



BELLA BONITA BEAUTY

BRAND PRESENTATION



Jasmine Cartagena | Elmwood Park, IL | Freelance Graphic Designer | (708)218-8359 | Jazsartndesign@gmail.com

ABOUT THE BRAND

Bella Bonita Beauty is a traveling spa run by a talented esthetician. While her target audience is toward younger members of the LatinX community, she encourages everyone to come to her for all their needs.

If you worry about trying a new spa or don't have time to travel somewhere Bella Bonita Beauty is able to travel right to you so you never have to leave the comfort and safety of your home for a relaxing day at the spa.





MOOD BOARD

The mood board shows what was agreed upon for the direction of the brand. It is a great starting point and allows us to nail down the vision in which your brand will evoke.

It includes photography and color that aligns with the direction and vision your brand will convey.

BRAND DIRECTION

Relaxed, refreshed, elegant, and inviting are a few words that came to mind when beginning to flesh out the brand and guides the direction in which we are moving toward.

I collected a series of photos that matched a tropical sunset aesthetic alongside calm spa scenes to evoke feelings of calm, refreshed, rejuvenated, and reset all are feelings evoked when seeing the sun rise and set for the first time in a tropical paradise.

PRIMARY LOGO

Your primary logo is the main signature of your brand. This should be used most frequently when space allows.

Think of your primary logo as the trunk of a tree with all other variations as the branches



secondary LOGO

The secondary logo (alternative logo) still uses components from your main logo but in a different layout.

Having this logo allows for more flexibility for your brand in different settings.

