

Vior x Dorobanți Media

VIOR

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1. Project Introduction

What is Vior?

Located in one of Bucharest's most prestigious areas, Bulevardul Primăverii no. 39, Vior is a beauty and wellness salon redefining self-care through a long portfolio of treatments, including massage and facials, hair styling, high level make-up, and micropigmentation, transforming each and every visit into an individually crafted pleasure.

Evolution of the brand

The story of Vior is closely connected with two other distinct brands, Le Boudoir and Enjoy Bali, which coexisted within the same business, each catering to a different aspect of beauty and relaxation. Le Boudoir represented beauty offerings, offering high-class hair styling, expert makeovers, and cosmetic therapies in an intimate, sophisticated atmosphere. Enjoy Bali, on the other hand, was a wellness retreat with an emphasis on massage and rejuvenation.

While these brands focused on specific niches, Vior emerged as a comprehensive beauty and wellness destination, integrating high-end beauty services, relaxation treatments, and accessibility in a single, modern space. By merging Le Boudoir with Enjoy Bali, Vior redefined self-care, making luxury beauty services more approachable while maintaining a high standard of excellence.

2. Requirements

Merging three brands into one



With Le Boudoir, Enjoy Bali, and Vior operating simultaneously, the challenge was to consolidate their unique strengths into a balanced, singular brand under the Vior name. This meant carefully balancing luxury, relaxation, and accessibility, ensuring that existing clients from all three brands felt at home in the new identity while appealing to a broader audience. The goal was to create a seamless brand transition, maintaining customer trust while introducing a more efficient, recognizable presence.

A new, modern & minimalist aesthetic



The previous brands had distinct visual identities: Le Boudoir's elegant style and Enjoy Bali's exotic, spa-like atmosphere, which needed to be replaced with a fresh, modern, and minimalist aesthetic. The new brand had to reflect simplicity, sophistication, and timeless beauty, moving away from overly decorative or themed visuals. The focus was on clean design, neutral, gray tones, and a refined yet welcoming atmosphere that aligned with contemporary luxury salons.

A fast, user-friendly & multilingual website



A key part of the rebranding was developing a fast, intuitive website that allowed clients to explore services, contact the team, and learn about Vior's offerings with ease. Given the salon's diverse clientele, the website also needed to be multilingual, ensuring accessibility for both local and international clients. The platform had to be optimized for speed, mobile-friendliness, and effortless navigation, reflecting the brand's commitment to a premium yet convenient customer experience.

3. Solutions

A fully personalized approach



Unlike templated solutions, our team built everything starting from nothing, customizing every aspect of Vior's identity to align with its new, modern direction. From branding elements to digital assets, every detail was carefully considered to create a unique, harmonious experience.

Multiple design iterations



We explored several design concepts before finalizing the brand's visual identity. This included refining the logo, typography, color palette, and overall aesthetic to ensure a balance between luxury, minimalism, and approachability. Each iteration brought us closer to a design that reflected the essence of Vior, ensuring that the final result was not only visually appealing but also aligned with the brand's values.

A seamless digital experience



In parallel with the rebranding, we developed a user-friendly website that aligned with the new aesthetic. The website was designed for speed, mobile responsiveness, and ease of use, ensuring that visitors could effortlessly navigate and access the services offered by Vior. The multilingual functionality was seamlessly integrated, providing a smooth experience for both local and international clients. By focusing on both form and function, the website became a true extension of the Vior brand, offering a smooth and engaging user journey.

4. Brand Identity

Color Palette



The Vior brand's color palette is a fundamental element of its modern, minimalist aesthetic, designed to project elegance, sophistication, and timeless beauty. We selected three primary colors that work harmoniously together to create a refined yet approachable visual identity: Smoke Black, Carbon Gray, and Pure White.

Smoke Black

RGB (23, 23, 23)
HEX #171717

This ultra-dark gray forms the foundation of the palette. Smoke Black brings a sense of luxury and exclusivity to the brand. Its versatility allows it to work across all mediums, offering strong contrast while maintaining a sleek and refined look. Ideal for backgrounds, text, and adding depth, it enhances the brand's modern and sophisticated aesthetic.

Carbon Gray

RGB (38, 38, 38)
HEX #262626

A deep, refined gray, Carbon Gray complements Smoke Black by adding a slightly softer yet equally sophisticated tone. It introduces subtle warmth without sacrificing elegance, making it ideal for secondary elements. This shade provides contrast without overwhelming the design, ensuring balance and reinforcing a modern aesthetic.

Pure White

RGB (255, 255, 255)
HEX #FFFFFF

At the opposite end of the spectrum, Pure White brings lightness, clarity, and simplicity to the design. This color is used strategically to create contrast, highlight key elements, and maintain an overall clean and open feel. White symbolizes purity, sophistication, and transparency, and is crucial for maintaining the minimalist approach that defines the Vior brand.

Typography



San Francisco Pro

BOLD

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()-+<>?{}**

MEDIUM

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()-+<>?{}

LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()-+<>?{}

San Francisco Pro, a sans-serif font designed by Apple, was selected for the body text of the Vior website and most of its communication materials. Known for its exceptional readability and modern appearance, San Francisco Pro ensures a comfortable reading experience across various devices and platforms. Its neutral and versatile design fits seamlessly with Vior's visual identity, offering a professional and contemporary look.

Axiforma

BOLD

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()-+<>?{}**

MEDIUM

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()-+<>?{}

LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()-+<>?{}

Axiforma, a geometric sans-serif font designed by Galin Kastelov and distributed by Monotype, was chosen as the defining typographic element for the Vior logo. With its clean, modern structure, Axiforma gives the visual identity a distinct and memorable presence. This choice reflects the brand's modern, clear, and easily recognizable look.

Logo



The Vior logo is a modern reinterpretation of the Axiforma Medium font. By carefully cutting out specific parts of the letters, we achieved a minimalist design with character. The resulting clean and precise lines convey professionalism and sophistication, reflecting the premium services offered by Vior.

Both variants serve different purposes but are equally crucial in maintaining a cohesive and adaptable visual identity for the Vior brand across various platforms and materials.

Primary Logo



Secondary Logo



Primary Logo



The primary logo of Vior includes the full typography, designed with clean lines and precise cutouts from the Axiforma Medium font. This version represents the brand's professional and modern essence, ensuring a strong visual presence across all platforms and materials. Its balanced proportions and refined details show sophistication and elegance.

To maintain clarity and impact, the Primary Logo must always be surrounded by a designated safety zone. This zone ensures that no other elements, such as text or graphics, interfere with the logo's visibility. The safety zone matches the height of the tallest letter in the logo, guaranteeing clarity and recognition in any context.

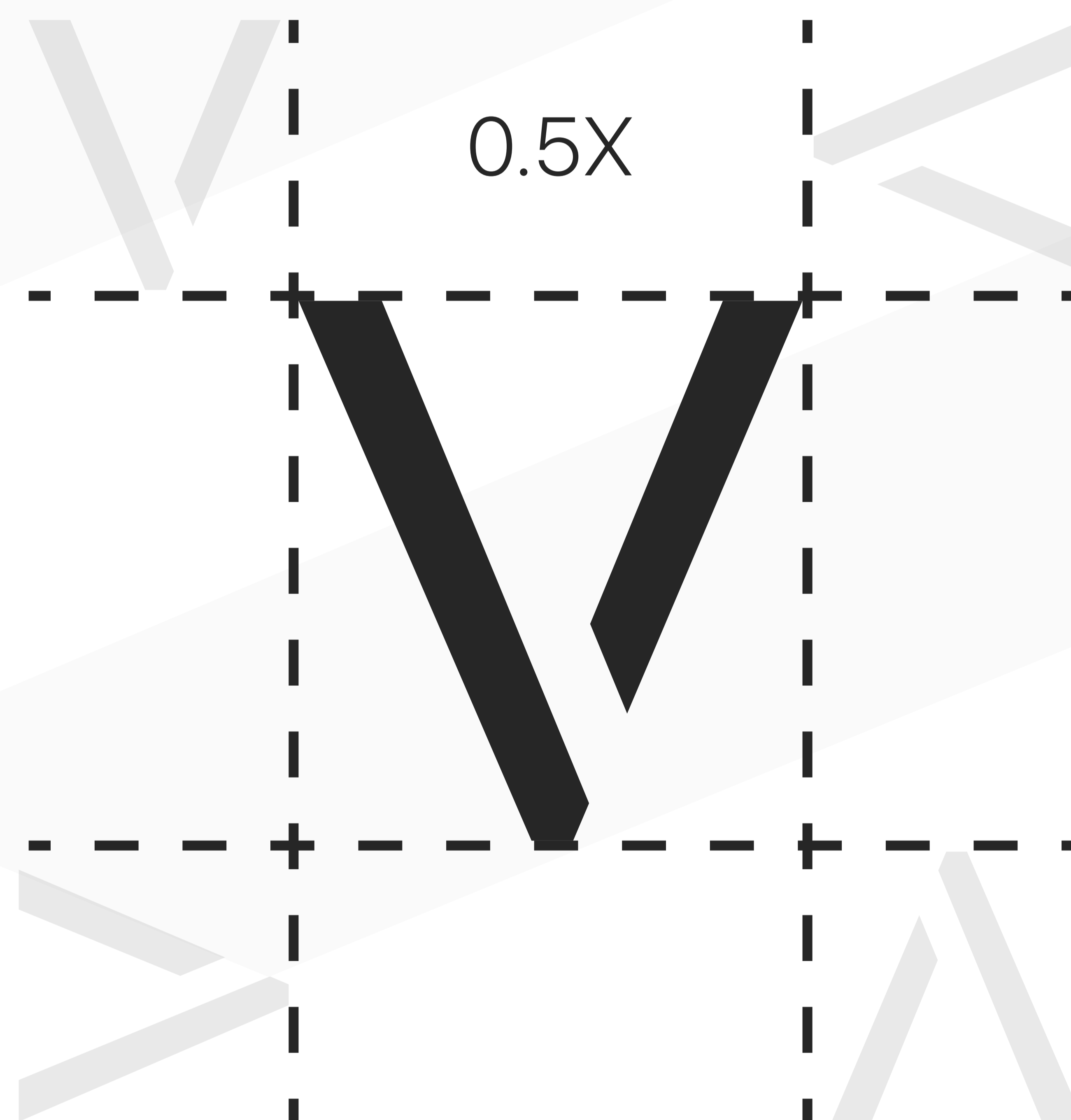


Secondary Logo (Monogram)



The secondary logo, or monogram, is a simplified version of the brand's visual identity, focusing solely on the "V" symbol. This minimalistic logo is designed for situations where space is limited but the brand's essence still needs to be represented. The monogram is a condensed form of the brand's identity, maintaining the same professional and refined character.

