

Vibo Vibo Brand Identity

Glyphic

To recap the requirements...

Playful

Technical

Established

Convenient

Easy to use



Speak to owners and employees of mom and pop nail salons

Appeal to patrons of nail salons

Version 1 needs to support Vietnamese

We wanted to design Vibo Vibo to communicate these attributes.

We started by reviewing the competition.

	Key Message	Advantages (Strengths)	Disadvantages (Weaknesses)
	"One platform to run and grow your business."	Lots of features.	Feature Focused. Corporate. The design of the app is dated. The visual design of the brand is substandard. Use of stock photos.
	"The Original Cloud-Based Salon Software"	Simplicity over features. Contemporary design of the app. The logo has good form.	Short on storytelling. Some use of stock photos.
	"The First Cloud-Based Salon & Spa Software"	Lots of features.	Feature Focused. The design of the app is dated. The visual design of the brand is substandard.
	"Simple & Free Software"	No nonsense. Basic features.	Scattered communications. Self involved. The visual design of the brand is substandard.
	"Be Independent. Invest in Yourself. Trust StyleSeat with the rest."	Simple and direct communications. Elements of storytelling. Contemporary design. The logo is commendable but performs low.	Harps on celebrity startup status which has nothing to do with customer needs. Use of stock photos.
	"Vagaro is a powerful scheduling and management software for your business."	Ease of use. Great communication skills. Contemporary design of the app. They care (see this link as an example https://sales.vagaro.com/vagaro-2017-a-year-in-review) Good icon.	Use of stock photos.
	"Managing a salon has never been simpler"	Basic features. Identity is reserved, colors are functional. Contemporary look.	Short on storytelling. Stock photos.

Many focus on features instead of benefits.

And most lack storytelling.

Vagaro was the best overall.

We looked at their logos.

booker
by MINDBODY.

