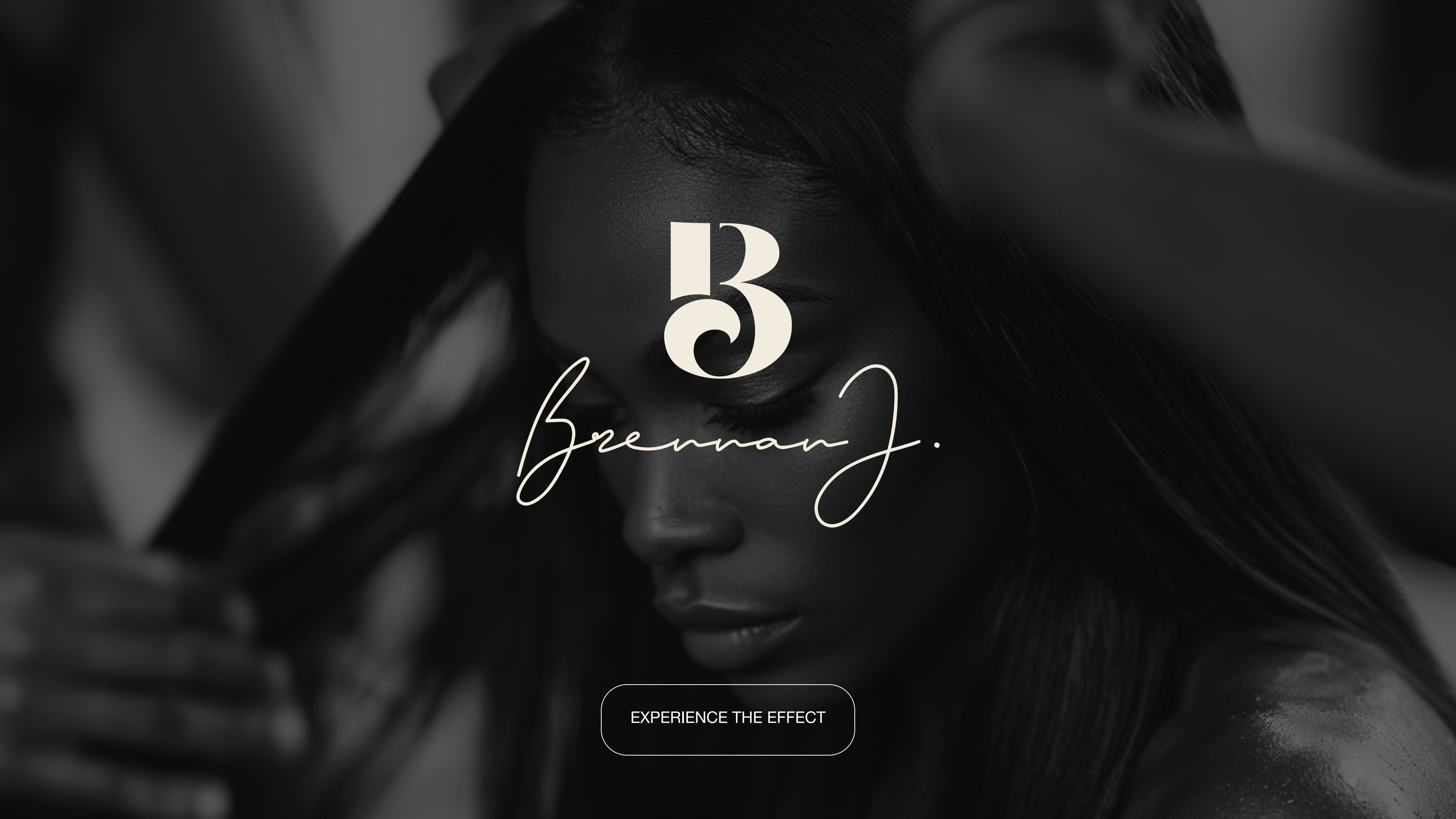




B

Brennan J.

EXPERIENCE THE EFFECT

1. BRAND OVERVIEW

2. COLOR PALETTE

3. BRAND PILLARS

4. BRAND PERSONALITY

5. TONE OF VOICE

6. BRAND EXPERIENCE

7. BRAND LANGUAGE

8. BRAND DIFFERENTIATOR



B

Brennan J.

BRAND OVERVIEW

The Brennan J Effect is not just beauty—it is impact.
It is the moment presence becomes power.
It is transformation that is felt before it is seen.