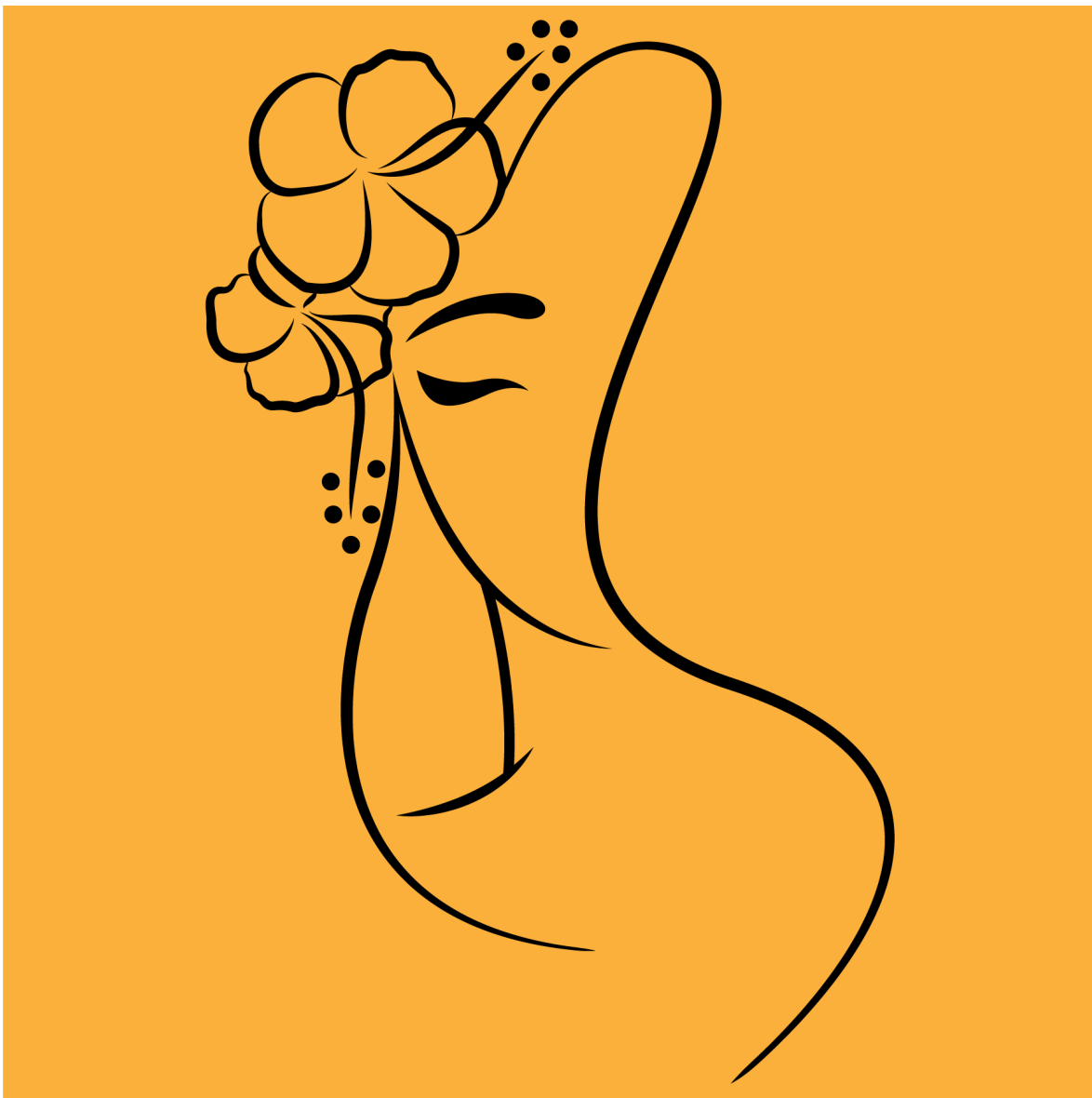
Bella
Bonita
Beauty

Bella
Bonita
Beauty

SUB-MARK LOGO

The sub-mark logo is also an alternative version of the main logo. This logo is created in a different layout giving you more flexibility for your brand.

This is used when your other variations don't fit in the required space.

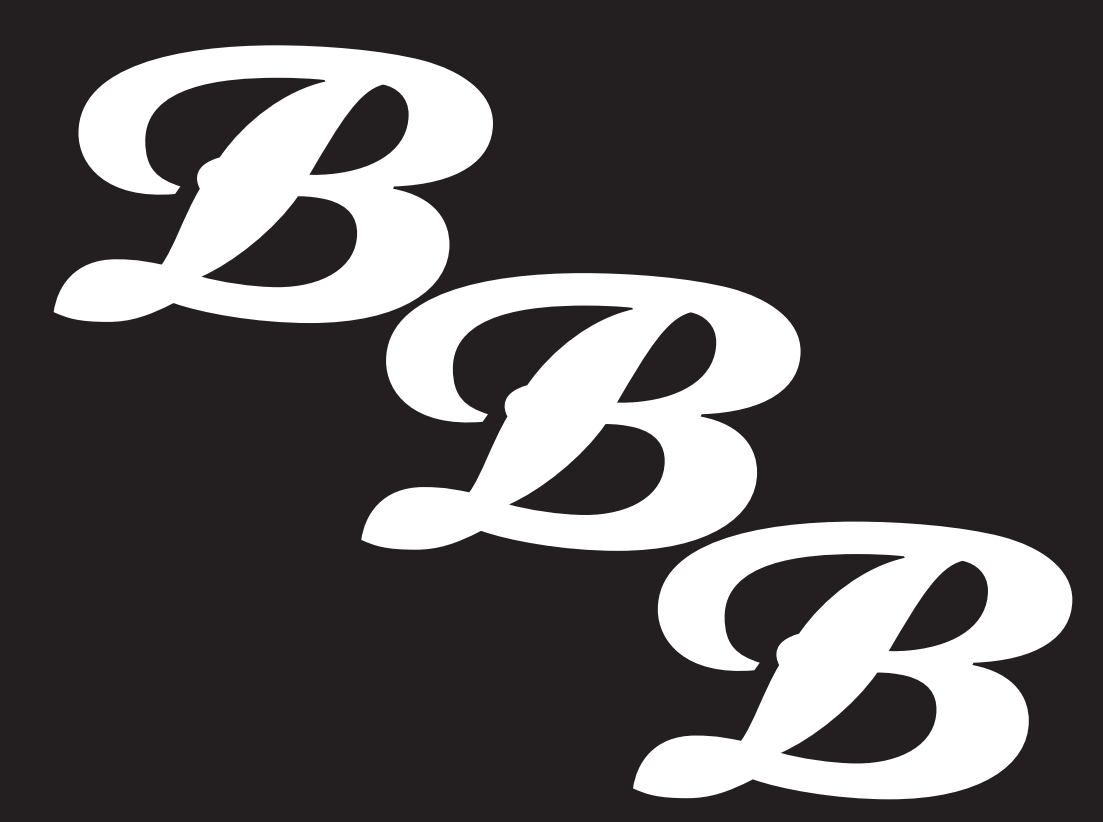


LOGO MARK

Logo marks are a simplified version of your main logo.

This sometimes consists of two letters or a symbol that fits in with your brand.

Having something simple works well when you have a more confined space to fill.



Using the right typography for your brand is going to be pivotal because it sets the tone.

Your fonts have been chosen to pair perfectly with each other as well as your brand identity. Having different sets of fonts allows for the design to not be repetitive.

Using consistent typography across your brand will make you recognizable and memorable.

Title
Sub-Heading
Body-copy

PRIMARY FONT

Delaney

Your primary font is your default typeface and a reflection of your overall identity.

SECONDARY FONT

Baskerville

Your secondary font compliments your primary font and can be used alongside each other.

