

## The influence of color on beauty salon branding

El papel del color en el branding de salones de belleza: aspectos psicológicos y digitales del rediseño

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### Abstract

This article examines the role of color in beauty salon branding within the context of contemporary digital communication and visual identity design. The study explores the psychological impact of color on consumer perception, emotional response, and behavioral decision-making, emphasizing its strategic significance in the branding process. Particular attention is given to the application of color in digital environments, where visual communication increasingly occurs through social media platforms and online interfaces. The research analyzes current color trends in the beauty industry and investigates the redesign process of the beauty salon «Color Me Studio» as a practical case study. The findings demonstrate that a well-structured color strategy enhances brand recognition, strengthens emotional connections with audiences, and improves the overall effectiveness of visual communication in both physical and digital spaces.

**Keywords:** color psychology, visual identity, graphic design, digital communication, consumer behavior, redesign.

### *Purpose.*

The purpose of this study is to investigate the role of color in the branding of beauty salons and to evaluate the effectiveness of color strategies in the redesign process. The research focuses on the psychological, communicative, and functional aspects of color within visual identity systems, particularly in the context of the digital environment and contemporary beauty industry trends.

Special attention is devoted to analyzing how color influences consumer perception, emotional engagement, and brand recognition. The study also examines the integration of modern color trends and digital design principles into the development of cohesive branding strategies for beauty salons.

### *Objectives:*

- To examine the role of color as a strategic element in the visual branding of beauty salons.
- To analyze the psychological influence of color on consumer perception and behavior.
- To investigate contemporary approaches to color usage in branding and digital design.
- To explore the communicative and emotional functions of color within visual identity systems.
- To analyze the practical implementation of color strategies during the redesign process of the beauty salon «Color Me Studio».
- To evaluate the effectiveness of color-based visual communication in both physical and digital environments.

### Color as a tool of visual communication

Color is a fundamental element of visual language that performs the functions of encoding information, conveying emotions, and forming associative connections. Within the system of visual communications, color is one of the fastest and most effective means of transmitting meaning, since its perception occurs instantly and on a subconscious level. Due to this characteristic, it can influence a person's emotional state even before the conscious analysis of other design elements such as form, text, or composition.

In the context of branding, color functions as an important carrier of identity that helps create a cohesive brand image and ensure brand recognition. It forms part of a system of visual codes through which a brand communicates its values, character, and positioning. Effective use of color allows brands to create stable

associations in consumers' minds, thereby strengthening the emotional connection between the brand and its audience.

Research in the field of color psychology demonstrates that color perception contains both universal and culturally conditioned aspects (Elliot & Maier, 2014). Universal reactions are associated with physiological features of human vision, whereas cultural differences are shaped by social environments, traditions, and symbolic meanings. For example, warm colors such as red and orange are commonly associated with energy, activity, and attention-grabbing qualities, while cool colors, particularly blue and green, evoke feelings of calmness, stability, and trust. At the same time, the meanings of colors may vary depending on cultural context, which is an important factor in developing branding strategies for diverse audiences.

In addition to its emotional influence, color also performs the function of structuring visual information. It helps organize compositions, highlight key elements, and establish visual hierarchy. Through contrast and color harmony, designers can direct users' attention toward the most important communication elements. This is especially relevant in digital design, where users interact with large amounts of information within short periods of time.

Color is also an important tool for rapid brand identification. In the modern information environment, characterized by a high level of visual noise, a color palette often becomes the first signal through which consumers recognize a brand among competitors. A well-developed color system ensures consistency of communication across different platforms and media, increasing brand recognition and trust.

In digital environments, the importance of color is further intensified. User interaction with brands occurs primarily through mobile devices and computer screens, which requires consideration of color rendering, contrast, and accessibility. According to Adobe research, effective use of color in digital design contributes to increased user engagement and improved brand interaction experiences (Adobe, 2022). Thus, in modern branding, color functions not only as an aesthetic element but also as a functional tool combining communicative, psychological, and navigational functions.

## Color psychology and consumer behavior

Color psychology is an interdisciplinary field combining knowledge from psychology, marketing, and design, and it studies the influence of color stimuli on human cognitive, emotional, and behavioral processes. In contemporary research, color is considered one of the key factors affecting information perception, brand impression formation, and consumer decision-making.