For optimal legibility and impact, the Secondary Logo requires a safety zone around it, equal to half the height of the monogram. This spacing ensures that the logo is not crowded by other elements, maintaining its clarity and visual prominence even in smaller or more confined areas.

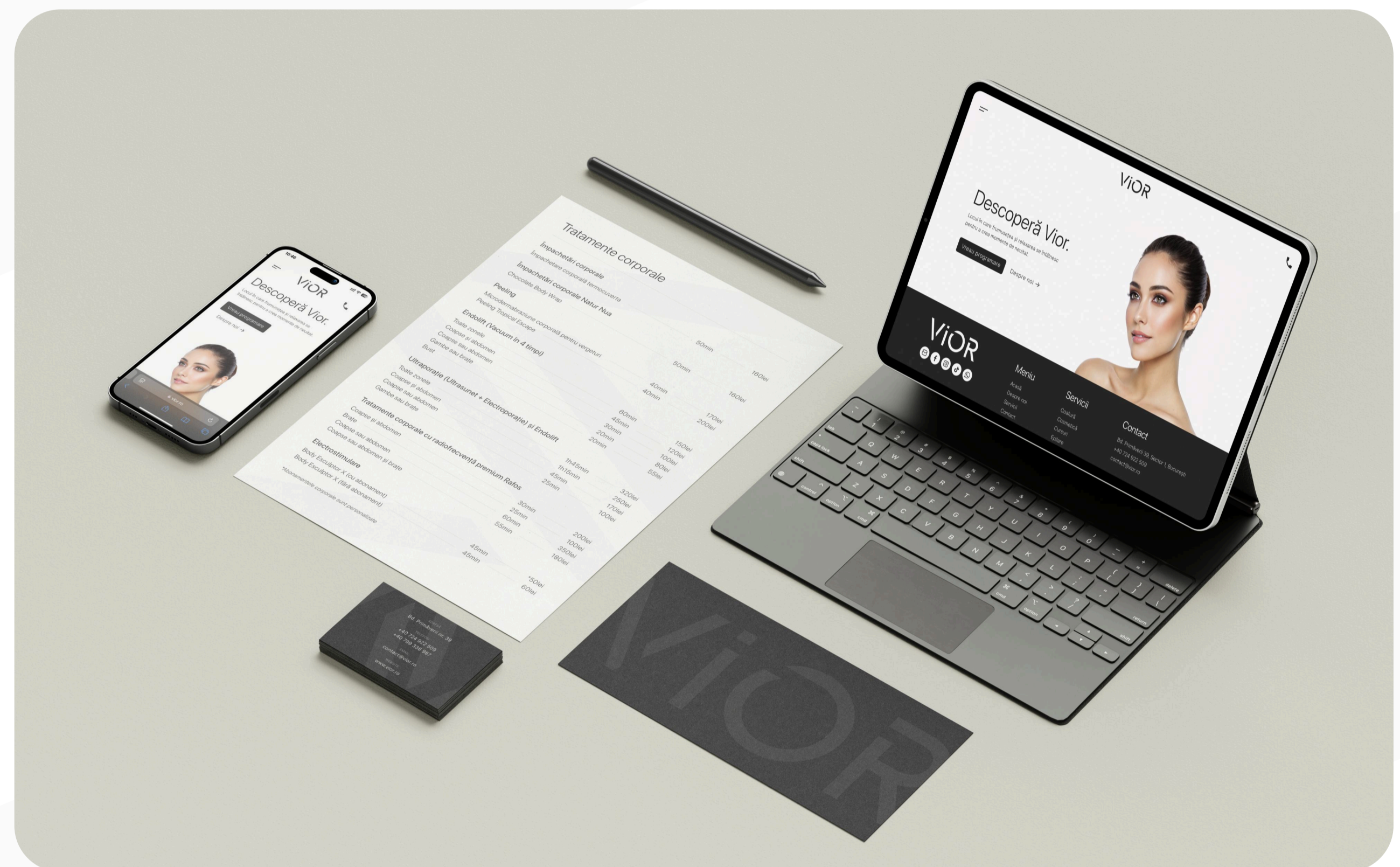


Mockups



As part of the Vior branding project, we created a series of mockups to visually represent how the brand's new identity translates across various applications. These mockups serve as practical demonstrations of the logo, color palette, typography, and overall design in real-world contexts.

Our team designed and placed the Vior branding on items such as business cards, mugs, real logo scenarios and devices to showcase the brand's versatility and consistency across different touchpoints. Each mockup was carefully crafted to highlight how the clean, minimalist aesthetic of the logo and design elements work together to create a cohesive and sophisticated look.



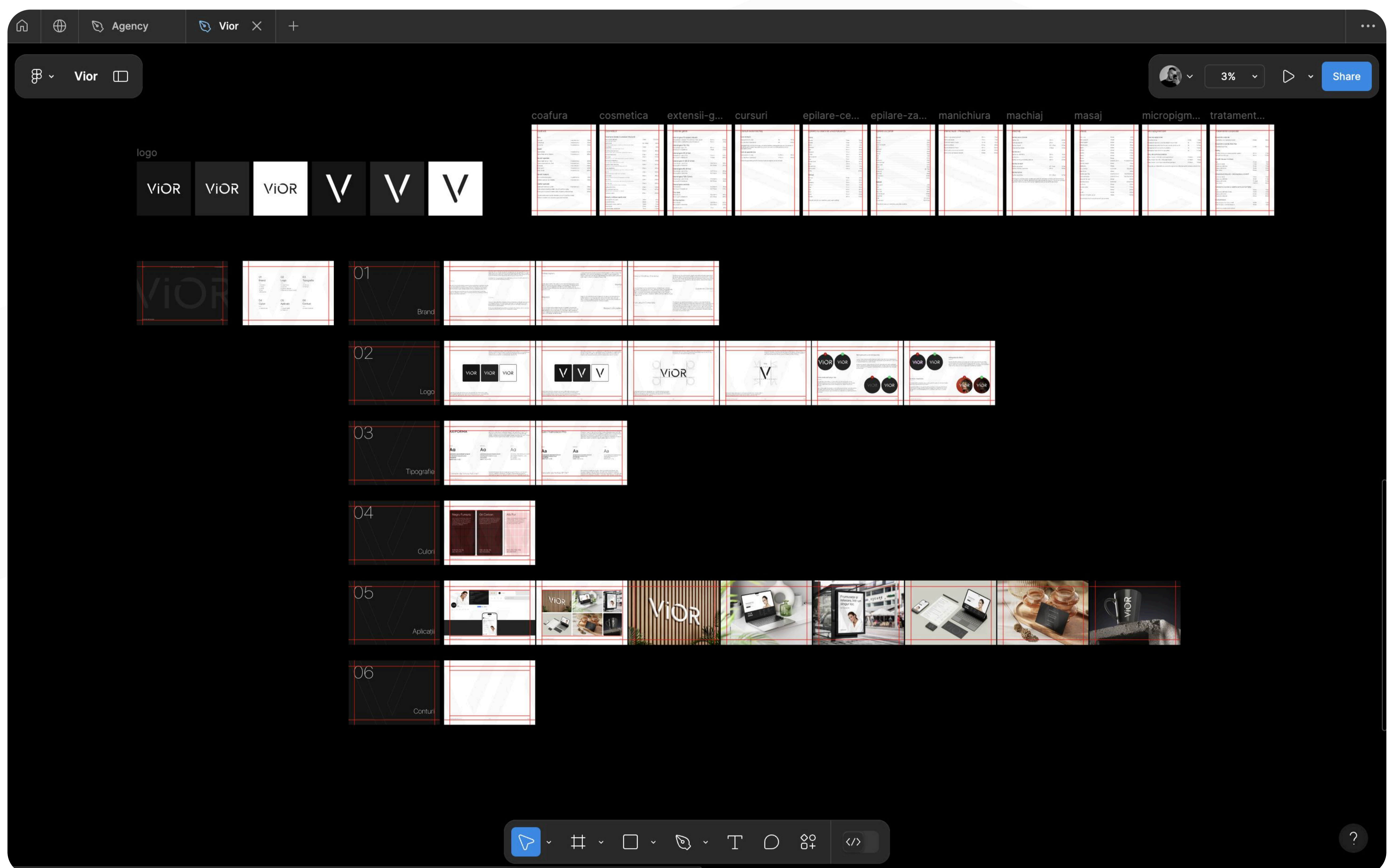
The mockups allow for a tangible representation of how Vior will be perceived by its clients, making it easier to visualize the brand in both physical and digital environments. They serve as a powerful tool for ensuring that the brand identity is not only visually compelling but also functional and adaptable in any situation.