SUPPORTING FONT

Baskerville

Your Supporting font fits nicely with both the primary and the secondary font and is there as needed.

In this case the supporting and the secondary fonts are the same.

[Home](#)[About](#)[Services](#)[Book Now](#)

*You're Just a Spa
Day Away!*

[Book Now](#)

Can't Make It To A Spa?

Bella Bonita Beauty travels right to you, turning your home into a luxurious spa. Enjoy a high-end facial in the comfort of your home.

[Schedule Today](#)

In Need Of A Make-Up Artist

Bella Bonita Beauty will help you get ready for any occasion. From Prom to your Wedding, BBB has got your back.

[Learn More](#)

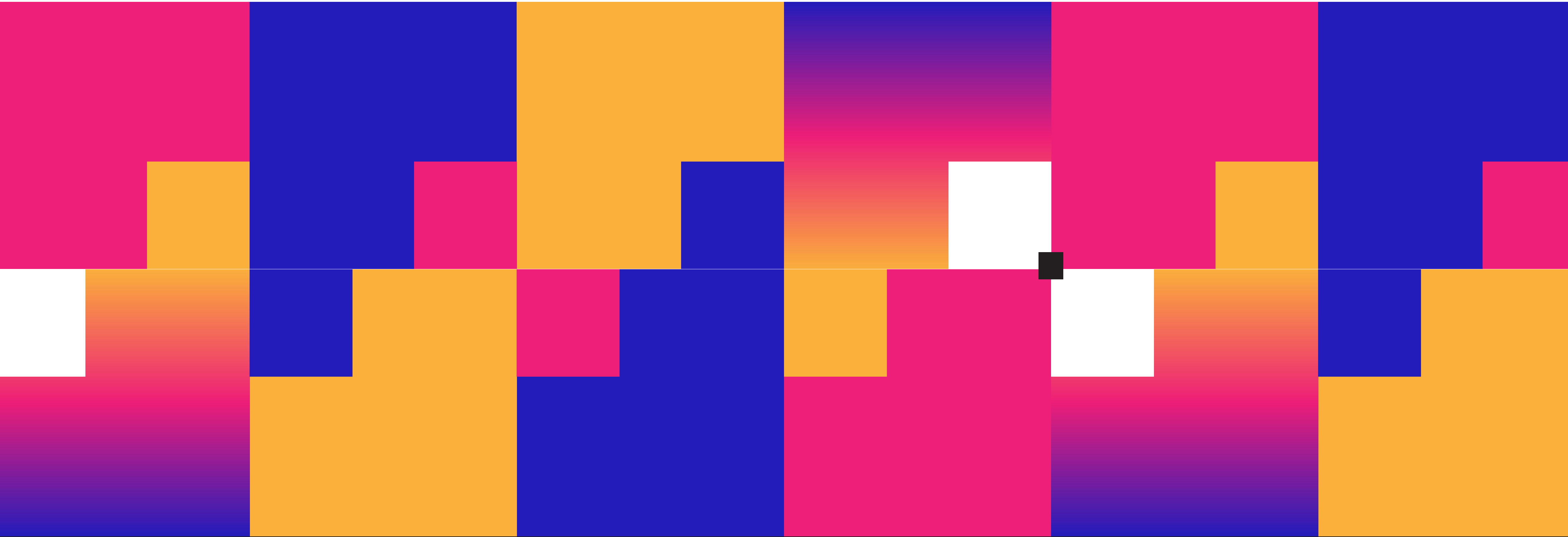
Skin Not Cooperating With You?

Bella Bonita Beauty will match you with the facial best suited for your skin type leaving you looking your best and refreshed!

[Learn More](#)

Fonts in action

COLOR PaLETTE



Hex: #FFFFFF

Hex: #000000



Hex: #ED1F78



Hex: #FAB03B



Hex: #241CBA



Gradient with
#241CBA to
#ED1F78 to
#FAB03B



Including photography within your brand is going to set the tone.

We have included some direction in which your branding photographer should follow on your socials, website, and future shoots.

Having a certain style within your brand will make you more recognizable to your audience.

