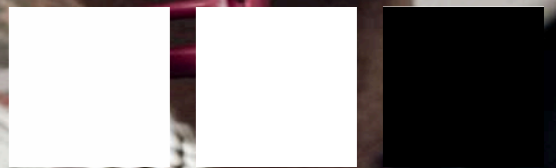


# RASCALS EDUCATION

How we look, how we sound, and how we show up -  
everywhere.



# What's inside

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<b>01</b>	<b>Brand</b> Who we are, mission, the ecosystem & audiences	→
<b>02</b>	<b>Voice</b> Tone of voice, messaging pillars & headline mechanics	→
<b>03</b>	<b>Logo</b> The wordmark, construction, lockups & misuse	→
<b>04</b>	<b>Colour</b> Core palette, tints, ratios & usage	→
<b>05</b>	<b>Type</b> Archivo — weights, hierarchy & specimen	→
<b>06</b>	<b>Elements</b> The device kit, annotation kit & scissors emblem that make us recognisable	→
<b>07</b>	<b>Art Direction</b> Photography & image treatment	→
<b>08</b>	<b>Layout &amp; Application</b> Formats, grid, ad & social systems	→

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SECTION 01

# 01 Brand

The idea behind Rascals Education, who it's for, and the doors people come through.

# Barbering, taught by barbers.

Rascals Education is an online school and community that teaches people how to actually cut hair - from their very first clipper guard to a fully booked chair.

No college waiting lists. No gatekeeping. No £6,000 courses. Just structured, real-world training from working barbers, plus a community of people at the exact same stage as you. Founded by barber Sam Rascals and hosted on Skool, it's become one of the fastest-growing online barber platforms - part of the wider Rascals world alongside Rascals Co products and the Rascals barbershop.

■ EST. 2024 · UK

**450+**

Active members in the Academy

**150+**

Hours of industry-leading content

**2**

Tiers - Foundations & the Academy

**£99 / \$127**

Academy price, per month

## Mission

Make professional barbering skills accessible to anyone with clippers and the will to get good - and surround them with people who'll help them get there.

## Essence

Real skills, real people, no gatekeeping. The energy of a good barbershop, online.

## Vision

The default place a barber learns their craft — from the first cut to a career — anywhere in the world.

## Promise

Show up, do the work, and you'll leave able to cut hair you're proud of - with a room full of likeminded people who've got you.

# What we stand on

**01**

## No gatekeeping

The knowledge that used to be locked behind colleges and closed shops, opened up.

**02**

## Learn by doing

Structured, step-by-step, hands-on clippers - not theory for its own sake.

**03**

## Community first

You learn faster with likeminded people at your stage and pros who answer.

**04**

## Proof over hype

We show members, hours and results, not empty adjectives.

**05**

## Working barbers

Taught by people who actually do the job, every day.

**06**

## Momentum

From first guard to fully booked - always a clear next step.

# Two doors in

Everyone starts where they are. Foundations gets a complete beginner cutting; the Academy takes a working barber to advanced and booked-out.

## RASCALS FOUNDATIONS

**£29** / month

Brand-new beginners

- ✓ Step-by-step from the first guard
- ✓ Weekly live Q&As
- ✓ Direct feedback on your cuts
- ✓ The beginner community

## RASCALS EDUCATION

**£99** / month

Working barbers levelling up

- ✓ Advanced cutting & fading
- ✓ Business, pricing & clients
- ✓ Guest pros & masterclasses
- ✓ Priority feedback

# Who we talk to (Foundations).

Four core audiences along one journey. A fifth Broad bucket runs top-of-funnel awareness across all of them.

## A1

### Brand new

Never picked up clippers — wants a clear, safe place to start.

## A2

### Cutting friends & family

Already hacking away at home; wants to get genuinely good.

## A3

### Students & apprentices

In a college or shop; wants structure and faster progress.

## A4

### Early-career barbers

Working the chair; wants advanced skills and more bookings.

# Who we talk to (Academy).

Four core audiences along one journey. A fifth Broad bucket runs top-of-funnel awareness across all of them.

**A1**

## The Technician

Focused on improving cutting skills, consistency, and attention to detail.

**A2**

## The Builder

Wants to grow a personal brand, create content, and stand out in their city.

**A3**

## The Entrepreneur

Focused on increasing bookings, raising standards, and building a stronger business.

**A4**

## The Competitor

Driven by progression, accountability, and becoming one of the best in the industry.

SECTION 02

# 02 Voice

We represent Sam and the Rascals Ecosystem, exceptional barbers who are exceptional at cutting hair and happy to show you how - direct, warm, no fluff.

# How we sound

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## **01** Direct & no-nonsense

Talk like a barber, not a brochure. Short lines. Active voice. Say the thing.

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## **02** Encouraging, never elitist

We've all been beginners. Name the struggle, then offer the hand up.

---

## **03** Confident, backed by proof

We make big claims - and we back them with members, hours and results.

---

## **04** Real talk

Lead with the feelings. Speak to the actual moment.

# Write it like this

## DO

✓ **“Teaches you the real basics from scratch. Step-by-step. With people who've actually done it.”**

Plain, concrete, human.

✓ **“Most people spend their 20s in a job they dislike. Don't be like most people.”**

Names the stakes, then the turn.

✓ **“120+ beginner barbers already inside.”**

Specific proof beats adjectives.

## DON'T

✗ **“Our comprehensive curriculum leverages industry-leading pedagogy.”**

Corporate. Nobody talks like this.

✗ **“Unlock your potential and begin a transformative journey.”**

Vague hype, zero proof.

✗ **“The best barber course on the entire internet, guaranteed!!!”**

Overclaim, no substance.

# Eight things we say

## P1

### The career switch

Stuck in a job you dislike? There's a faster way out than you think.

## P2

### From scratch, safely

Never touched clippers? Start here, in the right order.

## P3

### Proof & community

500+ members, 150+ hours. You won't be doing it alone.

## P4

### Cost vs college

Skip the £6,000 course and the waiting list.

## P5

### Skill, not luck

Fading is a system you can learn - we teach the system.

## P6

### Earn from it

Turn the skill into bookings, side income, a chair of your own.

## P7

### Taught by pros

Working barbers, real feedback, not recycled YouTube.

## P8

### Momentum

Always a clear next lesson, next cut, next level.

