

About PHC

Background


The Pretty Hair Chair and Self Care is a local hair salon, owned and operated by Dana Ripp Farrell since 2013. Dana is a stylish wife and mother of 2 young kids who strives to look and feel beautiful in the most natural ways, and she can't wait to help you do the same!

Key people

Sarah, with Dana's input and approval.


Due date:

May 13, 2025



Dana- showcasing her first pregnancy and hair and makeup done herself.

The brand



Brand values

The PHC values safe products while making you look and feel your very best! With a history of illness in her family and a love for pretty hair, Dana is always looking into safer options for your hair and skin care needs. She is here to share it with you!

#8B5E3C

PHC Brown

#8299CE

PHC Blue

#6CBE45

PHC Green

#EF9AA7

PHC Pink

Target Audience

The audience

The audience of this website will be existing customers, to make booking appointments/ordering products easier, as well as potential new clients and customers looking for a safer way to look their best.

Sorry I'm late. I was reading every ingredient label at the store and putting it back on the shelf.

@noellesnaturals

Goals

Goals

I will create a website that showcases Dana's work as a hair stylist and streamlines client bookings/product ordering.

Creative direction

Concept

Keeping the webpage simple, clean and natural, like her business and the products she uses. Natural colors, flowing fonts, nothing harsh.

Creative outputs required

I will need (I already have access to) Dana's business facebook page for pictures of her work, a price list for her services/products and possibly some input from her about the feel she's looking for, for the website.

Measuring success

The only website Dana currently has is a facebook page and she doesn't currently book appointments/sell products online, only in person or via phone/text. Streamlining this could free up some time for her, putting all of these things in one place.

Fonts

Logo Fonts

- Blithe Regular - Adobe Fonts
- American Typewriter - Adobe Fonts

Other Potentials


- Astoria - Adobe Fonts
- Trade Gothic Next - Adobe Fonts



Dana specializes in wedding and special occasion up-dos and adding embellishments and veils.



Another wedding day up-do with the veil tucked in.



Dana is always looking into the most natural products.