booksy

Rosy

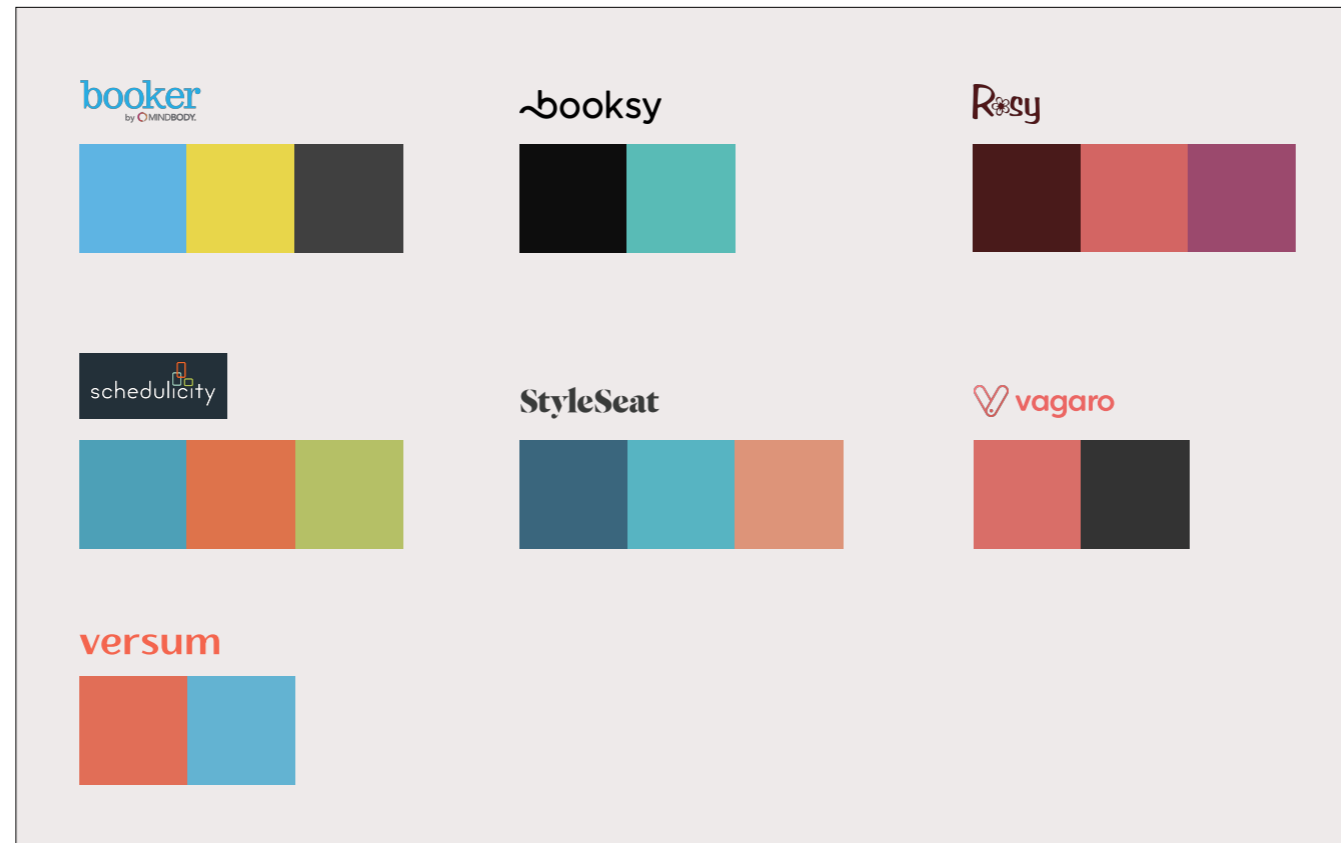
schedulicity

StyleSeat

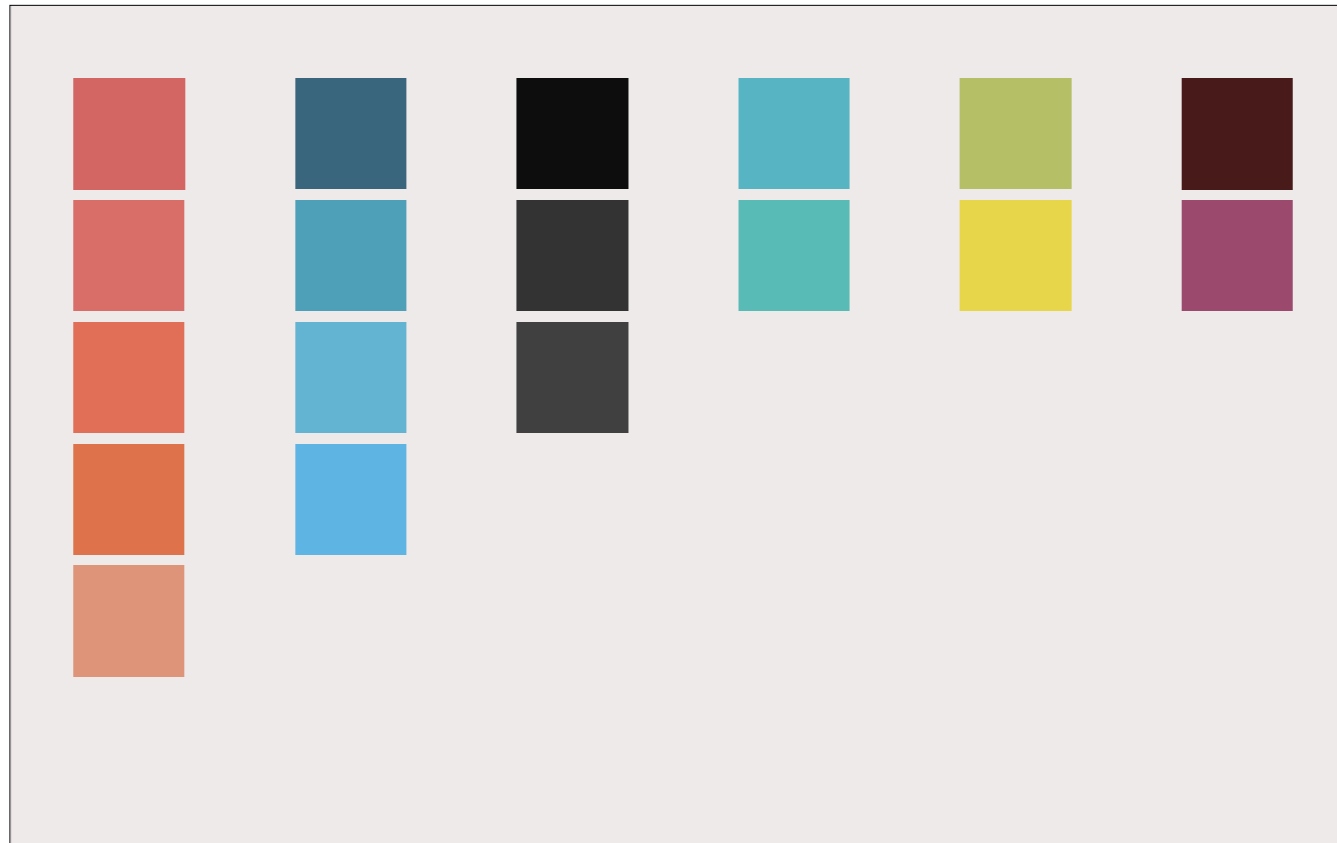
