

COLORADO CENTER FOR

AESTHETICS +
REJUVENATION

BRAND SET

About the Brand

VALUES

Professionalism

Timeless

Clean

Calm

Expertise



Primary Logo

The primary logo of the COCAR is used in most cases.

BEST USED FOR

- Large displays
- Website banners
- Brochures
- Signage

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Secondary Logo

A secondary logo is designed to suit spaces where your primary logo doesn't fit correctly.

BEST USED FOR

- Letterheads
- Social media banners

Brandmarks

To be used in place of the logo where an icon can be recognized. This could include social media or merch.

BEST USED FOR

- Social media profile photos
- Footers
- Watermarks



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ADDITIONAL GRAPHICS

Brand Pattern

Brand patterns are an effective and exciting way to create instant brand recognition that carries through your business' physical presence at most touch points.

BEST USED FOR

- Social media or website backgrounds
- Packaging
- Print collateral



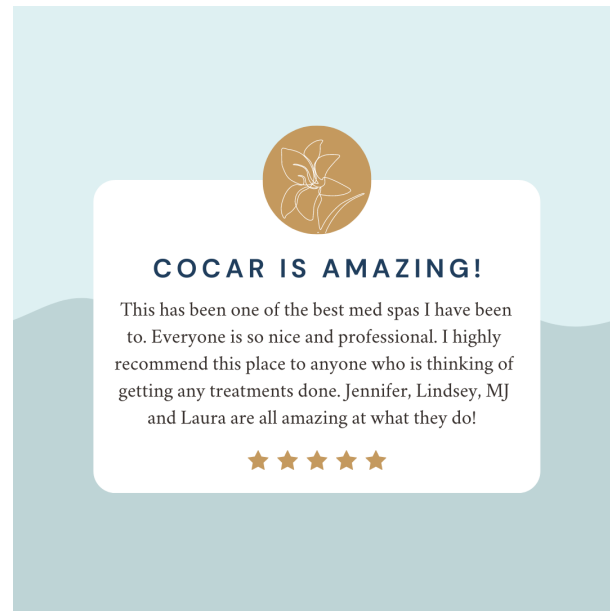
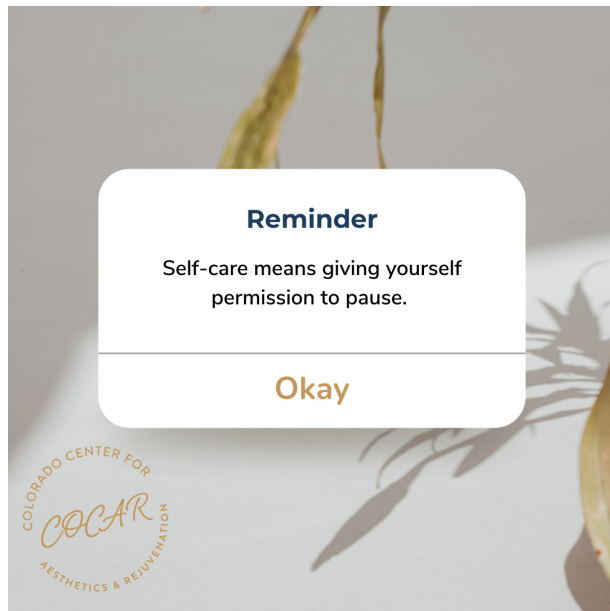
ADDITIONAL GRAPHICS

Supporting Graphics

Additional graphics can be used alongside the branding as a way to enhance this instantly recognizable and unique aesthetic.

BEST USED FOR


- Social media

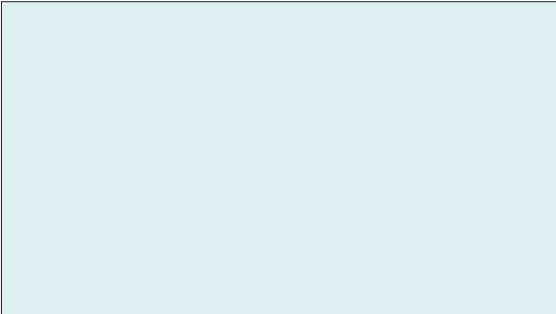


BRAND
STYLING


Color Palette

Color is an integral part of brand identity, consistent use of the color palette will not only reinforce the cohesiveness of the brand, but also serves a psychological purpose by communicating a certain feeling to our audience.

	
NAVY	#1f3d5c
C94 M76 Y40 K30	R31 G61 B92

	
SOFT BLUE	#def0f2
C12 M0 Y4 K0	R222 G240 B242

	
GOLDENROD	#c4995e
C23 M39 Y73 K2	R196 G153 B94

	
GRAY	#a3a3a3
C38 M31 Y32 K0	R163 G163 B163

These fonts are all available
within the Canva Application.

Crimson Roman-Bold

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ ! # \$ % ^ & * () { } [] : ; ' , . ? /

MONTSERRAT

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ ! # \$ % ^ & * () { } [] : ; ' , . ? /

Moontime

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ ! # \$ % ^ & * () { } [] : ; ' , . ? /

BRANDING BY:

Georgia Barrett

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