



Kay Binnersley Hair Our Brand Guide

Your Handy Guide to Our Brand

Hello Guest/s.

Welcome to Kay Binnersley Hair we are so glad to have you here.

We have prepared this guide to help you understand who we are and what we are about, a bit about us and Our story, and a bit about Our Guests, and how we try to help them. Taken together, it captures the big ideas and small touches that make Kay Binnersley Hair such a welcoming place to be. You may find it helpful to refer to whenever you need to speak on behalf of Our Brand, to Guests, Our Team, or even when writing things online.

So please make Yourself comfortable, and start thinking about how You can help build Our brand.

We believe in Expert Treatments, thoughtful Experiences and Honest Advise.

Our Guests enjoy coming to us because we help them relax, recharge, and leave feeling refreshed. It's like the feeling you have after spending an hour chatting with your best friend.

We're also about getting results. The treatments we offer are of an exceptional standard through constant education and personal development .

Together, Our Team are all about providing a welcoming space where Our Guests scan relax, and feel confident they're being taken care of.

Confident. Friendly. Independent.

You are Our Guests, you are strong, you are friendly, you are a valued, you deserve to be pampered, you like the nice things, and appreciates that you can treat yourself to weekend breaks and self-care. But you also have a busy life, juggling work, family and friends. It's not always easy to find that little time for yourself. Your often putting others first, taking care of your family, and loved ones, so when you take time out you want to be able to leave the thinking to someone else, and just relax.

We see a diverse mix of Guests in Our Salon, who are after different things when it comes to hair treatments

Women aged 25-35 who want preventative treatments

Women aged 35-60 who want more results-driven treatments

Feel Good. Look Good.

We know feeling good about yourself can have a hugely positive effect on every aspect of your life. We want to help our clients become the best version of themselves, inside and out.

Having a colour, a cut and style or hair curling makes people feel good, put together it gives you that much needed little spring in your step. Taking that time out for yourself is an exercise in self-care. Time that everyone deserves, no matter who they are.

Our Salon Vibe

We're not about comparing ourselves to others. We focus on the things that make each of us different so we can lift each other up. See someone doing something awesome? Tell them.

Then maybe ask them how it's done. Sharing ideas is how we get better, together

“ When You feel good, Your thoughts are automatically good too.”



Here's what we Believe.

Our Values are the beliefs we hold dear to our hearts, and stick to no matter what happens. They're how we'd like people to talk about our brand when we're not in the room.

- Honesty
- Positivity
- Expertise
- Empowerment
- Love

We're about Honesty

We are about Honesty, Truth, Integrity and Respect for others.

The best way to earn trust is to practice honesty and respect. This means sharing ideas, and being open to different points of view. For us, this also means being honest when you're not sure of something, and asking for help when you need it. Because when we work together, we can create something truly amazing.

What this looks like:

- Be optimistic, yet realistic about the results someone could expect
- Don't overpromise results, or refer to treatments as 'miracle cures'
- Remember, at the end of the day, it's not what you say or what you do, it's how you make people feel that matters the most
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We're Positive People



We love what we do, and it shows. Our enthusiasm is contagious, our energy natural and engaging. We're positive and confident - without having to try too hard. We're creative, committed and enthusiastic people who pride themselves on providing a high-quality experience for our guests.

What this looks like:

- Communicate with enthusiasm and energy.
- Look for opportunities to go above and beyond with our clients.
- Be open to learning and sharing your knowledge.

We are Experts

Which means we're about getting results

We care about Our guests and look to create new standards in our industry . We believe learning never stops so we're on top of the latest treatments, techniques and products.

And we look to share our own knowledge when we can to improve the industry as a whole.

What this looks like:

- Share our knowledge on our website and content channels
- Show the results we've achieved (without overpromising)

We're about Empowerment

We want to help others feel uplifted. We know that it can sometimes be daunting to step into a new salon, or experience a treatment for the first time. So we take the time to make our guests comfortable and talk them through their treatment so they feel truly empowered about their decision.

We've created a space where our clients can relax and feel uplifted. We don't just focus on the treatment, But also how much better it makes our guest feel when they show up for themselves.