5. Web Design

Our Design Approach



Our design process centers around creating aesthetic and user-centered experiences. Leveraging professional tools like Figma and Photoshop, we meticulously put together every visual element, from initial wireframes and mockups to the final polished design. This provides complete control over the website's aesthetics, ensuring perfect alignment with our clients' brand identity and target audience. As illustrated in the adjacent screenshot, Vior's brand book and pricing lists were carefully developed within Figma, showcasing our attention to detail and commitment to a cohesive visual language.

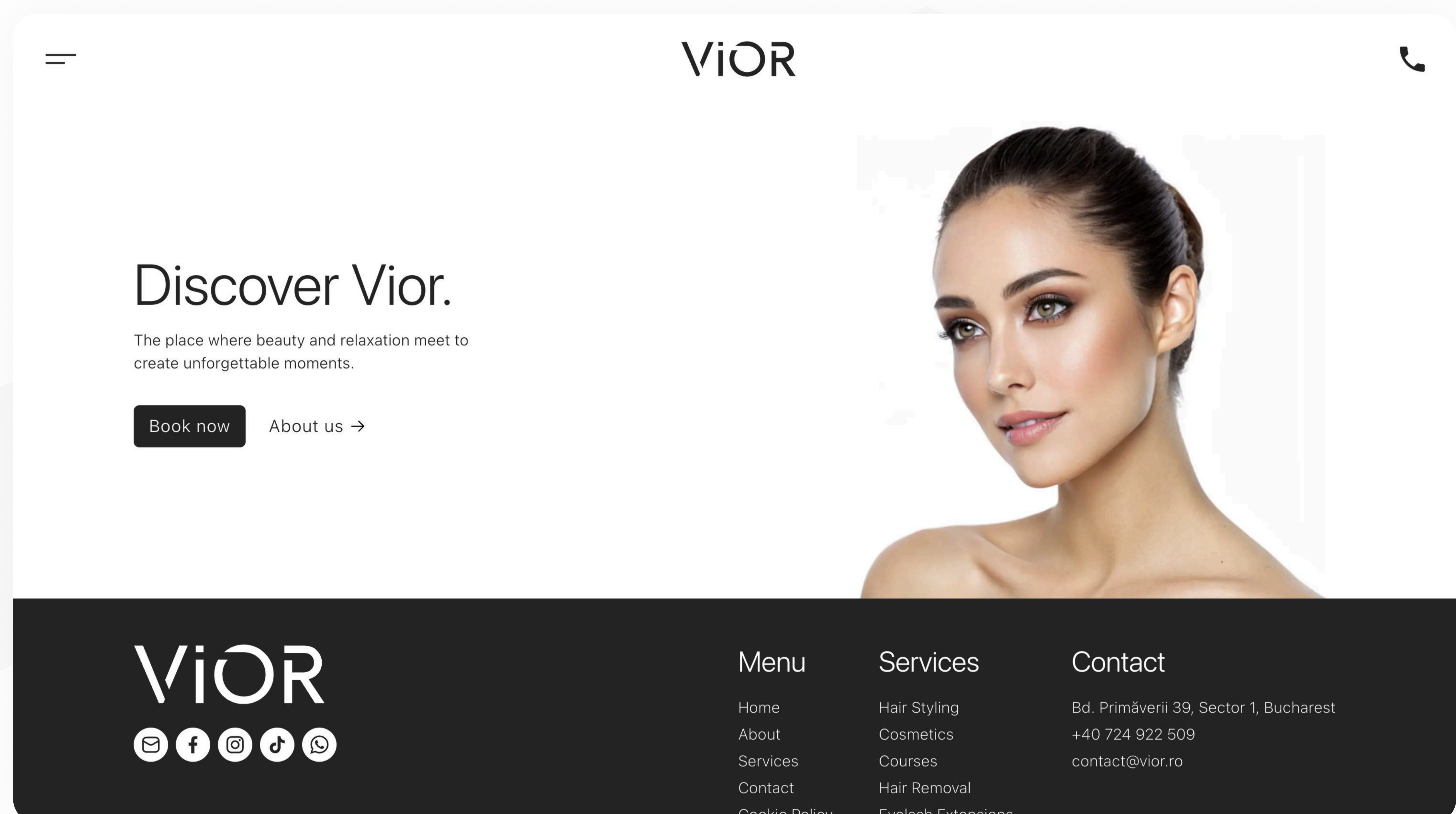


For Vior's website, we began with wireframing in Figma to establish structure and user flow. We then translated these wireframes into visually rich mockups, also in Figma, incorporating Vior's brand elements as defined in their brand book. Photoshop was used for image editing. This detailed design process, combined with our custom development approach, seamlessly integrated the visual design with the technical implementation, resulting in a stunning and intuitive user experience optimized for engagement.

Landing Page

The Vior landing page was designed with simplicity and ease of navigation in mind, reflecting the modern, minimalist aesthetic of the brand. With minimal content, the page features a large hero section that immediately captures the attention of visitors. This streamlined approach allows users to quickly engage with the brand without feeling overwhelmed by excessive information.

To enhance user convenience, the navbar includes a phone button for easy access. This feature allows visitors to quickly call Vior directly from the website, making it more user-friendly, especially for potential clients seeking fast communication.

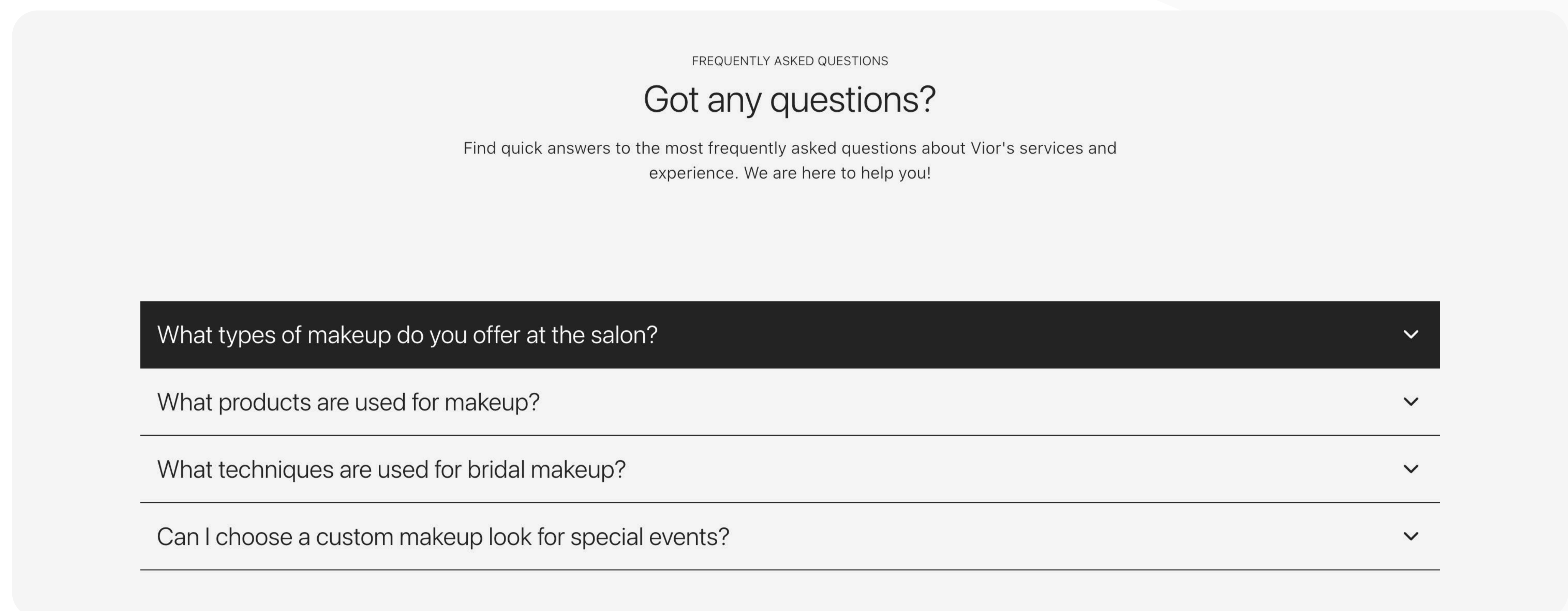


One of the standout elements of the landing page is the use of an AI-generated model image. Understanding that Vior is a technology-friendly brand, the team decided to experiment with this innovative approach to avoid the need for traditional professional model photography.

The hero section is complemented by a clean, well-structured footer that offers easy navigation to key areas of the website. This ensures that visitors can seamlessly explore additional content and services without any friction, contributing to an overall smooth user experience.

