



BRANDBOOK

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01

OUR COMPANY

Tagline

THE SCIENCE OF
LIVING BEAUTIFULLY.



PRIMARY CARE



HEALTH + GLOW

The science of living
beautifully



MEDSPA

PRIMARY CARE

A personalized approach to the science of good health.

MEDICAL SPA

A personalized approach to the science of beauty and wellness.

PRIMARY CARE

Clinical care for health and wellness,
inside and out.



MEDICAL SPA

Self-care for that touch of everyday
glamour, inside and out.



Who We Are

We are a Tampa-based medspa and primary care facility taking a personalized approach to the science of beauty and wellness.

We like to think of ourselves as informative and fun. Sometimes we get a little playful when talking about our medspa treatments, promotions, and day-to-day life. But we do like to keep things a little more straightforward when it comes to our primary care.

We believe that the science of living beautifully should be accessible to all, that's in location, offerings, representation... everything. A little effort goes a long way to make you look and feel beautiful. Health + Glow wants to help you with that.



Meet The Team

MEET

DR. SWAPNA KALLIKADAN

FOUNDER & MEDICAL DIRECTOR

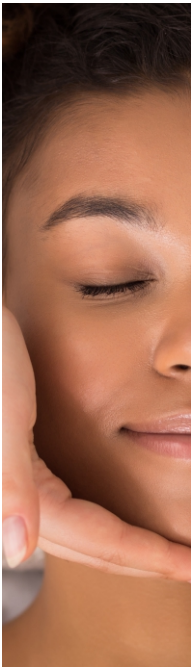
Dr. Swapna M. Kallikadan is a female internist with over 15 years of experience. She received her medical degree from Johann Wolfgang Goethe Universitat, Frankfurt, Germany. She then did her residency at Drexel University, Philadelphia, Pennsylvania. Dr. Kallikadan is board certified with the American Board of Internal Medicine (ABIM) and is a fellow of Aesthetic Medicine by the American Board of Anti-Aging/Regenerative Medicine (ABAARM). Dr. Kallikadan has vast medical knowledge acquired from working in Germany, India, New York, Pennsylvania and Florida.



"I believe that the science of living beautifully should be accessible to all, that's in location, offerings, representation... everything. A little effort goes a long way to make you look and feel beautiful. I want to help you with that."

02

BRAND PERSONALITY



Brand Descriptors

+ RESULTS-ORIENTED

Efficacious, Transformative, Clinical

+ EVERYDAY GLAMOUR

Easy Luxury

+ SELF-CARE

Necessity vs. Luxury

+ HONESTY

Transparent, Real, Authentic

+ CUTTING-EDGE

Modern, Tech Savvy, Trendsetting

+ MILLENNIAL-MINDED

Youthful, Cool, Online Booking & Shopping

+ APPROACHABLE

Friendly, Warm, Inviting, Open

+ EMPOWERING

Inspires, Supports Good Habits

Brand Descriptors

NEW SCIENCE

Utilizing cutting-edge technology to visibly and immediately improve the skin.

- Results-Oriented Skin Treatments
- Clinical Skincare Products
- Millennial-Minded Technology
- Presence of a Medical Professional

EVERYDAY GLAMOUR

Glamour is the idea of elevating the everyday. When a woman is glamorous, she possesses ease, confidence, fun, individuality and a hint of cool.

- Monthly Skin Maintenance
- Bio-identical Hormones
- Skincare & Beauty Memberships
- Any & All Needs

SELF-CARE

Happy, healthy lifestyle habits rooted in the philosophy that caring for oneself is never a luxury nor an indulgence.

- Easy Lifestyle Integration
- Accessible & Inclusive
- Promotes Good Health & Habits
- The New Normal

