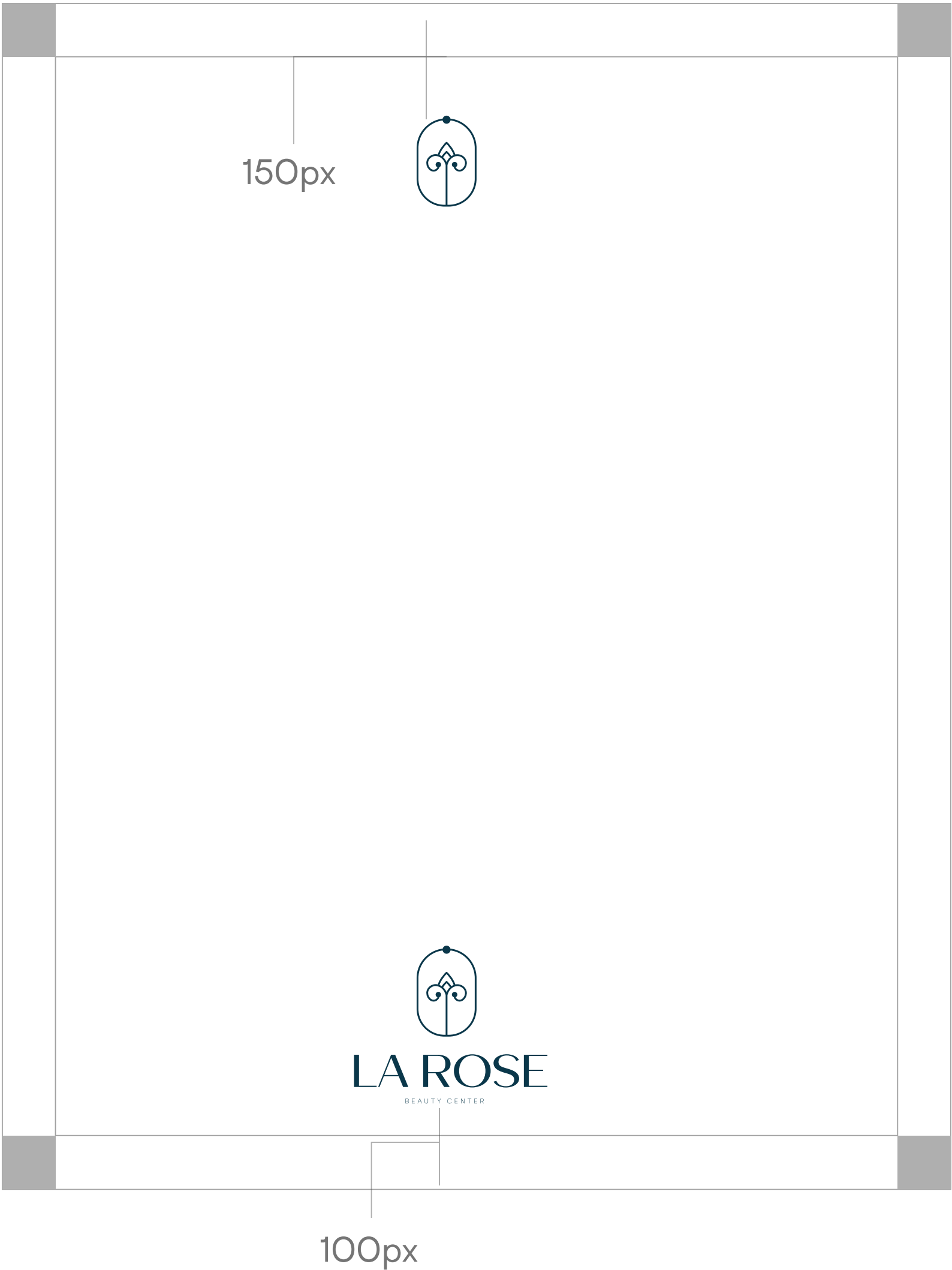
An example of constructing a Focal Area based layout for a Long and wide format