vagaro

versum

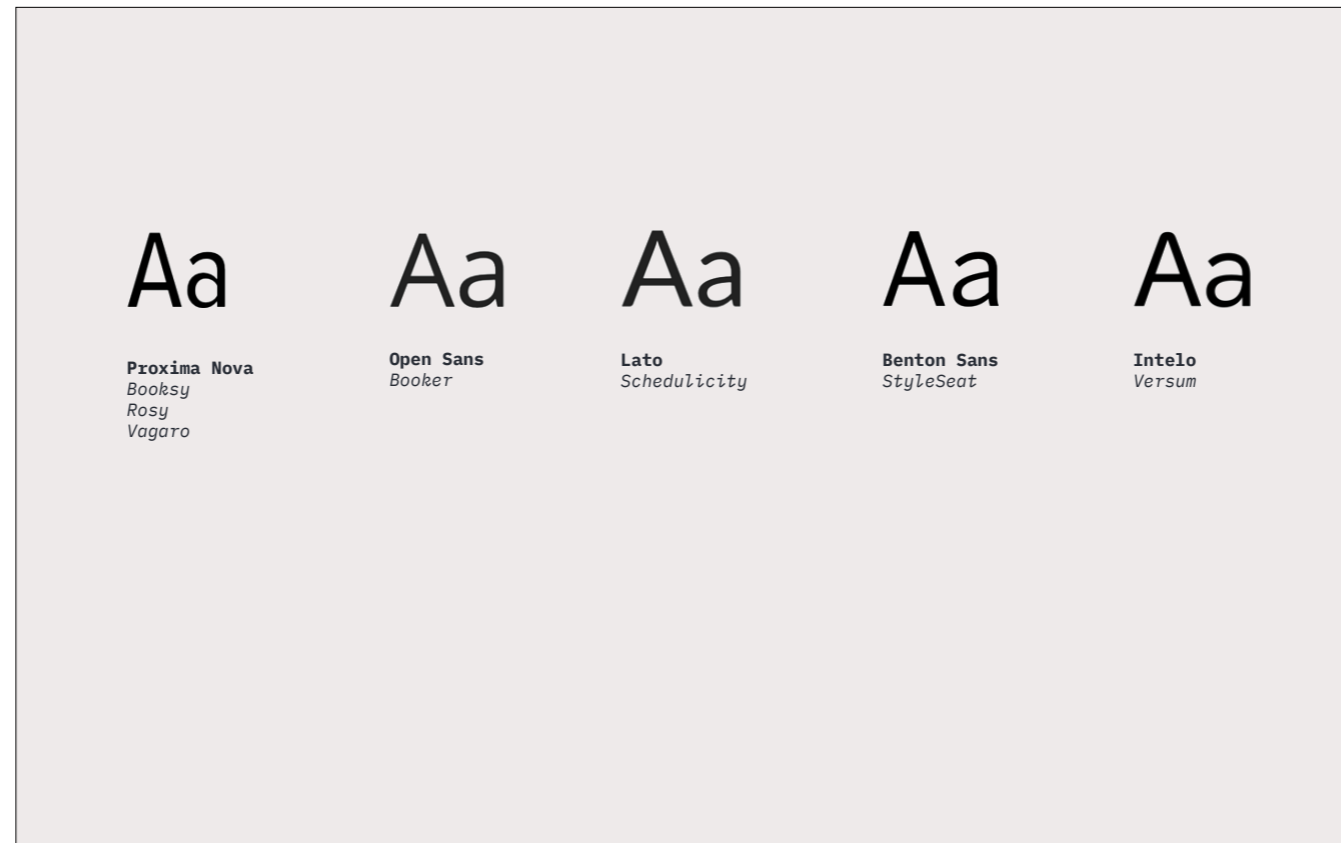
Vagaro and Booksy were the best.
It looks like Versum copied Vagaro.



