



A woman's long, wavy brown hair is being styled by a hairdresser in a salon. The hairdresser's hand is visible, running through the hair. The background is a blurred salon interior with warm lighting.

WOMAN MORE BEAUTIFUL THAN THE BELIEF THAT SHE IS BEAUTIFUL
NOTHING • MAKES A

● Quote by Sophia Loren

FOR RENEE LUGOS OF
BLACK LABEL BEAUTY

BRAND DESIGN AND
PRESENTATION BY
● CAOL

Black Label was founded on one belief —

That exceptional service and elevated beauty standards should exist with consistency, precision, and intention. Not as an occasional experience.

Black Label is a destination for those who have already decided what they deserve and are simply looking for the artist that matches it. Every service, every detail, every interaction is held to the same uncompromising standard, because the clients who walk through the doors don't accept less anywhere else in their lives, and they shouldn't have to here either.

Name Mark | Single Color

BLACK LABEL

THE BLACK LABEL NAMEMARK SET IN AMBIT SEMIBOLD, WITH
MINIMAL TRACKING (SPACING BETWEEN CHARACTERS) AND
OPTICALLY ADJUSTED KERNING.

BLACK LABEL

BLACK LABEL

BLACK LABEL

BLACK LABEL

BLACK LABEL

BLACK LABEL

BLACK LABEL



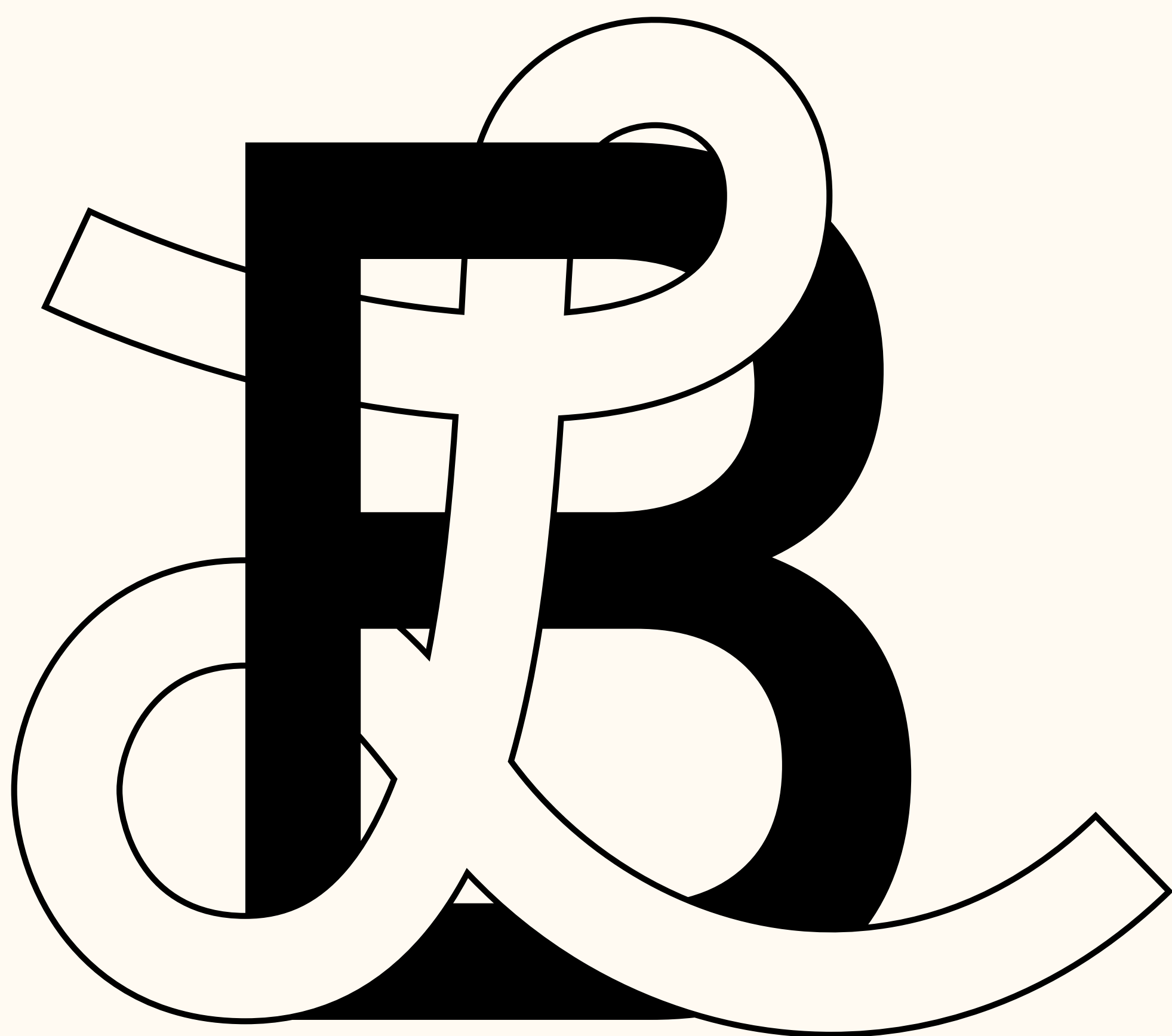
BLACK LABEL



BLACK LABEL

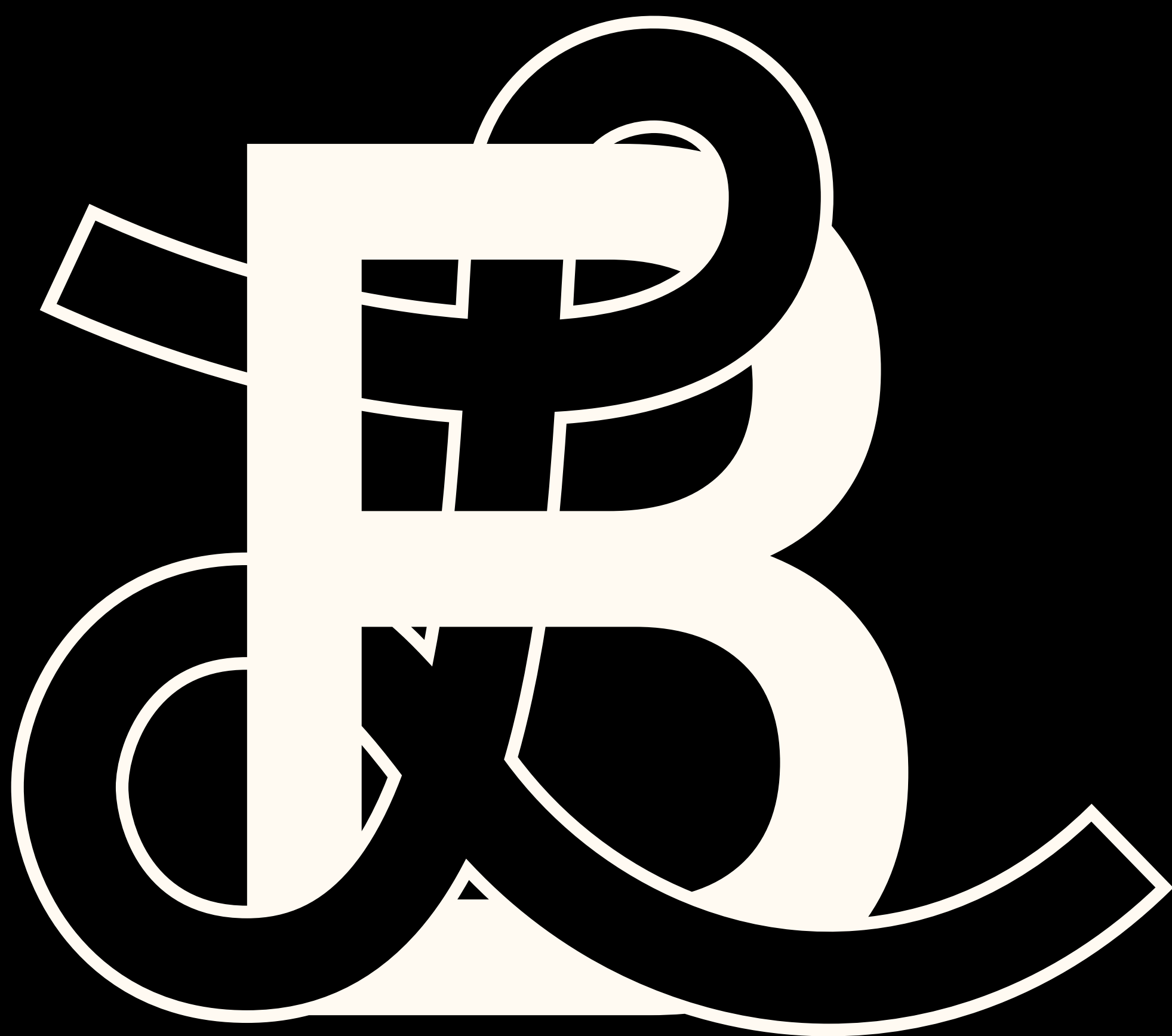


BLACK LABEL



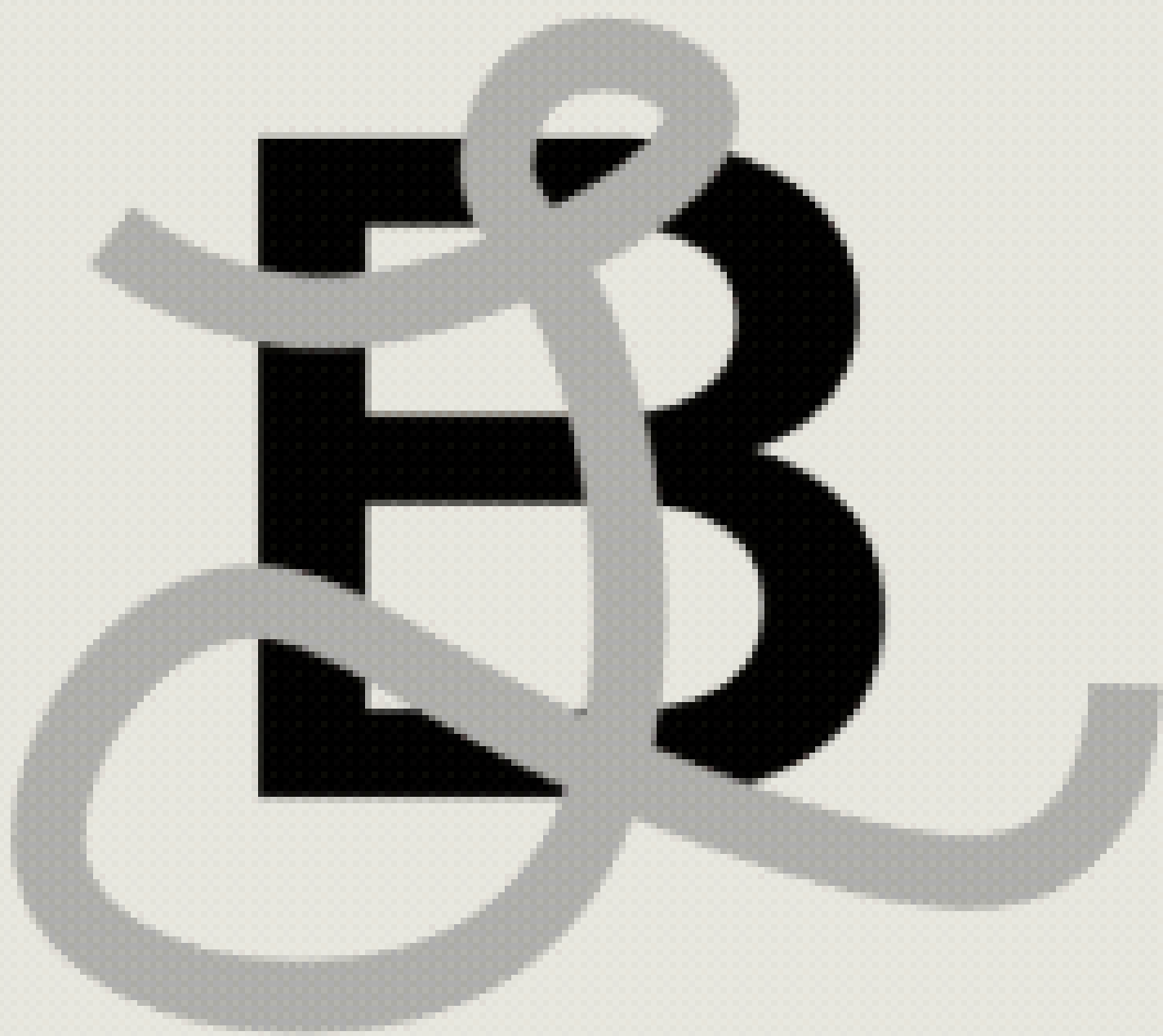
BLACK LABEL

○THE BLACK LABEL MONOGRAM MARK FEATURING A “B” SET IN THE TYPEFACE DX RIGRAF MEDIUM WEIGHT AND A CUSTOM MONOLINE SCRIPT “L” FLOURISH THAT ENTERS FROM THE TOP, WEAVES THROUGH BOTH COUNTERS, INTERLOCKS WITH THE STEM, AND TRAILS OFF IN A LOOSE FLOWING SWEEP BENEATH. JUST LIKE HAIR.