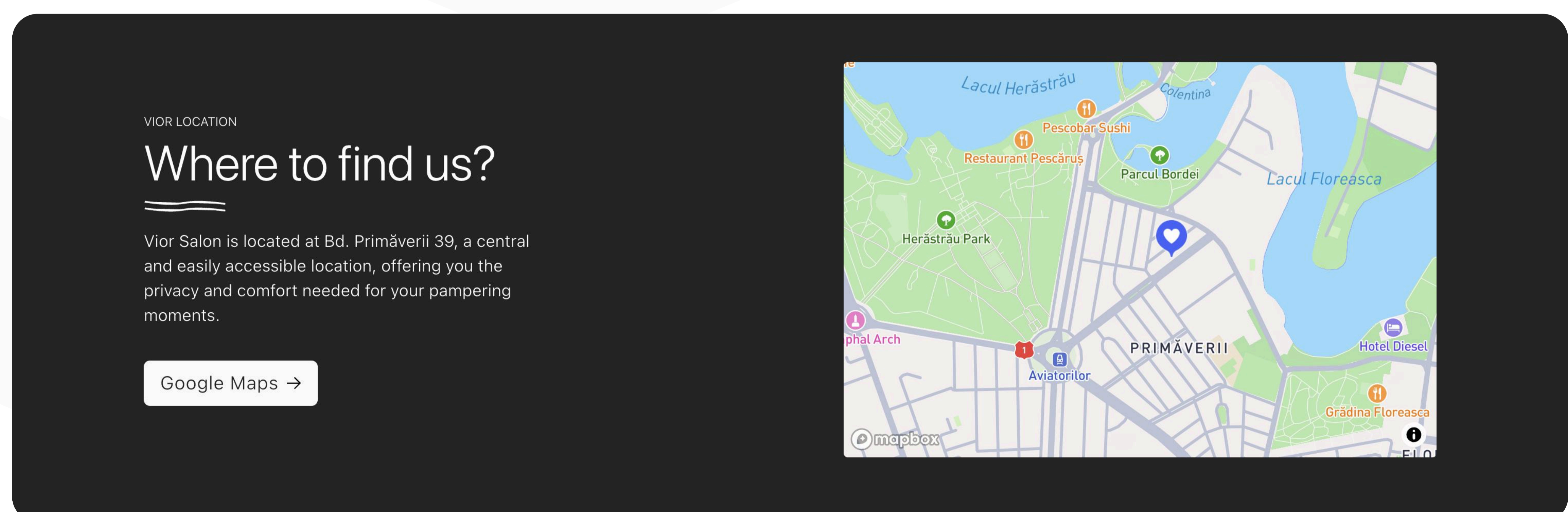
FAQ Section

The FAQ section enhances user experience with smooth hover and opening effects. When hovered over, each question highlights in Vior's primary color, creating a sleek and interactive feel. Clicking expands the answer with a seamless transition, maintaining a clean and modern aesthetic. This intuitive design ensures easy access to important information while keeping the interface visually appealing.



Custom Map Section

The custom map section provides an easy way for users to locate Vior. On the left side, a brief text describes the salon's exclusive location, accompanied by a CTA button that directs users to Google Maps for quick navigation. On the right side, an interactive Mapbox-powered map offers a superior experience compared to standard Google Maps. It features smooth resizing, a sleek modern design, and intuitive controls, ensuring a visually refined and user-friendly way to explore Vior's location.



Individual Service Carousel

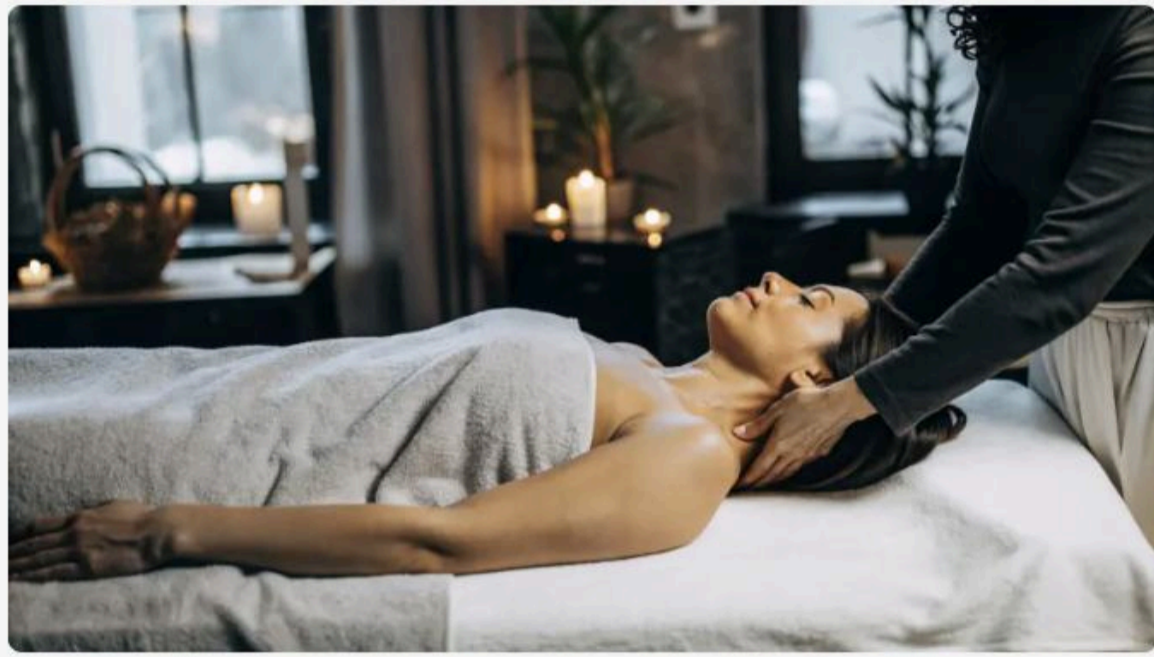
Vior's individual services (such as the massage types) are displayed in an auto-scrolling carousel with AI-generated images, descriptions, and pricing for a dynamic experience. Users can navigate manually via arrows, ensuring flexibility. A pagination indicator helps track the current slide for easy browsing.

MESSAGE

Discover the types of massages offered at Vior.

We invite you to explore a wide range of massages, each designed to bring you deep relaxation, tension relief, and long-lasting well-being.

[View the full price list →](#)



Relaxation Massage

Ideal for relieving fatigue, it has therapeutic effects on the body: it eliminates toxins and improves blood and lymphatic circulation.

Duration: 60-120 minutes
Price: 170-320 ron

[Learn more →](#)

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Contact Page

Vior's contact page prioritizes clarity and ease of use with a two-column layout. The left column displays essential contact details: address, phone numbers, email, business hours, and social media links. These links are presented as sleek, round, smoke-black buttons, maintaining brand consistency. A custom, fluid Mapbox map on the right allows visitors to interactively pinpoint Vior's location on any device. This combination of clear information and a dynamic map streamlines communication and improves user experience, making it easy for anyone to connect with Vior.

CONTACT

Contact us now!

[Bd. Primăverii 39, Sector 1, Bucharest](#)

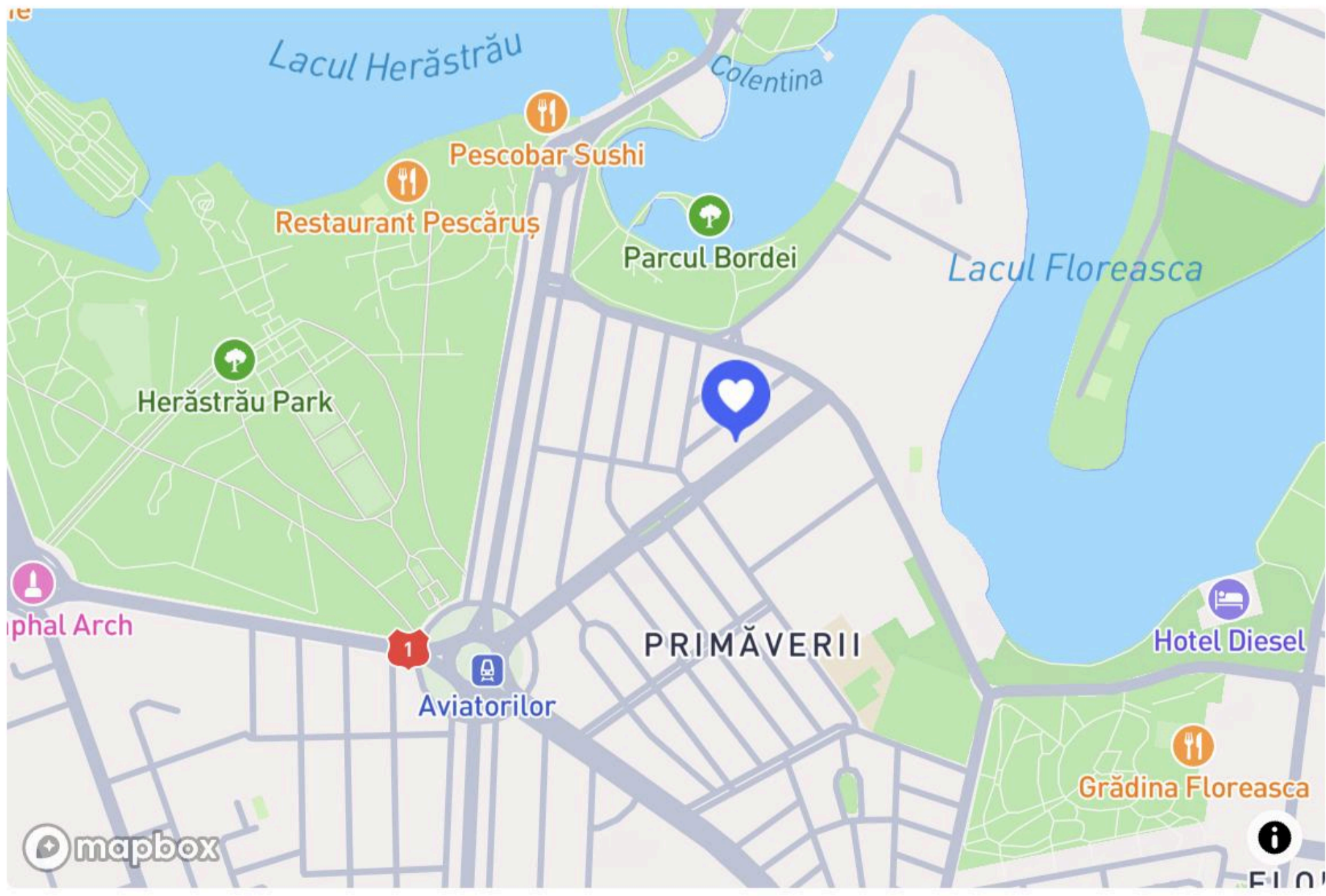
[Primary: +40 724 922 509](#)

