

GRAPHIC STANDARDS




Beautologie
COSMETIC SURGERY AND MEDSPA

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IDENTIFICATION STANDARDS MANUAL & STYLE GUIDE

In order to protect the integrity ownership of the *Beautologie* service mark and logo, the following specifications and restrictions should be observed at all times unless otherwise approved by the Communications Director.

CONTACT INFORMATION: For any questions or inquires, contact the Communications Director by calling xxx.xxx.xxxx or by emailing xxxxxx@beautologie.com

FORMAL NAME USE:

ACCEPTABLE:

- Beautologie Cosmetic Surgery and Medspa
- Beautologie

NOT ACCEPTABLE:

- Beautologie Aesthetics
- Beautologie Medspa

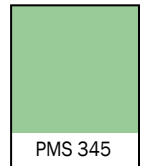
PRIMARY COLOR PALETTE:

The preferred Beautologie logo is two-color (green & pink). The mark must always appear in the colors described. Acceptable alternative formats include one-color reverse solid black, and solid white reverse out.

PREFERRED FORMAT: 2 COLOR

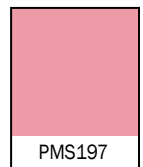
GREEN

Pantone Matching System (PMS) 345
CMYK - C: 42% | M: 2% | Y: 51% | K: 0%
RGB - R: 153 | G:203 | B: 153
HEX - 99cb99



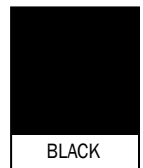
PINK

Pantone Matching System (PMS) 197
CMYK - C: 2% | M: 48% | Y: 19% | K: 0%
RGB - R: 239 | G: 155 | B: 167
HEX - ef9ba7

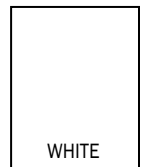


ACCEPTABLE FORMAT: 1 COLOR

BLACK



WHITE REVERSE



EXAMPLES:

HORIZONTAL 2-COLOR LOGO

HORIZONTAL 1-COLOR LOGO



**PRIMARY COLOR
PALETTE / EXAMPLES:
(CONT.)**

2-COLOR LOGO



1-COLOR LOGO



1-COLOR LOGO / REVERSE OUT



PROPER LOGO USE:

The Beautologie logo should not be reduced to less than the width of one-and-one-half inches for readability purposes.

EXAMPLE



LOGO USAGE WITH OTHER LOGOS:

When appearing with any other organization's logo, the Beautologie logo should normally appear before any other logos and should be at least equal in size and color (if the other logos are in color) unless otherwise approved by the Communications Director. The logo should always be aligned horizontally with the other logos whenever possible.

EXAMPLE



ACCEPTABLE SCREENING OF THE LOGO:

The Beautologie logo may be screened as a watermark, or the butterfly icon may be used by itself, when used as a special design treatment.

EXAMPLE



30% Screen Tint of Butterfly



30% Screen Tint full, solid black 1-color logo

PROPER LOGO USE:
(Continued)

NEVER substitute the corporate colors.

EXAMPLE



NEVER reposition logo elements.

EXAMPLE



**ACCEPTABLE
SCREENING OF
THE LOGO:**

NEVER add design elements to the logo.

EXAMPLE



REMEMBER, it is important that the logo never be varied. CD's containing logo files or email attachments are available from the Communications Director by calling XXX-XXX-XXXX or emailing xxxxxxx@beautologie.com.

**ACCEPTABLE
TYPOGRAPHY:**

The primary Beautologie corporate font family is Helvetica Neue. All fonts within the family can be used on all professionally printed materials, external communications, and marketing materials.

Helvetica Neue Ultra Light
Helvetica Neue Ultra Light Italic
Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Regular
Helvetica Neue Regular Italic
Helvetica Neue Bold
Helvetica Neue Bold Italic
Helvetica Neue Condensed
Helvetica Neue Condensed Black

HELVETICA NEUE FAMILY

**ACCEPTABLE
EMAIL SIGNATURE
FONTS:**

Use Helvetica Neue Regular for email signatures as the default font. The following is the standard signature for email communications.

Name
Appropriate Title
Beautologie Cosmetic Surgery and Medspa
XXX-XXX-XXXX ext. XXX

name@beautologie.com
www.beautologie.com

EXAMPLE

BEAUTOLOGIE STATIONARY: LETTERHEAD & #10 ENVELOPES



LOGO POSITIONING

The logo should always be positioned top right on the letterhead or any letter correspondence.

PAPER STOCK & WEIGHT

Classic Crest Text
70 lb. Solar White

TEXT DETAIL

Main body of all letters should use Helvetica Neue 11pt regular font, 95% horizontal scaling, with leading set to 14pts, and spacing between paragraphs set to a leading of 24pts.



