

Étoile Hair Studio

Montréal

Balayage & Soft Glam

Our Brand

Where color meets elegance



Brand Core

Promise

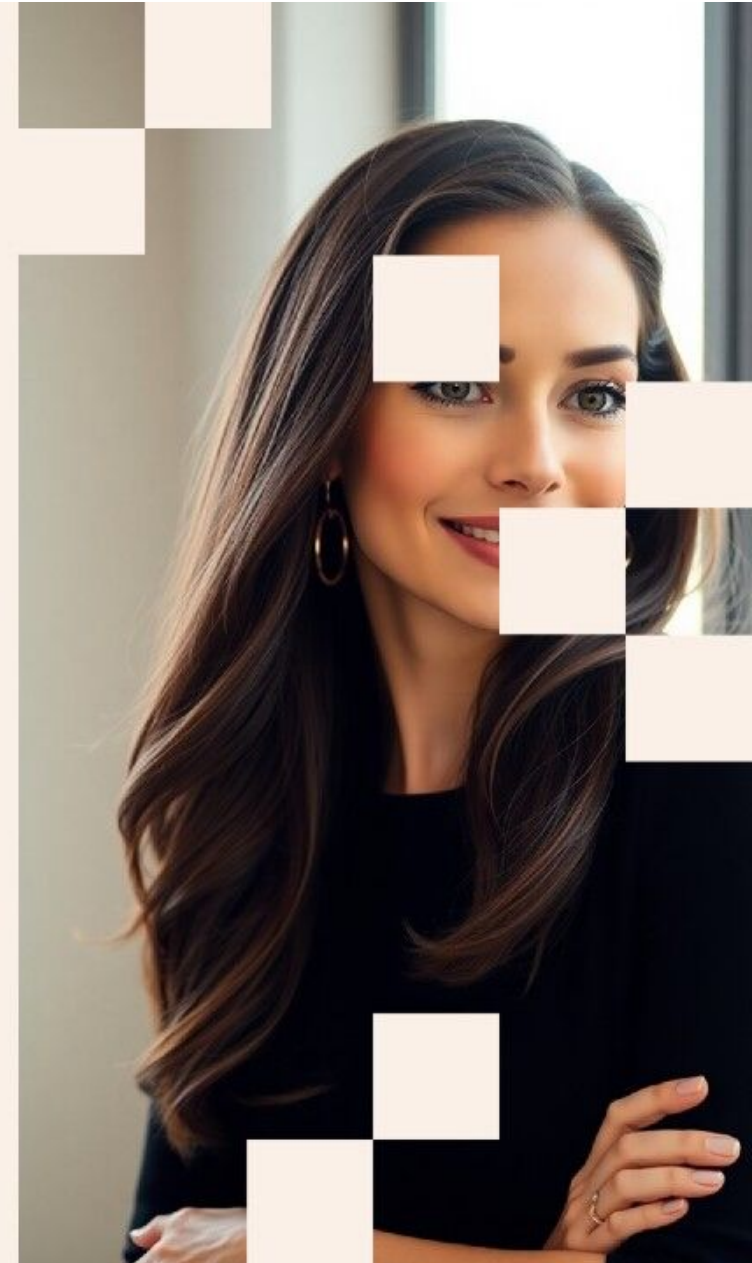
Soft luxury, perfect color, photo-ready hair