We looked at overall color.



And found most use orange, blue, or both.



We also found Booksy, Rosy, and Vagaro all use Proxima Nova for their principal typeface.

The others use equally ubiquitous typefaces.

Direction & Process

Differentiation is easy in this case.

Something we recommend above all else.

For our process, we focused on an awkward letter pair.

Visit Vinnie Visual Video
Viola Viro Vibro Vintage

The Vi letter pair.

In terms of wordmarks, the capital V is cumbersome.

It's sparse and dominant.

It disrupts the rhythm of the lowercase.

**Visit Vinnie Visual Video
Viola Viro Vibro Vintage**

versum

 **vagaro**

It's why these guys just went lowercase.

Then we found repeating the name Vibo Vibo actually needs the capital V.

vibo vibo

Otherwise it's less legible, given the double repeating forms.



Vibo Vibo

The capitals punctuate the space between the words.
And give a more upright look.

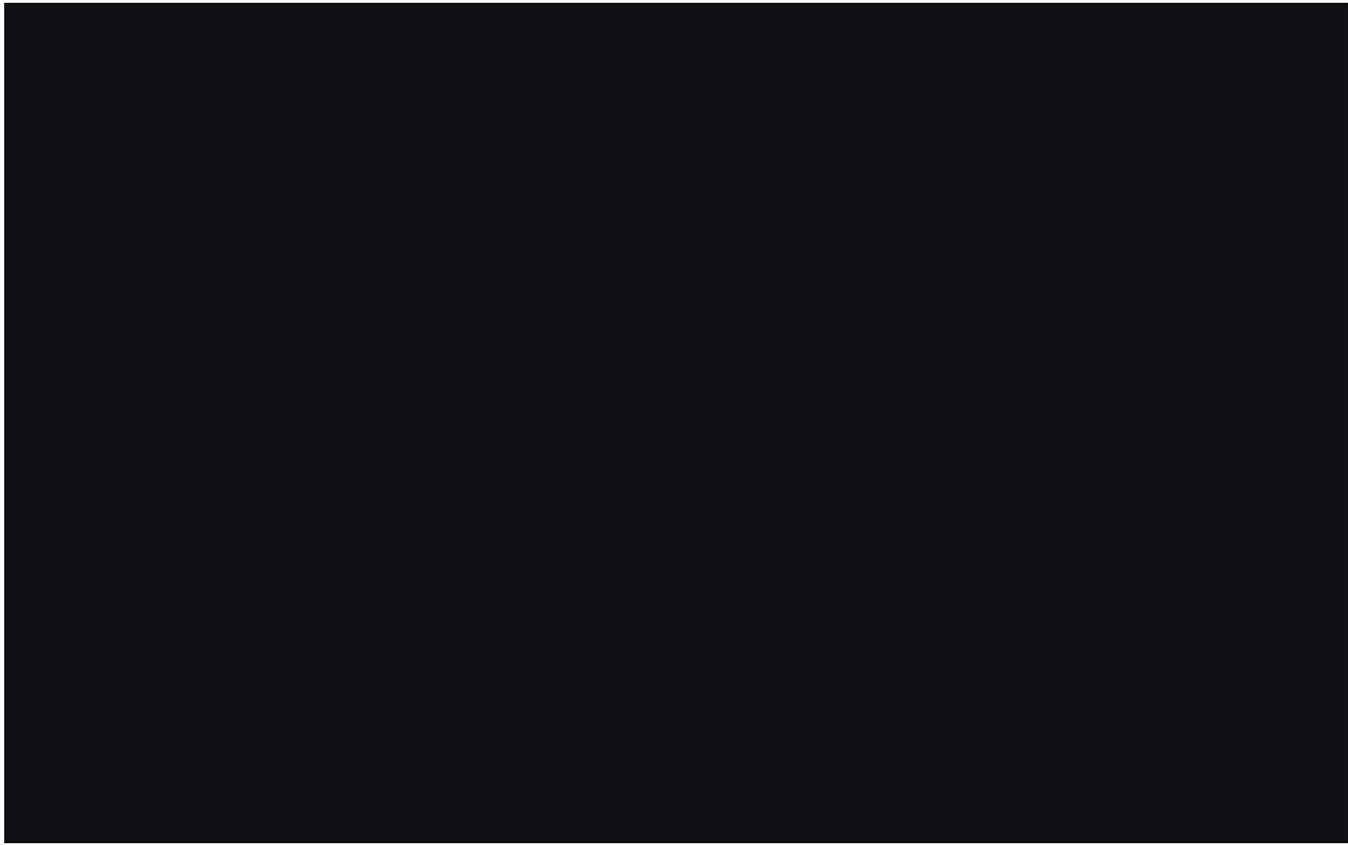
This is where we started.