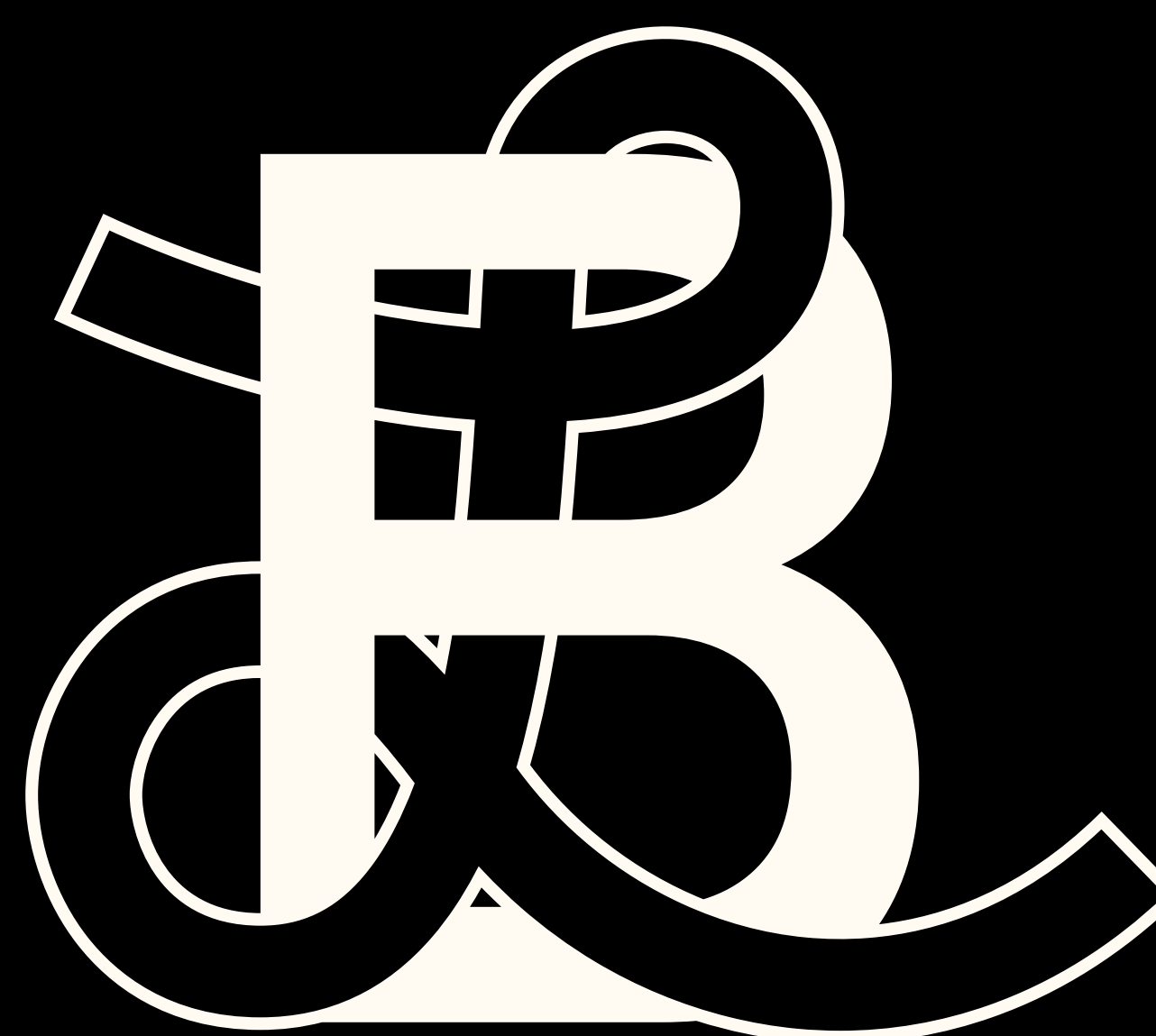
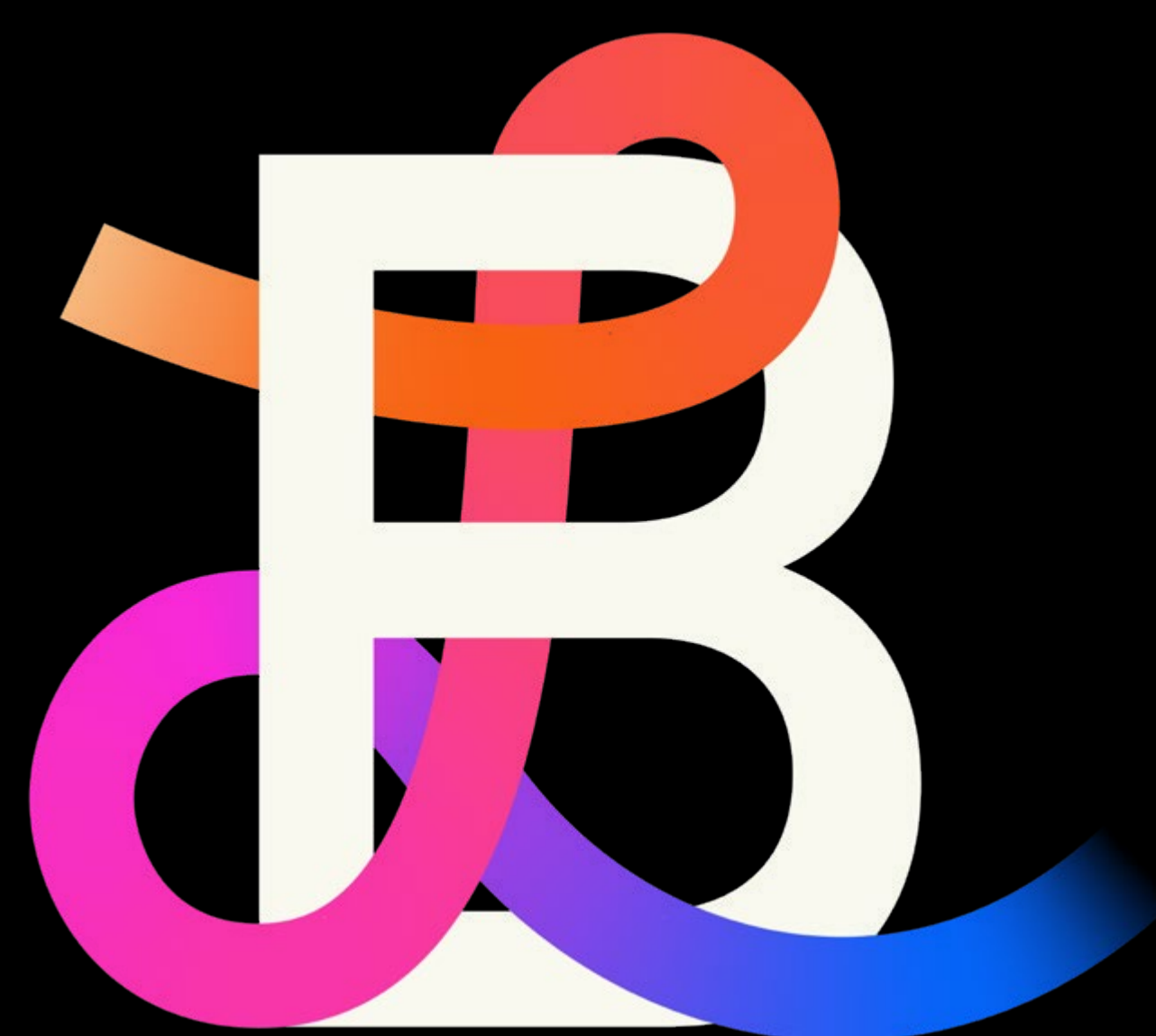