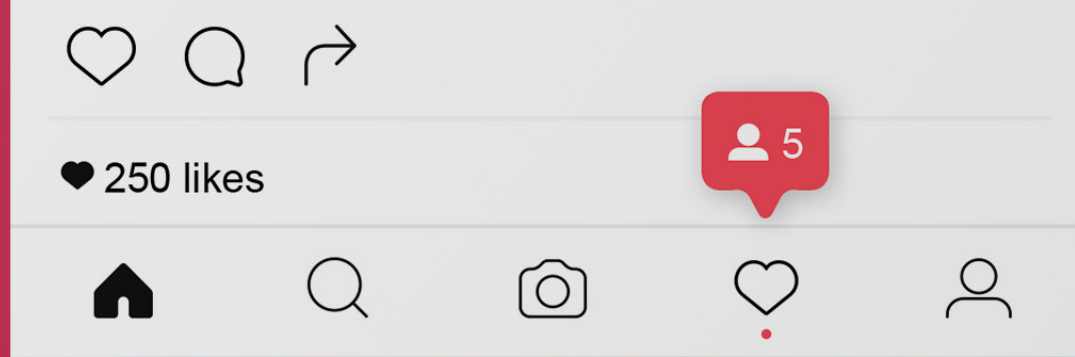
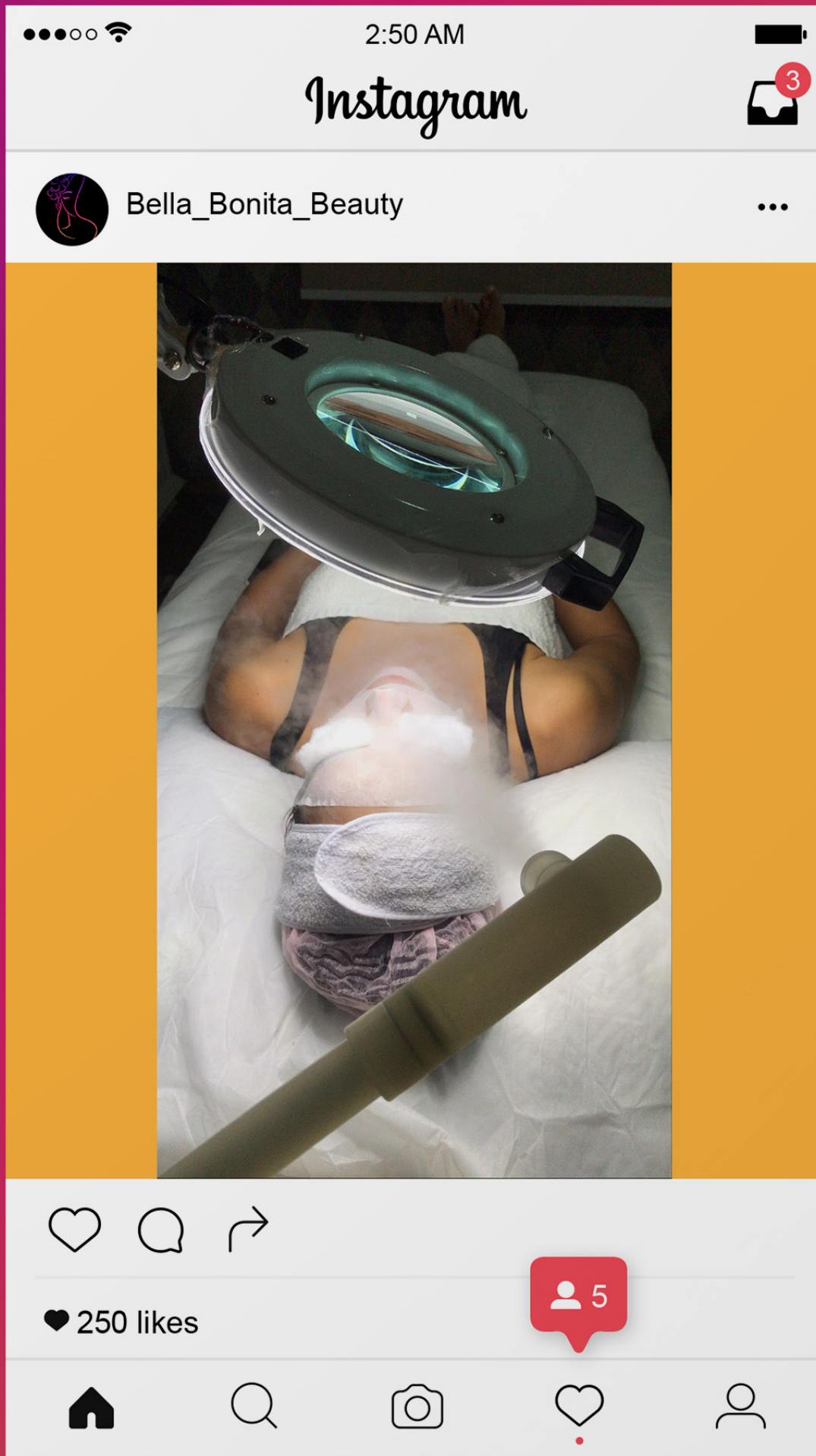
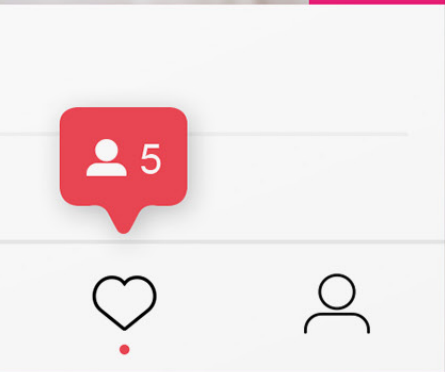