One of the defining characteristics of color influence is its ability to operate on a subconscious level. Humans respond to color signals faster than to textual or verbal information, making color an effective tool of primary communication. In this context, the concept of an "emotional code" becomes important, whereby a specific color automatically evokes a corresponding association or emotional state that may influence subsequent consumer behavior.

According to the studies of Karen L. Labrecque and George R. Milne, colors play a significant role in shaping perceptions of brand characteristics (Labrecque & Milne, 2012). In particular, blue is associated with reliability, stability, and professionalism, making it popular in industries where trust formation is essential. Red, by contrast, is associated with energy, activity, and dynamism, and it is capable of stimulating rapid and impulsive decisions. Black is traditionally associated with premium quality, elegance, and status, which explains its extensive use in the branding of luxury products and services.

An important aspect is that these associations are not random but are shaped by both biological and sociocultural factors. For example, reactions to the color red are partially connected to evolutionary mechanisms of attention, since it signals danger or importance. At the same time, cultural context can alter color meanings: the same color may carry different symbolic interpretations in different countries.

Beyond shaping emotional perception, color directly influences consumer behavior. In particular, it can determine the duration of interaction with a brand, the level of trust, and the willingness to make a purchase. Marketing studies have demonstrated that a properly selected color palette can increase brand recognition, improve memorability of advertising messages, and stimulate positive attitudes toward products.



Particularly important is the consistency between color and brand positioning. A mismatch between a color palette and the expectations of the target audience may create cognitive dissonance, negatively affecting brand perception. For example, the use of bright aggressive colors in the branding of a beauty salon positioned as a space for relaxation and self-care may create discomfort and reduce customer trust.

In the context of digital environments, the influence of color on consumer behavior becomes even more pronounced. Colors are used to create visual accents that stimulate interaction with interfaces, including clicking buttons, viewing content, or booking services. Therefore, color functions not only as an emotional instrument but also as a functional tool for managing user behavior.

Thus, color psychology is an important component of modern branding that enables brands not only to create visual attractiveness but also to influence consumers' behavioral responses. Its consideration is especially relevant in the beauty industry, where the emotional aspect of interaction with clients plays a crucial role.

## The digital context of color usage

Modern branding is impossible without considering the digital environment, which has become the primary space of interaction between brands and their audiences. Social media platforms, mobile applications, and websites have transformed the ways visual information is perceived, thereby influencing approaches to the use of color in design. In the digital context, color performs not only an aesthetic but also a functional role, ensuring communication effectiveness and user experience convenience.

One of the key functions of color in digital environments is the optimization of information perception on screens of different devices. Considering the diversity of displays, brightness levels, and lighting conditions, designers must select colors in a way that ensures sufficient contrast and readability. This is particularly important for interfaces where color directly affects navigation convenience and the speed of information processing by users.

Additionally, color plays an important role in creating visual hierarchy, which allows content structuring and directs users' attention. Through color accents, designers can highlight key interface elements such as action buttons, headings, or important notifications. This contributes to more effective interaction with digital products and reduces users' cognitive load.

An important aspect is also the influence of color on behavioral metrics, particularly click-through rates and engagement levels. In digital marketing, color is actively used to stimulate user actions such as following links, booking appointments, or making purchases. For instance, contrasting colors for call-to-action buttons can significantly increase their effectiveness because they attract attention and signal opportunities for interaction.

According to Adobe research, a properly selected color palette significantly increases user engagement and improves the overall user experience (Adobe, 2022). This confirms that color in digital environments is not merely a tool of aesthetic presentation but also an important factor in communication efficiency.

Special attention should also be paid to the issue of color adaptability, since modern brands must ensure consistent visual perception across different platforms—from mobile devices to large screens. This requires the development of flexible color systems that maintain their integrity and recognizability regardless of usage context.

Thus, in the digital era, color becomes a multifunctional tool combining aesthetic, communicative, and navigational functions. Its effective use is a prerequisite for creating a competitive brand, especially in the beauty industry where visual components play a decisive role.

## Specific features of beauty salon branding

The beauty industry is characterized by a high level of consumers' emotional involvement, which significantly affects the decision-making process. Unlike many other industries where rational selection criteria dominate, the beauty sector places a key emphasis on emotional experience, which is formed even before the direct provision of services. The visual perception of a brand, particularly its color component, becomes one of the determining factors in shaping first impressions and customers' subsequent attitudes.



