

Vibo Vibo Brand Identity

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

	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.

booker
by MINDBODY.

booksy

Rosy

schedulicity

StyleSeat

vagaro

versum

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StyleSeat

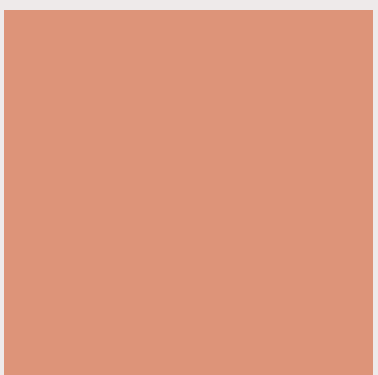
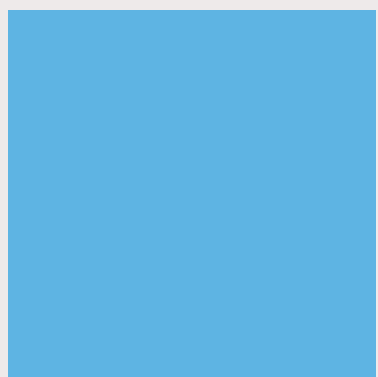
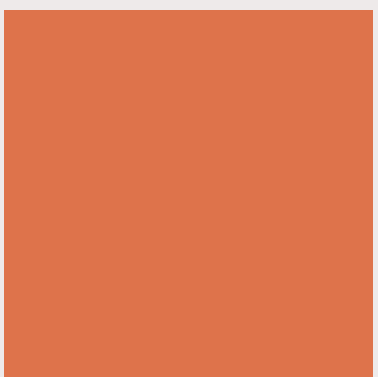
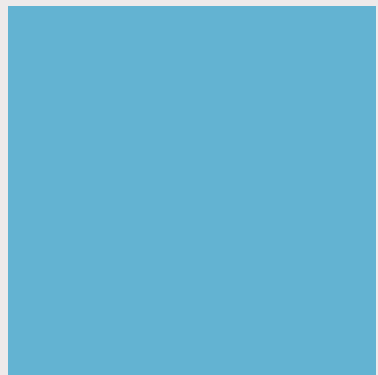
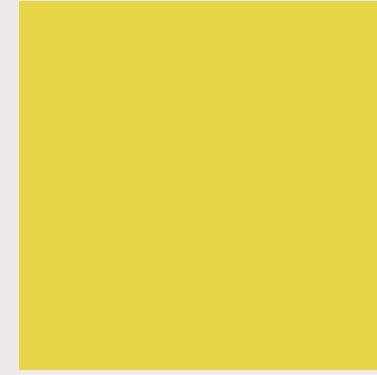
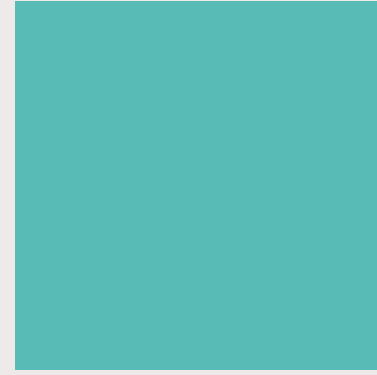
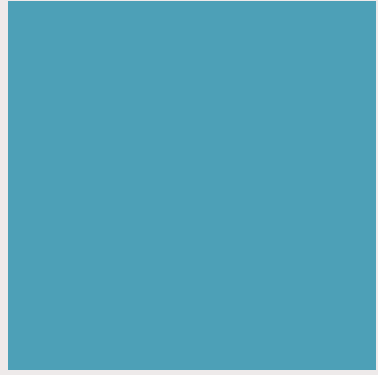
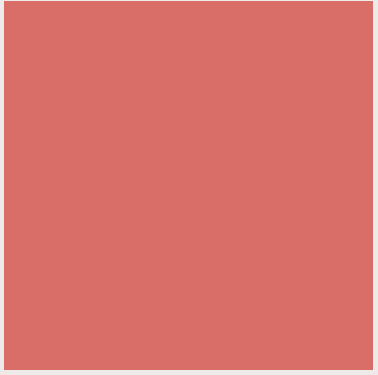
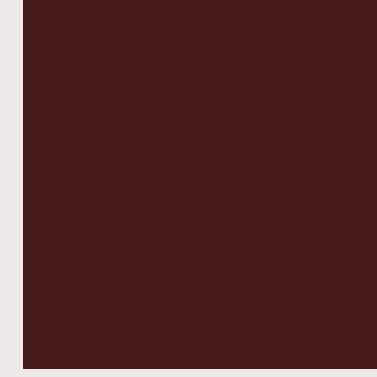
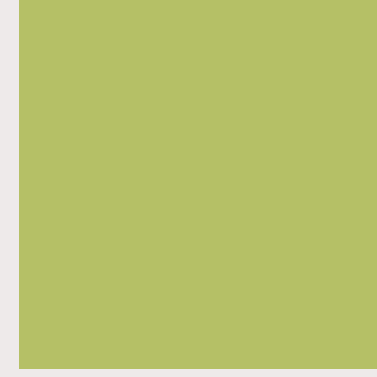
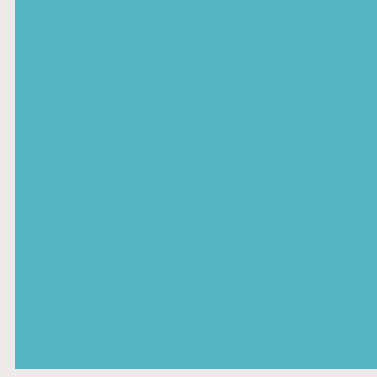
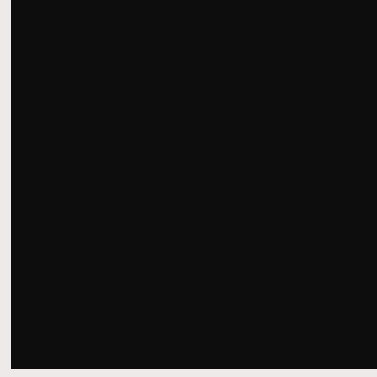
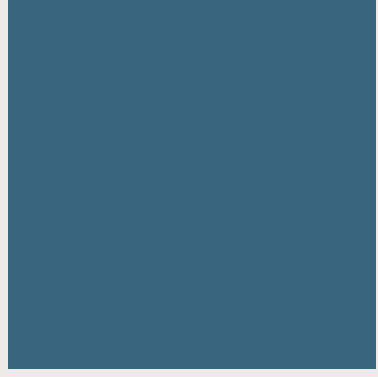
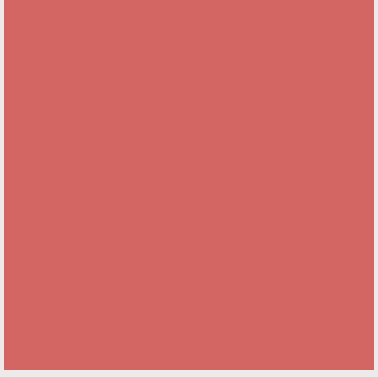


vagaro



versum





Aa

Proxima Nova
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Aa

Open Sans
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Aa

Lato
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Benton Sans
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Aa

Intelio
Versum

Direction & Process

Visit Vinnie Visual Video

Viola Viro Vibro Vintage

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Dear Mr. Smith,

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vi

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Typography & Color

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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*.

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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

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1	<i>History</i>
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
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5.4	Fiscal calendars
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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	Cải 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

Thank you