A satisfied client, supported by increased recruitment of students, guests, and salon partners, reflects the efficacy of our process and the high standards we have set for our work. Trust MVP to provide the integrated marketing strategy, branding, and design support you can depend on for your next brand identity and marketing communications project.

Results that Speak for Themselves

"Though our new materials and Web site have only recently been published, we see every indication that they are being eagerly received by prospective students, the guests who use our schools, and the salons with whom we partner. This is a great look that we will continue to build on for a long, long time to come. MVP met our most demanding requirements with skill and flexibility. They will continue to assist us in the ongoing rollout of additional marketing communications, promotional and advertising materials."

Hayes Batson, President
Regency Beauty Institute

We invite you to visit our Web site (www.mvpdesign.com) to review the results we've achieved for clients in other industries. Please contact us at: MVP Marketing + Design, Inc., 111 Third Ave. South, Suite 230, Minneapolis, MN, 55401, Phone 612.332.8939, Fax 612.332.8927.

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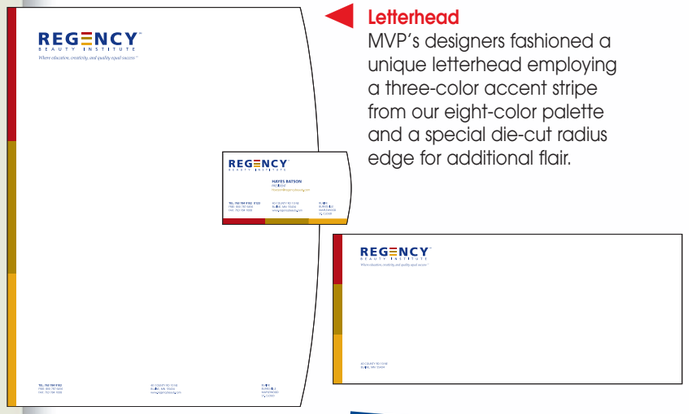
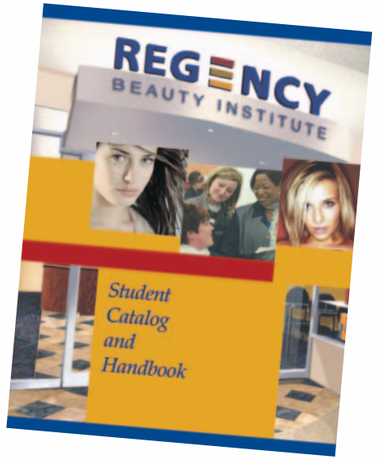


Letterhead
MVP's designers fashioned a unique letterhead employing a three-color accent stripe from our eight-color palette and a special die-cut radius edge for additional flair.

Handbook
The new brand identity was primarily intended to help recruit students and salon partners, but Regency wanted to reinforce its image even after students were admitted to the Institute. Thus, MVP extended the design to the cover of the Regency Student Catalog and Handbook.



Environmental Design
Working with Regency's architect, MVP design consultants assisted in the selection of interior furnishings and the design and development of eye-catching exterior and interior store signage.

MVP
MARKETING + DESIGN
branding is invaluable℠

BRAND revitalization

REGENCY BEAUTY INSTITUTE - CASE STUDY

Regency Receives A Marketing Makeover

Following an elaborate vendor search, Regency Beauty Institute, a recognized leader in cosmetology education, selected MVP Marketing + Design, Inc. to implement a complete redesign of its brand and marketing communications — print and interactive. Regency's goal is to become the leading provider of cosmetology training in the central United States. The company seeks to foster a learning environment that leads to continuous growth in each member of the Regency community, including students, guests, and salons. MVP's engagement with Regency included marketing communications research, brand strategy, naming, and design of the Institute's corporate identity, Web site, marketing collateral, and retail environment.

You Don't Get a Second Chance to Make a First Impression

Students. Guests. Salons. Regency needed to reach and motivate each of these disparate groups with targeted marketing messages and a shared brand identity.

Beginning with research to survey the print and interactive communications of more than one hundred salons and cosmetology training programs in the US and abroad — and the examination of food and fashion retailer in-store environments — MVP sought first to understand and define Regency's target markets and then to craft proprietary brand architecture upon which future brand imagery and marketing communications could be built.

