

“THE INFLUENCE OF COLOR IN BEAUTY SALON BRANDING”

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In today's highly competitive beauty industry, branding serves as a key tool for shaping a unique image of a business and attracting clients. One of the most important elements of branding is color, which directly influences emotional perception, consumer behavior, and their decision when choosing services. This issue is especially relevant in the process of redesigning beauty salons, where a color strategy can significantly transform a brand's market positioning.

According to research by Satyendra Singh, up to 90% of the initial impression of a product or service is formed under the influence of color. This indicates that a well-chosen color palette can not only attract the attention of potential clients but also build trust in the brand. In turn, studies by Karen L. Labrecque and George R. Milne show that different colors are associated with specific brand characteristics: blue conveys reliability and professionalism, red represents energy and dynamism, while black signifies premium quality and elegance.

In the beauty industry, color plays an even more significant role, as it is directly linked to aesthetics, self-expression, and the emotional state of clients. For example, brands like Sephora use a contrasting black-and-white palette to create a sense of premium quality and universality, while Glossier applies soft pink tones associated with naturalness, delicacy, and a youthful audience. Such examples demonstrate that color in branding functions as a tool for communicating brand values.

In the context of redesigning the beauty salon “Color Me,” rethinking color identity becomes particularly important as part of the overall design concept. Changing the color palette allows the brand to adapt to modern trends,

increase recognition, and create a new emotional experience for clients. In particular, the use of current color trends defined by organizations such as Pantone contributes to building a modern and relevant visual image.

Thus, color in beauty salon branding is not merely a decorative element, but a strategic tool for influencing consumers. Its грамотне (effective and thoughtful) use in the redesign process enhances a business's competitiveness, establishes clear positioning, and fosters an emotional connection with the target audience. A promising direction for further research is the integration of digital technologies into the development of color solutions for branding, in line with contemporary trends in design and visual communication.