

Brand Guidelines for Taylor Northcott Aesthetics

A detailed guide on how to use your logo and graphic consistently, intentionally, and strategically.



A QUICK INTRO

First, why are these guidelines important?

The purpose of these guidelines are simple – to give you all the tools, knowledge and confidence you need to utilize your new logo and hashtag graphic well. As your business grows, you'll need to make more design decisions, and I want you to feel comfortable and empowered to do that. These guidelines outline everything you need to know about your logo, graphic, and more. This is your resource to reference again and again as you maintain a cohesive and consistent brand.



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Creative Strategy

*An overview of the strategy and deeper meaning
that is the foundation of your brand.*



BRAND OVERVIEW

Taylor Northcott Aesthetics helps clients feel confident and look their best with personalized med spa services preformed by a registered nurse injector.



BRAND MISSION

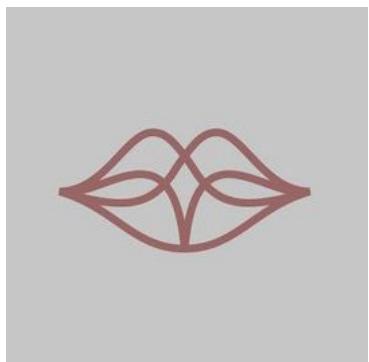
Provide a self-care experience that allows clients to feel relaxed and comfortable¹ as they pamper themselves with our med spa services² – a brand identity that is friendly and comforting yet energetic and exciting.³

This mission statement addresses 3 key things to help keep your brand consistent and strategic:

- (1) how you want to make people feel*
- (2) what your audience is looking for when they come to you / what matters to them*
- (3) words that you want them to associate with your business.*



BRAND VISION



Mood Board

The mood board is a visual guide that depicts the design direction for your brand. Each element on the board should embody some part of your brand including photography style, ideal audience, font styles, etc.



BRAND VALUES

Beauty

To create a more beautiful world is to create a happier world.

Confidence

Inspiring self-confidence in our clients will inspire their confidence in our services.

Excitement

Delighting clients with exciting results is the MOST exciting thing for us.

Vivacity

Life is too short to be dull! Wear the lipstick, be effervescent, and look amazing doing it.

Comfort

Providing a comforting environment for new and existing clients allows them to relax and release their responsibilities, even if just for a bit.



BRAND AUDIENCE

Your audience is 28+ year-old individuals who are looking to feel confident and look their best.¹ They want an aesthetician injector experienced with neuromodulators, fillers, and microneedling but also has the client's best interest in mind.² They are drawn to your qualifications as a registered nurse as well as your personalized and comforting approach.³

Use this description of your audience as a reminder of:

- (1) *what matters to them*
- (2) *what they are looking for*
- (3) *what draws them to you*

Addressing all of these characteristics through your branding, copy and imagery will help you create stronger connections with them.



BRAND MESSAGING

Audience Decision-Making Styles

Most people fall into four different decision-making styles across two different spectra. Use the chart below and the information on the following pages to determine the best messaging strategies to engage your ideal client.





BRAND MESSAGING

Spontaneous Decision-Maker Messaging

The Spontaneous decision-maker loves being a part of the “in-crowd.” They want to know who’s used your service and why. For them, the focus is on the enjoyment of life.

HOW TO MESSAGE TO THE SPONTANEOUS DECISION-MAKER

- *Provide evidence that you are trustworthy and friendly*
- *Show that they are going to be listened to*
- *Show personal attention and interest, make them center of attention*
- *Demonstrate WHY you are the best solution*
- *Support their feelings, interests, and excitement*
- *Provide guarantees and opinions but not options*
- *Let them know they won’t have to worry about the details*
- *They are motivated by the approval, flattery, praise, popularity, or acceptance by others*
- *Avoid feelings of rejection or disapproval*

QUESTIONS YOU’LL NEED TO ANSWER

- *How can you provide what I’m looking for quickly?*
- *Is your service the best?*
- *Can I customize your offering?*
- *Can you help me narrow down my choices?*
- *Can you make this process easy on me?*
- *How will this let me enjoy life more?*