[Massage +40 799 338 987](#)

contact@vior.ro

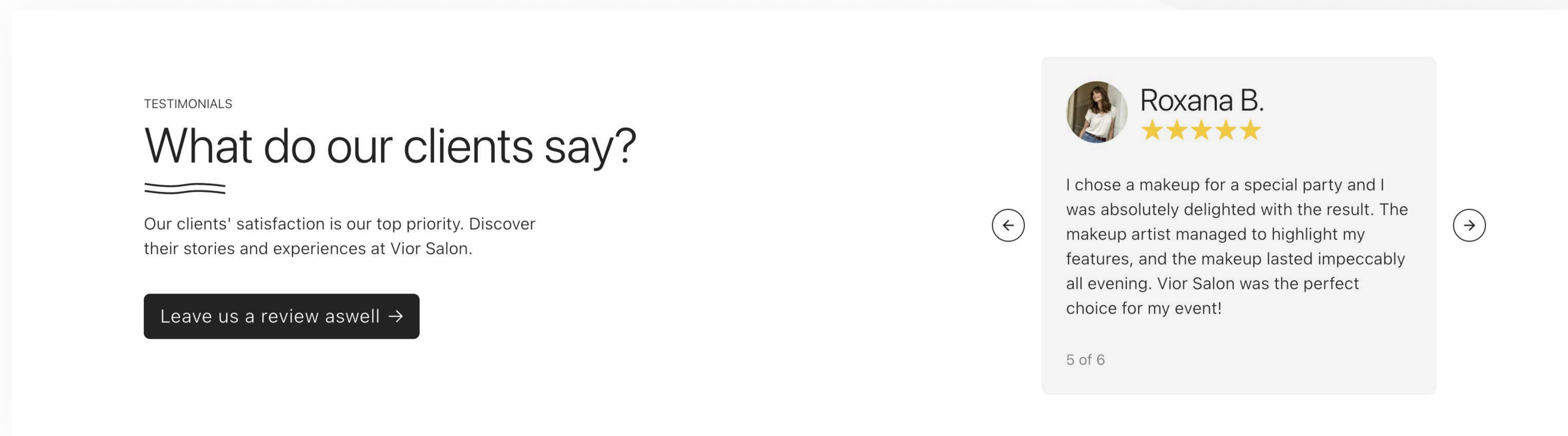
[Monday - Friday: 9:00-21:00](#)
[Saturday: 9:00-18:00](#)
[Sunday: Closed](#)

[f](#) [@](#) [🎵](#) [💬](#)



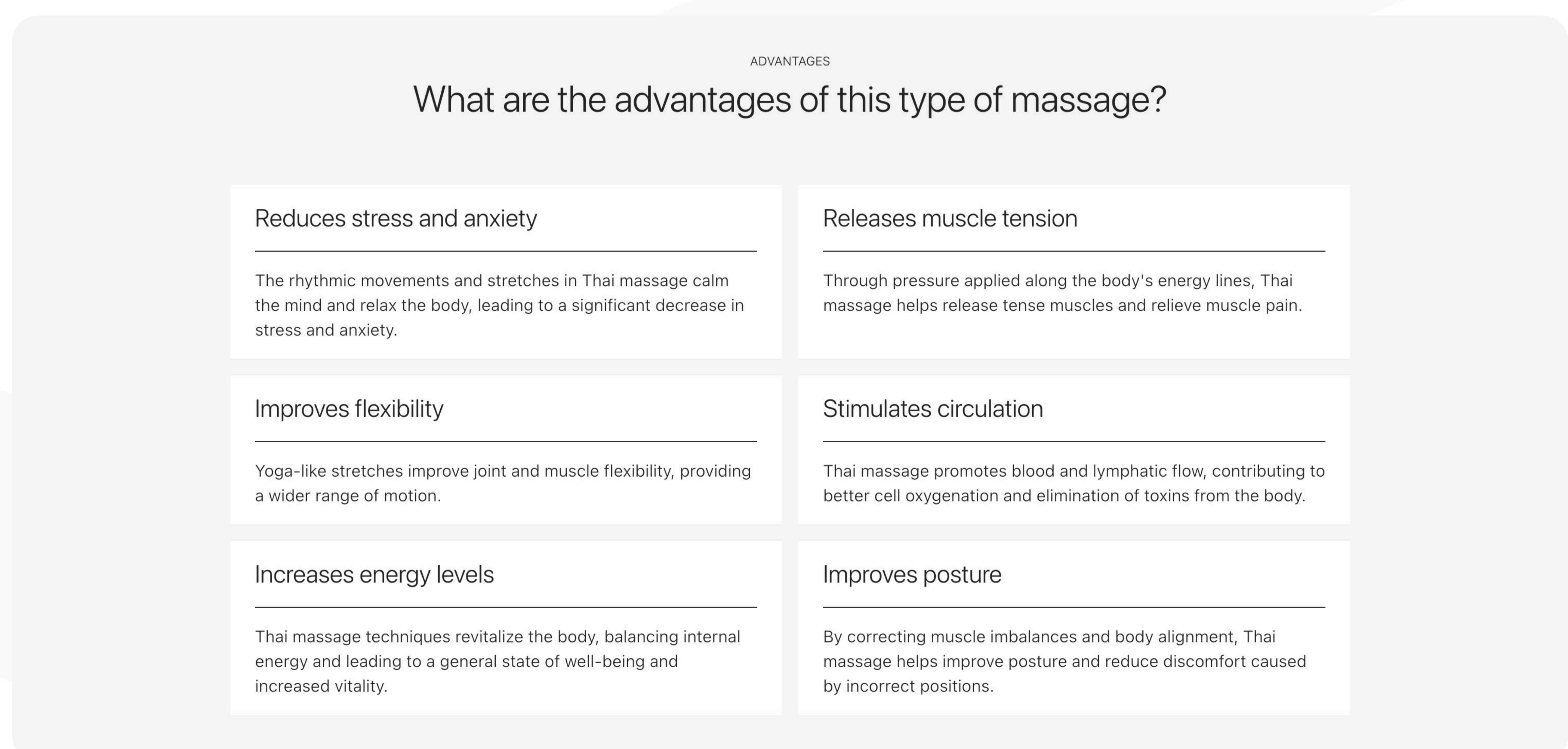
Testimonials Section

Vior's testimonials section combines social proof and engagement. Compelling text and a CTA on the left encourage visitors to add a Google Maps review. A dynamic carousel on the right showcases select testimonials, offering a quick and engaging view of client satisfaction. This dual approach leverages both curated and external reviews for a balanced perspective.



Advantages Section

Vior's advantages section, on individual massage pages, clearly outlines each massage's benefits. Clean white sections on a light gray background highlight key advantages, making them easily digestible and memorable. This allows potential clients to quickly understand each massage's value and choose the best treatment for their needs.



Services Section

Vior's services section utilizes a light gray background with a clean, linear layout to showcase its offerings. Each services is presented clearly, and a subtle hover effect transforms the section into Vior's signature smoke black, adding a touch of interactive elegance and reinforcing brand identity. This design makes browsing their services both visually appealing and user-friendly.

OUR SERVICES

What do we specialize in?

At Vior, we offer a wide range of beauty services, including hair styling, makeup, body treatments, and more. Discover our premium services and let us pamper you from head to toe.

Hair Styling	↗	Cosmetics	↗
Courses	↗	Hair Removal	↗
Eyelash Extensions	↗	Make-Up	↗
Manicure & Pedicure	↗	Massage	↗
Microblading	↗	Body Treatments	↗

Individual Massage Section

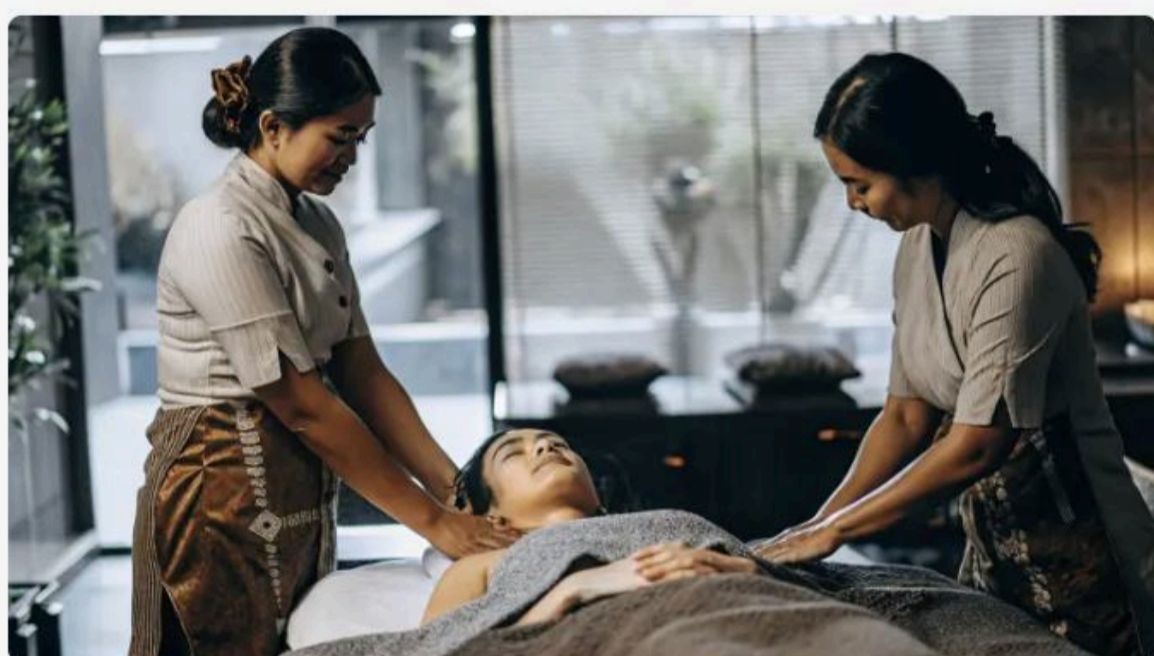
Vior's individual massage pages are structured for clarity and conversion. The left side features detailed text describing the massage and a prominent booking call-to-action. On the right, a clean component displays the massage image, duration, and price, providing essential information at a glance. This balanced layout ensures users can easily learn about the massage and promptly book their appointment.