# How a headline is built

Learn to build a  
**Career**  
behind the chair

- 1 Weight contrast — Thin for setup, ExtraBold for the punch.
- 2 One highlight — a single magenta box on the word that sells.
- 3 Plain words — say it how a barber would say it.
- 4 Proof or stakes — a number, or the feeling it fixes.

SECTION 03

# 03 Logo

The wordmark, how it's built, the lockups we ship, the rare display variant, and what never to do.

**RASCALS**  
EDUCATION

The primary lockup. RASCALS in Archivo SemiBold over EDUCATION in Archivo Thin, justified to the exact same width. The default mark for almost everything.

# How the wordmark is built



RASCALS - Archivo SemiBold (600), tight tracking (-1%).

EDUCATION - Archivo Thin (100), justified to the exact same width as RASCALS — first and last letters align flush to the R and the S.

- 
- ✓ Clear space = the cap-height of RASCALS on all sides.
  - ✓ Never re-space, condense or restack the primary lockup.
  - ✓ Place from master artwork — don't re-typeset by hand.

# The lockups we ship



PRIMARY / ON WHITE



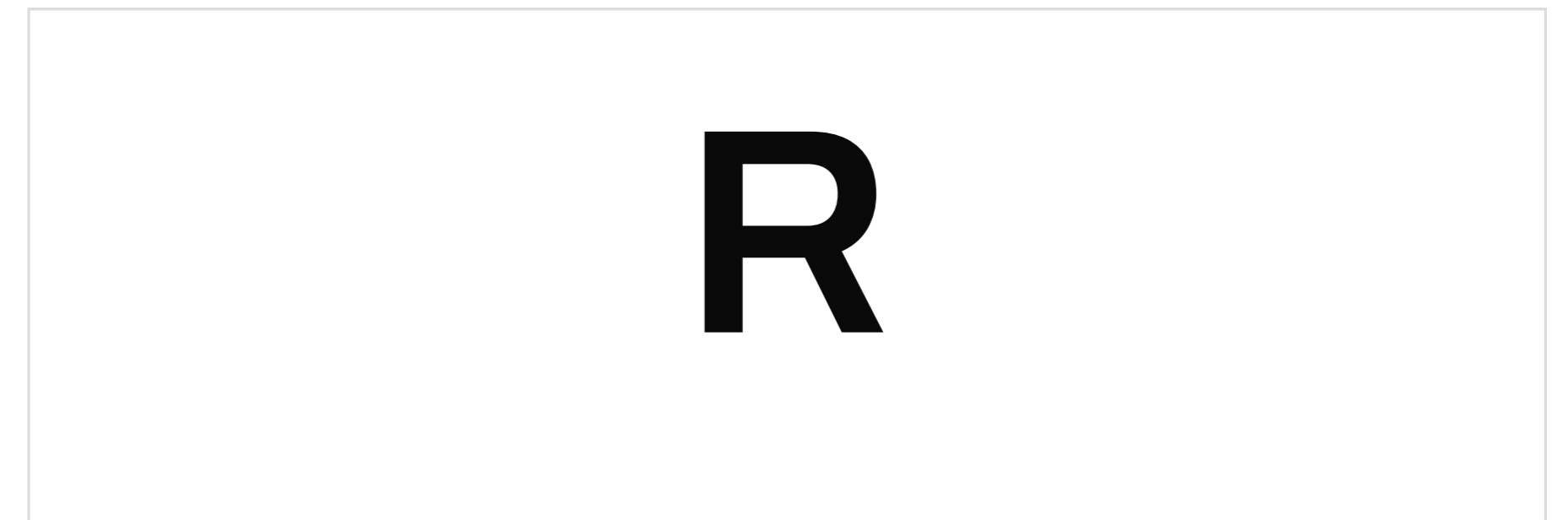
REVERSED / ON BLACK



ON RASCALS BLUE



FOUNDATIONS SUB-BRAND



MONOGRAM

# The RASC / ALS display lockup

A rare, large-format-only variant. RASCALS stacked across two lines as RASC / ALS in Archivo SemiBold; EDUCATION in Thin beneath. Set in white at 80% opacity (light grey), line-height ~90%, tracking 0. Built for impact at scale — never a replacement for the primary lockup.



✓ Covers, hero posters, full-bleed social & merch — at large scale only.

✗ Never as a replacement for the primary lockup.

✗ Never small — it loses legibility and breaks the stack.