Visual Identity Guidelines

*An overview of the logo that represent
your brand and how to use it.*

PRIMARY LOGO



PRIMARY LOGO INVERSE





PRIMARY LOGO STRATEGY

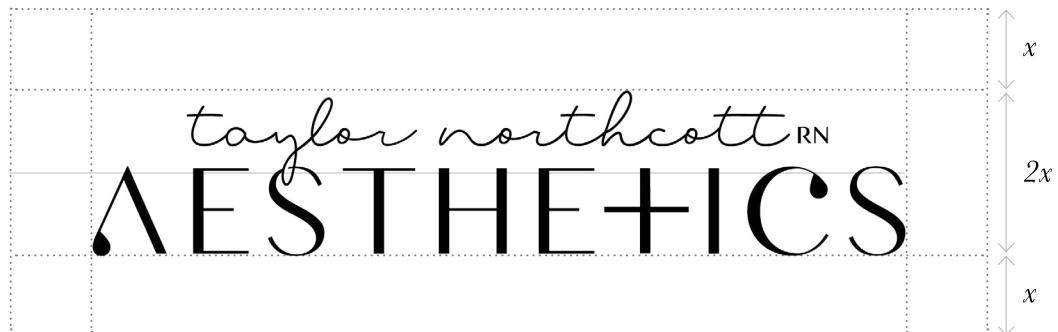
taylor northcott^{RN}
ΛESTHΕ+ΙCS

This logo juxtaposes a handwritten script typeface with an elegant sans-serif typeface creating a friendly and comforting approach to the high-end, luxurious beauty and med spa industry.

The modifications to “Aesthetics” serve two specific purposes. The droplets on the “A” and “C” evoke subtle imagery of the medspa services you offer. And to convey your expertise as a nurse, the second “T” in “aesthetics” has been modified to resemble the medical cross symbol.



PRIMARY LOGO GUIDELINES



Your primary logo and should be used for most applications, representing your business in formal settings including but not limited to: business cards, letterheads, invoices, presentations and website pages.

Min. Width: 2.25 in, 150 px

..... Whitespace to be allowed

The area around the logo should always have a generous clearspace so that logo is not crowded or constrained by external elements. The diagrams here show the minimum amount of space that should surround the marks.



taylor northcott^{RN}
AESTHETICS



taylor northcott^{RN}
AESTHETICS

HASHTAG GRAPHIC

#TOXED
by tay

HASHTAG GRAPHIC INVERSE

#TOXED
by tay



HASHTAG GRAPHIC STRATEGY

#TOXED
by tay

This hashtag graphic feels bold and confident, while retaining a high-end elegance. It borrows the droplet symbol from the primary logo to convey your medspa services and consistently uses the script font for your name.



HASHTAG GRAPHIC GUIDELINES



Your hashtag graphic should be used for most digital applications, including social media posts, social media profile banner images. It can also be used in print marketing collateral such as: postcards, business cards, etc.

Min. Width: 1 in, 100 px

..... Whitespace to be allowed

The area around the graphic should always have a generous clearspace so that logo is not crowded or constrained by external elements.

The diagrams here show the minimum amount of space that should surround the marks.



#TOXED
by tay



VISUAL IDENTITY GUIDELINES

Logo and Graphic Don'ts

In order to maintain consistency, the following uses are not permitted. None of the logo or graphic marks should not be altered, stretched or have any effects applied. These effects include drop shadows, glows, strokes, etc.

In addition, they should not be rotated, titled or skewed.



⊗ *Don't horizontally stretch the logo.*



⊗ *Don't vertically stretch.*



⊗ *Don't skew or shear.*



⊗ *Don't use drop shadows.*



⊗ *Don't use on dark backgrounds. Only white or light-colored versions in these cases.*



⊗ *Don't use unapproved colors.*

AM

BRAND FONT

apothecary

A P O T H E C A R Y T Y P E W R I T E R

Apothecary is a modern stylish font duo that includes a sweet flowing script font and a typewriter font made from an authentic typewriting.

A
M

APOTHECARY REGULAR

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a b c d e f g h i j k l

m n o p q r s t u v w x y z

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! @ # \$ % & * () { } [] : ? ^ `

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APOTHECARY TYPEWRITER REGULAR

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03

collateral & applications

*An overview of how to use your branding elements
on collateral and different applications.*



PRINT COLLATERAL

The image displays a collection of print collateral items. On the left, a gold-colored envelope with a circular seal and a small white card protruding from its top flap. To the right of the envelope is a white rectangular card with rounded corners. At the top of this card is a circular seal with a small gold emblem. Below the seal, the text "taylor northcott RN" is written in a cursive script, followed by "AESTHETICS" in a bold, sans-serif font. Underneath this, there is a section for personal information: "Today, Month, 0000", "FIRSTNAME LASTNAME", "Title Here", "5555 N Streetname", and "City, ST 44444". The main body of the card contains several paragraphs of placeholder Latin text. At the bottom, it says "Sincerely," followed by a line for a signature and the placeholder "Business Name". A copper-colored pen lies vertically next to the envelope. The background is a light beige color.

