



Academy Online

Brand Overview



Mission & Vision

Empowering professionals and setting global standards



Mission & Vision

The **Beauty Arts Training Center** is dedicated to advancing the field of professional beauty education, with a specialized focus on hair extension certification. Our goal is to equip beauty professionals with the skills and knowledge needed to excel in the industry while fostering a community of empowered individuals.

Brand Values

Core principles guiding our mission



Technical Excellence

Our commitment to technical excellence ensures that every student masters advanced techniques and industry standards, leading to exceptional results and trust within the beauty community.

Professionalism

Upholding the highest standards of **professionalism** reflects our academy's dedication to creating an environment where students thrive and are respected as skilled practitioners within the beauty industry.

Innovation

Embracing **innovation** allows us to continuously adapt our curriculum and teaching methods, ensuring students remain at the forefront of industry trends and advancements in hair extension techniques.

Brand Personality

Target Audience

Catering to beauty professionals' needs

Designed for Licensed Stylists and Aspiring Hair Professionals

Our primary audience includes licensed stylists who seek to enhance their skills, offering them advanced techniques and certifications to elevate their careers and boost client satisfaction.



Value Proposition

Elevating Standards in Education

Beyond Technique

Our academy offers comprehensive training that transcends basic techniques, focusing on **hands-on experience** and real-world applications to ensure every student excels in their craft.



Business Skills

We equip students with essential business skills, including **cost management** and client acquisition strategies, empowering them to create successful and profitable beauty businesses.

Services Offered

Comprehensive Training for Professionals



Online Certification

Our online certification programs provide hands-on training, ensuring participants master essential techniques in hair extensions while receiving personalized feedback from industry experts to enhance their skillset.

Training

Our training courses are designed for those looking to expedite their learning process, featuring immersive sessions that cover advanced techniques and business strategies, tailored for aspiring professionals.

Visual Identity

Color Palette: Meanings and HEX Codes



Soft Pink #FF81C2

Feminine energy and creativity symbolized through color.



Deep Magenta #C60668

Represents authority, leadership, and bold positioning.



Light Blush #FFBEDF

Softness and approachability create inviting atmospheres.

Premium Typography Recommendations



Typography

Recommended fonts for
premium positioning

Brand Voice & Positioning

Tone and Market Stance

The academy's voice is **educational and authoritative**, infused with warmth to inspire confidence in beauty professionals seeking growth and expertise.

Messaging Focus

Messaging emphasizes transformation, encouraging students to **become certified specialists** and leverage their talent for successful and profitable careers in beauty.



Thank You!

Stay Connected

We appreciate your time and interest.
For any inquiries or further information,
please reach out to us through the
contact details provided.



(516)499-1492



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