Vi

So, going back to the Vi.

In working with this awkward letter pair we found our requirements.
Of playful, technical, and established.



We found Vibo Vibo.

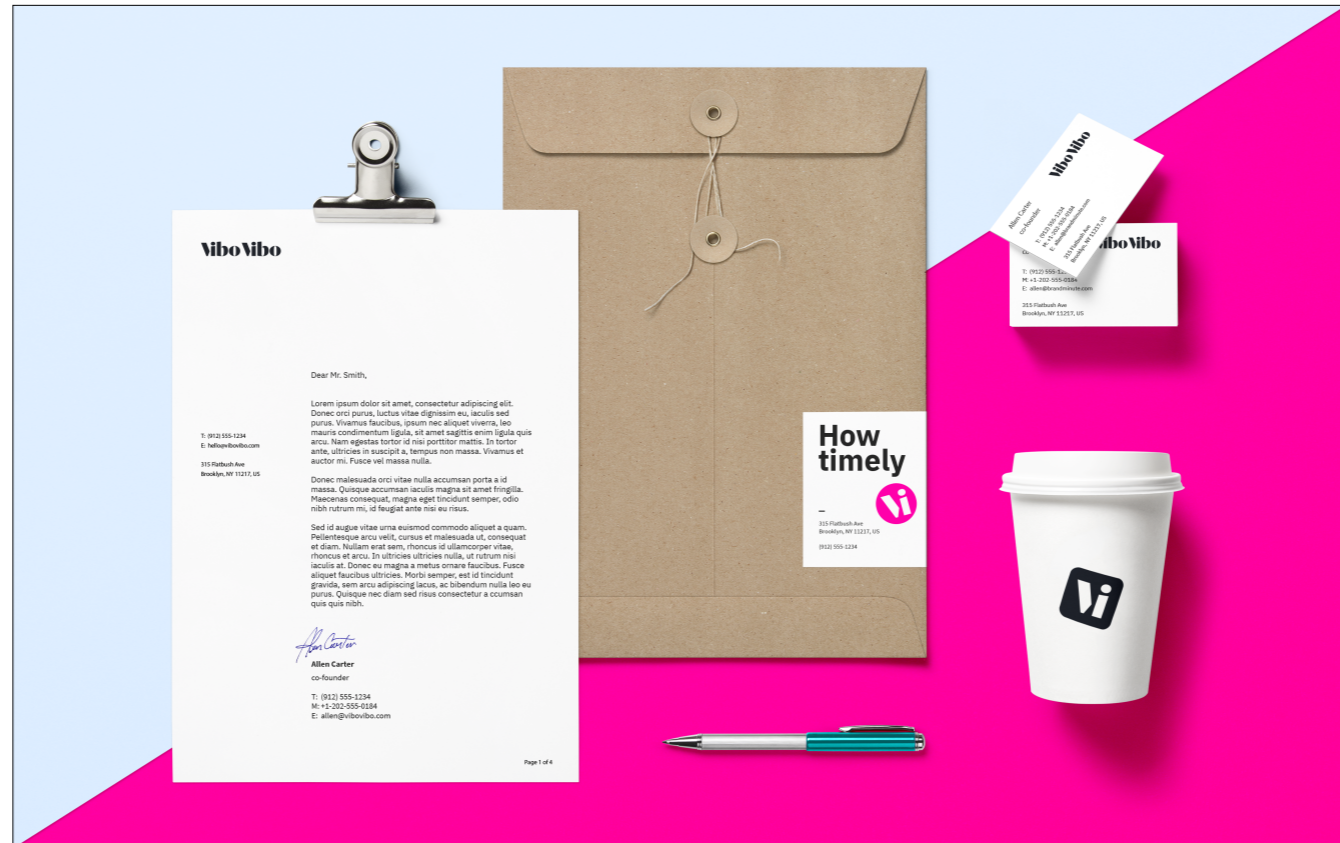