Today, Month, 0000

FIRSTNAME LASTNAME
Title Here
5555 N Streetname
City, ST 44444

Greeting,

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Sincerely,

Signature Here

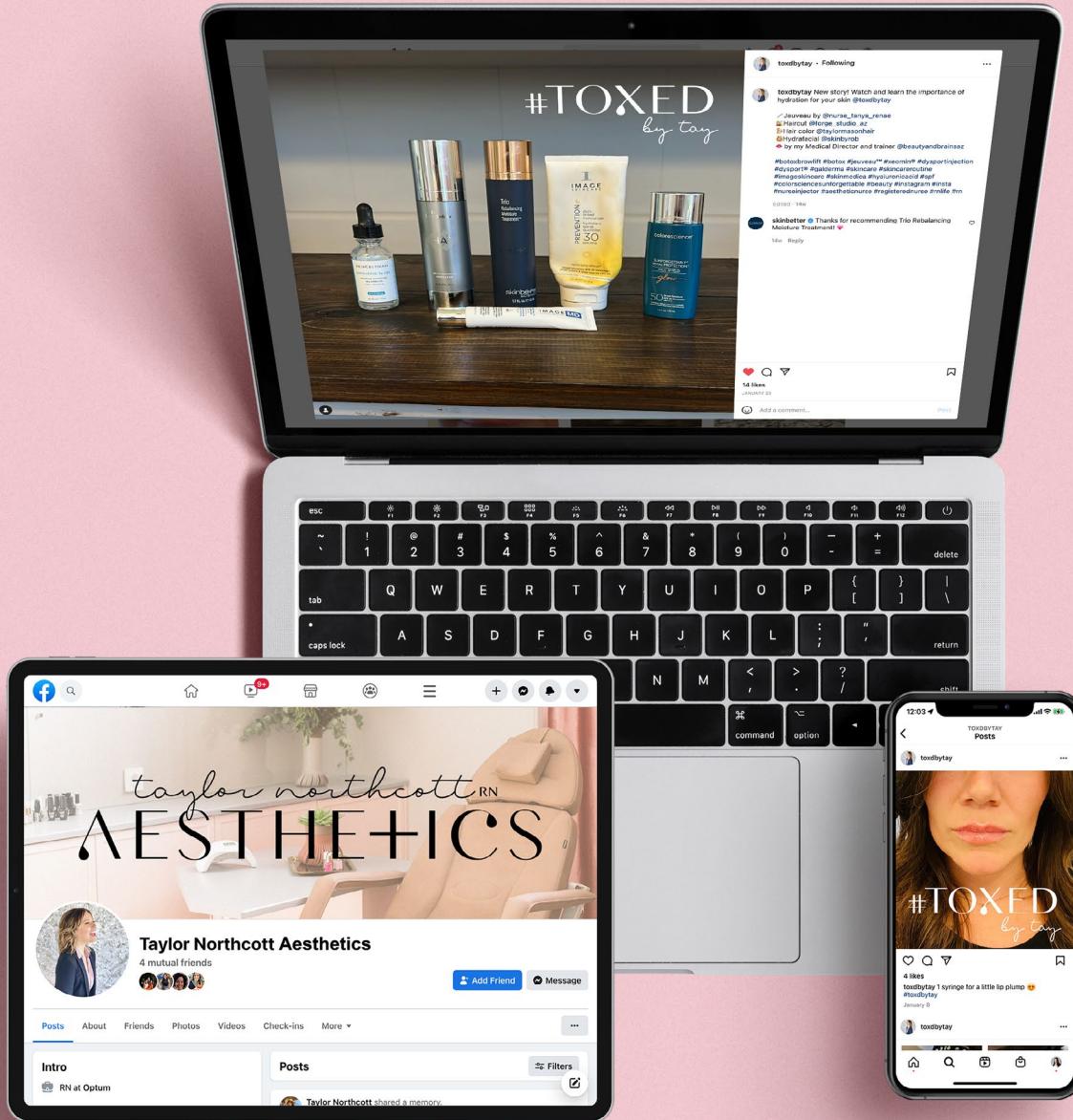
Business Name

taylor northcott RN
AESTHETICS

#TOXED
by tag



DIGITAL COLLATERAL



Final File Setup

A quick preview at how your final files will be organized.



FINAL FILES SETUP

Your final deliverables will include the following:

- (1) Primary Logo in black and white
- (2) Hashtag Graphic in black and white
- (3) Your purchased brand fonts
- (4) Brand Guidelines document

Download your final deliverables by clicking the button below.

DOWNLOAD FINAL FILES

Link will expire in 30 days.

~ Make sure to save all files on your own device so you always have access to them. ~



FINAL FILES SETUP

An overview of how your files are organized.



TAYLOR NORTHCOTT AESTHETICS - IDENTITY



01 LOGOS FOR WEB (RGB)

This folder will include all of your brand elements for web or digital use. They will all be in PNG format, which has a transparent background and will load quickly on your website. JPG files are also included.



02 LOGOS FOR PRINT (CMYK)

This folder will include all of your brand elements for print use. They will all be in EPS format, which has a transparent background and loads as a vector image, meaning it will never appear pixelated. JPG files are also included.



03 FONTS

This folder will include all of your brand fonts for you to install on your own computer. To install them, simply double-click on the font file and it should open an option to add it to your computer font library.



04 COLLATERAL

If applicable to your project, this folder will include files for all of your collateral pieces + any other extra assets that I have created for you.



A L I Y A M O O D
D E S I G N S

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