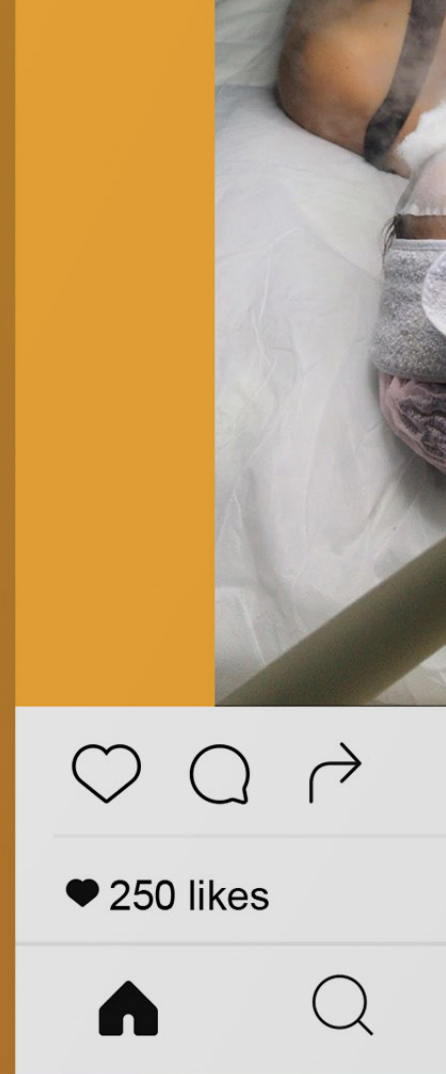
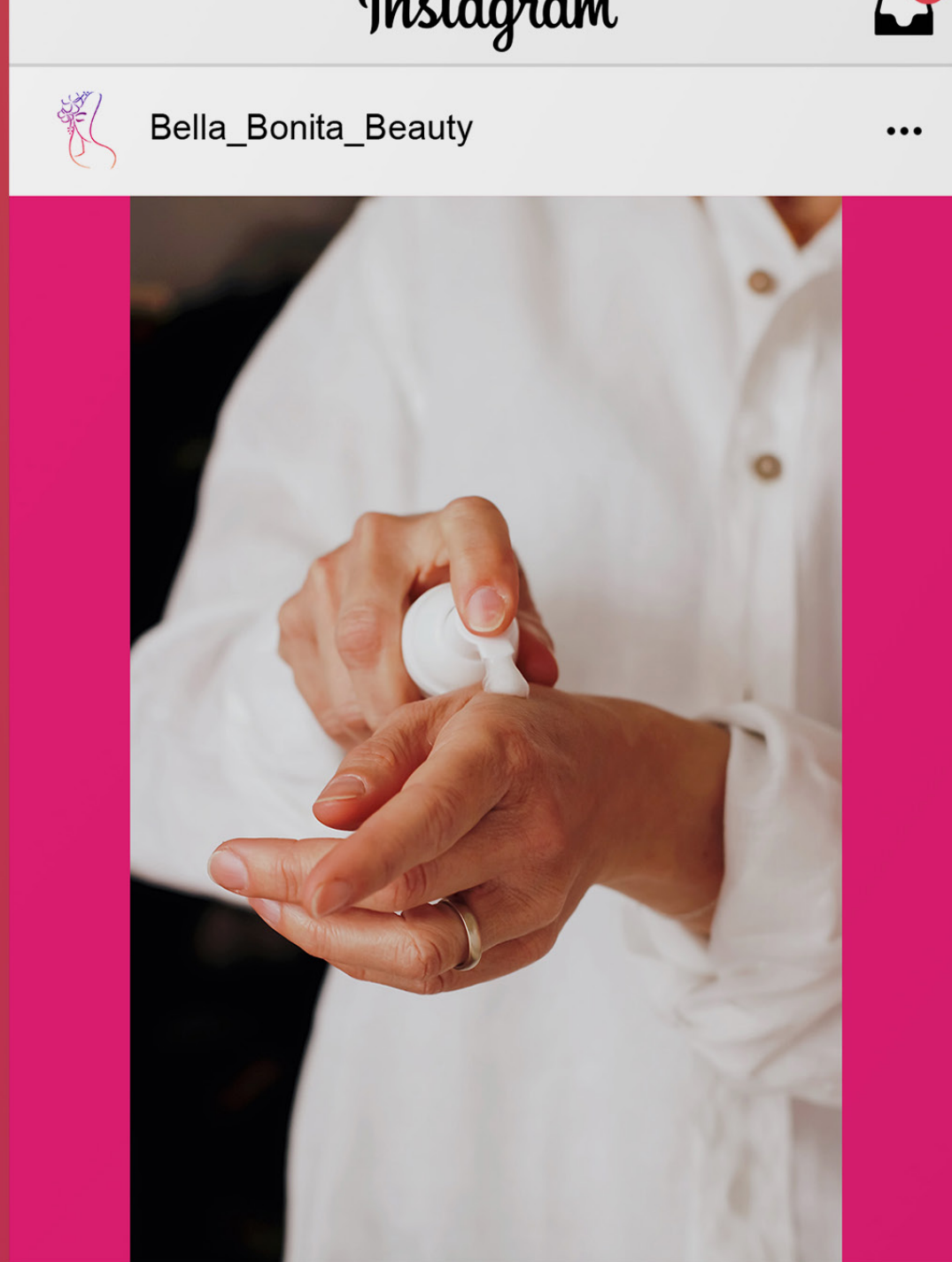
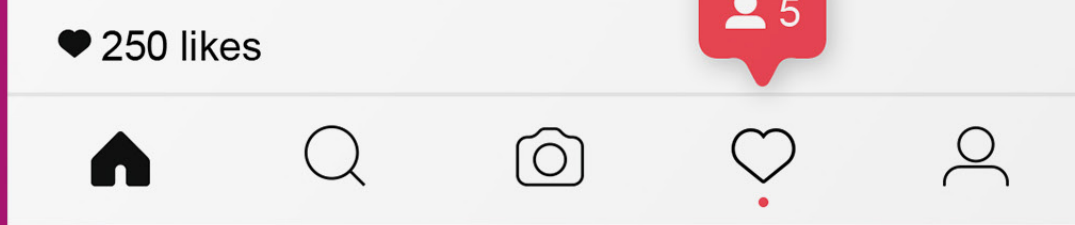