TANDEM MASSAGE

Discover Tandem Massage

The 'four-hand' massage originates from Tibet and requires the dexterity and talent of two professional masseurs.

[Book now →](#)

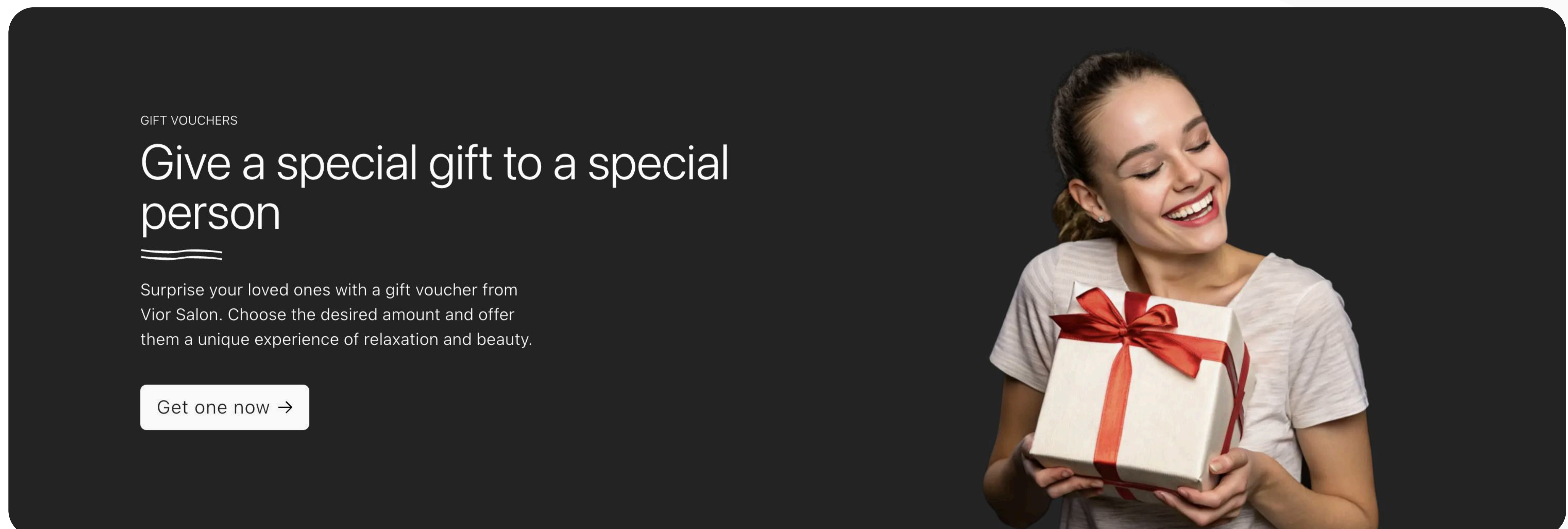


Tandem Massage

Duration: 60 minutes
Price: 320 ron

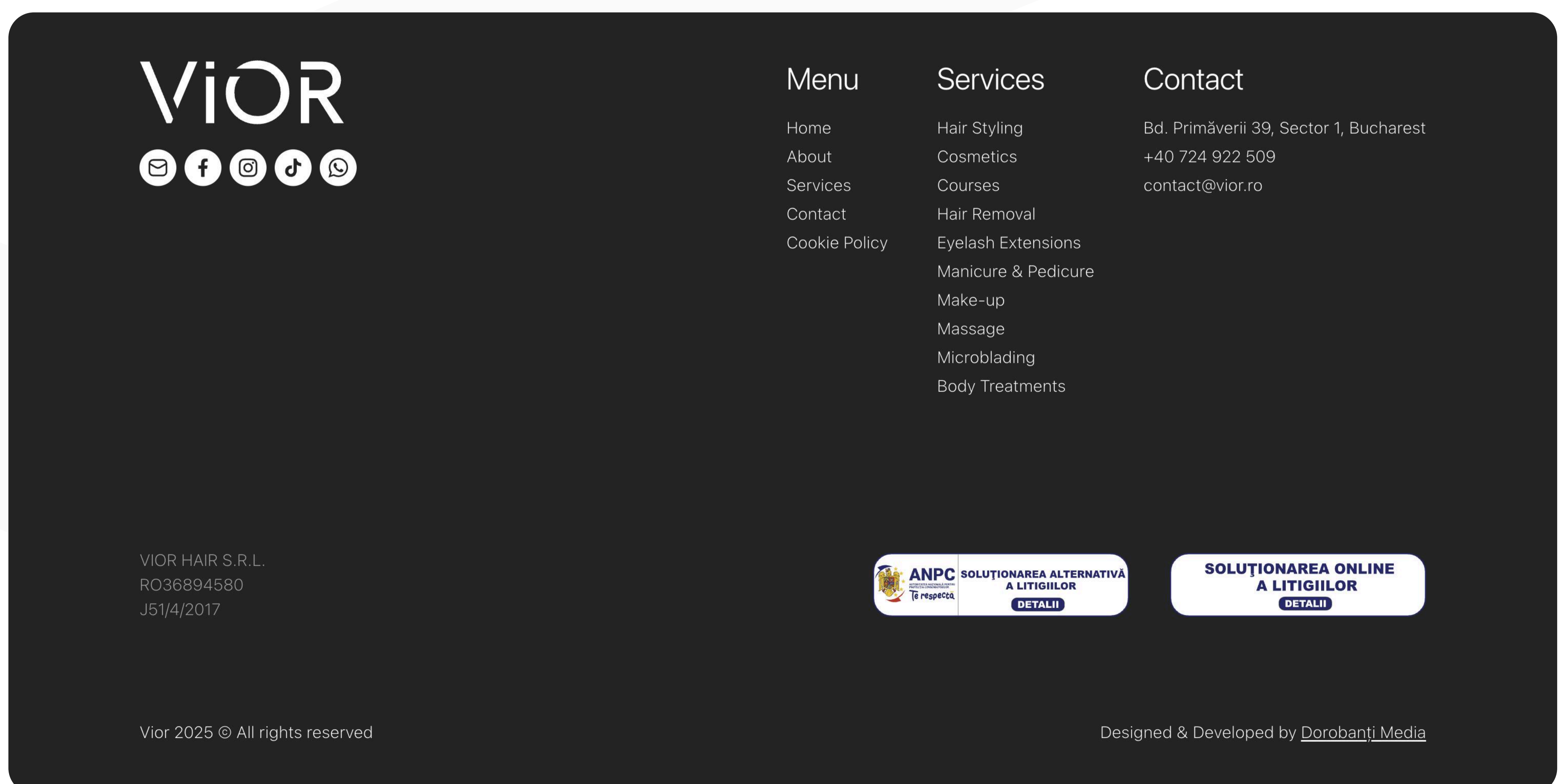
Gift Vouchers Section

Vior's gift vouchers section, set against their signature smoke black backdrop, elegantly promotes this gifting option. A concise description highlights the perfect present for any occasion. A clear call-to-action encourages users to contact the Vior team for purchase. An AI-generated image of a woman holding a gift subtly reinforces the gifting theme. This combination of design elements and strategic messaging makes purchasing gift vouchers a seamless and appealing process.



