

SP 19 | Brand Guidelines *for* Beautiful

SkinPerfect

SkinPerfect
UNIVERSITY™

SkinPerfectMD™

colore
ME PERFECT



Welcome!

We believe in an educated, action-oriented approach to beauty.

Our skin is such an incredible and gorgeous organ that needs continuous care and attention. Image Wellness is a phrase we coined to describe our philosophy on beauty. We believe in an educated, action-oriented approach. We help clients identify their natural physical traits, then help them understand how to best embrace and enhance their unique beauty. As clients embrace the journey of Image Wellness, there is a transformation that happens not only on the outside, but also on the inside. Having great skin and beautiful makeup that enhances natural skin tone helps clients feel more beautiful, perfects makeup, compliments fashion, and offers internal confidence.



contents

**Brand is more than a logo,
a product or a service.
It lives in people's hearts
and minds.**

Our story



Hi, I'm Jaclyn Peresetsky and I am truly passionate about beauty.

As a student at the Columbus College of Art and Design I focused on color and portraiture. I basically studied faces. I love everything about the intricacies and the differences in all of the faces I painted.

After CCAD, I earned advanced training as an esthetician and went on to work in a well-known plastic surgery practice where I focused on skin health at a cellular level. There I learned what could be done to improve skin quality and radiance. **It hit me! I love color, the human form and I now had a robust understanding of skin health - Skin Perfect Image Wellness Spa was born!**

As an esthetician and color specialist, I heard the same question again and again "What are the perfect colors for me when it comes to makeup and fashion?" It was time to create a tool that would give people the right answer and **Colore Me Perfect, a unique color analysis system and makeup line, was created.**

As a business owner, global educator and presenter I heard time and again that estheticians were craving knowledge and certification for more advanced procedures. I was receiving weekly requests to train spas across the US. **I knew it was time to create a state-of-the-art training facility that would offer unparalleled education for beauty professionals - Skin-Perfect University was created.** With a focus on advanced training in Permanent Makeup, Makeup, Esthetics, Lash and Brow Pro in addition to training in color focusing on Colore Me Perfect - our unique color analysis system and makeup line we are now educating students from around the US.



Need SPMD info.



Our brand attributes



Our brand is shaped by the personality of our company
— traits that characterize how we do business. These traits capture the spirit and culture of our company and should be reflected in our voice and visuals.

Passionate

Customized

Innovative

Entrepreneurial

Authentic

OUR STANDARD IN EVERYTHING WE DO

Curiosity

Our brand values



Our brand is shaped by the values we embrace as a company in everything we do for our customers, within the esthetics industry, for our students and for each other.

Customer Commitment

We develop relationships with our clients. We care about their lives and their skin and strive to help them to feel uniquely beautiful.

Quality

We provide customized products and unsurpassed service that, together, deliver results and value to our clients and students.

Respect

We value and respect each other. We care about the growth and development of each team member individually and professionally.

Honesty

We are honest in our thoughts, actions and words. We are personally accountable for delivering results.

Entrepreneurial

We are never satisfied with the status quo. We listen, watch, learn and refine the way we work, relate and do business.

Education

We actively seek to understand the newest technologies, procedures, skin care products and cosmetics then we passionately share new knowledge with our students, clients and within our industry.

Our voice should reinforce the SkinPerfect brand promise and reflect our personality in a clear, consistent way. This means speaking with one voice.

Voice is WHAT we say

- Our messaging and content

Voice is HOW we say it

- Our tone and style

Our writing style



Our tone of voice is further represented in copywriting style. Please keep these guidelines in mind as you write:

Be precise and to the point.

- Let the audience know why the information matters to them and what they're being asked to do.
- Organize copy in a way that's easy for the audience to navigate.
- If we want people to take action, give them clear and complete direction.
- Keep it short and use bullet points, call-outs and typography to draw emphasis.
- Omit unnecessary words.
- Reserve narrative style for long-form copy like testimonials.

Be clear, consistent and appropriate to the audience.

- Use language that's clear and understandable, authentic, friendly and warm.
- Keep it conversational and respectful.
- Use contractions (we're versus we are, for example) unless you're looking to emphasize a point.
- Be friendly and easy to understand.
- Do not "over write"

Always use active voice.

- Use active voice, i.e., "We created skincare products to..." rather than "Products were created to..."
- Use "we" and "our" in all written and spoken formats.

Our boilerplate

Our boilerplate



SkinPerfect is an innovative team of skincare professionals dedicated to offering procedures and products that deliver results. Colore Me Perfect is our patented color analysis system designed to determine a individuals unique skin tone then offer a color palette and cosmetics that will enhance their natural beauty. Skin Perfect University is a state-of-the-art facility offering advanced training in Permanent Makeup, Makeup and Cosmetics, Esthetics, Lash and Brow Pro and Color. SkinPerfect-MD is our partnership with plastics and dermatology practices to offer results driven procedures and products in tandem with more aggressive dermatological treatments. Our suite of companies is designed to meet clients, professionals, students and physicians in pursuit of natural beauty.

Our look and feel is a collection of visual elements all working together to create brand recognition and consistency across multiple touchpoints and mediums.

logo
color
photography
pattern
type
iconography
correspondence
social media

SkinPerfect logo

Our logos are the key building blocks of our identity — the primary visual element that identifies us.