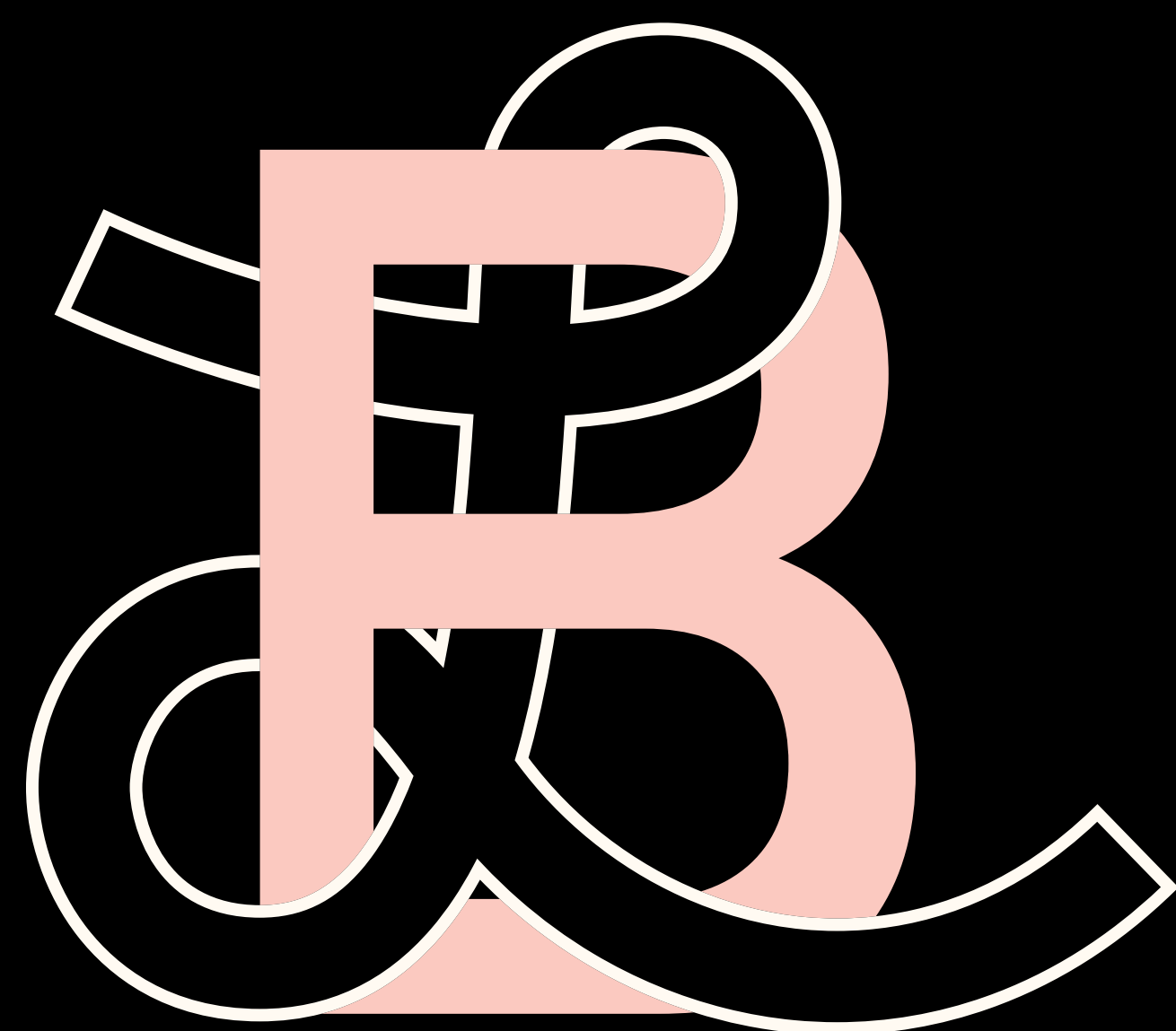
BLACK LABEL