Footer

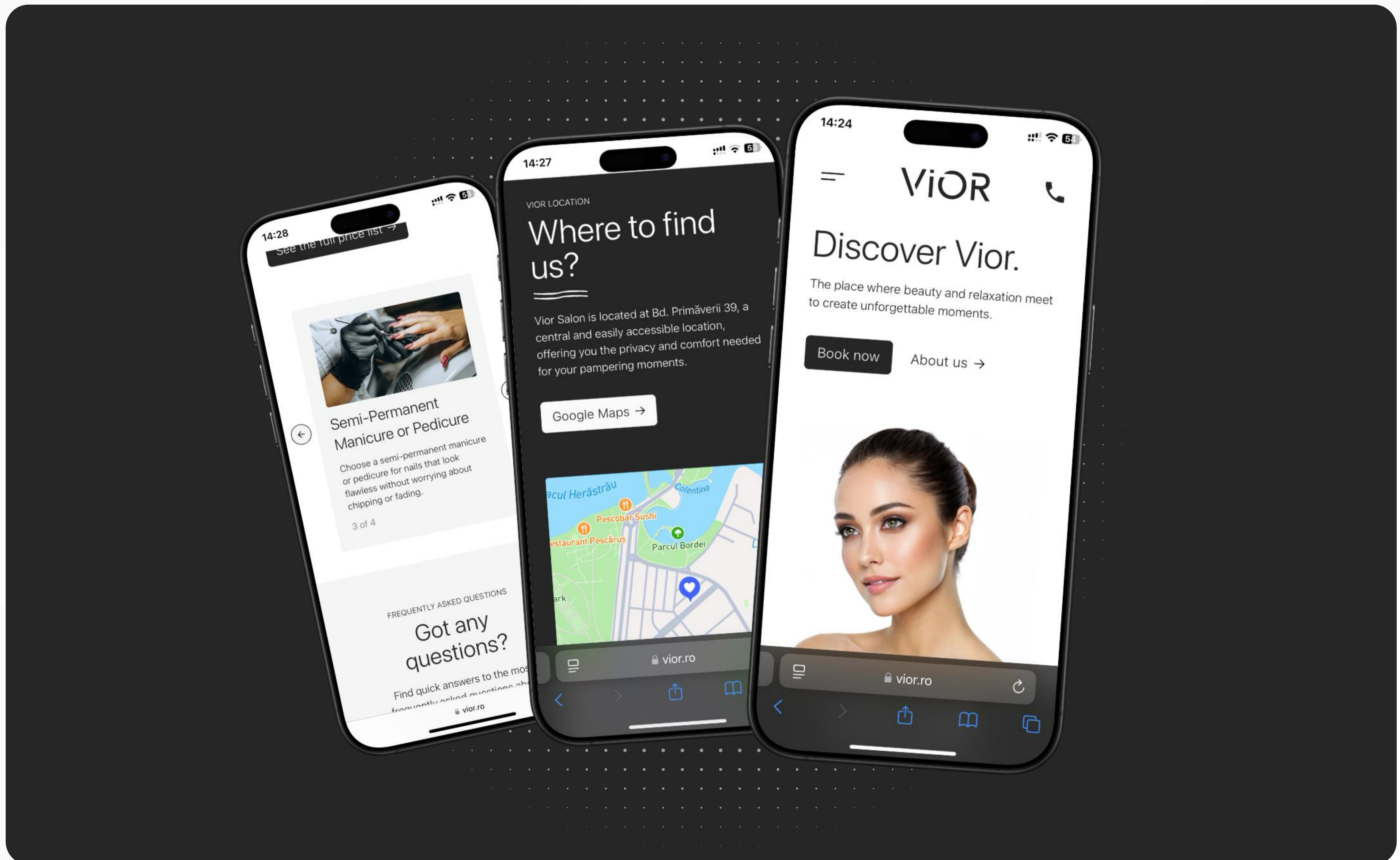
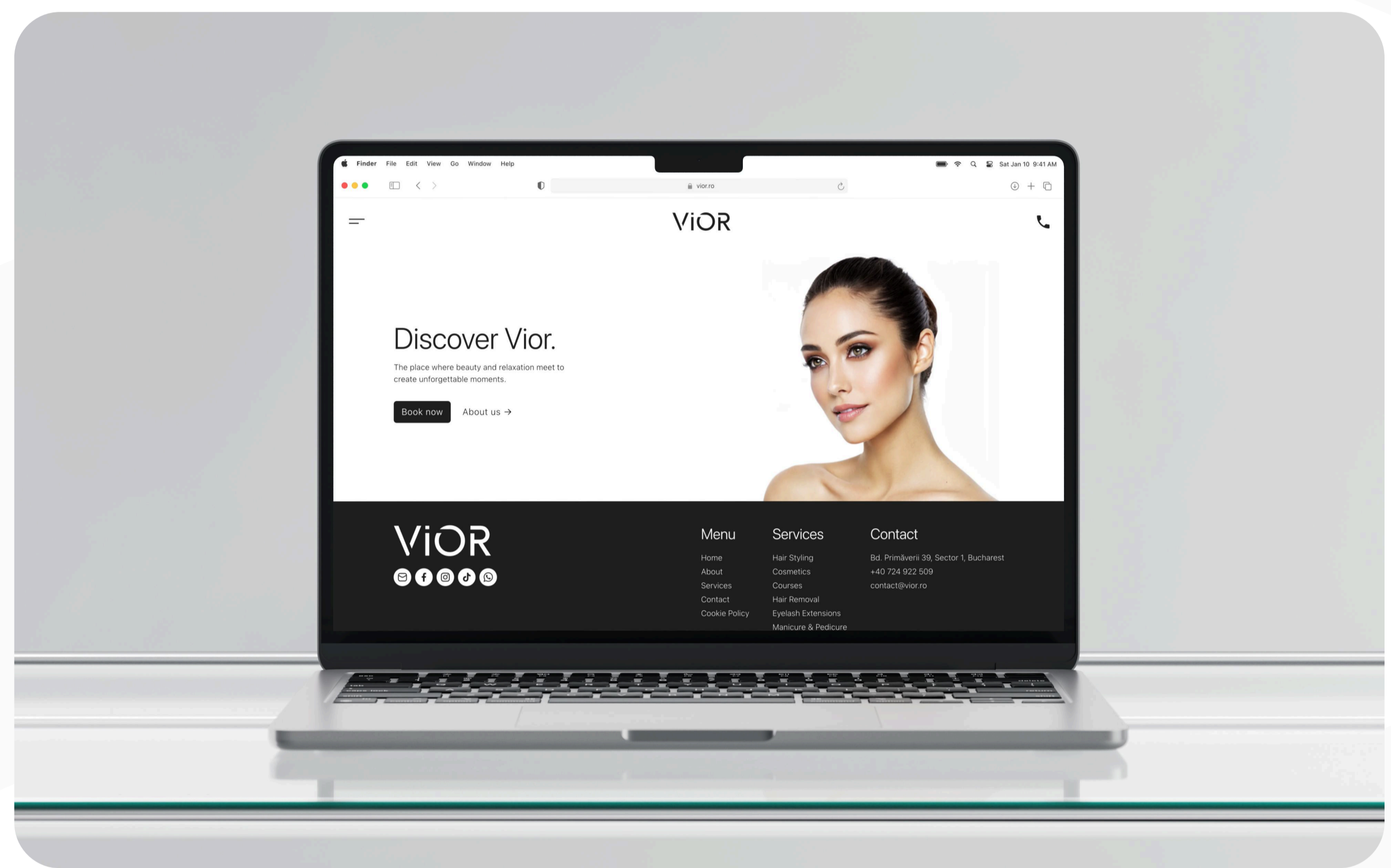
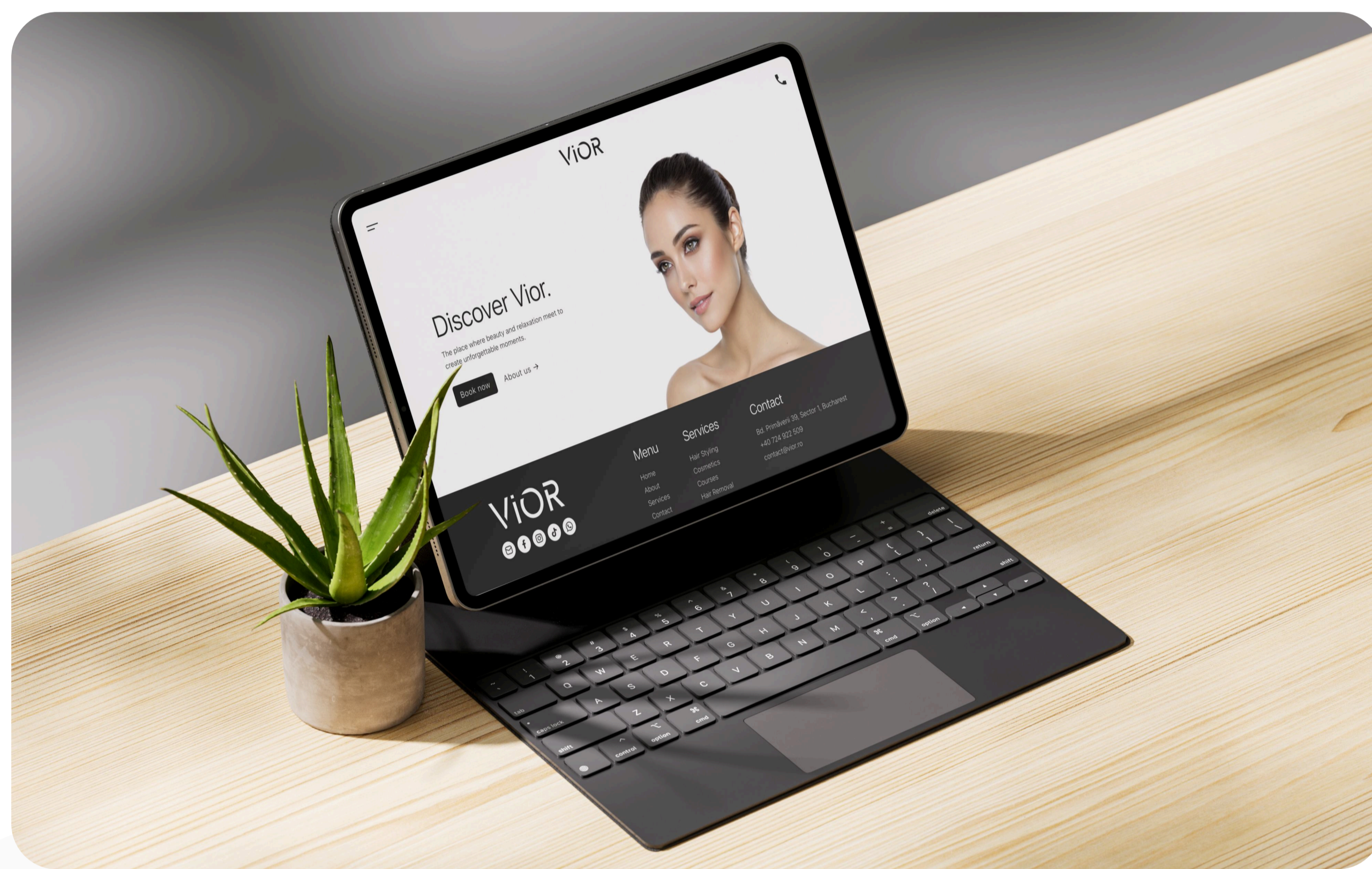
Vior's footer, against a sleek smoke black backdrop, provides a concise overview of the company. It showcases the primary logo, social media links, quick website navigation, legal links, and contact information. This design offers easy access to key information and enhances the user experience.



Mockups



The page showcases Vior's website design in a realistic context, presenting mockups on various devices, including MacBooks and iPhones. These mockups provide a clear visualization of how the website will appear and function across different platforms, demonstrating its responsive design and user interface.



By displaying the design in these real-world scenarios, visitors can gain a more tangible understanding of the website's aesthetics and user experience, appreciating its clean layout, intuitive navigation, and overall visual appeal on both desktop and mobile.

