

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.	Harp 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

booker
by MINDBODY.



booksy



Rosy



schedulicity



StyleSeat

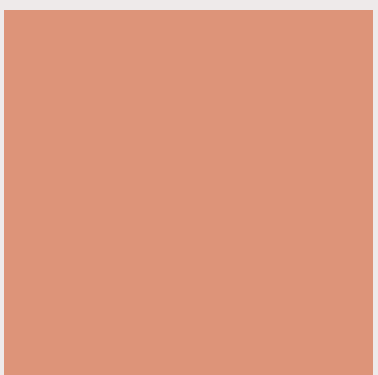
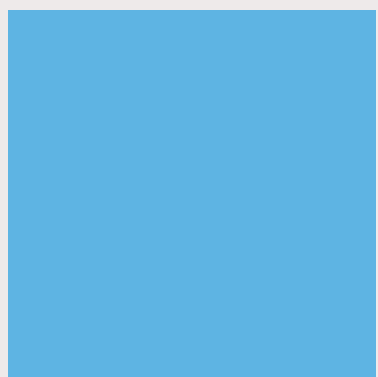
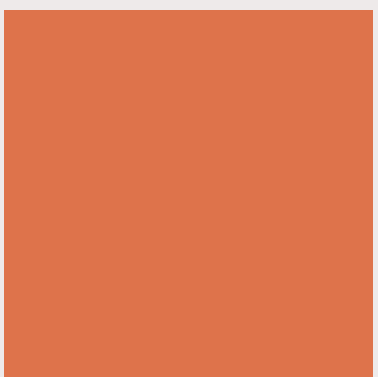
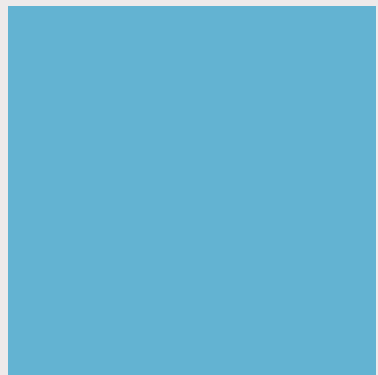
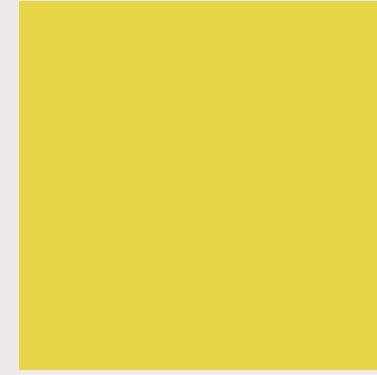
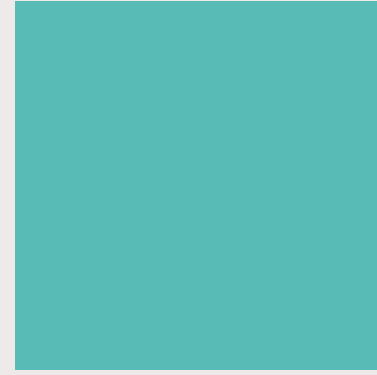
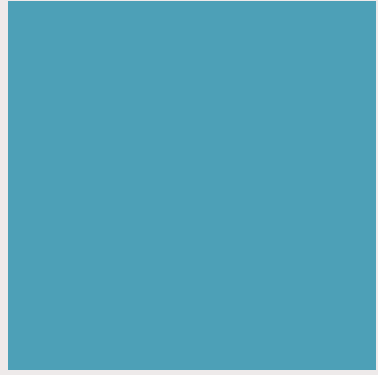
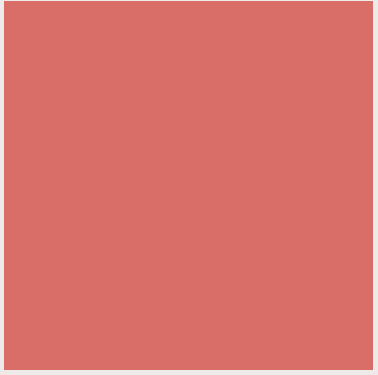
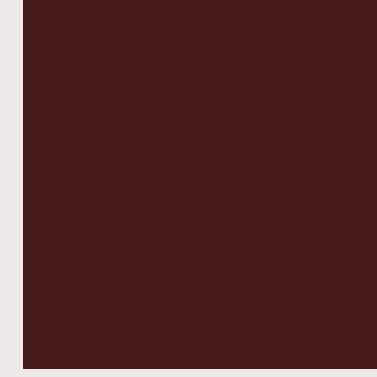
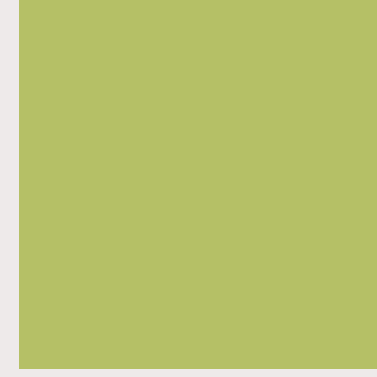
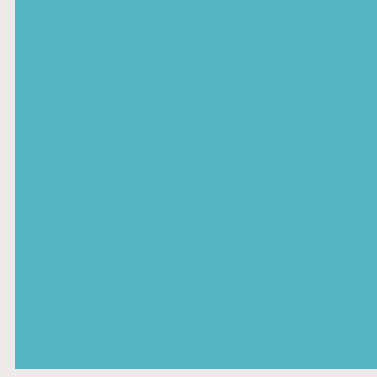
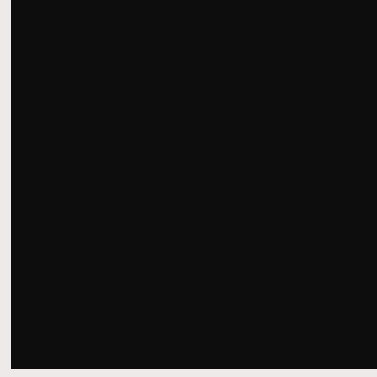
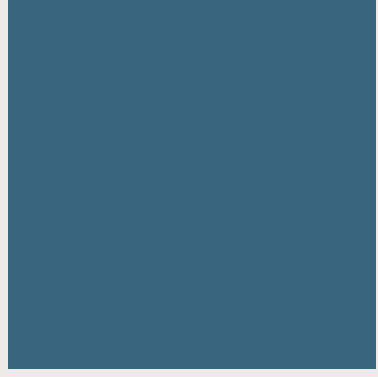
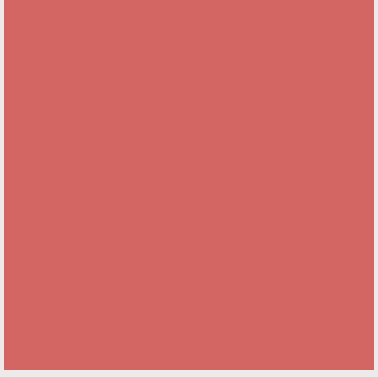