Vibo Vibo

The imagination fills in what the eye doesn't see.

Vibo Vibo

Vibo Vibo

It's adaptable,



And easy to use,



Large or small.



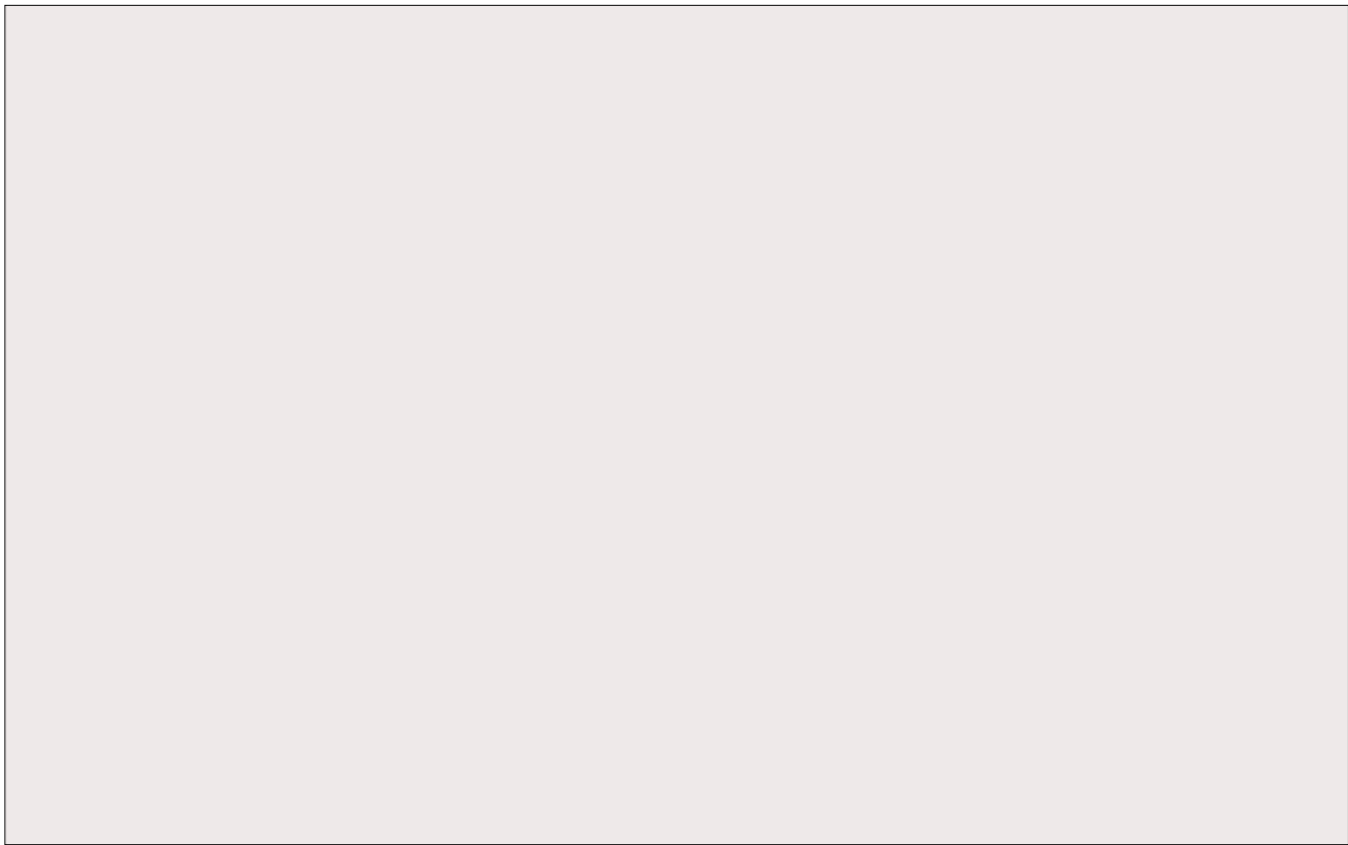
It can be elegant.