This brand exists at the intersection of

- * Beauty and energy
- * Identity and expression
- * Presence and perception

The “Effect” is the intangible shift—how someone enters a room and changes it.





COLOR PALETTE

COLOR
PALETTE

MIDNIGHT STRUCTURE
R 170 G 170 B 170
C 35 M 28 Y 28 K 0

SOFT LINEN
R 242 G 238 B 223
C 4 M 4 Y 12 K 0

CONCRETE SILK
R 204 G 204 B 204
C 19 M 15 Y 16 K 0

STONE THEORY
R 187 G 187 B 187
C 27 M 21 Y 22 K 0

CALM GRAPHITE
R 170 G 170 B 170
C 35 M 28 Y 28 K 0

The “Brennan J.” logo is a refined blend of modern minimalism and personal signature identity, designed to feel both elevated and intimate.

At the center sits a bold, sculptural “B” monogram, rendered in a high-contrast serif style. Its thick curves and sharp transitions give it a strong, fashion-forward presence—almost editorial, like something you’d see on a luxury label or beauty brand. The monogram acts as the anchor of the identity, symbolizing confidence, structure, and brand authority.

Beneath it, the “Brennan J.” name is written in a fluid, handwritten script. This contrast is intentional—the script introduces personality, softness, and individuality against the rigidity of the monogram. It feels personal, almost like a signature, reinforcing the idea of craftsmanship, authorship, and a designer’s touch.

The black-on-white palette keeps the logo timeless and versatile. It leans into luxury codes—clean, understated, and confident—allowing it to live seamlessly across fashion, beauty, or lifestyle applications.

Overall feel:

Elegant. Personal. High-end.

A balance between editorial sophistication and signature authenticity, making it ideal for a brand that wants to feel both polished and uniquely its own.