# Don't do these



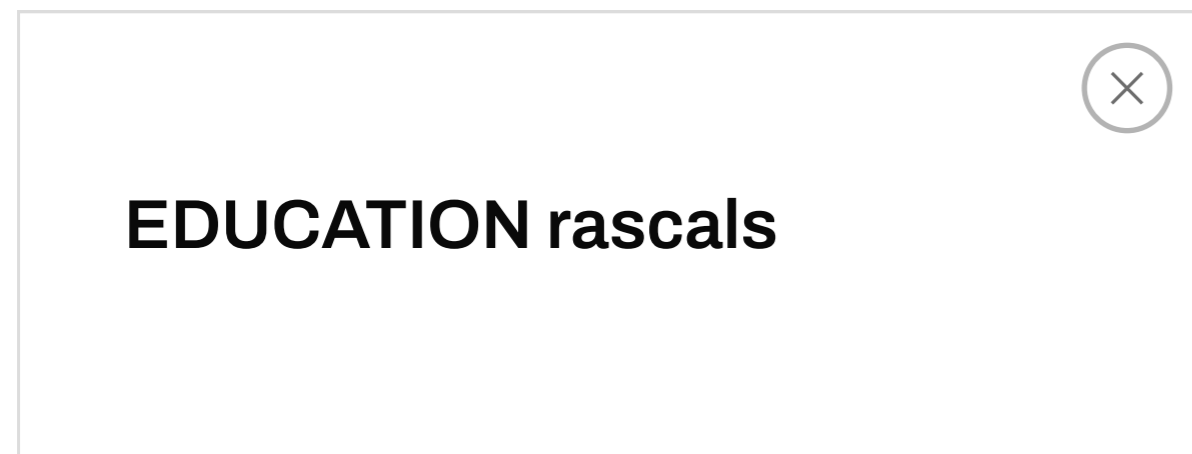
Don't stretch or condense



Don't recolour the wordmark



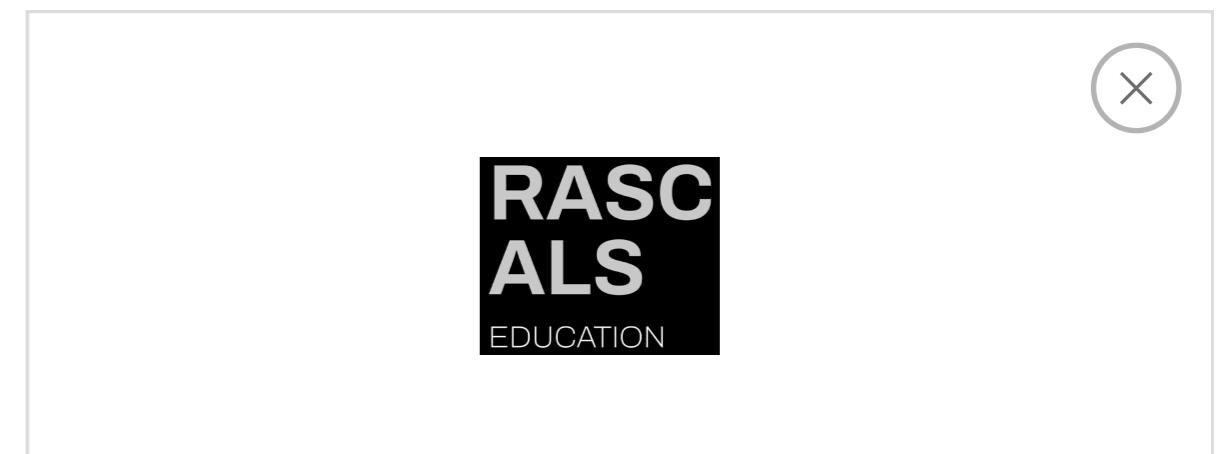
Don't add effects / shadows



Don't rearrange the lockup



Don't place on busy areas



Don't use the display lockup small

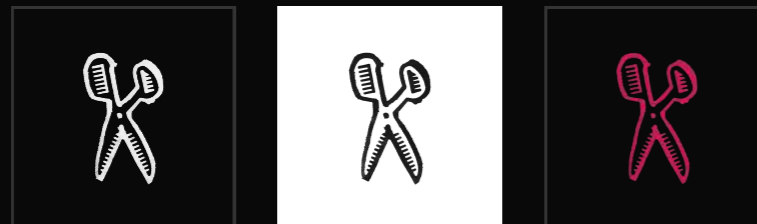
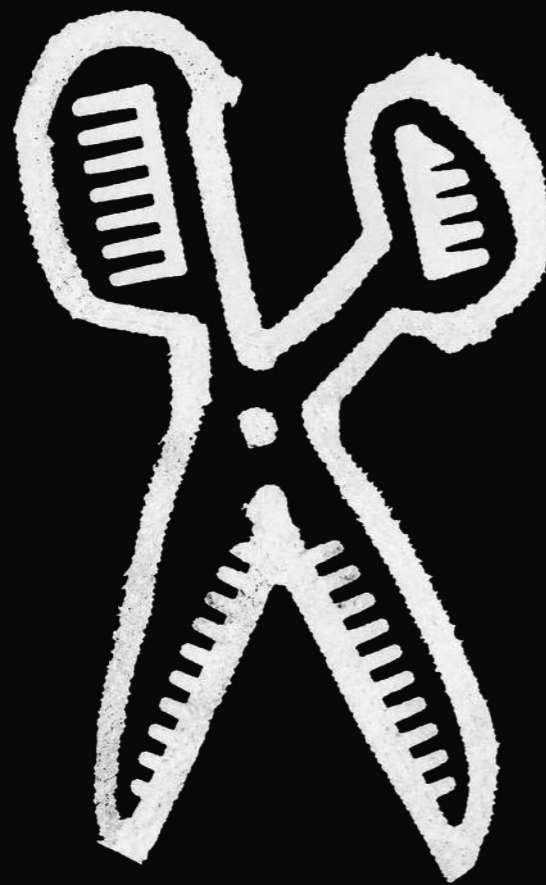
SECTION 04

# 04 Colour

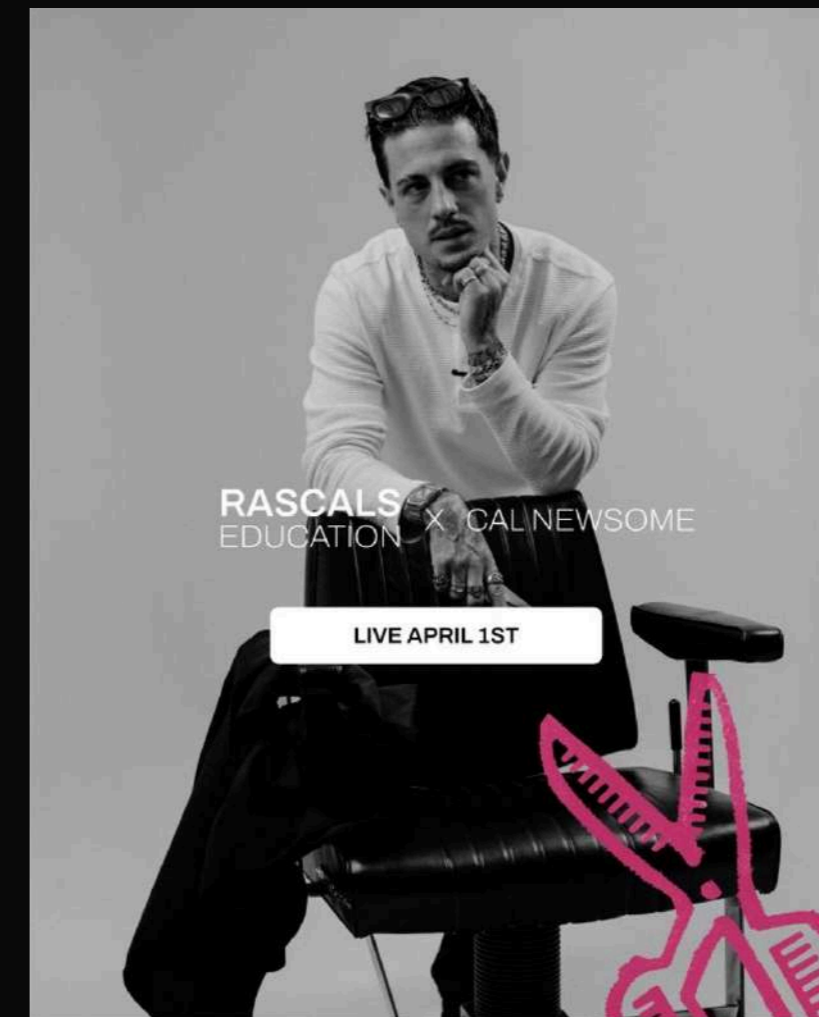
Black, white and one loud Blue. The restraint is the point - magenta only where it matters.

