VK Atelier Logo Brief

# Project Name

Elegant Logo for Small Town Salon: VK Atelier

# Business Overview

We’re launching a high-end boutique salon called VK Atelier in a small but vibrant country town in Western Australia. The logo should feel refined, confident, and stylish — something that instantly communicates trusted quality and top-tier service without needing to say “best in town.”

# Design Goals

We’re after something modern yet timeless, with clean lines and a premium aesthetic. A logo that would look just as at home on a city salon as it would in a fashionable country retreat.

# Design Elements to Consider

- 'VK' should be central — sophisticated but approachable

- 'Atelier' should reflect a sense of craftsmanship and detail

- Design should suit signage, packaging, socials, and window decal

- Neutral, luxe color palette (think cream, charcoal, gold accents optional)