03

BRAND SPECS

Logo

Main Logo



Logo

Main Logo +

Primary Care & Med Spa



HEALTH + GLOW
PRIMARY CARE | MEDSPA



HEALTH + GLOW
PRIMARY CARE | MEDSPA

Logo

Lettermark

HEALTH + GLOW

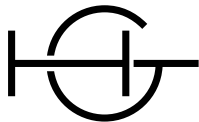
HEALTH + GLOW

Logo
Mark



Logo

BW & Negative Colour



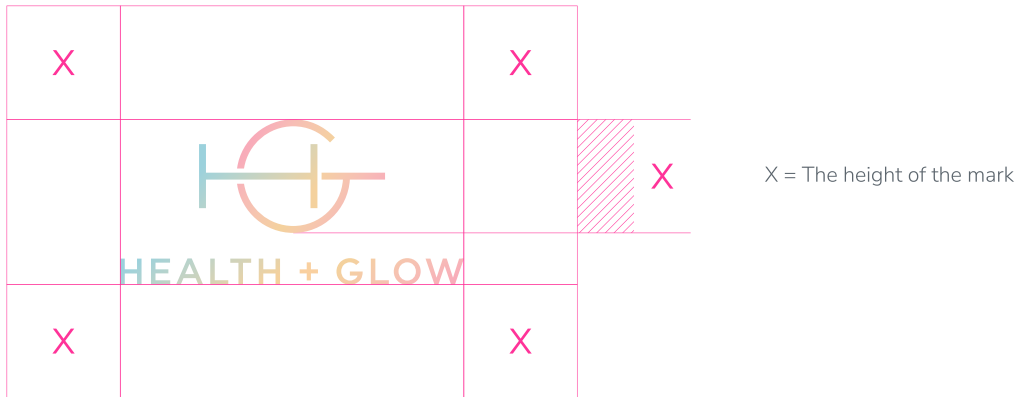
HEALTH + GLOW



HEALTH + GLOW

Logo

Clear Space



Always leave a clear space on all sides, wherever the logo is used. This is to ensure that the logo has maximizes visibility and impact. Please allow adequate spacing at all times.

Logo

Incorrect Logo Usage



DO NOT SCALE DISPROPORTIONATELY
Always keep the correct aspect ratio when scaling the logo.



DO NOT RECOLOR
Keep existing logo colors.



DO NOT ROTATE OR FLIP
Do not flip or rotate the logo at any angle other than 90.



DO NOT ADD EFFECTS
Drop shadows, bevels, glows, etc. Must not appear on the logo.



DO NOT DISTORT
Distortion, perspective effects, or warping the logo is not allowed.



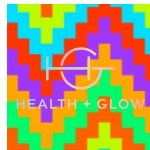
DO NOT USE CONTRAST BACKGROUND
Do not place the logo on a color that does not provide adequate contrast.



DO NOT CHANGE THE FONT
Elements from this logo family are not allowed to be changes.



DO NOT ADD ELEMENTS
Follow clear space guidelines



DO NOT USE A BUSY BACKGROUND
Do not place the logo on an image that is overlay busy.

Colour

PANTONE 629 C

RGB 155\211\221

HEX #9BD3DD



PANTONE 700 C

RGB 242\172\185

HEX #F2ACB9



Colour

PANTONE 155 C

RGB 239\209\159

HEX #EFD19F



PANTONE 431 C

RGB 92\101\110

HEX #5C656E



Typography

NUNITO SANS is our primary font used across all social media and marketing platforms. Usage should support the brand's personality of everyday glamour and millennial-minded messaging.

Nunito Sans Normal we use for all body text and the majority of brand communication. We also incorporate Nunito Sans Bold + Thin in our social media, as long as brand copy remains easy to read.

Nunito Sans Black we use for headlines.

We use "+" NOT "&" for the short hand "and" symbol to match the logo.



For social media, we also use the font BRITTANY for titles or emphasis on certain words/phrases.

Canva Specifications:

- Yellow Only: #EFD19F
- Effect: Neon
- Intensity: 100

Nunito Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910

!@#\$%^&*()

Nunito Sans Light - *Italic*

Nunito Sans Normal - *Italic*

Nunito Sans Bold - *Italic*

Nunito Sans Black - *Italic*

Title

Lorem Ipsum

Lead

What is Lorem Ipsum?

Paragraph

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Button

Get Started

Link

[Learn more](#)

Brand Tone

STONE OF VOICE + STYLE

- Informative + Fun
- Sometimes we get a little irreverent about our medspa treatments, promotions, and day-to-day life.
- We do like to keep things a little more straightforward when it comes to our primary care
- Trendy language okay by us. We're a Millennial brand who is totally chill with Gen Z. 😊



Image Vibes