A beauty salon functions not only as a place where services are provided but also as a comprehensive environment that combines aesthetics, comfort, and individual experience. Therefore, branding in this sphere must take into account not only visual attractiveness but also the ability to create a specific emotional atmosphere. In this context, color acts as a tool for shaping an environment capable of evoking feelings of relaxation, trust, confidence, or, conversely, dynamism and energy depending on the brand concept.

An important aspect is the ability of color to shape expectations regarding service quality. For example, restrained and harmonious color solutions are associated with professionalism, cleanliness, and a high level of service, whereas chaotic or excessively bright use of colors may create an impression of inconsistency and reduce trust in the brand. Thus, the color palette functions as a marker of the salon's market positioning.

Furthermore, color directly affects customers' sense of comfort, which is especially important in service sectors related to self-care. Harmonious color combinations contribute to reducing stress levels, creating a sense of safety, and positively influencing the overall impression of staying in the salon. This, in turn, increases the likelihood of repeat visits and customer loyalty.

Research conducted by Nielsen confirms that sensory factors, particularly visual ones, have a decisive influence on consumer behavior (Nielsen, 2016). In the case of beauty salons, this means that color strategy should not be considered in isolation but rather as part of a comprehensive brand interaction experience encompassing both physical space and digital communication channels.

Under contemporary conditions, consistency between the salon's offline and online image also becomes increasingly important. The color palette must function equally effectively in interior design, social media content, advertising materials, and web resources. Such an approach enables the creation of a cohesive and recognizable brand image that contributes to effective market positioning.

Thus, the specific features of beauty salon branding are determined by the high importance of emotional factors, where color serves as one of the key tools influencing customer perception, behavior, and loyalty. Its competent use allows brands not only to create an attractive visual image but also to establish a comprehensive brand interaction experience.

## Analysis of contemporary color trends

Modern trends in the use of color in design are shaped by global sociocultural changes, the development of digital technologies, and the transformation of consumer preferences. Specialized institutions, particularly the Pantone Color Institute, play an important role in identifying current directions by annually analyzing global trends and proposing actual color solutions for various industries, including fashion, design, and branding.

One of the leading tendencies in contemporary design is the pursuit of minimalism, manifested through the use of limited color palettes and an emphasis on purity of form. Such an approach helps avoid visual overload and ensures clearer brand perception. Within the beauty industry, minimalism is often associated with professionalism, aesthetics, and high service quality, making it particularly relevant for beauty salons.

At the same time, there is a growing popularity of natural shades reflecting global trends toward sustainability, conscious consumption, and naturalness. Warm beige, sandy, olive, and pastel tones create feelings of harmony, calmness, and closeness to nature. In beauty salon branding, such colors are often used to create an image of care, delicacy, and natural beauty treatment.

Another important direction is the use of muted palettes that provide softness of visual perception and contribute to creating comfortable environments. Such color solutions reduce visual tension and establish a sense of stability and emotional balance, which is especially important for spaces oriented toward relaxation and recovery.

At the same time, contemporary design is not limited solely to restrained solutions. Digital neon accents have become increasingly widespread, reflecting the influence of digital culture and technology. Bright contrasting colors reminiscent of screen illumination are actively used to attract attention on social media and create a dynamic brand image. In the beauty industry, such accents may emphasize modernity, creativity, and orientation toward younger audiences.



It is important to note that contemporary color trends do not exist in isolation but are often combined, creating flexible and adaptive systems of visual identity. This enables brands to respond effectively to market changes and maintain the relevance of their image.

Thus, the analysis of contemporary color trends demonstrates a shift from universal solutions toward more flexible and contextually conditioned approaches. In beauty salon branding, this manifests in the aspiration to combine aesthetic attractiveness, emotional expressiveness, and relevance to current audience demands. Considering these trends is an important stage in the redesign process, as it allows the creation of a modern, competitive, and recognizable brand.

## Case study: Redesign of the «Color Me Studio» salon

### Analysis of the existing brand

As part of the study, an analysis of the visual identity of the beauty salon “Color Me Studio” was conducted, revealing several problems related to the absence of a cohesive design concept. First of all, it should be noted that the brand’s color palette was used inconsistently, without clearly defined logic or coherence across different media. This resulted in fragmented brand perception and complicated its recognition among the target audience.



