ORVANE SALON

SALON FURNITURE

Orvane — *Brand guidelines*

The visual and verbal foundations of a salon furniture house: how the name is set, which colours and typefaces carry it, how it is photographed and how it speaks.

CONCEPT EDITION 2026 FICTIONAL BRAND



Furniture for *beauty spaces*

Orvane designs styling chairs, wash units, reception desks and treatment furniture for independent salons and spas. Every piece is drawn to be photographed, sat in all day and cleaned in seconds.

The brand speaks to salon owners and interior architects: people who care about how a room feels as much as how it works.

VALUE 01

Quiet elegance

Soft curves, warm metals and calm colour. Nothing shouts; every detail is considered.

VALUE 02

Made for work

Beauty that survives long days: easy-care velvet, steady hydraulics, surfaces that wipe clean.

VALUE 03

Whole rooms

Pieces designed as families, so a salon reads as one space from reception to treatment room.

> “Elegant, modern furniture for beauty spaces that are made to be remembered.”



A typographic *signature*

The logotype is the name itself: ORVANE set in the display serif with wide tracking, and SALON FURNITURE beneath it in small spaced capitals. It is never redrawn, outlined or decorated.

Clear space on every side equals the height of the letter O (x). Plum on ivory or white is the primary version; ivory on plum is used on dark grounds and photography.

ORVANE
SALON FURNITURE
Print: 30 mm minimum

ORVANE
Screen: 96 px minimum, without the descriptor













Two voices, *one hierarchy*

Playfair Display carries headlines and prices: high contrast, editorial, warm in italics. Montserrat sets everything that must be read quickly: body copy, labels, buttons and navigation.

Headlines are set in sentence case, with one word in italic when emphasis is needed. Labels and buttons use spaced capitals.

Specimens on this page use close system substitutes for rendering.

PRIMARY · HEADLINES

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 € & ?!

Regular and Italic · display sizes from 24 pt / 32 px

SECONDARY · TEXT

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 € & ?!

Regular, Medium, SemiBold · text from 9 pt / 15 px

H1	Meet *Aria*	Playfair 48 / 56 px
H2	Complete the salon	Playfair 32 / 40 px
BODY	Blush velvet on a brushed-brass hydraulic base.	Montserrat 16 / 26 px
LABEL	SIGNATURE STYLING CHAIR	Montserrat 11 px · +22% tracking

Plum, blush *and brass*

A deep plum anchors the brand. Antique rose and blush mist bring the softness of velvet; brushed brass is the accent for details and highlights, never for large areas.

Ivory and birch are the grounds: pages, cards and packaging. Text is always plum or ink on light, ivory on plum.

Plum

HEX #310E1E
RGB 49 · 14 · 30

Antique rose

HEX #D59B9F
RGB 213 · 155 · 159

Blush mist

HEX #F6E4E9
RGB 246 · 228 · 233

Brushed brass

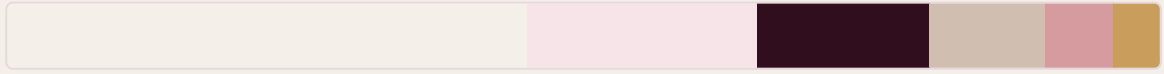
HEX #C99E5C
RGB 201 · 158 · 92

Linen ivory

HEX #F4EFE8
RGB 244 · 239 · 232

Birch

HEX #D0BEB1
RGB 208 · 190 · 177



Guideline proportions of a typical layout

Ivory 45 · Blush 20 · Plum 15 · Birch 10 · Rose 6 · Brass 4

Calm rooms, *soft light*

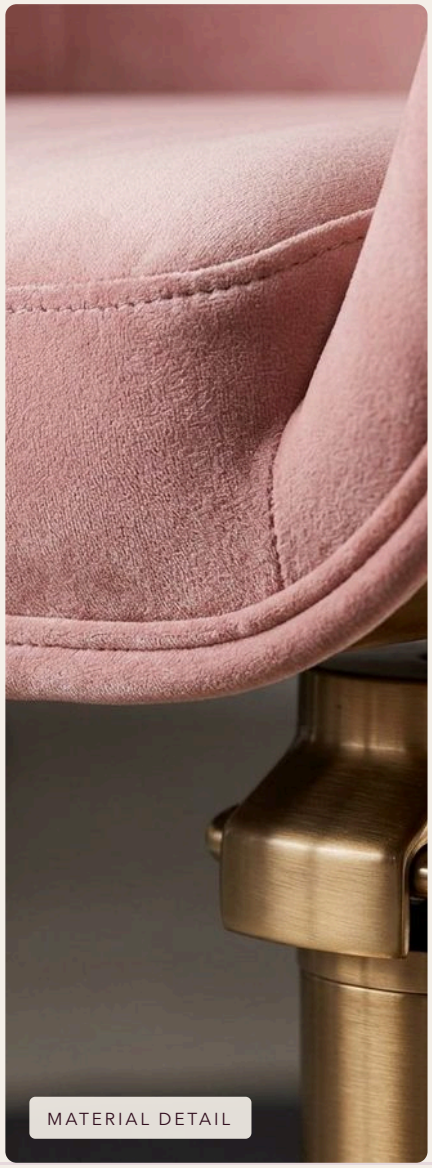
Photography shows the furniture in finished, light-filled spaces or in close detail: velvet, brass, stone. Rooms are styled sparingly and shot at eye level.

DO

- Warm daylight, soft shadows
- Close-ups of materials
- Empty, orderly rooms
- Palette tones in the set

AVOID

- Hard flash, cold light
- Clutter and products in use
- Heavy filters
- Saturated, off-palette props


MATERIAL DETAIL


RECEPTION


TREATMENT ROOM


PRODUCT ON COLOUR


NAIL STATION

Assured, *never loud*

Orvane writes like a trusted designer talking to a salon owner: precise about materials, warm about the experience, and honest about what a piece does.

Short sentences. Concrete words. No superlatives we cannot show in a photograph.

PRINCIPLE 01

Specific

Name the material, the finish, the movement. “Brushed brass”, not “premium metal”.

PRINCIPLE 02

Calm

No exclamation marks, no countdowns, no capital-letter urgency. Confidence is quiet.

PRINCIPLE 03

Helpful

Every message ends with a clear next step: see the finishes, plan a room, ask a question.

WE SAY

- Meet Aria, the chair your clients will remember.
- Blush velvet that wipes clean after every client.
- Plan your salon with us, room by room.

WE AVOID

- The best salon chair in the world!!!
- Revolutionary, game-changing comfort.
- Hurry, only a few left, buy now.

BUTTONS

DISCOVER ARIA →

ORDER A SWATCH

PLAN MY SALON →

VIEW DETAILS →

Primary: plum, one per screen. Secondary: outline. Brass: reserved for planning and service offers. Text link: in cards and lists.

PRODUCT CARD



SIGNATURE STYLING CHAIR

Aria, blush velvet

Ribbed easy-care velvet on a brushed-brass hydraulic base, with 360° swivel.

€890 excl. VAT

VIEW DETAILS →

SOCIAL POST · 1:1

