



# Brand Guide 2021

MOE & Co.  
cut·colour·style



## What is MOE & Co.?

In 2014 the brand vision was to become a leading hair salon brand – known for its eye catching spaces, friendly atmosphere, professionally trained staff with an outstanding reputation for excellence in the hair industry.

It all started with the idea to have a hair salon that shake's up the hairdressing industry moving away from the "white sterile" hair salon environment. To create a fun, funky and visually engaging space that is family friendly with a great atmosphere created by friendly - customer service focused staff offering quality hair services at a competitive price point.

Today there are over 40 locally owned and operated MOE & Co. hair salons, wrapped up in a funky barbershop style, conveniently located in shopping centres and regional hubs around Australia. Offering quality on trend hair services for the whole family. Where we believe all walk-ins are welcome and no appointments necessary.

The cornerstone of MOE & Co. is family and education, starting with the core team and staff that have built this exponentially growing brand. Today it is a recognisable brand with a strong reputation for affordable, quality hair services.

MOE & Co. mission is now focusing on building up local community engagement and educating and developing a new generation of young hair stylists. We endeavour to pave the way for a new generation of young barbers and hair stylists offering mentorships, up skill programs and a bright future in business.

# Company Core Values

The core purpose of the business is to provide professional, high quality hair services to local communities in a fun, accessible and approachable environment where everyone is welcome. This purpose is built on three pillars - our core values which underpin everything that we do.



## Family: Texture

This describes the high value we put on **Relationships** – relationships with employees, vendors, customers and family.

Strong relationship building is the first core value of this business. Everything we do, in marketing, promotions and employee conduct is about strengthening bonds.

Texture is to define the diverse and raw nature of building relationships.

To eliminate the idea that the “Family Value: means perfection or the smoothing out of individual ideas or making them conform to a solid one track way of thinking and learning.

Family: Texture is more important than functioning as a “perfect family in harmony” but more of a respect that in everything we do we aim to build and strengthen individuals to build them up - which in turn makes us stronger as a business.



## Community: Fun

This describes the high value we put on thinking local not global.

As a big brand we want to come across as humble in the way we deal with our shop owners and in turn they deal with their clients.

No matter the level of success we want to keep things light, fun and approachable.

A large focus is now being placed on encouraging local shops to engage with their local communities.

As a brand the companies we get involved with from charities, to local schools or even other brands we always look for those which share this idea of sharing and a humble approach.



## Education: Confidence

Our company culture is empowering its employees to make decisions on the front lines.

This has a flow on effect with those empowered employees to treat all our customers as they themselves would like to be treated.

The relationships between customer and employee is critical to capturing that customer long-term.

Confidence in the brand is built on these three pillars to help us grow from the inside out.

# Branding: Logo

The initial design was aimed at men - bringing a barber shop vibe to a hair salon with a raw grungy interior. The logo itself is simple, clean and timeless, without too many bells and whistles as the shop interior design is complex.

The logo uses masculine elements with a feminine softness. The font used is Avenir, which in French means "Future" - something that has always been a part of the corporate brand, working towards a bright future.

Simplicity is the key to good design as it is a versatile element that can stay constant in the ever evolving world of our brand.

Full Logo



MOE & Co.  
cut·colour·style

M Graphic



Word mark

MOE & Co.  
cut·colour·style



MOE & Co.  
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MOE & Co.  
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Logo Font: Avenir Book

**Other corporate Fonts:**

Headline Font: DIN Alternate

A aB bC cD dE eF fG gH hI iJ jK kL lM mN nO oP pQ qR rS sT tU uV vW  
wX xY yZ z

# Branding: Corporate Colours

## Primary Brand Colours

HEX	#000000	
to		
NAME	RGB	CMYK
<b>Black</b>	<b>0, 0, 0</b>	<b>0, 0, 0, 100</b>
HSL	HWB	NCOL
<b>0, 0%, 0%</b>	<b>0, 0.0%, 1.0%</b>	<b>R0, 0.0, 1.0</b>
PANTONE	LAB	HSB
<b>20-0198 TPM</b>	<b>0.00, 0.00, 0.00</b>	<b>0, 0%, 0%</b>

HEX	#FFFFFF	
to		
NAME	RGB	CMYK
<b>White</b>	<b>255, 255, 255</b>	<b>0, 0, 0, 0</b>
HSL	HWB	NCOL
<b>0, 0%, 100%</b>	<b>0, 1.0%, 0.0%</b>	<b>R0, 1.0, 0.0</b>
PANTONE	LAB	HSB
<b>P 179-1 C</b>	<b>100.00, 0.01, -0.01</b>	<b>0, 0%, 100%</b>

HEX	#FFA200	
to		
NAME	RGB	CMYK
<b>Orange Peel</b>	<b>255, 162, 0</b>	<b>0, 36, 100, 0</b>
HSL	HWB	NCOL
<b>38, 100%, 50%</b>	<b>38, 0%, 0%</b>	<b>R63, 0, 0</b>
PANTONE	LAB	HSB
<b>137 C</b>	<b>74.25, 25.50, 78.51</b>	<b>38, 100%, 100%</b>

Orange, the blend of red and yellow, is a mixture of the energy associated with red and the happiness associated with yellow.