PRIMARY



SECONDARY

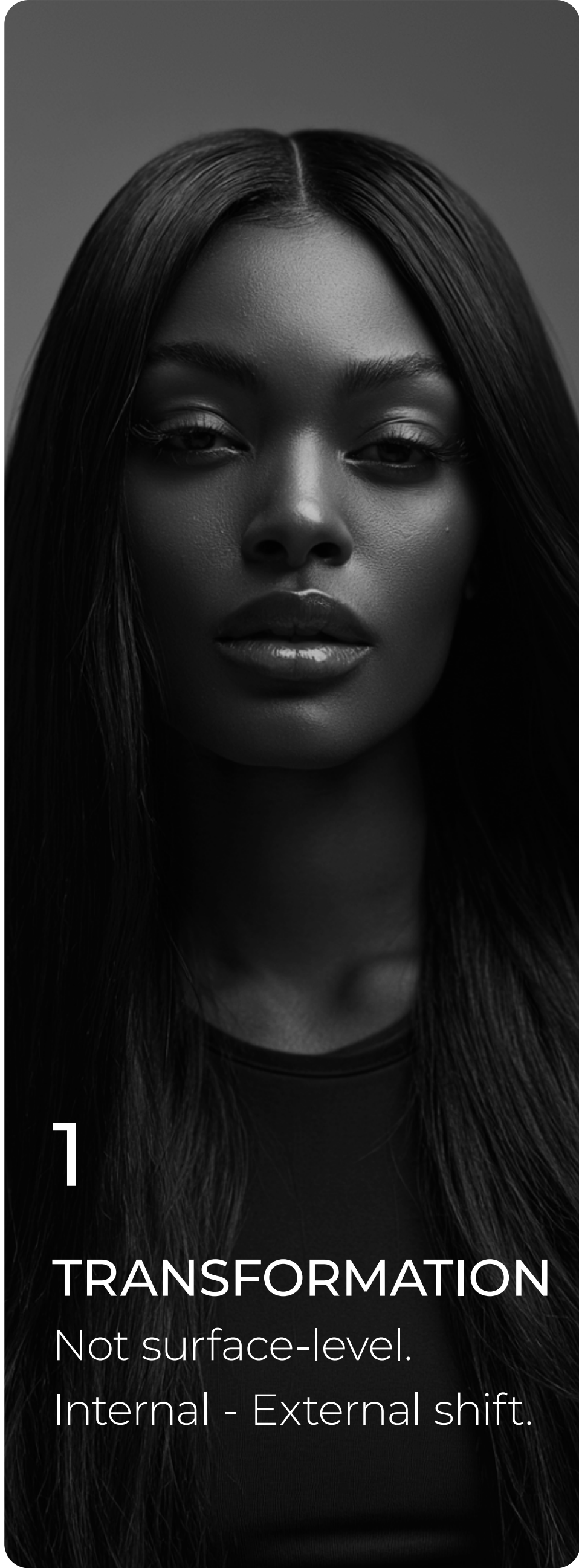


LOGO MARK





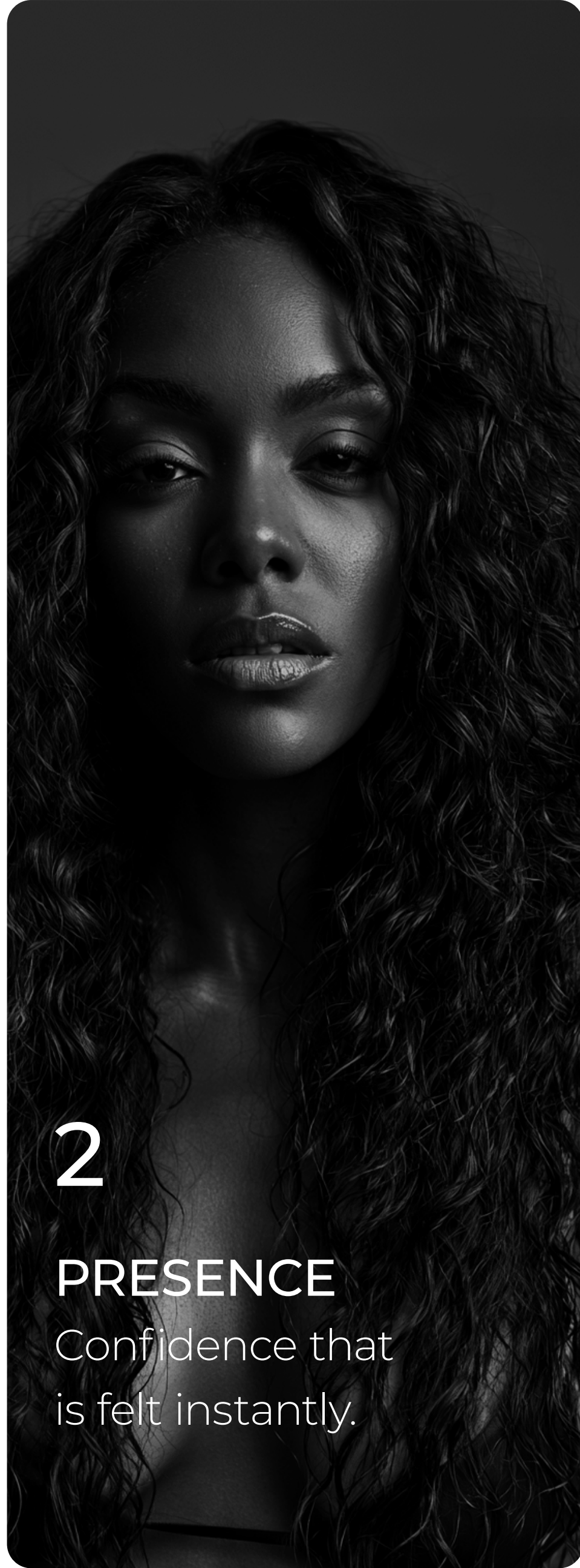
BRAND PILLARS



1

TRANSFORMATION

Not surface-level.
Internal - External shift.



2

PRESENCE

Confidence that
is felt instantly.



3

ELEVATION

Every touchpoint feels
premium, intentional,
curated.



4

IDENTITY

Enhancing who you are—
not changing it.



BRAND PERSONALITY

BRAND
PERSONALITY

· Confident, never loud

· Elevated, never excessive

· Intimate, yet powerful

· Modern, with timeless restraint



TO NE OF VOICE

**TONE
OF VOICE**

▪ Minimal

▪ Intentional

▪ Emotionally intelligent

▪ Editorial, not salesy

Example Copy

“This isn’t a look. This is a shift.”



BRAND EXPERIENCE

Client Experience Flow

- 1. Arrival → calm, curated environment
- 2. Consultation → personal, intentional
- 3. Transformation → elevated ritual
- 4. Reveal → emotional impact moment

Goal

Client doesn’t just look different—they feel different.



BRAND I ANGUAGE

Key Words

- * Effect
- * Presence
- * Glow
- * Shift
- * Energy
- * Elevated
- * Refined

Avoid

- * Overused beauty clichés
- * Heavy technical jargon
- * Loud promotional language



BRAND DIFFERENTIATOR

BRAND DIFFERENTIATOR

Most beauty brands sell results.