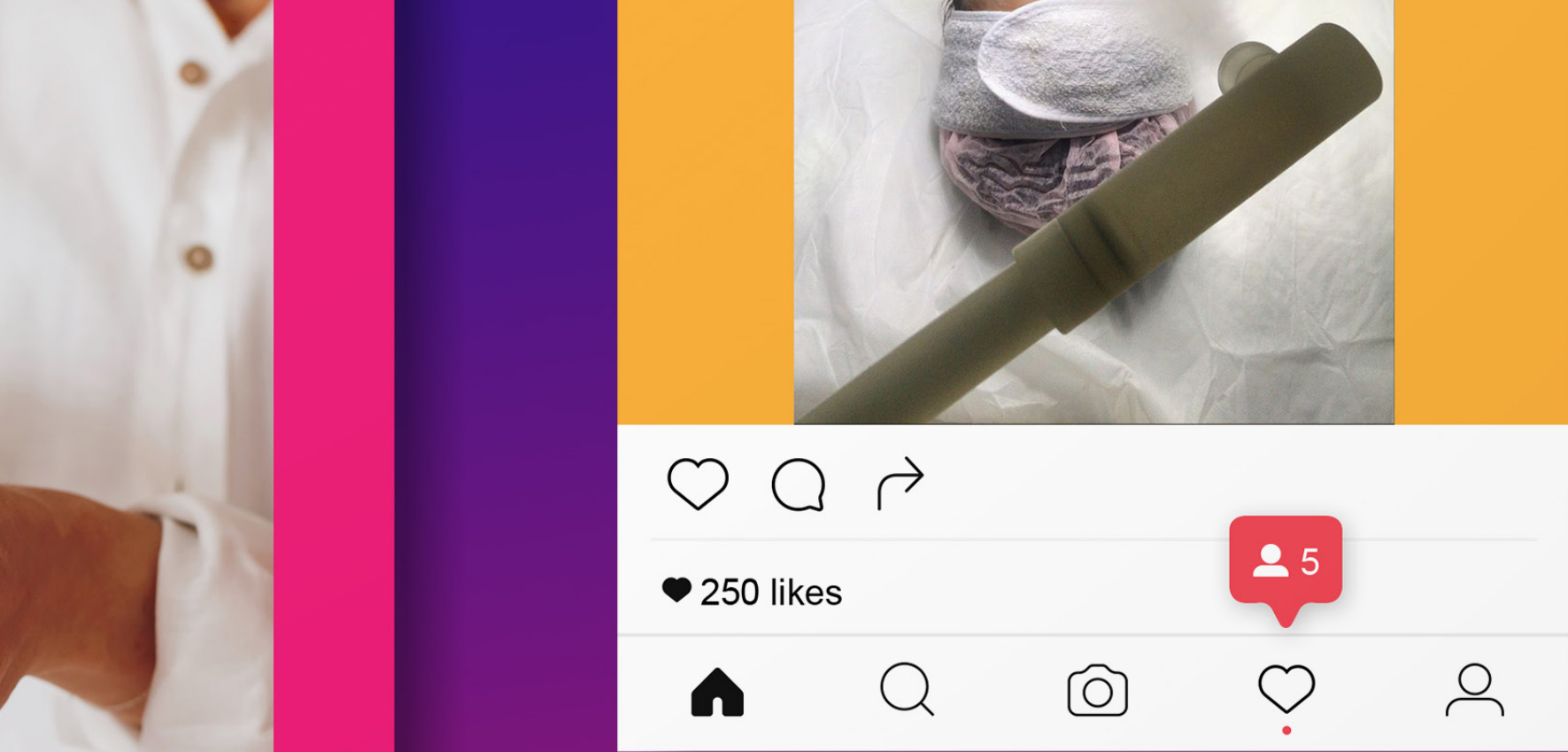
This direction can be used on your website, social media, stationary, and more.