Square Format



New Instagram Size

1080 x 1350



Incorrect ways to use the logo



Do not Stretch



Do not use Shdows



Do not Rotate



Do not use without the Frame



Do not use other colors or gradients

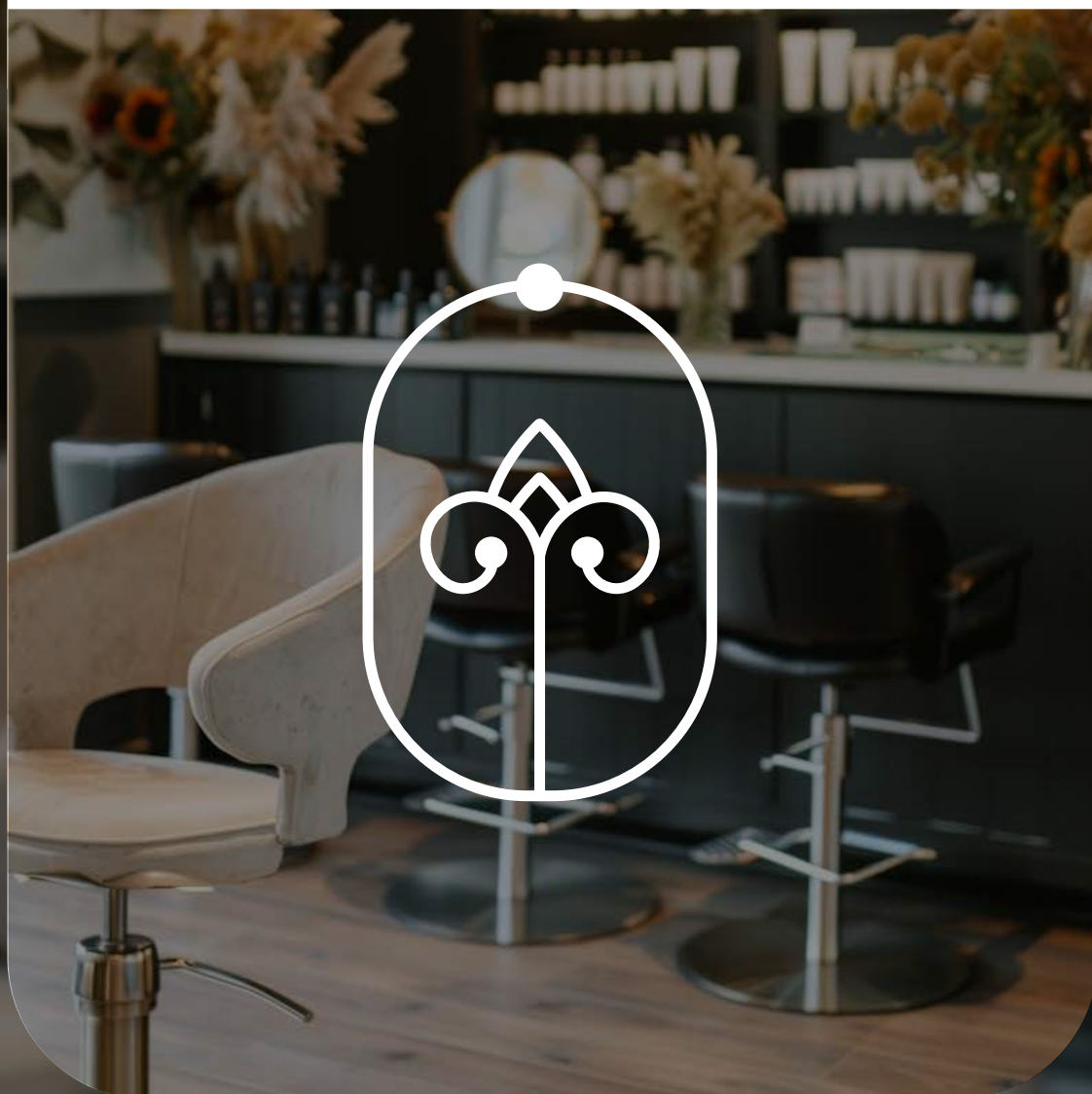


Do not put Shapes too close

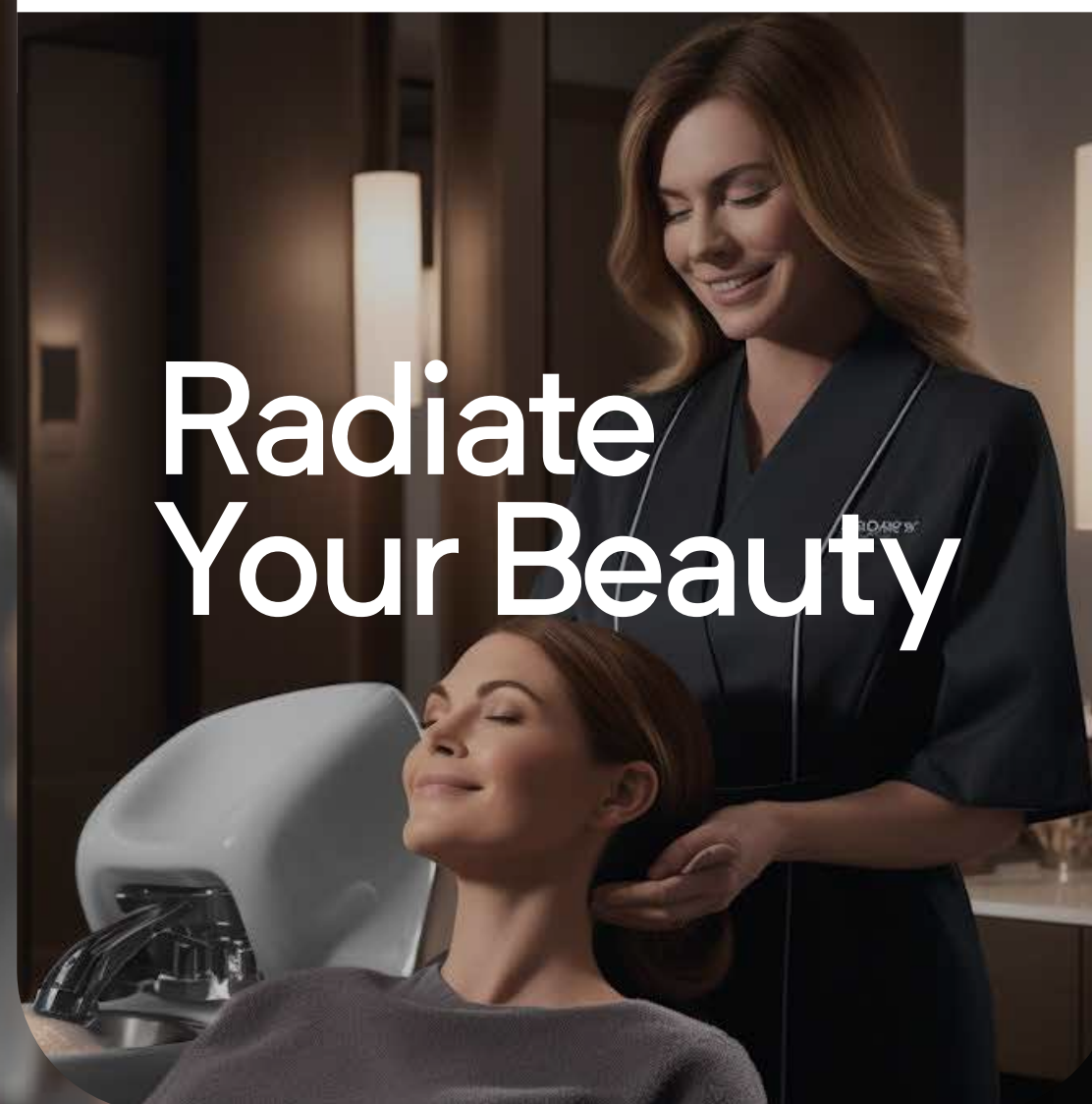
Reveal *your* Glow

LA ROSE Center

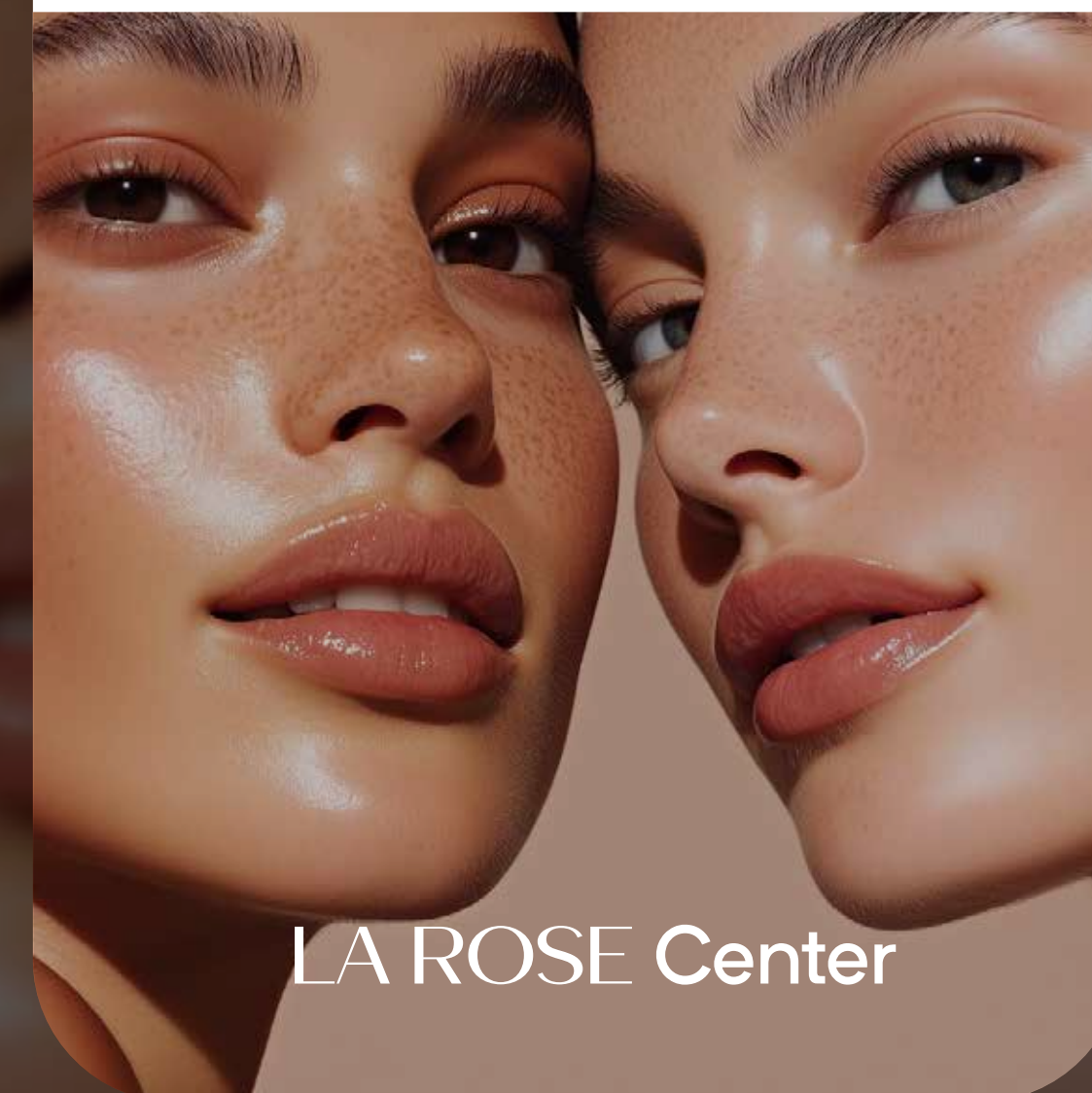
Larosebeautycenter more



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Midnight Cyan

HEX

#0A374A

RGB: 10, 55, 74

CMYK: 86, 26, 0, 71

HSL: 199, 76, 16

Light Beige

HEX

#FOEADC

RGB: 240, 234, 220

CMYK: 0, 3, 8, 6

HSL: 42, 45, 90



Pale Olive

HEX

#EOCC8F

RGB: 224, 204, 143

CMYK: 0, 9, 36, 12

HSL: 43, 58, 72

BrightWhite

HEX

#FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HSL: 0, 0, 100



Raisin Black

HEX

#1A151C

RGB: 26, 21, 28

CMYK: 7, 25, 0, 89

HSL: 280, 14, 10