The Brennan J Effect sells a feeling.

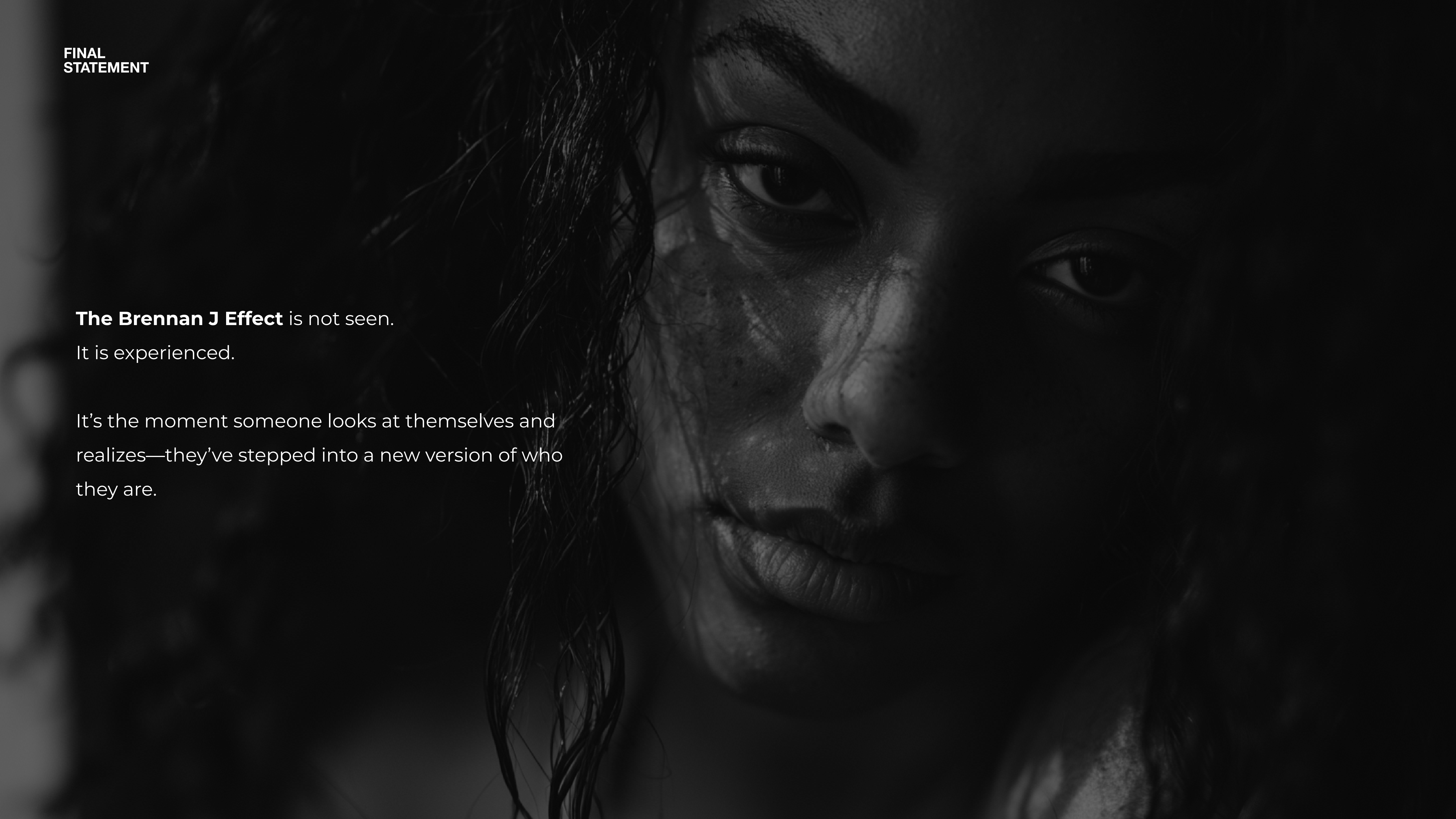
Research shows people form emotional connections with brands that feel personal and socially meaningful (Martin Reimann)—this brand leans fully into that.



FUTURE EXTENSIONS

- * Signature product line (glow-based, skin-first)
- * Masterclass / education
- * Exclusive client membership
- * Editorial campaigns





FINAL
STATEMENT

The Brennan J Effect is not seen.

It is experienced.

It's the moment someone looks at themselves and realizes—they've stepped into a new version of who they are.