The MVP-Regency team addressed five key **BRAND ARCHITECTURE** issues:

1) Regency's ***Brand Essence*** — distilling the brand's intrinsic characteristics into a core concept
2) The ***Brand Promise*** — defining the user's brand expectations and how the brand motivates differentiates, and solves user problems
3) The ***Brand Vision*** — anticipating how the community should perceive the company in the future
4) The ***Brand Positioning*** — characterizing how the brand would fulfill the specific market niche it occupies in the competitive environment
5) The ***Brand Footprints*** — describing what Regency's brand means and how it performs in its current target markets

For example, our brand positioning analysis, affecting the outcome of subsequent graphics and copy, resulted in the following statement: *Regency is more personal, broad-based, and objective than national product-focused institutions and more sophisticated, comprehensive, and innovative than local single-location schools.*

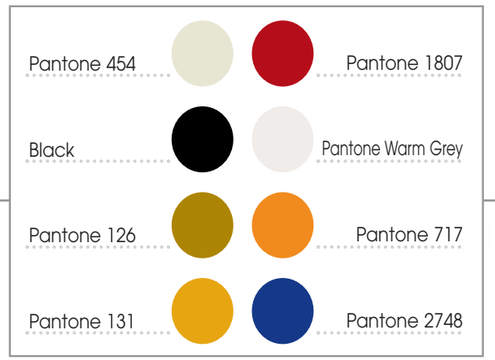
The next phase of our project was brand attribute analysis. MVP conducted market research to discern both the client's and the customers' perceptions of the brand along with a series of contrasting attributes. For example: Masculine ↔ Feminine, Traditional ↔ Modern, Conservative ↔ Avant Garde, etc. With a clear understanding of how the client and its customers viewed the Regency brand, MVP synthesized the following brand identity elements: proprietary color palette, company logo, letterhead, Web site, environmental signage and materials, salon partners brochure, admissions brochure, student handbook and catalog cover — each performing their unique role in the communications process, but unified by a common theme.

ABCDabcd...
ABCDabcd...
FRUTIGER FAMILY

ABCDabcd...
ABCDabcd...
ABCDabcd...
PALATINO FAMILY

Fonts
MVP selected fonts that convey a bold and professional look in concert with expectations and market research.

Web Site
MVP designed and programmed Regency's new Web site (www.regencybeauty.com) after reviewing more than 100 competitors and surveying some of the best retail and service oriented sites on the Net. Designed in an 800 x 600 format that remains constant across all browsers and eliminates the need for scrolling, the site employs an easy to read three-column text format supplemented by fast loading graphics and fluid navigation to clearly marked destinations.



Color Palette
For Regency's color palette, the designers chose bold and inviting colors complemented by warm earth tones.

Brand Image Development
Sensitive to Regency's unique educational culture, which nurtures creativity, professionalism and success in cosmetology education, MVP surveyed the marketplace and helped organize focus groups to discover what brand elements were best associated with the company and the emotional qualities they evoked. Preliminary sketches were then shown to students, guests, and salon owners for feedback prior to the final design.

Original Logo introduced in the early '90s.

Preliminary logo concepts prior to final design.

Strong, sophisticated, and to the point, the new logo sets the mood for the Institute through the use of an eye-catching abstract "E" and rich vibrant colors, resulting in a bold and contemporary look.

What's in a name?
To help our client redefine their new 21st Century identity, and in keeping with their ambitious marketing goals and competitive realities, MVP proposed changing the company's name from Regency Beauty Academy to Regency Beauty Institute. The client eagerly endorsed the concept and customer reaction was equally positive.

Salon Brochure
Retaining and attracting salon partners is crucial to providing Regency students with their first career opportunities. The brochure's tagline, "The talent you've always dreamed of..." demonstrates how Regency can solve a major problem for salons — attracting qualified talent. Regency's salon recruiters use this oversized 8-color piece to create maximum impact and new partnerships.

Admissions Brochure
Successfully recruiting new students is a key component of Regency's business model. The new admissions brochure communicates the prospect of a fashion-oriented, creative and people-centered career while emphasizing the skills and training required of a successful cosmetologist.

Alternate Materials
Aware that the Regency logo would be employed on multiple substrates and in diverse color combinations — some process and some Pantone — MVP devised a state-of-the art look that would maintain its consistency despite such variations.