



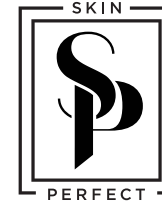
LOGO STYLE GUIDE

LOGO FORMATS

Skin Perfect is a leader in the Medical Aesthetics industry, valuing client relationships and demonstrating expertise in their field. The logo and brand mark convey a high-end experience while also emanating precision and beauty. In order to maintain a consistent brand feel, follow the given guidelines in all applications of the logo.

The Skin Perfect logo can be used in the following formats only. Usage depends on the medium being used. As a rule of thumb, use the logo that provides the best legibility. For example: on the website, the horizontal logo would most likely be best suited because of its composition.

STACKED



HORIZONTAL



CENTERED



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MEDICAL AESTHETICS



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PRIMARY LOGO COLOR USAGE

The Skin Perfect logo should primarily be used in the following color options.



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SINGLE COLOR LOGO USAGE

In some design situations, single color usage is the appropriate solution. In addition to all black, the logo may also be used in all white and all gold. A great example would be on a Google ad that uses a dark photo in the background.

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SINGLE COLOR LOGO USAGE

(CONT.)

To the right are examples of the logo used in solid black and gold. If using a colored background, only use specified colors from the given palette.



CLEAR SPACE

When using the Skin Perfect logo, it is important to leave enough clear-space around the logo to allow for visual separation from other design elements. This helps to avoid brand confusion and maintain a high-end brand experience.

As a rule of thumb, use the height of the Skin Perfect icon to determine the minimum amount of clear space that should be around the logo at all times.



COLOR PALETTE

Skin Perfect's color palette lends itself to the high end experience that they offer their clientele. The primary palette of black and gold should be used most often. The secondary colors in the palette will help to support and elevate the primary palette.

PRIMARY COLOR PALETTE

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000

CMYK: 21 / 27 / 54 / 0
RGB: 205 / 179 / 131
HEX: #cdb383

SECONDARY COLOR PALETTE

CMYK: 0 / 0 / 0 / 90
RGB: 65 / 64 / 66
HEX: #414042

CMYK: 0 / 0 / 0 / 72
RGB: 105 / 106 / 109
HEX: #696a6d

CMYK: 0 / 0 / 0 / 43
RGB: 161 / 163 / 166
HEX: #a1a3a6

CMYK: 21 / 27 / 54 / 31
RGB: 151 / 133 / 98
HEX: #978562

CMYK: 17 / 21 / 43 / 0
RGB: 213 / 193 / 153
HEX: #d5c199

CMYK: 10 / 13 / 26 / 0
RGB: 228 / 214 / 189
HEX: #e4d6bd

CMYK: 0 / 9 / 11 / 3
RGB: 245 / 225 / 212
HEX: #f5e1d4

CMYK: 0 / 4 / 6 / 0
RGB: 255 / 243 / 234
HEX: #fff3ea

CMYK: 0 / 2 / 4 / 0
RGB: 255 / 248 / 241
HEX: #fff8f1

INCORRECT USAGE

Altering logos can have damaging effects on a brand's image. Consistency is extremely important because many times, a logo is the first thing a customer sees. Consistency is an indicator that a client can trust a certain brand. Keep this in mind when using the Skin Perfect logo and avoid these common mistakes.



THE REFRESH BAR LOGO

Follow the same color usage and application rules as the primary Skin Perfect Logo.



SKIN PERFECT
MEDICAL AESTHETICS + THE REFRESH BAR



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MEDICAL AESTHETICS + THE REFRESH BAR



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MEDICAL AESTHETICS + THE REFRESH BAR

THE AESTHETIC IMMERSION LOGO

A unique logo designed to represent The Aesthetic Immersion, and differentiate it from the master Skin Perfect brand.



THE
AESTHETIC
iMMERSION

TYPE FACE

Use these guidelines when using text across all documents, digital assets, etc.

LOGO FONTS

Gotham

DOCUMENT FONTS

Glacial Indifference

Tahoma

DECORATIVE FONTS

Estefin