THE BLACK LABEL MONOGRAM MARK CAN BE USED ALONE, OR ACCOMPANIED BY THE “BLACK LABEL” WORDMARK, AS FEATURED IN THIS VERTICALLY STACKED LOCKUP.



001

Monogram Mark | Color



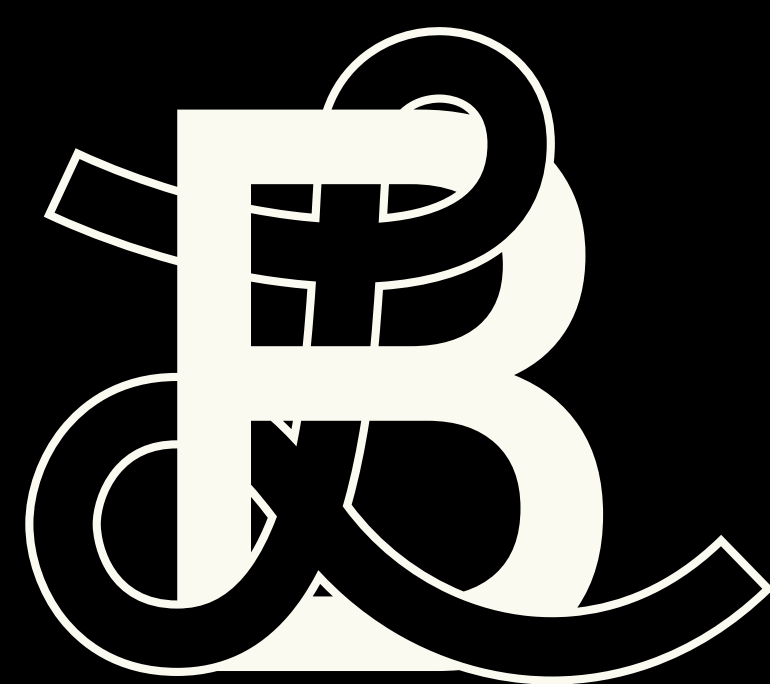
BLACK LABEL

THE BLACK LABEL MONOGRAM MARK CAN BE USED ALONE, OR ACCOMPANIED BY THE “BLACK LABEL” WORDMARK AS SHOWN AT BOTTOM RIGHT.