# The Rascals scissors

Our signature mark — hand-drawn scissors with comb-tooth blades. Use it exactly as supplied; never redraw it. White on dark, black on light, or magenta as a loud accent.



White · black · magenta. Always the supplied artwork — keep the rough edges intact.



Example collab / event creative — the emblem oversized in magenta, cropped into the corner, over black-and-white photography. The logo locks up with a partner as “RASCALS EDUCATION x PARTNER”.

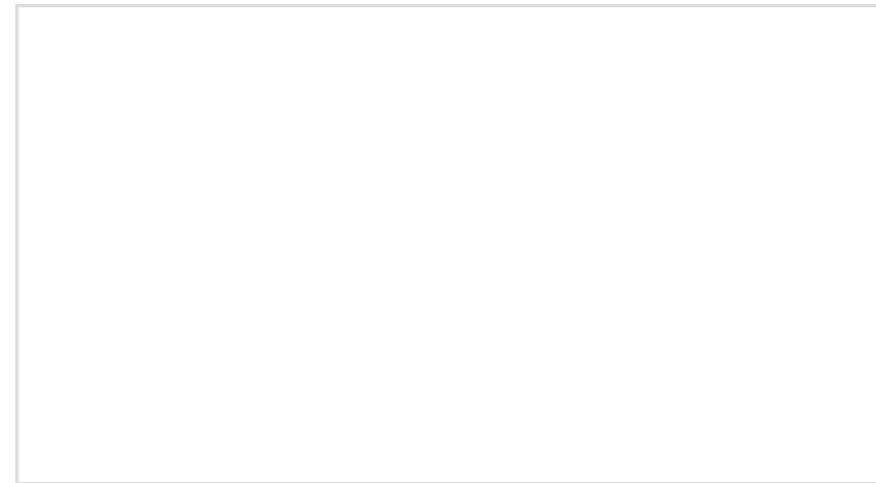
# The core palette



## **Ink black**

#0A0A0A

Primary surface & text



## **Pure white**

#FFFFFF

Primary surface & reverse



## **Rascals Blue**

#236EF7

Accent — the one loud colour



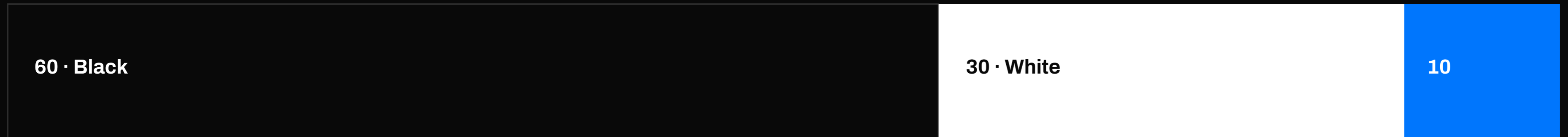
## **Rascals Blue dark**

#0025F6

Pressed / shadow states only

Rascals Blue is an accent, not a background for body copy. If everything's loud, nothing is - keep it to highlights, tags and a single hero block.

# How much of each



**60 · Black**

**30 · White**

**10**

## **60% Black**

Dominant surface - covers, dividers, photography overlays.

## **30% White**

Space and reading surfaces - keep it clean and open.

## **10% Rascals Blue**

The accent. Highlights, tags, one hero moment per layout.

SECTION 05

# 05 Type

One typeface, used with discipline. Archivo — from a whisper-thin sub-line to an ExtraBold shout.

# Archivo

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A grotesque built for big headlines and small print alike. Variable weight, Thin → Black.

Light 300 — Leads & intros

Thin — Body copy

**SemiBold 600 — RASCALS**

**ExtraBold 800 — headlines**

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789&!@£\$%+

**Set tight at display sizes (-2 to -3% tracking)**

# A simple, strict scale

ROLE	WEIGHT	SIZE	SETTING	USE
<b>Display</b>	ExtraBold 800	96–150px	-3% · .9 line	Hero headlines, covers
<b>Headline</b>	ExtraBold 800	48–72px	-2% tracking	Section & slide titles
<b>Sub / kicker</b>	Thin 100 / Bold 700	13–28px	+30% caps	Eyebrows, EDUCATION line
<b>Lead</b>	Light 300	24–30px	Normal	Intro paragraphs
<b>Body</b>	Thin 100 / Regular 400	16–18px	Normal · 1.5	Running text
<b>Caption</b>	Medium 500	12–14px	+5%	Labels, footnotes, UI

Rule of thumb: pick ExtraBold or Thin for impact, Regular for reading. Avoid the middle weights in marketing.

SECTION 06

# 06 Elements

The device kit, the annotation kit, and the signature scissors  
- the bits that make a layout unmistakably Rascals.

# Six recognisable parts

The **highlight**

## Highlight box

Blue block, white bold text. One per layout.

underline

## Marker underline

Hand-drawn Blue stroke under a key word.

Thin **Bold**

## Weight contrast

Thin against ExtraBold carries the emphasis.

**EST. 2024 · UK**

## Location tag

Boxed caps with a blue square - a nod to UK roots.

- ✓ Step-by-step training
- ✓ Weekly Q&As
- ✓ Direct feedback

## Proof checklist

Concrete features, blue check marks.

# Mark it up by hand

Rough magenta marks, used sparingly — one per layout. They add the hand-made, barbershop energy.



## Circle

Draw attention to one word.

matters



## Underline

Emphasise a key phrase.

now



## Highlighter

Mark the single most important bit.

Section 07

# 07

# Art Direction

Black-and-white, close, and real. The shop, the hands, the clippers - never stock-photo clean.

# How we shoot



- ✓ **Black & white** - Often but not imperative use high contrast, deep blacks.
- ✓ **Close & tactile** - hands, clippers, the fade in progress.
- ✓ **Real Masterclass footage, real people** - not staged stock.
- ✓ **Darkened for text** - leave room for a headline.