Orange is associated with meanings of joy, warmth, heat, sunshine, enthusiasm, creativity, success, encouragement, change, determination, health, stimulation, happiness, fun, enjoyment, balance, sexuality, freedom, expression, and fascination.

## Secondary Brand Colours

HEX	#00C3FF	
to		
NAME	RGB	CMYK
<b>Bright Turquoise</b>	<b>0, 195, 255</b>	<b>100, 24, 0, 0</b>
HSL	HWB	NCOL
<b>194, 100%, 50%</b>	<b>194, 0%, 0%</b>	<b>C23, 0, 0</b>
PANTONE	LAB	HSB
<b>915 C</b>	<b>73.71, -19.74, -40.74</b>	<b>194, 100%, 100%</b>

HEX	#F162A1	
to		
NAME	RGB	CMYK
<b>Red Ribbon</b>	<b>241, 22, 42</b>	<b>0, 91, 83, 5</b>
HSL	HWB	NCOL
<b>355, 89%, 52%</b>	<b>355, 9%, 6%</b>	<b>M82, 9, 6</b>
PANTONE	LAB	HSB
<b>1788 C</b>	<b>51.20, 75.36, 49.41</b>	<b>355, 91%, 95%</b>

HEX	#95CC1D	
to		
NAME	RGB	CMYK
<b>Lima</b>	<b>149, 204, 29</b>	<b>27, 0, 86, 20</b>
HSL	HWB	NCOL
<b>79, 75%, 46%</b>	<b>79, 11%, 20%</b>	<b>Y32, 11, 20</b>
PANTONE	LAB	HSB
<b>382 U</b>	<b>75.86, -40.30, 71.44</b>	<b>79, 86%, 80%</b>

HEX	#FDE800	
to		
NAME	RGB	CMYK
<b>Turbo</b>	<b>253, 232, 0</b>	<b>0, 8, 100, 1</b>
HSL	HWB	NCOL
<b>55, 100%, 50%</b>	<b>55, 0%, 1%</b>	<b>R92, 0, 1</b>
PANTONE	LAB	HSB
<b>Yellow U</b>	<b>91.05, -11.26, 89.99</b>	<b>55, 100%, 99%</b>

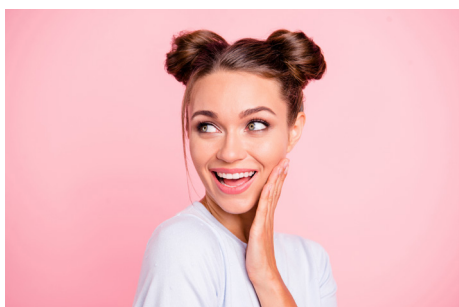
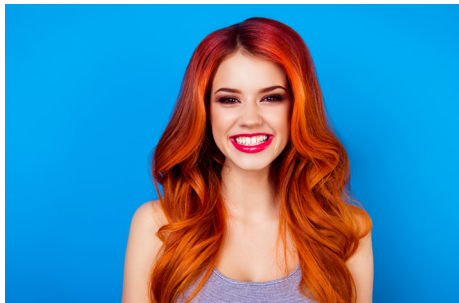
HEX	#FF0073	
to		
NAME	RGB	CMYK
<b>Rose</b>	<b>255, 0, 115</b>	<b>0, 100, 55, 0</b>
HSL	HWB	NCOL
<b>333, 100%, 50%</b>	<b>333, 0%, 0%</b>	<b>M55, 0, 0</b>
PANTONE	LAB	HSB
<b>17-2435 TN</b>	<b>54.65, 83.67, 11.42</b>	<b>333, 100%, 100%</b>

# Branding

The bread and butter of the business is hair.

Imagery is to be **hipster, young fun**: adults, families and kids with great on trend hairstyles - bold solid colour blocks and casual tone of voice.

Stock imagery Examples:



moeandco.official

moeandco.com.au

# Shop Design and Space Evolution

The iconic fit outs are attention grabbing, especially in the clean bright white context of shopping centres. The 90's inspired poster wall has established itself as its own icon recognisable as part of the MOE & Co. brand.

With no classic "hair salon" indicators out the front except for the words cut, colour, style with the logo being two crossed barber blades and a barber pole installed out the front presented itself with some challenges with attracting female clientele over the years.

Initially the brand was targeting men as a "barber shop" but our services always included women's hair services. So the shop designs have evolved to a cleaner with illuminating features to tone down the masculine design without losing it completely.

## Catering to community demographics

Bold neon elements have been brought in recently to keep things fun and bright, but also the shop design is carefully considered when opening in specific areas. Where certain demographics prevail we adapt. A great example of this is our XXX store which has a private hijab room to cater for women who cover their hair. Another would be our Bendigo regional shop in Victoria where we brought in a patriotic Australian vibe with bold wallpaper featuring native plants and birds. Stanhope Garden's store in NSW features a split layout where the womens area is glam and separate from the classic MOE & Co. barber shop side.

This evolution in store design is built on our core values, where we are versatile and not stuck in a corporate cookie cutter mold like other big multi location brands. We love the challenge of catering our spaces specifically to local communities to make everyone feel welcome.



# Shop Design and Spaces