Figure 1. Existing visual identity and inconsistent color usage of the «Color Me Studio» brand.

In addition, the color solutions did not correspond to contemporary trends in beauty design, which negatively affected the perception of the salon as modern and competitive. Visual materials, particularly social media design and advertising content, failed to create a unified emotional image, thereby reducing the effectiveness of communication with potential clients. Consequently, the absence of a systematic approach to color usage became the key issue requiring resolution in the redesign process.

### Development of the redesign concept

The development of a new design concept for the “Color Me Studio” salon was based on combining theoretical approaches to color psychology with the analysis of contemporary trends in digital design. The primary objective was to create a visual identity that would meet the expectations of the target audience while simultaneously emphasizing the uniqueness of the brand.



# Color Me

Figure 2. Development process of the redesign concept (logotype).

During the concept development process, the specific characteristics of the beauty industry were considered, particularly the important role of emotional interaction with clients. Therefore, special attention was devoted to creating a harmonious visual environment capable of evoking feelings of comfort, trust, and aesthetic satisfaction. The redesign concept involved a transition toward a more minimalist and structured approach, enabling the avoidance of visual overload and ensuring clarity of perception.

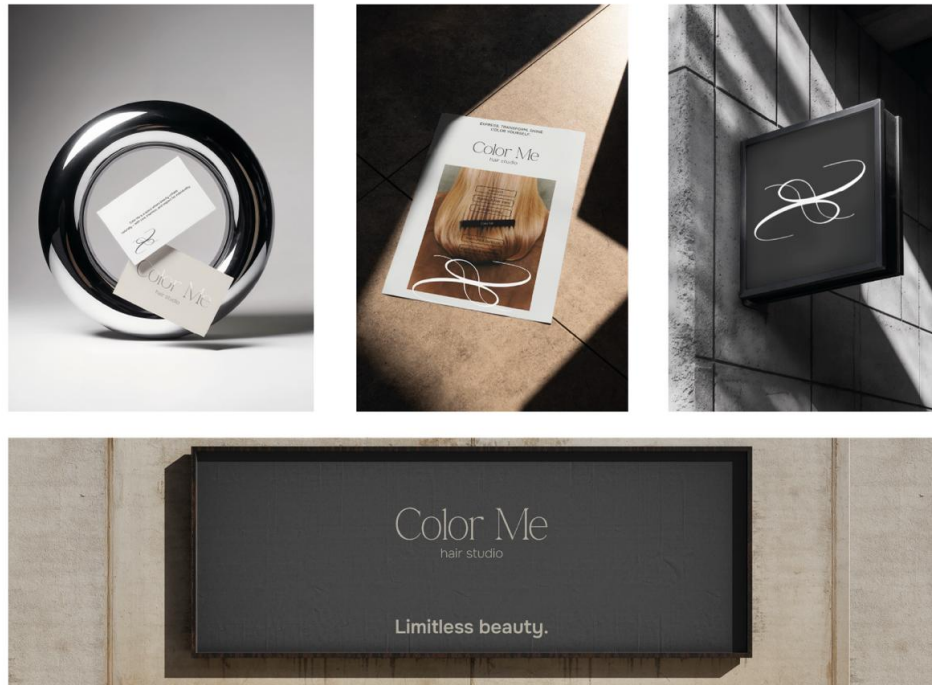


Figure 3. Transition to a minimalist and structured visual identity system.

Moreover, an important aspect was consideration of the digital context, since a significant part of customer interaction with the brand occurs through social media. This created the necessity for developing a color system that would function equally effectively in both printed materials and digital environments.

## Color strategy

The key element of the redesign was the development of a new color strategy based on the principles of harmony, contrast, and emotional relevance. During the color selection process, both psychological aspects of perception and current trends shaped by global design research were taken into account.

The palette was primarily based on neutral shades that create feelings of cleanliness, spaciousness, and professionalism. These colors serve as a foundation for visual stability and allow accent colors to appear more

expressive. As accents, shades associated with aesthetics and femininity were selected, particularly soft nude and powder tones. Such a decision contributes to building emotional connections with clients and corresponds to contemporary trends in the beauty industry.