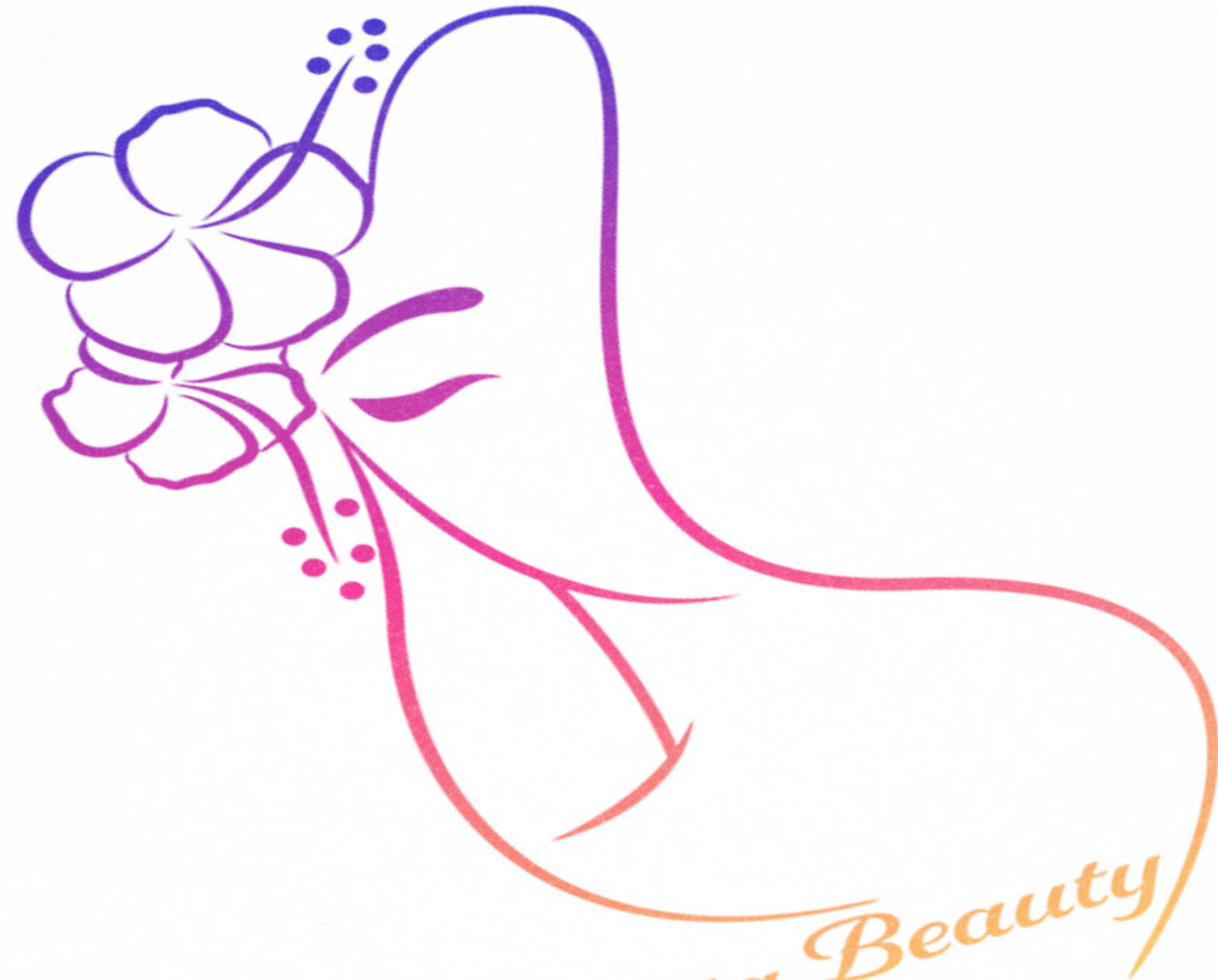
All photos were sourced from Unsplash.

