

AN OPEN-ENDED SERIES FROM
EMU DESIGN STUDIO

Short Stories



StudioC
Salon & Spa

A blurred photograph of a salon interior. In the foreground, a large, glossy, light-brown ceramic bowl is partially visible. In the background, there are shelves with various products, and several warm-toned pendant lights hanging from the ceiling.

emu 

ABOUT THIS SERIES

Each book in the *Short Stories* series is a brief overview of what Emu has accomplished with one of our clients. We hope you will give us a call so we can add your story to the series.



Partners Chrissy Wagner and Cyndie Pauza approached Emu with an exciting opportunity... to develop an entire brand identity for their new salon & spa, which they had named StudioC. Chrissy and Cyndie wanted an identity that was professional and sophisticated, yet at the same time friendly and approachable.

We began by working closely with the partners to make sure we understood their vision for StudioC. We then developed a Logo, Tagline, and supporting graphic elements that were contemporary, clean, and inviting. Next, we applied the identity to a stationery system, gift cards, appointment cards, service menu, and other printed collateral. After the initial creative development, StudioC was so happy with the identity that they asked us to extend it to a private labeled line of organic body scrubs. We created the product name, *Studio Scrub*, and a color coded label system for several varieties of the product.



logo, service menu



exterior signage

“Emu helped create our brand from scratch. They provided expert advice and made sure we were involved during the entire process.”

– CHRISSY WAGNER, *Owner*



interior design



private label product



custom photography



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about emu

Emu Design is a leading strategic branding and communication firm. We help companies communicate through effective, creative, and innovative solutions that allow you to differentiate yourself from the competition and achieve your strategic objectives.

our capabilities

Logo & Identity Development, Sales & Marketing Collateral, Trade & Consumer Advertising, Website Development, and Interactive Multimedia Development.

client experience

Allscripts, Boise Office Solutions, Comcast, Crossings at Geneva, Discover Financial Services, Joseph Woodworking, Kraft Foods, Nook & Cranny Custom Cabinetry, StudioC Salon & Spa.