Midnight Cyan

a deep, rich shade of blue-green with a hint of black. It evokes a sense of mystery, depth, and sophistication. The hex code **#0A374A** indicates a very dark color with strong blue and green components.



Closest PMS Match:

PMS 7451 C

This is a deep, rich blue-green

Midnight Cyan

Psychological Associations:

Stability and Trust:

The blue undertones convey a sense of calm and reliability.

Depth and Mystery:

The dark hue adds an element of intrigue and sophistication.

Nature and Growth:

The green undertones connect it to nature and renewal.

BrightWhite

the purest and most luminous form of white, represented by the hex code **#FFFFFF**. It's essentially the absence of any color, reflecting all wavelengths of

Psychological Associations:

Purity and Innocence:

White is often associated with purity, cleanliness, and new beginnings.

Simplicity and Clarity:

It conveys a sense of simplicity, clarity, and order.

Space and Light:

White can make spaces feel larger and brighter.

Closest PMS Match:

PMS White 012 C

This represents the purest white





Raisin Black

a deep, rich shade of black with a subtle brown undertone. It's darker than pure black and evokes a sense of warmth and sophistication. The hex code **#1A151C**

Psychological Associations:

Luxury and Sophistication:

The deep, rich tone conveys a sense of elegance and exclusivity.

Warmth and Comfort:

The subtle brown undertone adds a touch of warmth and coziness.

Closest PMS Match:

PMS Black 6 C

This is a very deep black with a slight brown undertone



LAROSE

Pale Olive

a light and airy shade of green with a yellowish undertone. It evokes a sense of tranquility, freshness, and nature. The hex code **#EOCC8F** indicates a light color with strong green and yellow components.

Psychological Associations:

Peace and Tranquility:

The light green hue evokes a sense of calm and relaxation.

Nature and Freshness:

It connects to nature and creates a sense of freshness and vitality.

Hope and Renewal:

The yellowish undertone adds a touch of optimism and warmth.

Closest PMS Match:

PMS 13-0714 TPG

This is a light, greenish yellow



Psychological Associations:

Elegance and Sophistication:

Neutrality and Balance:

The soft, neutral tone creates a sense of balance and harmony.

Closest PMS Match:



Elevate
Your Glow
Embrace
Your Beauty

Neutrif Pro

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Q R S T U V W
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Timeless Beauty
Tailored for You

La Rose

Brand Voice:

The brand voice will reflect the sophistication and enigmatic nature of Midnight Cyan. Which could be described as confident, refined, and intriguing