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Avoid: colour grading, glossy retouching, smiling-to-camera stock, busy backgrounds.

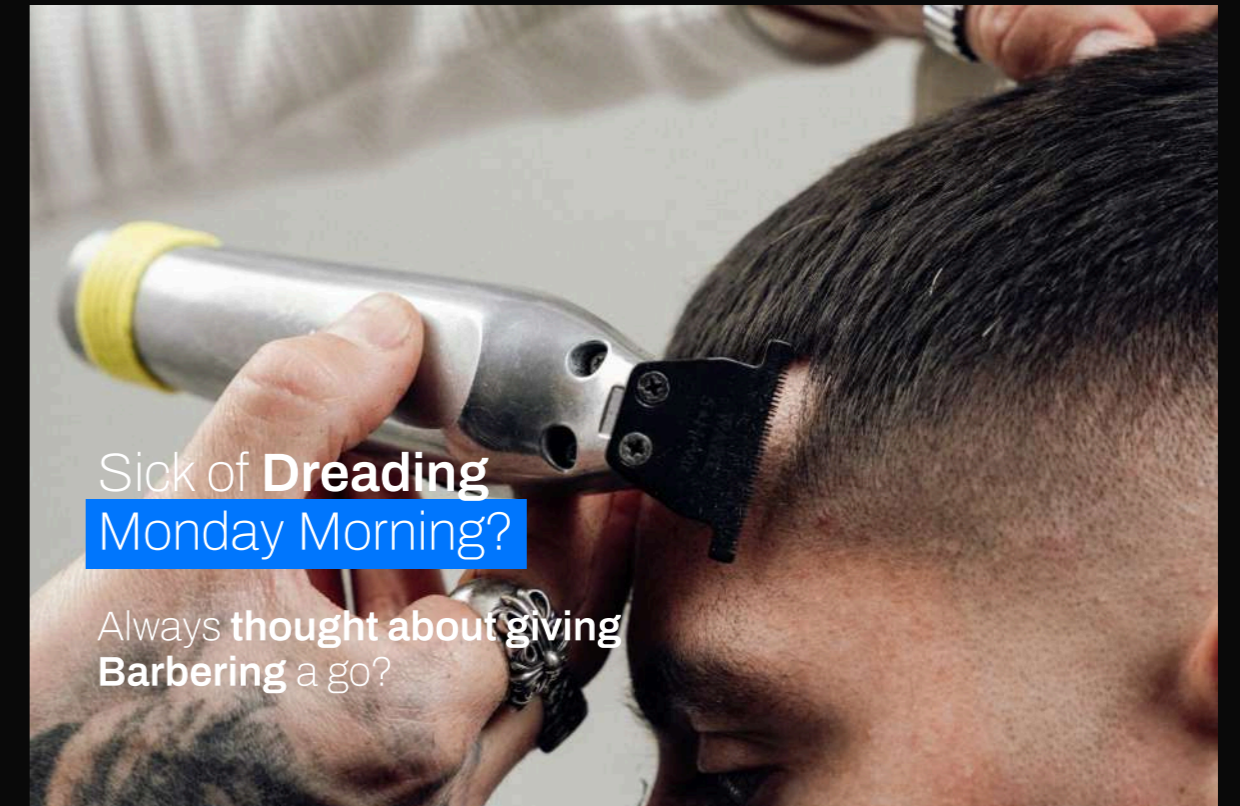
# Image treatment for layouts



1 · **Convert to B&W** - strip colour, push contrast.



2 · **Darken** — gradient so text stays legible.



3 · **Set type** - headline + one blue highlight.

