



BRAND GUIDELINES • QUICK REFERENCE

LOGOS



PRIMARY LOGO

COLORS



Deep Indigo

#32314D
Text



Peacock Teal

#4BACA8
Accent



Sea Blue

#2E537C
Detail



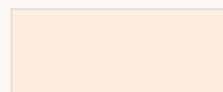
Soft Sage

#8EB2AE
Secondary



Blush Rose

#EDB2AB
Warm promo



Warm Cream

#FDEDDD
Background

TYPOGRAPHY

Cormorant Garamond for elegant headlines and big offers, with italic for accent words. **Montserrat** for offers, details and contact lines.

DO

- Use the logo on white, cream or light photo backgrounds.
- Highlight the offer in peacock teal.
- Keep contact info and the logo at the base.
- Use bright, clean close-ups of skin and treatments.

VOICE

Luxe but welcoming, results-focused and confident. Clear about offers and dates. Professional and medical-grade, never pushy or cluttered.

DON'T

- Stretch, recolor or add effects to the logo.
- Place the logo on busy or dark backgrounds.
- Crowd one graphic with several offers.
- Use cold, clinical imagery.