It can be abused.



But it's best set clean.





Vi

By now I'm sure you can't unlearn the monogram.

Vibo Vibo

Vibo Vibo

Typography & Color

For the type, we selected this face we used for these titles.

Vibo Vibo

A *calendar* is a system of organizing days for social, religious, commercial or administrative purposes. This is done by giving names to periods of time, typically *days*, *weeks*, *months* and *years*.

The IBM Plex type family.

It complements the machined strokes of the wordmark.

Vibo Vibo

A *calendar* is a system of organizing days for social, religious, commercial or administrative purposes. This is done by giving names to periods of time, typically *days*, *weeks*, *months* and *years*.

A date is the designation of a single, specific day within such a system. A calendar is also a physical record (often paper) of such a system. The term *calendar* can also mean a list of planned events, such as a court calendar or a partly or fully chronological list of documents, such as a calendar of wills.

Periods in a calendar (such as years and months) are usually, though not necessarily, synchronised with the cycle of the sun or the moon. The most common type of pre-modern calendar was the *lunisolar calendar*, a lunar calendar that occasionally adds one *intercalary* month to remain synchronised with the solar year over the long term.

The term calendar is taken from *calendae*, the term for the first day of the month in the Roman calendar, related to the verb *calare* "to call out," referring to the "calling" of the new moon when it was first seen. Latin *calendarium* meant "account book, register" (as accounts were settled and debts were collected on the calends of each month). The Latin term was adopted in Old French as *calendier* and



It comes in sans serif,

Vibo Vibo

A *calendar* is a system of organizing days for social, religious, commercial or administrative purposes. This is done by giving names to periods of time, typically *days*, *weeks*, *months* and *years*.

A date is the designation of a single, specific day within such a system. A calendar is also a physical record (often paper) of such a system. The term *calendar* can also mean a list of planned events, such as a court calendar or a partly or fully chronological list of documents, such as a calendar of wills.

Periods in a calendar (such as years and months) are usually, though not necessarily, synchronised with the cycle of the sun or the moon. The most common type of pre-modern calendar was the *lunisolar calendar*, a lunar calendar that occasionally adds one *intercalary* month to remain synchronised with the solar year over the long term.

The term calendar is taken from *calendae*, the term for the first day of the month in the Roman calendar, related to the verb *calare* "to call out," referring to the "calling" of the new moon when it was first seen. Latin *calendarium* meant "account book, register" (as accounts were settled and debts were collected on the *calends* of each month). The Latin term was adopted in Old French as *calendier* and from there in



serif,

Vibo Vibo

A calendar is a system of organizing days for social, religious, commercial or administrative purposes. This is done by giving names to periods of time, typically days, weeks, months and years.