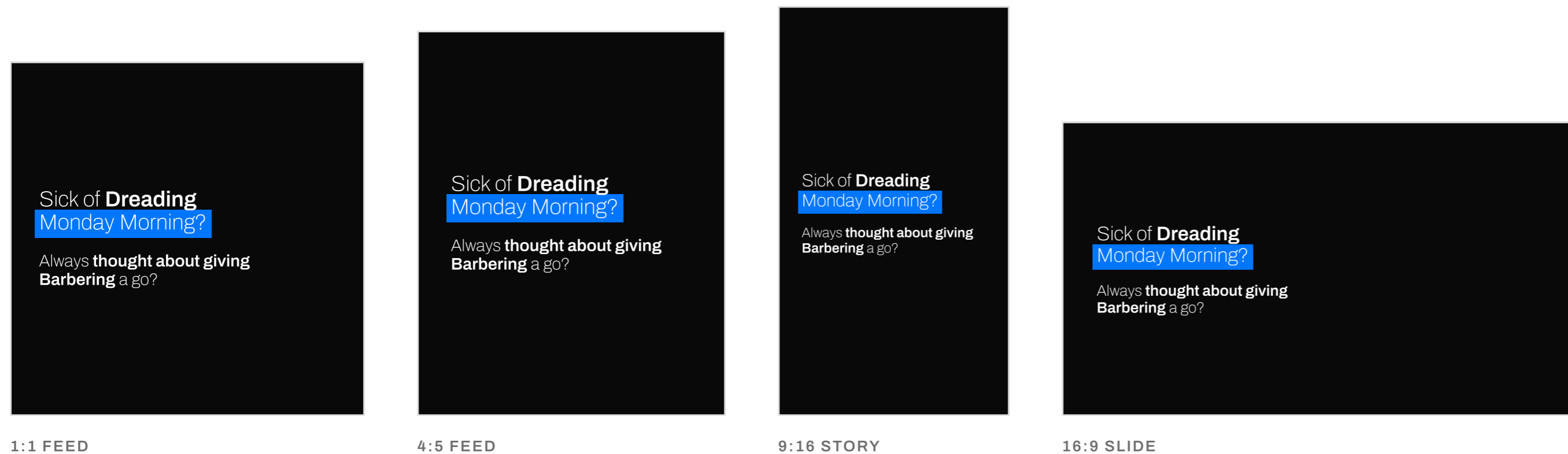
Section 08

# 08

# Layout & Application

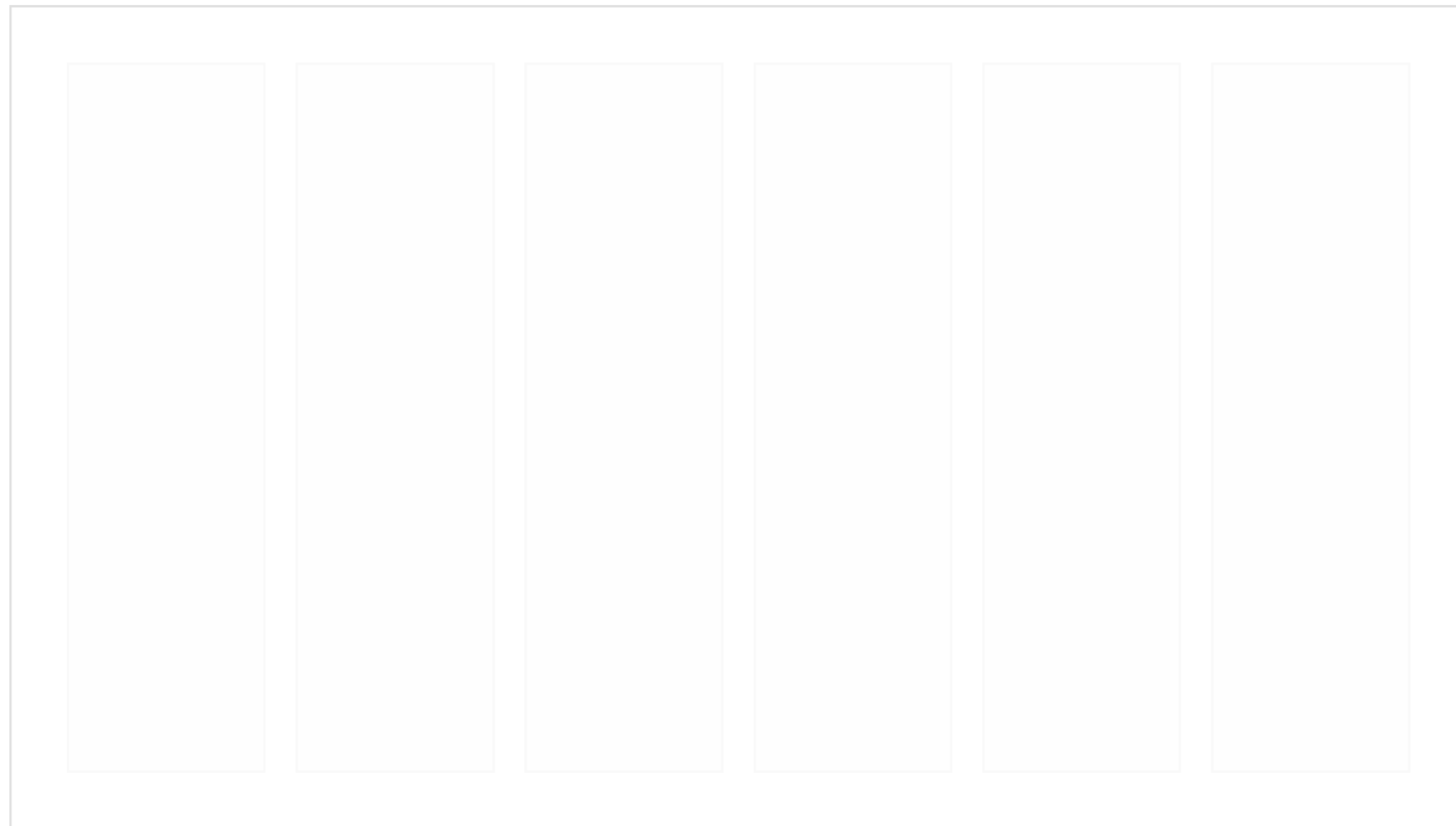
The system in the wild - every format, the grid, and the templates we ship every week.

# One system, every size



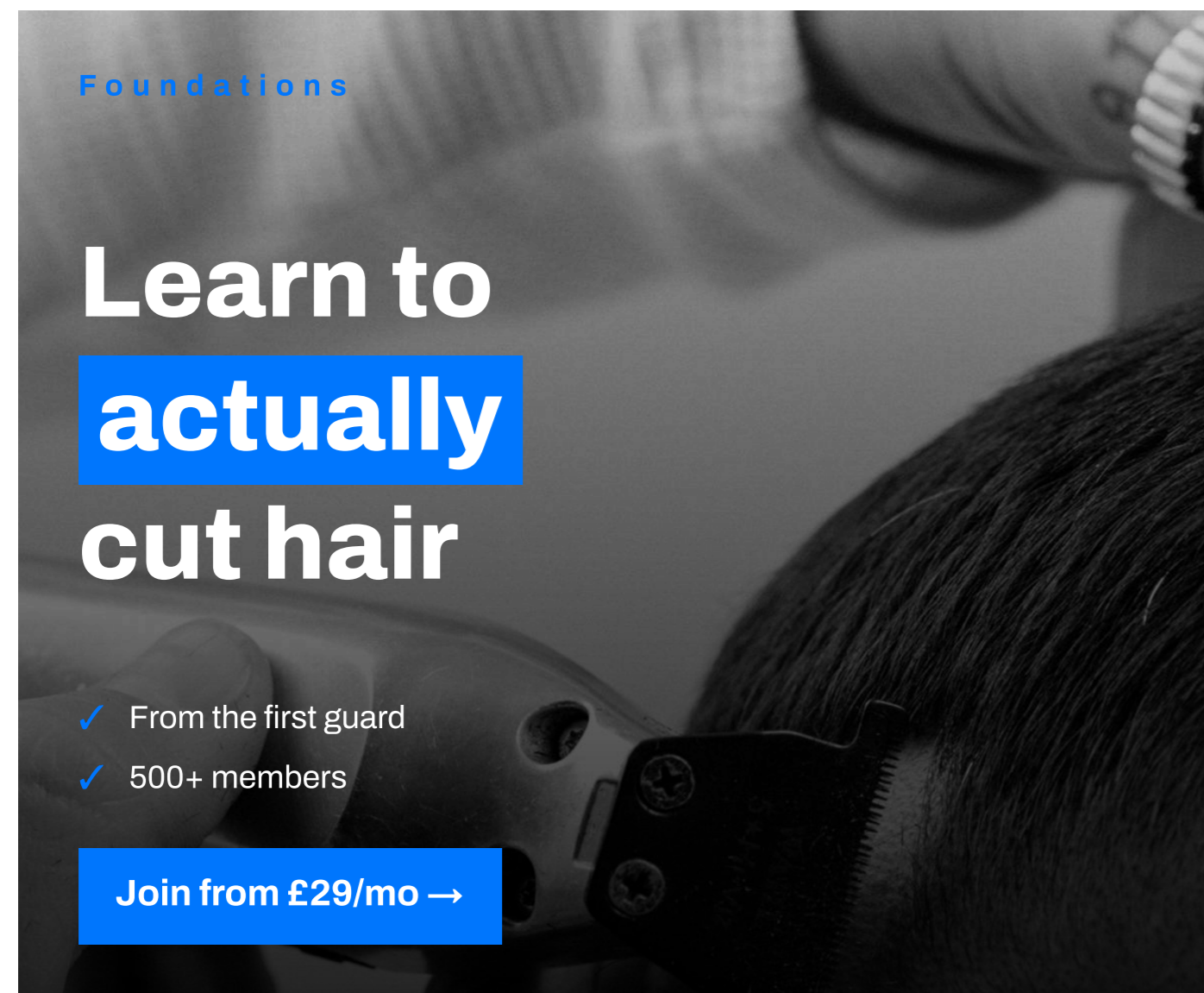
Same parts every time: B&W photo, hook headline, one highlight, proof checklist, blue price/CTA tag. Re-flow, don't redesign.

