

**DESIGN PROPOSAL FOR**



**PREPARED FOR TRAVIS TURNEY  
04/25/2021**

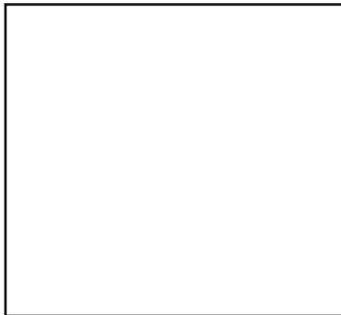


# INTRODUCTION

Billy's BARbar is a barber shop that's bringing the social space back to hair cutting appointments by giving it's patrons more common ground than just getting your hair cut by introducing the avenues of sports and alcohol. In my design approach, because the client spoke of both the barbar shop and the bar to be possibly separate entities in one convenient spot- I decided to split up the word "BARbar" to quite literally create space for both aspects of the business. The yellow text on black background makes the space stand out to the eye, not dissimilar to construction tape, but brings a modern approach to a barber shop. The sign indicates not only is it a barber shop, but that there is more than meets the eye and invites patrons to come in and explore what Billy's BARbar has to offer. With competition like Buffalo Wild Wings and Sports Clips, we wanted to place emphasis on the bar aspect to the shop, which is why the BAR part of the logo is more bold than the rest despite being all uppercase.

Billy's BARber believes that relationships are built in the barber chair, and thus a positive environment is a core value of BB. They hope to achieve this positive environment through the services they provide and create an experience for patrons to turn them into recurring clients.





White  
CMYK: 0000  
RGB: 255,255,255  
HEX: #FFFFFF



Banana Yellow  
CMYK: 0, 0 97, 0,  
RGB: 254, 255, 0  
HEX: #FEFF00  
PANTONE: 395 C



BLACK  
CMYK: 0,0,0, 100  
RGB: 0,0,0  
HEX: #000000







# WELCOME TO











**PREPARED BY AMANDA RYAN**  
**04/25/2021**  
**FOR FA 391 A**