PAPER STOCK & WEIGHT

Classic Crest Text
70 lb. Solar White

BUSINESS CARDS



PAPER STOCK & WEIGHT

Classic Crest Cover
100lb. Solar White Cover

CONTACT INFORMATION

Contact information should appear in Black.

**ACCEPTABLE COLOR
PALETTE FOR PRINTED
COLLATERAL AND
WEBSITES:**

Please use the following color combination(s) for all PRINT collateral such as brochures, fliers, mailers, posters etc.

OFFSET / CMYK PRINTING

GREEN

CMYK - C: 42% | M: 2% | Y: 51% | K: 0%

PINK

CMYK - C: 2% | M: 48% | Y: 19% | K: 0%

OFFSET / PMS SPOT COLOR PRINTING

GREEN

Pantone Matching System (PMS) 345

PINK

Pantone Matching System (PMS) 197



DIGITAL / RGB PRINTING

GREEN

RGB - R: 153 | G: 203 | B: 153

PINK

RGB - R: 239 | G: 155 | B: 167

ELECTRONIC & WEB APPLICATION

GREEN

HEX - 99cb99

PINK

HEX - ef9ba7

POWERPOINT TEMPLATE

MASTER SLIDE:



INTERNAL SLIDE / CONTENT:



INTERNAL SLIDE / VISUALS:



SLIDE SECTION DIVIDERS:



**WEARABLES &
PROMOTIONAL
PRODUCTS:**

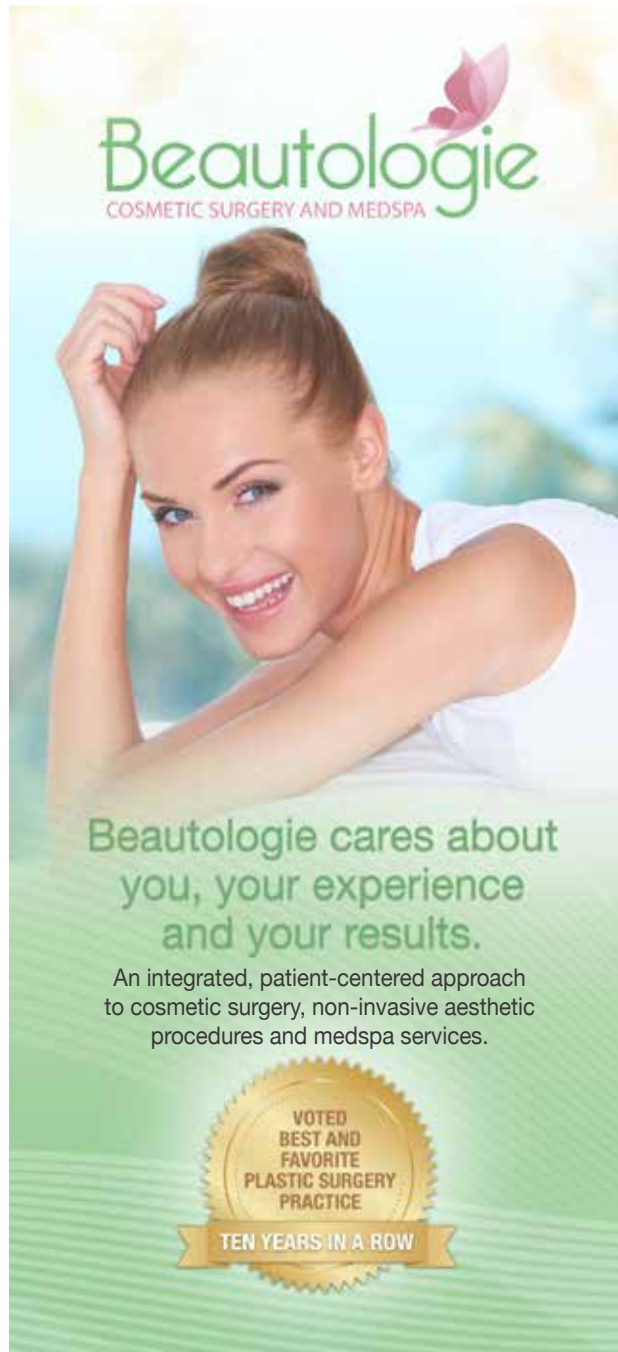
NEED PHOTOS TO GO HERE, CAN YOU FORWARD?

**PHOTOGRAPHIC
STYLE & VISUAL
ASSOCIATIONS:**



**PHOTOGRAPHIC
STYLE & VISUAL
ASSOCIATIONS
(CONT.):**

Beautologie uses several strong visual associations whenever possible. These visual associations help ground the brand and make communications from Beautologie more instantly recognizable. They include the “Green Swosh Pattern,” the “Blurred Gold Lights” and the “Butterfly.” Examples of each are shown in conjunction on a marketing piece below. High resolution images for each can be obtained from our graphic design department.



**VERBAL / WRITTEN
STYLE:**

CARA TO ADD IN PARAGRAPH>>>