# The grid & margins



- ✓ **6-column** grid for editorial layouts.
- ✓ **Generous margins** - let it breathe.
- ✓ **Left-aligned** headlines by default.
- ✓ **One focal point** per layout.

# Anatomy of a Rascals Education ad



## 01 Eyebrow / product

Which door — Foundations or the Academy.

## 02 Hook headline

Big number or emotional line. Weight contrast does the emphasis.

## 03 Highlight phrase

One blue box on the line that sells.

## 04 Proof checklist

Concrete features with magenta check marks.

## 05 Price / CTA tag

Blue tag, bottom — the single call to action.

## 06 Photography

B&W barbering shot, darkened for legible text.

# The Instagram system

## PROFILE BIO

Online Barber Education with [@samrascals\\_](#)  
— Over 500+ Active Members  
— Over 150+ Hours of Industry-leading Content  
— Hosted on Skool  
Join below

Keep the bio benefit-led and specific. Numbers update as they grow; the link goes to the Skool community.

## Cadence

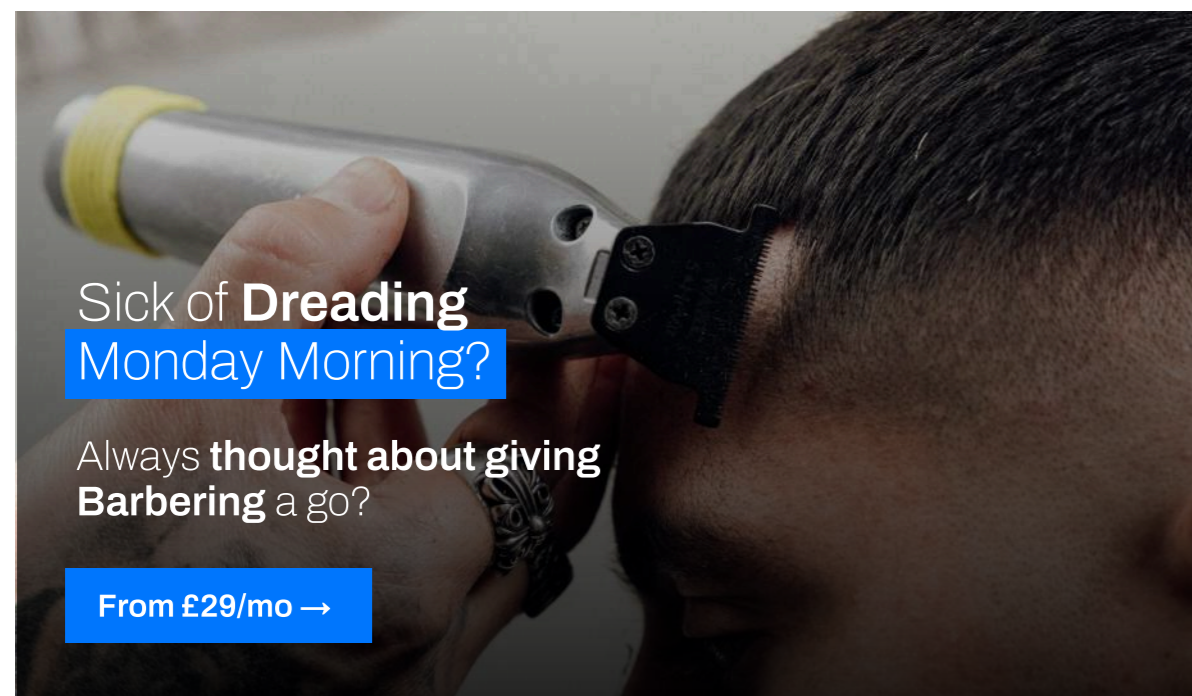
- ✓ **3 feed posts / week** — across Free, Foundations & the Academy
- ✓ **Reels** — repurpose Sam's best teaching clips; lead with the hook
- ✓ **Daily stories** — behind-the-scenes, wins, Q&A, social proof
- ✓ **Story highlights** — Start Here · Results · Inside · Events
- ✓ **Auto-DM** new followers a warm welcome + the join link