6. Web Development

Our Development Approach



We exclusively build websites using custom code, avoiding platforms like WordPress or Webflow. This gives us complete control over the site's architecture, functionality, and design, ensuring it perfectly aligns with our clients' brand and business goals. Building from scratch allows us to optimize for performance, scalability, and security, creating a truly bespoke online presence.

For Vior's site, we chose Next.js for its server-side rendering and performance advantages, combined with Tailwind CSS for efficient styling and design consistency. This tech stack, along with our custom development approach, allows us to fine-tune every aspect of the website, resulting in a highly optimized and performant digital asset.

```
34 export default function FullCarousel({ items }: { items: ServiceCarouselItem[] }) {
35   const t = useTranslations('other.carouselText')
36
37   const [api, setApi] = useState<CarouselApi>()
38   const [current, setCurrent] = useState(0)
39   const [count, setCount] = useState(0)
40
41   useEffect(() => {
42     if (!api) {
43       return
44     }
45
46     setCount(api.scrollSnapList().length)
47     setCurrent(api.selectedScrollSnap() + 1)
48
49     api.on('select', () => {
50       setCurrent(api.selectedScrollSnap() + 1)
51     })
52   }, [api])
53
54   return (
55     <Carousel
56       plugins={[
57         Autoplay({
58           delay: 4000
59         })
60       ]}
61       setApi={setApi}
62       className='w-full max-w-72 sm:max-w-96 lg:max-w-80 xl:max-w-sm 2xl:max-w-md'
63     >
64     <CarouselContent>
65       {items.map((item: ServiceCarouselItem, index) => (
66         <CarouselItem key={index}>
67           <Card>
68             <CardContent className='flex flex-col justify-center gap-3 p-6'>
69               {item.imageSrc && (
70                 <Image
71                   className='aspect-video rounded-sm object-cover'
72                   src={item.imageSrc!}
73                   alt={item.title!}
74                   width={400}
75                   height={400}
76                 />
77               )}
78             {item.reviewImageSrc ? (
79               <Image
80                 alt={item.reviewImageSrc!}
81                 width={400}
82                 height={400}
83               />
84             ) : null}
85           </CardContent>
86         </Card>
87       )}
88     </CarouselContent>
89   )
90 }
```

This approach also provides greater flexibility for future updates and enhancements, ensuring that each website can evolve and adapt to changing needs. The result is a website that not only looks great but also performs exceptionally well and provides a seamless user experience.

Technologies Used



NextJS

Next.js is essential for its server-side rendering (SSR), which dramatically improves SEO and initial page load times, creating a significantly better user experience. This allows search engines to easily crawl and index the content, while users experience faster page transitions and less waiting.

Beyond SSR, Next.js offers a rich set of features, including static site generation (SSG) and API routes, further optimizing performance and simplifying the development process. These features enable us to build complex and dynamic web applications efficiently, while maintaining a clean and organized codebase.



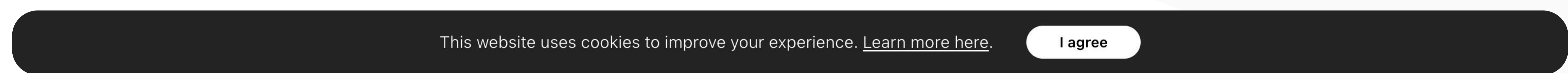
TailwindCSS

Tailwind CSS is our preferred styling solution because its utility-first approach enables rapid development and ensures a consistent design language throughout the project. Instead of writing custom CSS, we leverage pre-defined classes, significantly speeding up the styling process and reducing the risk of inconsistencies.

Furthermore, Tailwind CSS offers excellent responsiveness and customization. Its built-in responsive modifiers make it easy to adapt designs for various screen sizes, ensuring a seamless user experience on any device.

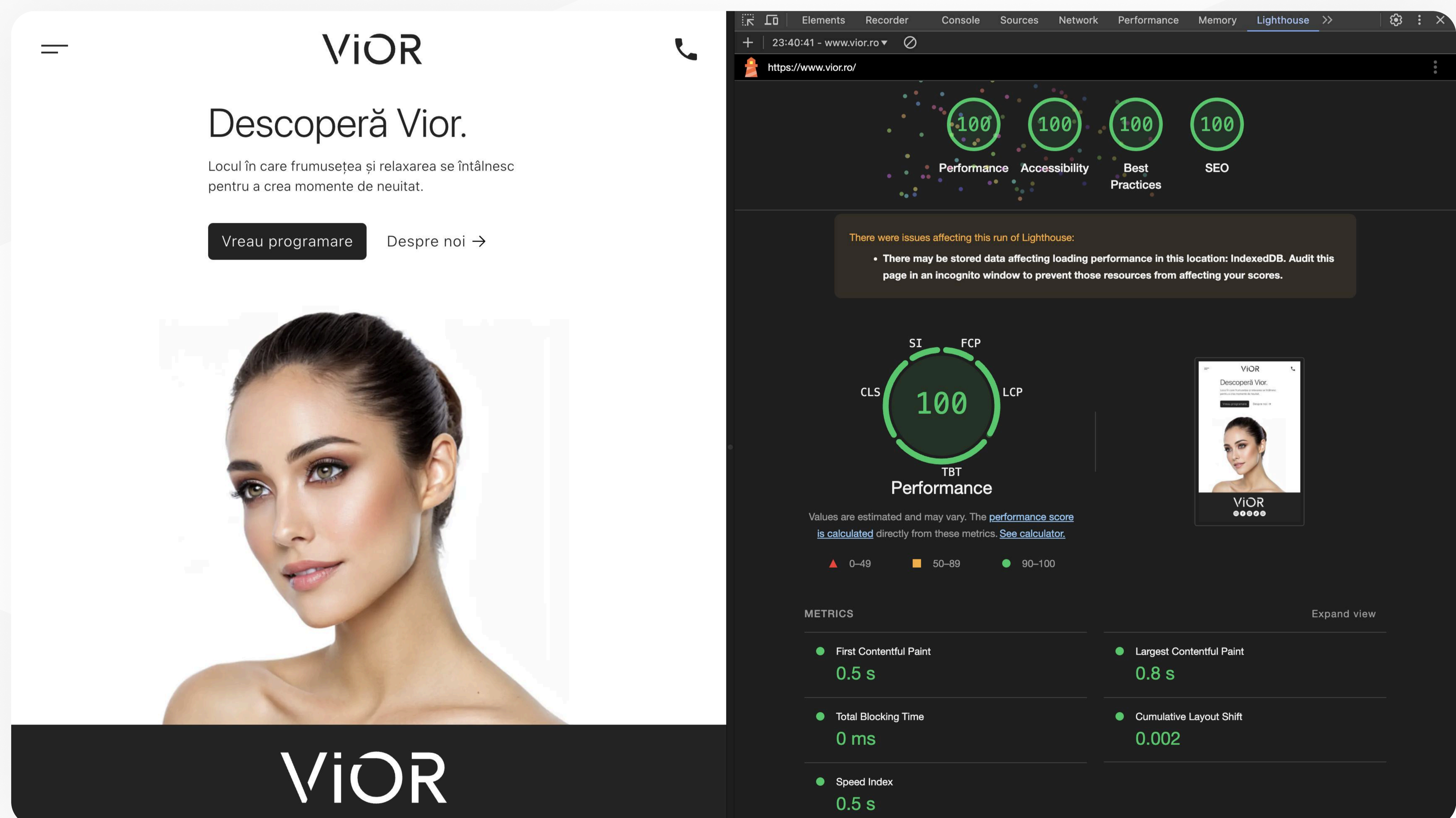
Cookie Banner

Vior's cookie banner is custom-built by us, ensuring both functionality and a seamless user experience. Its simple, unobtrusive design prioritizes user-friendliness, while the integration of Vior's signature black maintains brand consistency. This approach allows for clear communication regarding cookie usage, directly managed by us, without relying on third-party cookie applications and preserving the site's polished aesthetic.



Lighthouse Report

Vior's website development prioritized performance and accessibility, validated by exceptional Lighthouse scores. Achieving 100% across all categories (Performance, Accessibility, Best Practices, and SEO) demonstrates a commitment to best practices and a robust technical foundation. Furthermore, the site's half a second load time ensures a fluid and responsive user experience, crucial for engagement and discoverability. This optimization reflects a focus on both user satisfaction and search engine performance.



7. Final Thoughts

Building a Cohesive Brand Identity

This project encompassed a complete brand refresh for Vior, extending far beyond just a website. We developed a comprehensive brand book, meticulously defining Vior's visual identity, brand voice, and core values. This foundational document served as the cornerstone for all subsequent creative work, ensuring a consistent and recognizable brand presence across every touchpoint. From the website design to the business cards and social media posts, every element was carefully considered to reinforce Vior's brand message and resonate with their target audience.

Launching the Rebrand and Extending its Reach

The initial social media posts we created served as a powerful announcement of Vior's rebrand, generating excitement and anticipation. These posts, along with the newly designed website, business cards, and pricing lists, provided a tangible expression of the brand's evolution. The website itself, a substantial undertaking with over 100 pages across all languages, required significant effort in content creation, image sourcing, and meticulous design implementation. The business cards offer a physical representation of Vior's brand, while the pricing lists present their services in a clear and professional manner. This integrated approach ensures that Vior's brand is presented consistently and effectively, both online and offline.

A Foundation for Future Growth

The comprehensive brand package we delivered—including the brand book, website, social media templates, business cards, and pricing lists—provides Vior with a robust foundation for future growth. These assets are not merely static deliverables; they are dynamic tools that Vior can leverage to build brand equity, connect with their target audience, and achieve their business objectives. The extensive website, in particular, serves as a powerful platform for showcasing their services and expertise. We are confident that this holistic brand strategy will serve Vior well for years to come, enabling them to establish a strong and lasting presence in the market.