BEAUTIFUL

THE BLACK LABEL “BEAUTIFUL FROM B TO L” MONOGRAM MARK
FEATURING A QUOTE BY SOPHIA LOREN



BLACK LABEL

○ 001

○ 002

○ 003



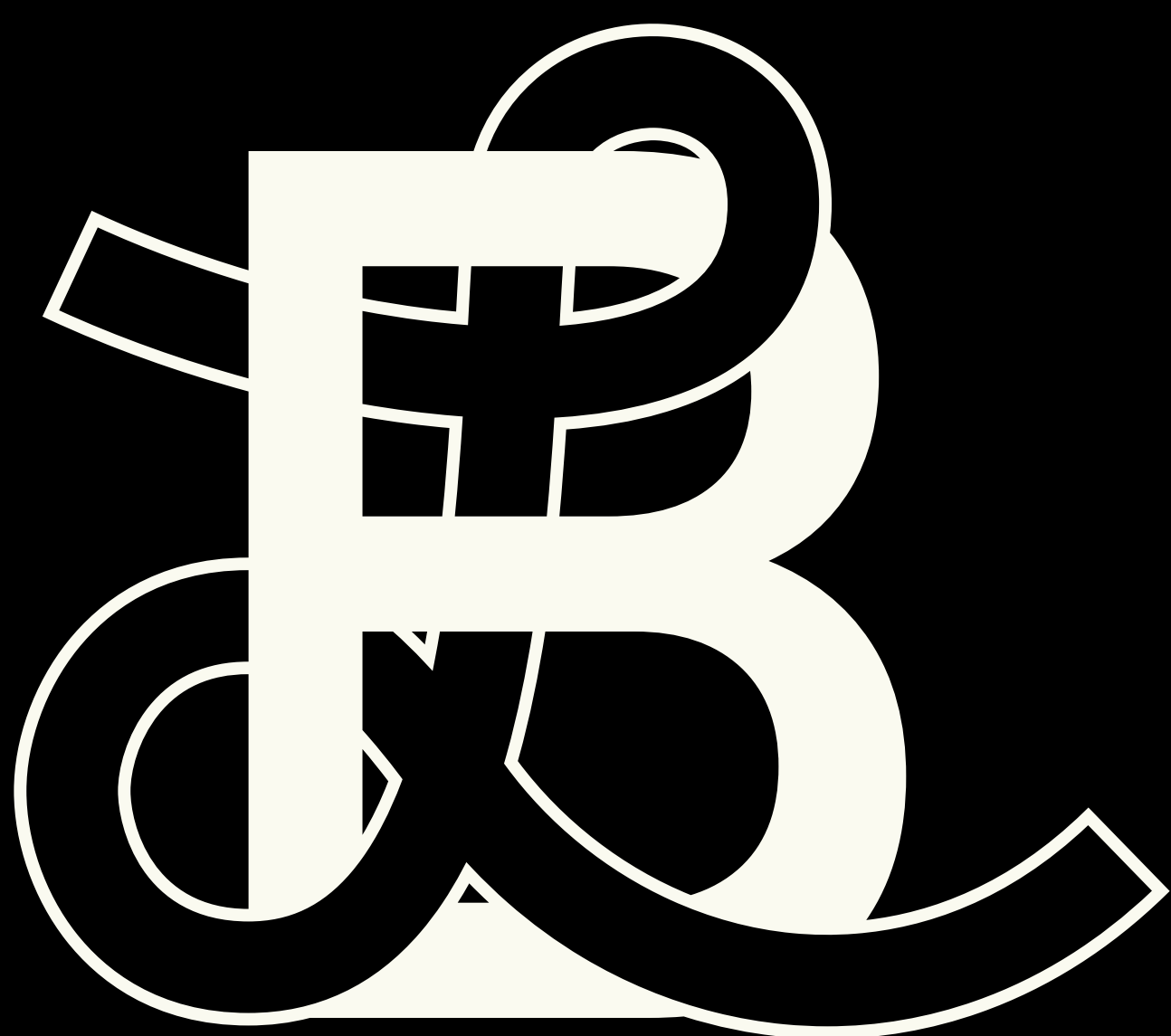
BLACK LABEL

○CLOCKWISE FROM TOP LEFT TO BOTTOM: THE BLACK LABEL MONOGRAM MARK. THE BLACK LABEL NAME MARK. THE BLACK LABEL COMBINATION MARK. EACH ABLE TO OPERATE ON THEIR OWN, AS VARIABLE LOGOS, ADAPTING TO THEIR USE CASES.

Monogram Mark | Ocean State of Mind



OTHE CUSTOM SCRIPT L IS MEANT TO REPRESENT THE FLOW OF
HAIR, AND IS ALSO REMNISCENT OF OCEAN STATE SYMBOLISM.
THIS CONNECTION CAN ELICIT A SENSE OF PRIDE IN CLIENTS.



BLACK LABEL

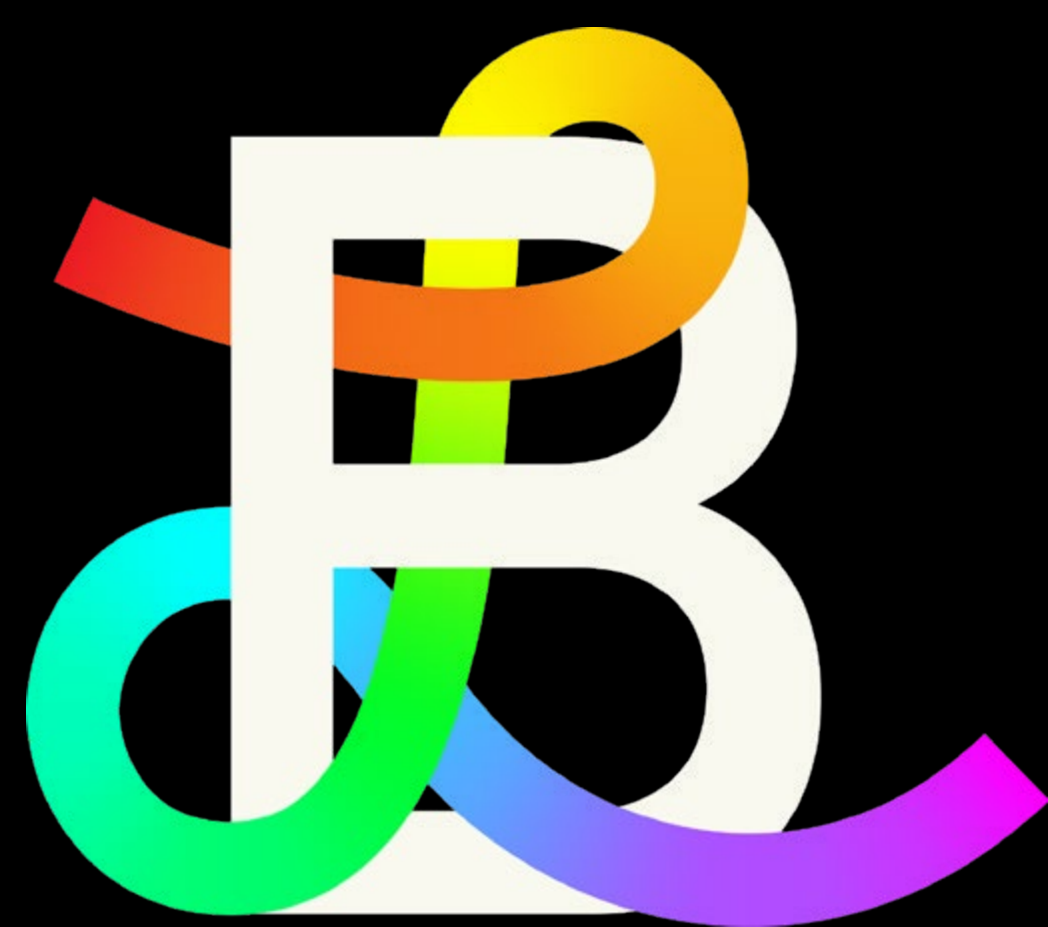


OFEATURED IS A SAMPLE OF HOW THE BLACK LABEL BRAND LOGO
MAY ACCOMPANY OTHER LOGOS COLLABORATIVELY.