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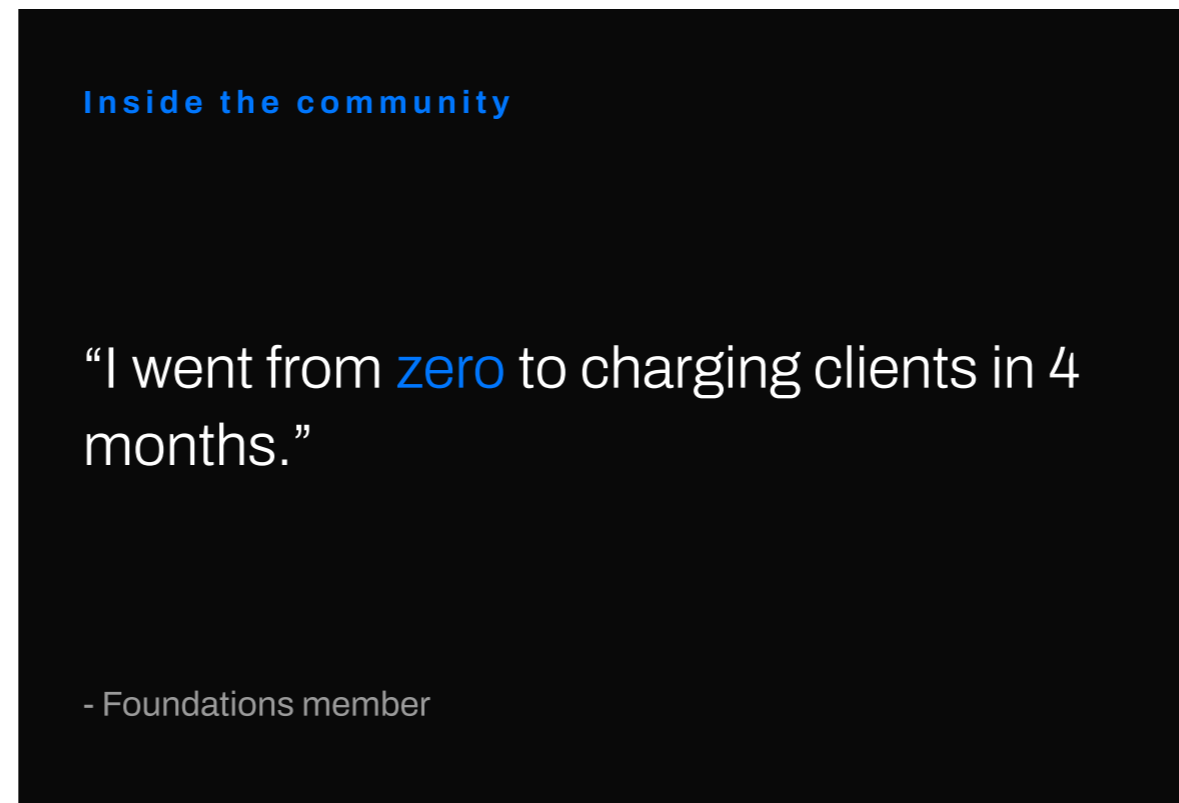
Every post earns its place against one **messaging pillar** and one **audience**.

# The templates we ship

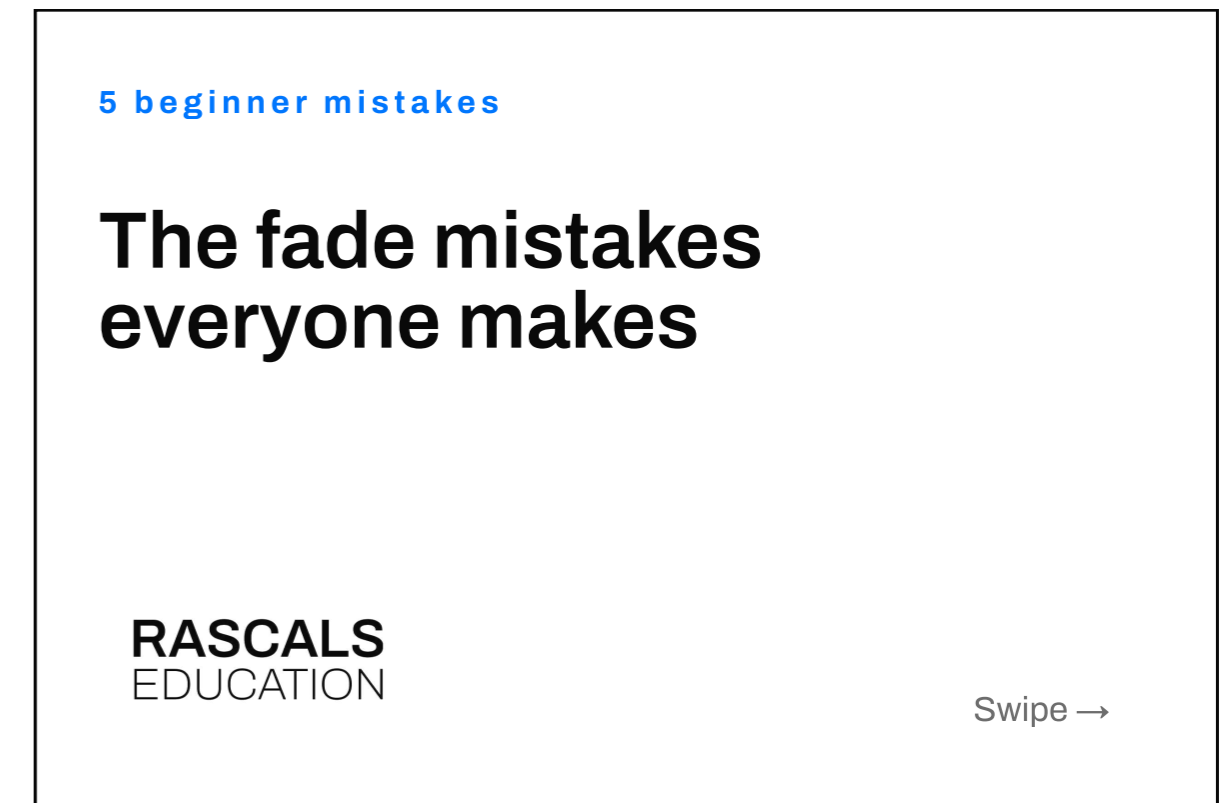
Pre-built shells so anyone can produce on-brand work fast. Drop in the photo, the hook and one highlight — the system does the rest.



HERO AD · 4:5



QUOTE / STORY · 9:16



CAROUSEL COVER · 1:1

Templates live in the shared workspace. Keep the parts; change the content. Never bolt on new colours or fonts.

# The one-page cheat sheet

## Logo

SemiBold RASCALS over Thin EDUCATION, same width. Display RASC/ALS large only.

## Colour

Black #0A0A0A · White #FFF · Magenta #D5205D. 60/30/10.

## Type

Archivo only. ExtraBold or Thin for impact, Regular to read.

## Devices

Highlight box · marker underline · weight contrast · scissors · location tag · checklist.

## Voice

Direct, encouraging, proof-backed. Talk like a barber.

## Photo

B&W, close, real, darkened for text.

## Annotation

Circle · underline · highlighter. One per layout.

## Ad parts

Eyebrow · hook · highlight · proof · price tag · photo.

**RASCALS**  
EDUCATION