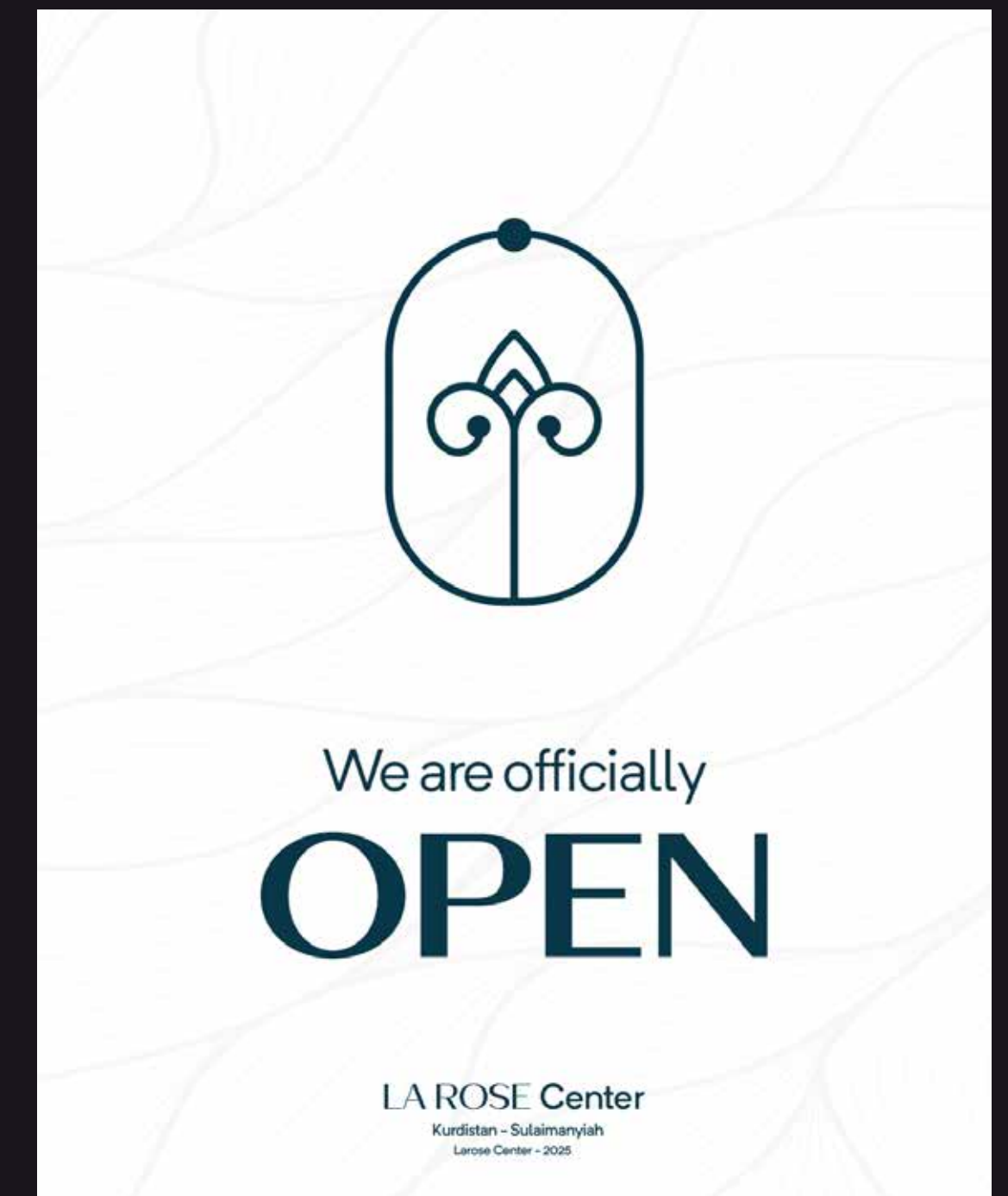
Brand Storytelling:

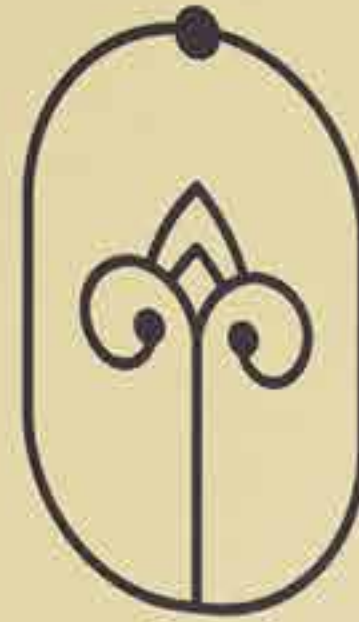
The brand story will weave in the symbolism of Midnight Cyan, connecting it to the brand's values and the desired customer experience.

Visual Identity:

Visual identity will be carefully crafted to reflect the color's depth and richness. Think deep blues, greens, and blacks with hints of metallic accents.

Social Media





Pure Elegance & True Care

Because You Deserve the Best

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LIVE BEAUTIFUL

Thank You

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