vagaro



versum





Aa

Proxima Nova
Booksy
Rosy
Vagaro

Aa

Open Sans
Booker

Aa

Lato
Schedulicity

Aa

Benton Sans
StyleSeat

Aa

Intello
Versum

Direction & Process

Visit Vinnie Visual Video

Viola Viro Vibro Vintage

Visit Vinnie Visual Video

Viola Viro Vibro Vintage

versum

 **vagaro**

vibo vibo

Vibo Vibo

vi

Vibo Vibo

Vibo Vibo

Vibo Vibo

ViboVibo

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Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus.

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Allen Carter
co-founder

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**How
timely**



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Vibo Vibo





vibovibo





vi

Vibo Vibo

Vibo Vibo

Typography & Color

Vibo Vibo

IBM Plex *Sans Serif*

IBM Plex *Serif*

IBM P1ex *Mono*

IBM Plex *Sans Serif*

IBM Plex *Serif*

IBM P1ex *Mono*

Vibor

IBM Plex Sans

IBM Plex Serif

IBM Plex Mono

Okay, great! You're confirmed for

Tuesday, December 18th *at* 3:30 PM
for a French Manicure
with Jane Smith

Please call us *24 hours in advance* if you need to
cancel or reschedule.

We look forward to seeing you!

Okay

Vibor

IBM Plex Sans

IBM Plex Serif

IBM Plex Mono

Rất tốt! Bạn đã xác nhận cho

Thứ ba, ngày 18 tháng 12 lúc 3:30 chiều
cho một móng tay Pháp
với Jane Smith

Vui lòng gọi cho chúng tôi trước 24 giờ nếu bạn cần
hủy bỏ hoặc sắp xếp lại.

Chúng tôi mong được gặp bạn!

Được

Thank you