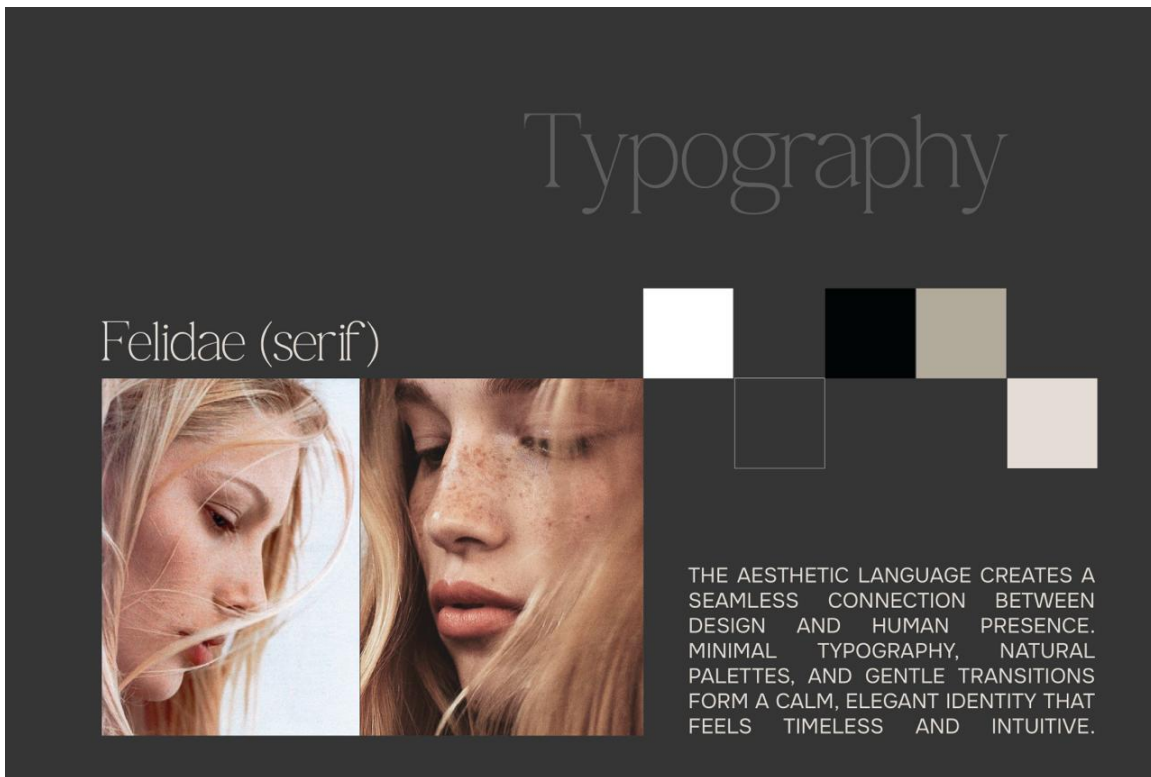


Figure 4. Proposed color palette and emotional color strategy for the redesigned brand

Additionally, contrasting elements were introduced to help structure visual information and create compositional accents. As a result, the color system became not only aesthetically appealing but also functionally effective.

### Visual implementation and adaptation to the digital environment

The developed color system was integrated into all major brand elements, ensuring the coherence of its visual identity. Special attention was paid to adapting the design for digital platforms, particularly social media, which represents the primary communication channel within the beauty industry.

During implementation, the specifics of color perception on screens of different devices were taken into consideration, enabling the stability of the visual image regardless of display format. The color palette was used to establish a unified stylistic approach to content, including posts, stories, and advertising materials.