BLACK LABEL

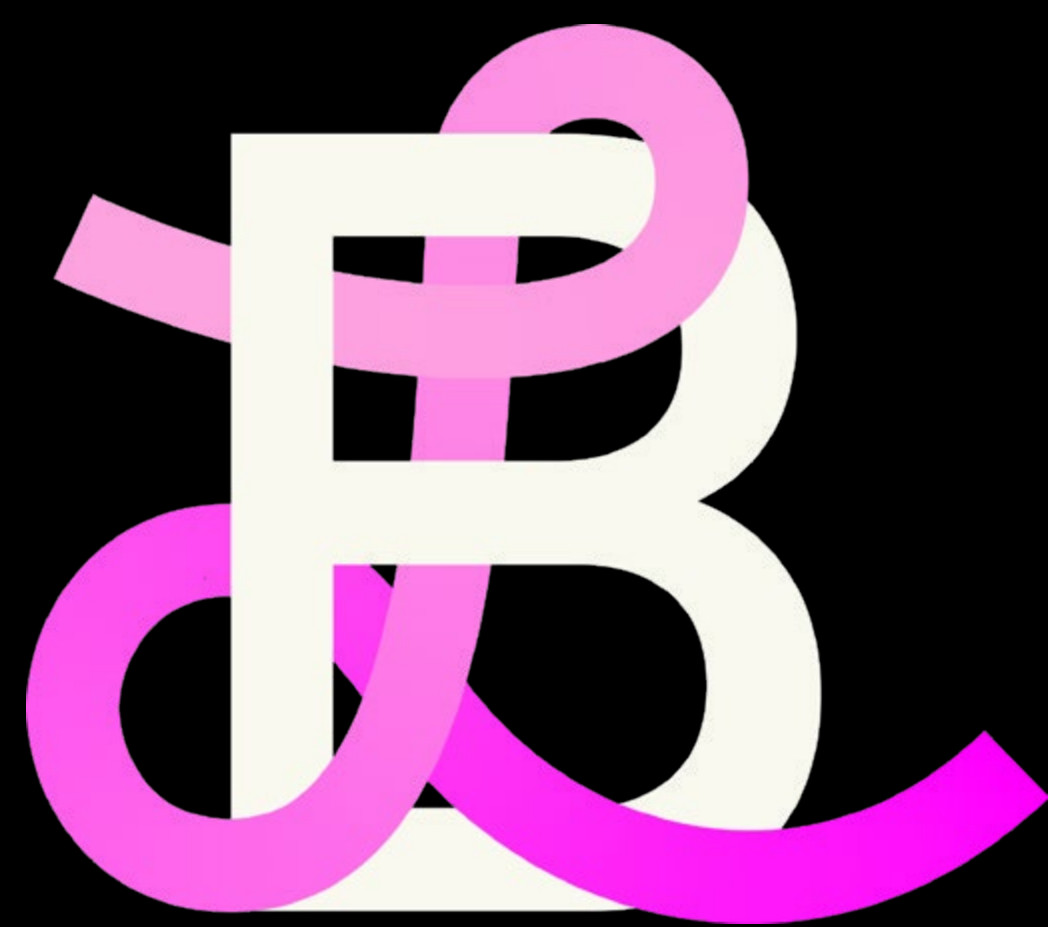
faces by
em



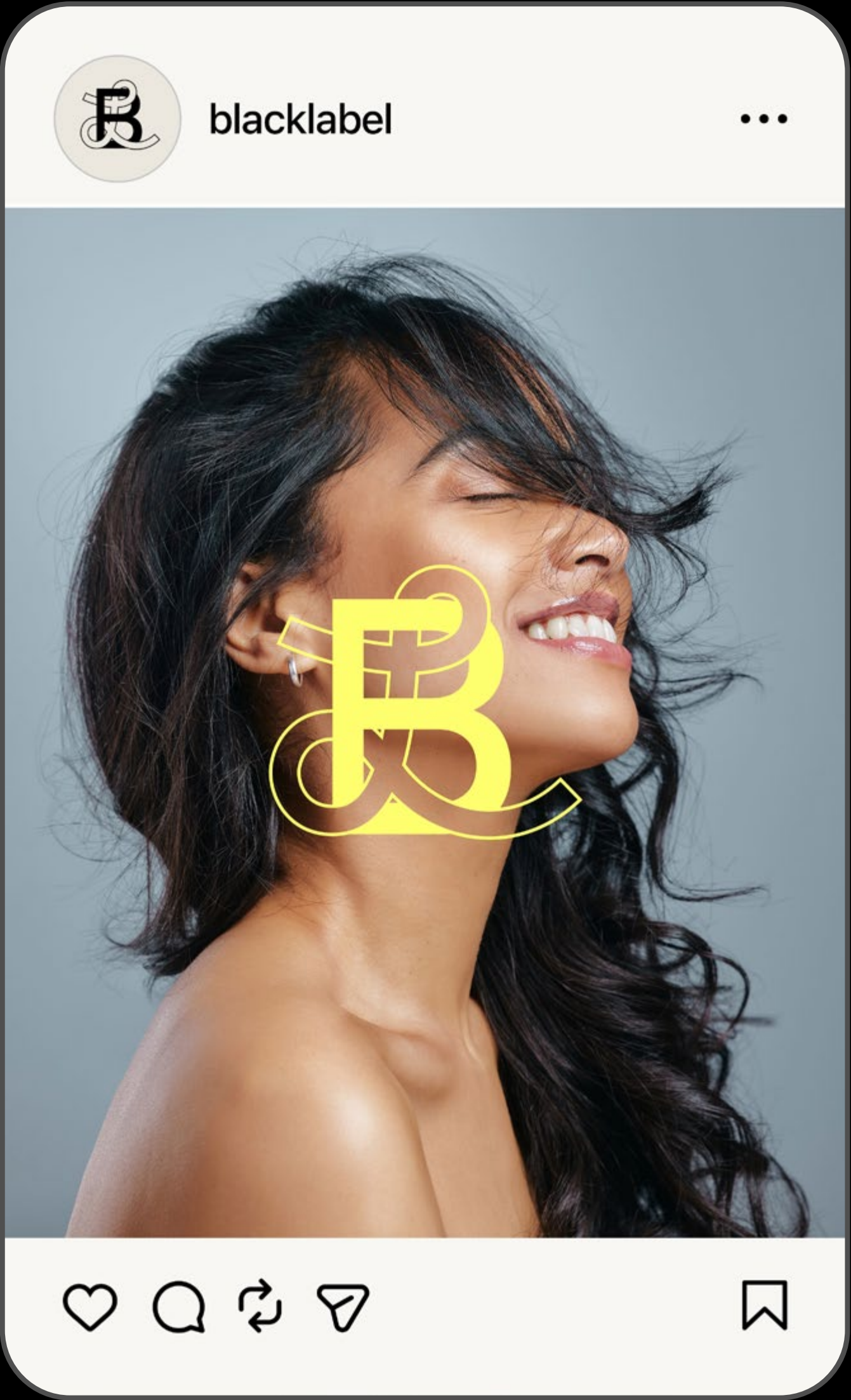
○ PRIDE



○ BLACK HISTORY



○ AWARENESS



OTHER MONOGRAM MARK AS A PROFILE