A date is the designation of a single, specific day within such a system. A calendar is also a physical record (often paper) of such a system. The term calendar can also mean a list of planned events, such as a court calendar or a partly or fully chronological list of documents, such as a calendar of wills.

Periods in a calendar (such as years and months) are usually, though not necessarily, synchronised with the cycle of the sun or the moon. The most common type of pre-modern calendar was the lunisolar calendar, a lunar calendar that occasionally adds one intercalary month to remain synchronised with the solar year over the long term.

The term calendar is taken from calendae, the term for the first day of the month in the Roman calendar, related to the verb calare "to call out," referring to the "calling" of the new moon when it was first seen. Latin calendarium meant "account book, register" (as

[Buy Something!](#)

1	History
1.1	Modern reforms
2	Calendar systems
2.1	Solar calendars
2.2	Lunar calendars
2.3	Lunisolar calendars
3	Calendar subdivisions
4	Other calendar types
4.1	Arithmetic and astronomical calendars
4.2	Complete and incomplete calendars
5	Calendars in use
5.1	Gregorian calendar
5.2	Religious calendars
5.3	National calendars
5.4	Fiscal calendars
6	Formats
6.1	Calendar software
7	See also
8	References
8.1	Citations
8.2	Sources
9	Further reading
10	External links



It even has monospaced styles.

Having used off-white until now, this actual white appears striking.

The buy button stands out with white.

Vibo Vibo

Lịch là một hệ thống để đặt tên cho các chu kỳ thời gian, thông thường là theo các ngày. Các tên gọi này được biết đến như là tên của ngày tháng cụ thể nào đó trong từng loại lịch.

Các ngày tháng cụ thể có thể dựa trên sự chuyển động thấy được của các thiên thể. Lịch cũng là một thiết bị vật lý (*thông thường là trên giấy*) để minh họa cho hệ thống (*ví dụ- lịch để bàn*) – và đây cũng là cách hiểu thông dụng nhất của từ lịch.

Như là một tập hợp con, 'lịch' được sử dụng để biểu thị danh sách của một tập hợp cụ thể nào đó của các sự kiện đã được lập kế hoạch (*ví dụ, lịch xét xử*).

Các ngày sử dụng trong dương lịch

Dương lịch gắn mỗi ngày tháng cụ thể cho từng ngày mặt trời. Một ngày có thể là chu kỳ giữa bình minh và hoàng hôn, với chu kỳ kế tiếp là đêm, hoặc nó có thể là chu kỳ của hai sự kiện giống nhau và kế tiếp nhau, chẳng hạn hai hoàng hôn kế tiếp. Độ dài khoảng thời gian kế tiếp nhau của hai sự kiện như vậy có thể cho phép thay đổi chút ít trong suốt cả năm, hoặc nó có thể là trung bình của ngày mặt trời

[Mua Vài Thứ!](#)

- 1 Các hệ thống lịch
- 1.1 Dương lịch
- 1.1.1 Các ngày sử dụng trong dương lịch
- 1.1.2 Các lịch Julius và Gregory
- 1.1.3 Các cách trong tương lai
- 1.2 Âm lịch
- 1.3 Lịch tài chính
- 2 Các phân chia trong lịch
- 3 Các loại lịch khác
- 3.1 Lịch hoàn thiện và không hoàn thiện
- 3.2 Lịch thực dụng, lý thuyết và hỗn hợp
- 3.3 Lịch tôn giáo
- 3.4 Lịch quốc gia
- 3.5 Lịch năng lượng mặt trời
- 4 Sử dụng
- 4.1 Sử dụng hiện tại
- 5 Xem thêm
- 6 Tham khảo
- 6.1 Tài liệu
- 7 Liên kết ngoài



Plex also comes in Vietnamese.

Chinese is scheduled for 2023.

If needed before, Noto Sans (Source Han Sans) can be used for Chinese.

Thank you

Glyphic