Photo by Sunny Ng on Unsplash

Photo by Nati Melnychuk on Unsplash

Photo by Joanna Kosinska on Unsplash





Bella Bonita Beauty



Client Consultation Form

Date: _____

Name: _____ D.O.B: _____

Address: _____

City: _____ State: _____ ZipCode: _____

Phone: _____ Occupation: _____

Male: ☐ Female: ☐ NonBinary: ☐

Emergency Contact: _____ #: _____

Is this your first facial? _____

What is the reason for you visit today? _____

What special areas of concern do yo have? _____

Are you presently under a physician's care for any current skin condition or other problems? If so, what?

Are you Pregnant or trying to become Pregnant? _____

Are you taking birth control pills or hormone replacement? _____

Do you wear contact lenses? _____

Do you smoke? _____

Do you often expirience stress? _____

Have you had skin cancer? _____

Do you have or have ever had any neck injuries? _____



**Isabella
Cartagena**
Esthetician

Phone: (708)218-8642

Youtube: Coco Bella 1298

Instagram: @bella's_bonita_beauty_

E-Mail: Isabella.Cartagena1298@gmail.com



Bella Bonita Beauty



Bella Bonita Beauty Menu



Facials

Basic Bonita

30

Our most basic facial yet! This facial is for anyone wanting to be introduced to skin care. Enjoy a light massage, mask, and light moisturizer. This is also our most customizable facial. *For ALL skin types.*

The Oasis

45

Help boost your skins moisture with this hydrating and relaxing facial. Your skin will feel dewy and fresh. *For DRY and DEHYDRATED skin types.*

Sana Sana Colita de Rana “Calming”

40

Aww pobrecita! Help calm your sensitive skin with this calming facial. *For SENSITIVE skin types.*

Forget the Filter!

40

Minimize your pores and smooth out your skin’s texture with this skin refining facial. *For OILY and TEXTURED skin.*

Santa Monica Skin Care

45



Client Consultation Form

Date: _____
Name: _____
Address: _____
City: _____
Phone: _____
Male: ☐ Female: ☐ NonBinary: ☐
Emergency Contact: _____
Is this your first facial? _____
What is the reason for you visit today? _____
What special areas of concern do yo have? _____
Are you presently under a physician's care for any current skin condition or other problems? If so, what? _____
Are you Pregnant or trying to become Pregnant? _____
Are you taking birth control pills or hormone replacement? _____
Do you wear contact lenses? _____
Do you smoke? _____
Do you experience stress? _____
Do you have any neck injuries? _____

Sk Zone Conditions

Grade 3
Grade 4
Medically Treated? Yes/No

10. _____
11. _____
12. _____

On _____
warding _____
maing _____
most common

The Oasis
Help boost your skin's
relaxing facial. Your skin
DEHYDRATED skin types

Sana Sana Colla de
New advanced help calm your sensitive
calming facial. For SENSITIVE skin types
Forget the Filter!
Minimize your pores and smooth out your skin's
texture with this skin refining facial. For OILY and
TEXTURED skin.

Salva al Salva
Bring back your healthy radiant skin with this
renewing facial. Help your inflamed and irritated
skin with a gentle soothing facial. For SENSITIVE skin
types.

Los Opuestos se Atraen
Restore your skin back to its normal healthy glow
skin balancing use of antioxidants and vitamins. For
COMBO, OILY, and DRY skin types.

Fuente de la Juventud
Give your skin the rejuvenating facial. Let's turn back
time to when time lines and wrinkles were never a
thought. With the use of antioxidants, vitamin C, and
potent ingredients. For MATURE skin types.

Bella Beauty Therapy
7700 N. 10th Ave. Suite 100, Boca Raton, FL 33431
E-Mail: bella.beautytherapy@gmail.com

40

45



Bella Beauty Therapy

Isabella Cartagena
Esthetician

Phone: 786-213-5542
Youtube: Coco Bella 1988
Instagram: @bella_s_bonita
E-Mail: Isabella.Cartagena123@gmail.com



Feedback

Super excited to hear from you about the direction of the brand.

Receiving effective feedback is pivotal to the process. To make sure we are keeping on track with the project timeline; feedback needs to be within three business days from when the presentation was sent.

Please make sure feedback is clear and in-line with what we have discussed.

If you are unsure about anything, please feel free to reach out to me. I want to make sure you love your branding and aren't afraid to speak up if there's something you're not sure on.

Looking Forward to Hearing from You!