PICTURE IN BOTH DARK AND LIGHT MODE

Conceptual



Conceptual



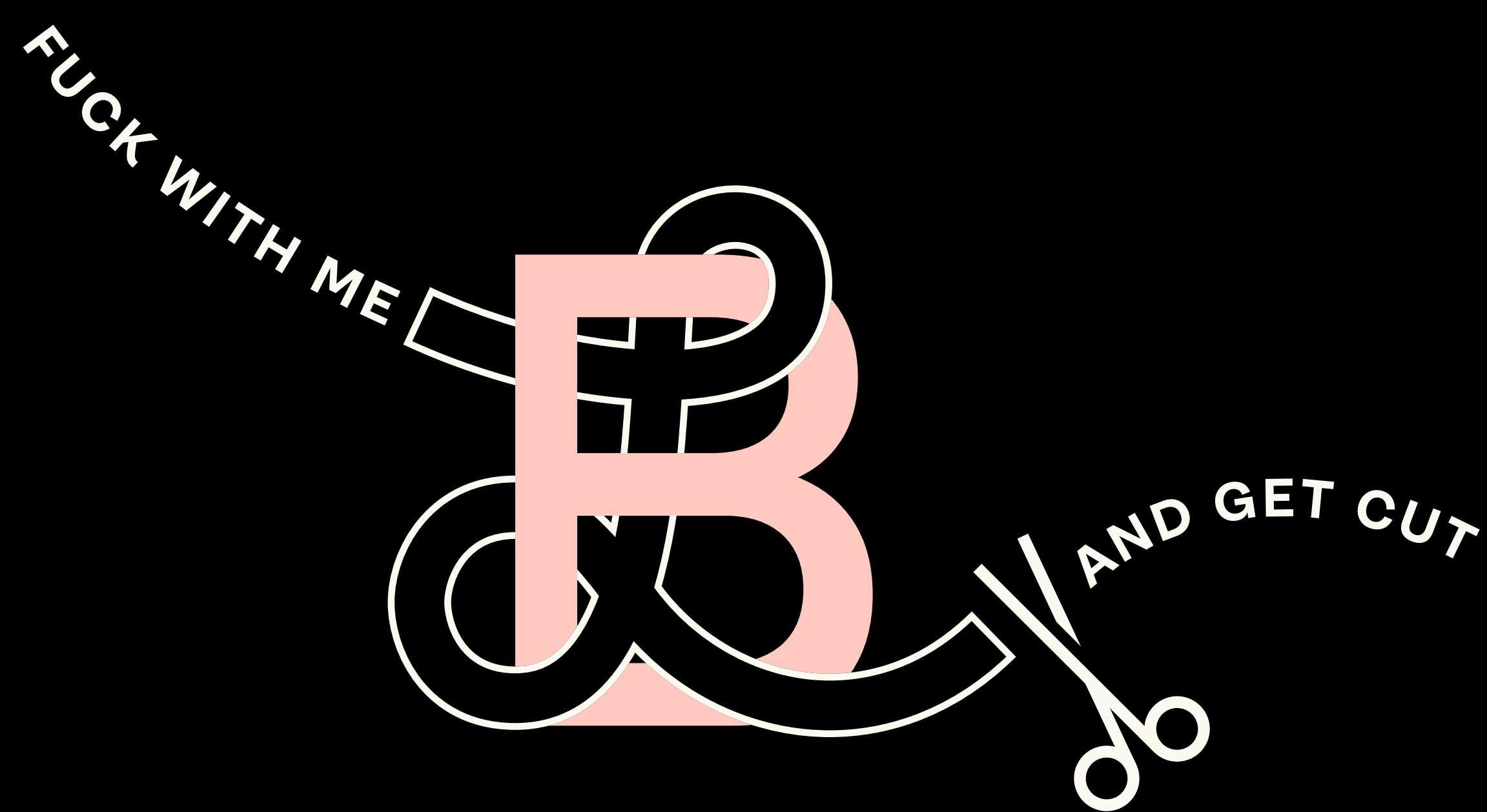
Conceptual

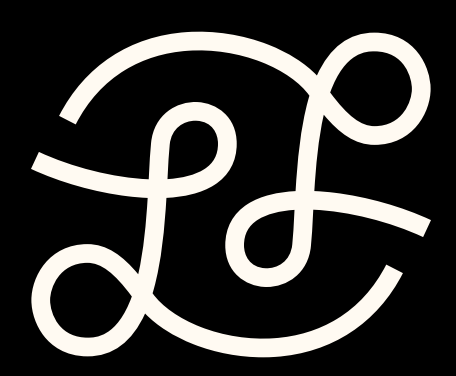


FOR



RENEE LUGOS





FIN