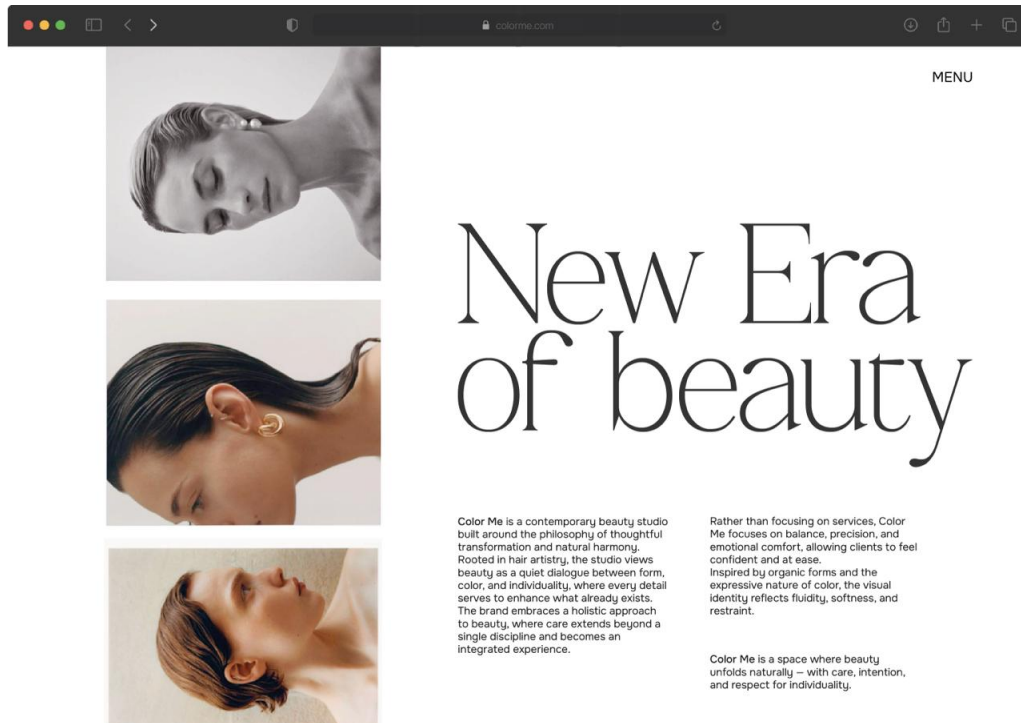


Figure 5. Adaptation of the visual identity for digital platforms and social media communication.

As a result, consistency was achieved across different brand touchpoints, which is an important factor in building trust and recognition.

### Evaluation of the redesign effectiveness

The expected results of implementing the new color strategy include improving the effectiveness of the brand's visual communication. In particular, it is anticipated that the salon's recognition level will increase, a clearer positioning will be established, and the emotional connection with the target audience will be strengthened.

Furthermore, a systematic approach to the use of color makes it possible to enhance the professional level of the brand and create a more competitive product in the beauty services market. In the long term, this may contribute to increasing the number of clients and strengthening the salon's reputation.

Thus, the conducted research confirms that color is one of the key tools in shaping the visual identity of brands within the beauty industry. Its influence extends far beyond aesthetic function and encompasses emotional, cognitive, and behavioral aspects of consumer interaction with a brand.

The study established that color plays an important role in shaping first impressions, creating associative connections, and ensuring brand recognition. Research findings confirm that color perception occurs on a subconscious level and can influence consumer decisions even before rational analysis of information takes place (Singh, 2006; Elliot & Maier, 2014).

Special attention was devoted to the influence of color on consumer behavior, demonstrating that different color solutions shape perceptions of brand characteristics such as reliability, dynamism, or premium quality (Labrecque & Milne, 2012). This confirms the necessity of a strategic approach to forming color palettes in branding.

An important result of the study is the identification of the role of the digital environment in transforming the functions of color. Under contemporary conditions, color serves not only as a means of emotional influence but also as a tool for navigation, information structuring, and enhancing the effectiveness of user interaction

with interfaces (Adobe, 2022). This is especially relevant for beauty salons, which actively use social media as their primary communication channel.

The analysis of branding characteristics within the beauty industry demonstrated that color is an integral component of customer experience formation, as it influences atmosphere, comfort level, and overall perception of service quality (Nielsen, 2016). In this context, consistency of color solutions across all brand touchpoints is particularly important.

The practical significance of the study was confirmed through the redesign case of the beauty salon “Color Me Studio” where the relevance of applying contemporary color trends and principles of color psychology in creating a cohesive visual identity was substantiated. The proposed color strategy is aimed at increasing brand recognition, strengthening emotional connections with audiences, and reinforcing the salon’s market position.

Therefore, color in beauty salon branding functions as a strategic tool combining aesthetic, communicative, and functional aspects. Prospects for further research include studying the integration of digital technologies, particularly artificial intelligence, into the development of color solutions that correspond to contemporary trends in design and visual communications.

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