What this looks like:

- We share our vision of what it means to be beautiful, centred and ready to face the world
- We're resilient and okay with trying again when things don't go plan.
- To create a feeling of confidence



We're about Love



Loving Yourself, loving the care you take of yourself, and the care we take of you

What this looks like:

- Ensure your happiness the minute you step through Our Door
- The consideration of your needs is always at the forefront of Our deliverance of exceptional service

Who We Are

If Our brand was a person we would be:-

- Kind
- Approachable
- Caring
- Passionate

We're Kind

Kindness

We have empathy, we are caring, we are understanding

How does Kind Sound:-

•We show kindness to our guests we treat them with care love and respect we are friendly and generous . We connect with them we an understanding manner.

We're Approachable

Inclusive, Open, Welcoming, Responsive, Supportive.

How approachable sounds:

- We make everyone feel welcome at Kay Binnersley Hair.
- We know going to a Salon is a new experience for some people, so we invite them to ask questions and give them all the information they need to feel comfortable and relaxed.
- We connect to people in a personal way, and are inclusive and warm, rather than be exclusive.
- Talk about 'Our Team' rather than 'Our Staff'.
- Bring some warmth and gentle caring approach to our writing
- Read what you write out loud. Does it sound like how someone would chat to their best friend?
- Choose supportive wording, words that imply openness, honesty, inclusive .



We're Caring

Show kindness to each other.

How caring sounds:-

- We show appropriate levels of care to our guests and each other but without over stepping any personal boundaries.
- We bring care to Our services thoughtful touches acts of kindness questions that show we care asking how our guest is how are their families
- We are mindful of Our words and think before we speak (or write). We have strong opinions, but don't want to upset other people as we share them.
- The best way to get our point across is in a calm, straightforward and open way.

Our Personality in Practice

Here is an example we've created to help you understand Our Brand personality and tone

- Treatment - i.e. Kayage

The Ultimate Colour Treatment package place your colour experience in our hand we will create for you a personal bespoke colour, carrying out a in-depth consultation taking into account your life style, your personality, colour achievability, suitability. We understand you choosing this package shows your commitment to the ultimate colour, it's care, it's creativity, and the love that is needed to maintain it through the coming weeks.

We pride ourselves on advising you on home care, and how we can help support you when your not with us in the salon. Let us care for you and take you on this colour journey.

Gentle sweeping veils of colour, expressive pops of light, creative dimension, and our expert colour techniques will deliver the ultimate experience .

Here's us being helpful

At Kay Binnersley Hair we pride ourselves with offering you luxurious home care treatment with expert advice on suitability, choice, and desired result. We are the best people to help create that Salon luxury in your Own home .

You're in the hands of a Professionals

Let us do the thinking, and You do the relaxing, Exceptional Service is Our Commitment to You

We like to get Social

Here at Kay Binnersley Hair we wanted to stay connected, and informative to Our Guests, we are available on several Social Media Platforms, some of which the links are below:-

- Our Website www.kaybinnersleyhair.co.uk
- Instagram Kay Binnersley Hair
- Facebook kaybinnersleyhair
- YouTube Kay Binnersley Hair
- TikTok Kay Binnersley Hair



Our Awards and Achievements

***Winner of English Hair and Beauty Awards
West Yorkshire Salon of the Year 2020***

Professional Members of:-

- Member of the fellowship of British Hairdressers.
- State Registered Hairdresser
- Member of the National Hair & Beauty Federation
- Member of High Performance Stylists

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Website. www.kaybinnersleyhair.co.uk

Dear Guest

How are you, we hope you are well, and Your Family are all ok, we are so looking forward to your visit today, we are excited about the treatments we are providing for you.

We have Great ideas of how to change your style, we know you are so busy and we think this creative technique is just the luxury treat your are looking for.

We are looking forward to showing you our new home care range. It's so lovely when you visit I love chatting, and catching up with all the various things you have been doing since your last visit.

And for Us, the best part is seeing you smile at your reflection at the end of the your treatment.

That's what we're here for

Kind Regards

Kay Binnersley

Creative Artistic Director