Tone

Warm, confident, concise, premium

Personality

Elegant, modern, feminine, professional





Crème Beige • Porcelain White • Soft Rose • Champagne Gold • Taupe Grey

Typography

étoile

hair studio
hair studio

Display Font

Playfair Display for logo & headings

Lanefail

book now

Body & UI Font

Inter for body, Montserrat for buttons

Étoile
hair studio



Logo Concepts

Étoile
hair studio





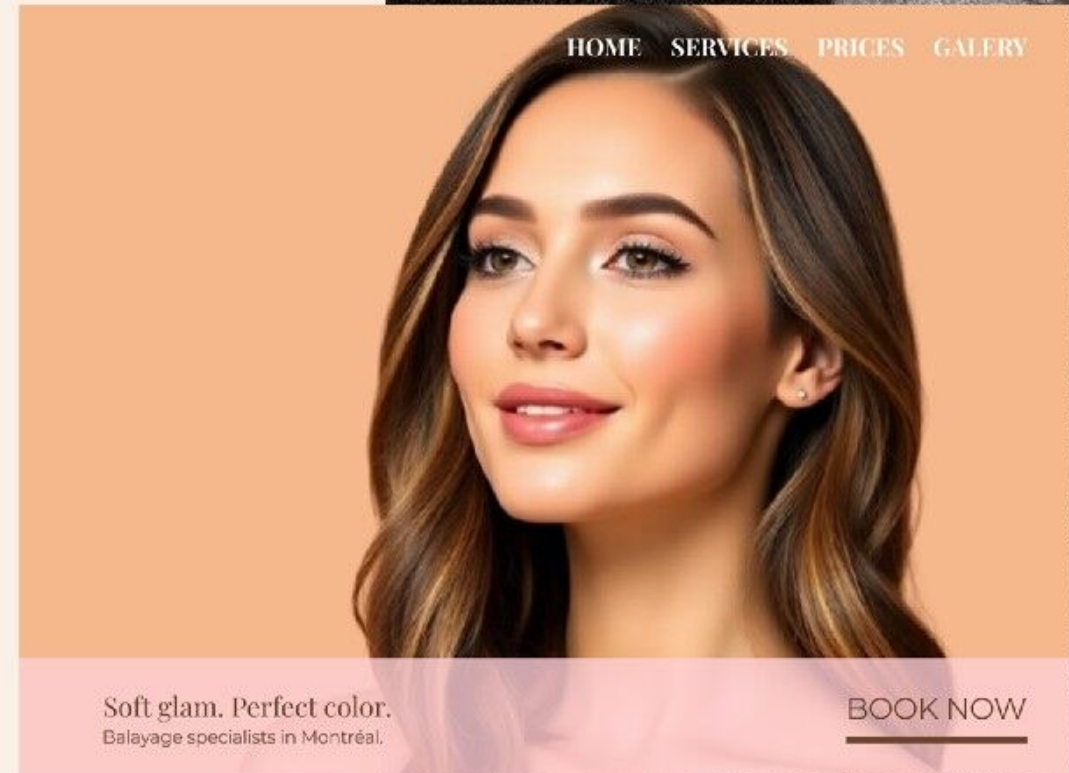
Instagram



Feed

Light, neutral aesthetic with soft rose accents. Grid layout for before/after transformations. Minimal caption overlays.

Website

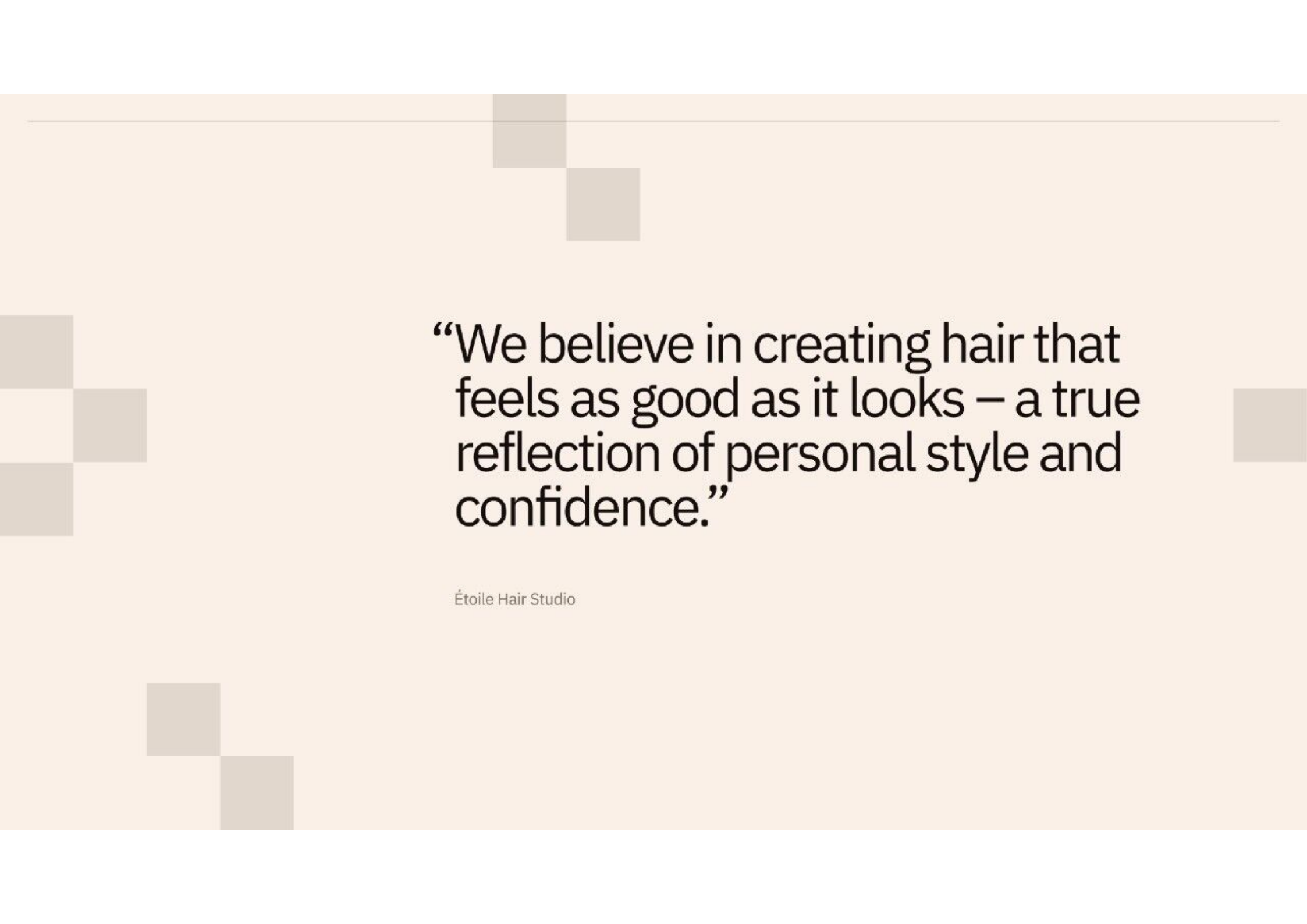


Hero Section

Headline: Soft glam. Perfect color.

Subline: Balayage specialists in Montréal.

CTAs: Book Now • View Portfolio

The background features several light gray squares of varying sizes scattered across the page, creating a minimalist, geometric aesthetic. A thin horizontal line is visible near the top of the page.

“We believe in creating hair that feels as good as it looks – a true reflection of personal style and confidence.”

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