RECOMMENDED FORMATS

.eps | .ai | .png | .jpg



Confirm which logo is the “Best Choice” With or without the tagline.

BEST
CHOICE

1 COLOR LOGO
OR REVERSE

SkinPerfect

SkinPerfect

ALWAYS spelled
SkinPerfect

GOOD
CHOICE

2 COLOR LOGO +
TAG +

SkinPerfect

IMAGE WELLNESS SPA

Note: If the tagline copy size drops below 3 point, eliminate the tagline and just use the logo.

CLEARSPACE



CALCULATION

To work out desired clear space, use the height of the capital “S” in our logo. Stack the S and rotate 90° to get ideal clear-space.

Colore Me Perfect logo

Our logo is the key building block of our identity — the primary visual element that identifies us.

RECOMMENDED FORMATS

.eps | .ai | .png | .jpg



Confirm logo color moving forward.

BEST CHOICE

1 COLOR LOGO OR REVERSE

colore
ME PERFECT



ALWAYS spelled
Colore Me Perfect

GOOD CHOICE

2 COLOR LOGO + TAG +

colore
ME PERFECT
ANALYSIS & COSMETICS

colore
ME PERFECT
ANALYSIS & COSMETICS

colore
ME PERFECT
ANALYSIS & COSMETICS

Note: If the tagline copy size drops below 3 point, eliminate the tagline and just use the logo.

CLEARSPACE



CALCULATION

To work out desired clear space, use the height of the lower case "l" in our logo. Stack the l and rotate 90° to get ideal clearspace.

SkinPerfect University logo

Our logos are the key building blocks of our identity — the primary visual element that identifies us.

RECOMMENDED FORMATS

.eps | .ai | .png | .jpg



1 COLOR LOGO
OR REVERSE

SkinPerfect
UNIVERSITY™



ALWAYS spelled
SkinPerfect University

CLEARSPACE



CALCULATION

To work out desired clear space, use the height of the capital "S" in our logo. Stack the S and rotate 90° to get ideal clear-space.

SkinPerfectMD logo

Our logos are the key building blocks of our identity — the primary visual element that identifies us.

RECOMMENDED FORMATS

.eps | .ai | .png | .jpg



1 COLOR LOGO
OR REVERSE

SkinPerfectMD™

SkinPerfectMD™

ALWAYS spelled
SkinPerfectMD

CLEARSPACE



CALCULATION

To work out desired clear space, use the height of the capital "S" in our logo. Stack the S and rotate 90° to get ideal clear-space.

Our logos – integrity

DO NOT change the color, stylize, animate, draw or alter our logo. This compromises its integrity – the logo is sacred – and detracts from brand consistency.

SkinPerfect

DO NOT change the colors of our logos.

SkinPerfect

SkinPerfect

DO NOT skew, pinch or stretch our logos.

SkinPerfect

SkinPerfect

DO NOT attempt to recreate the logos.

SkinPerfect

DO NOT change the spatial relationship of our logos.

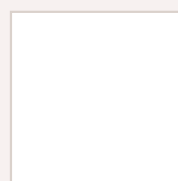
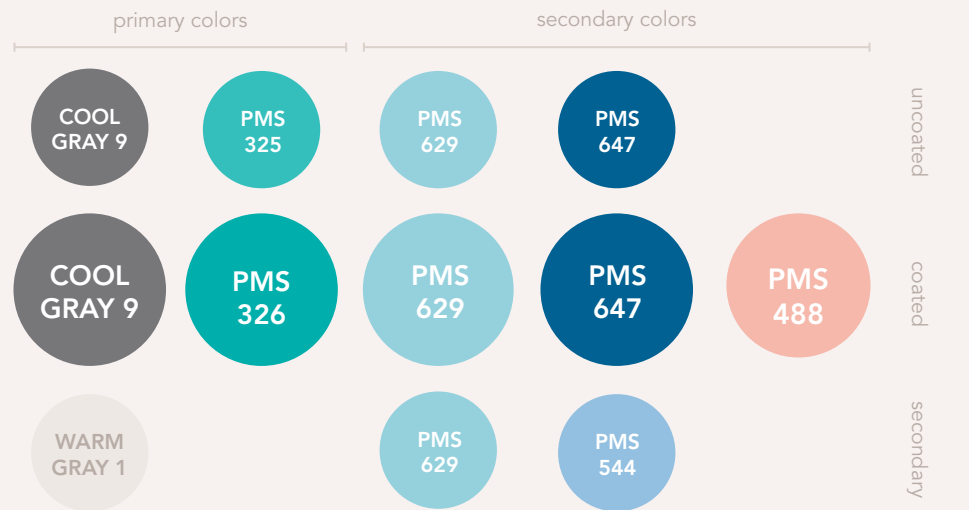
SkinPerfe[✶]t

DO NOT add elements to our logos.

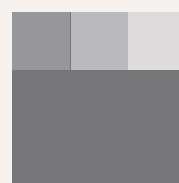
SkinPerfect

SkinPerfect color palette

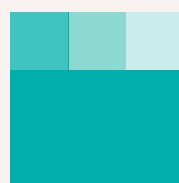
Color plays an important role in our identity program. Consistent use of these colors will contribute to a recognizable and harmonious look and feel across multiple touchpoints.



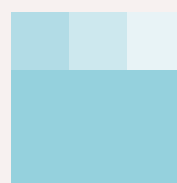
PAPER WHITE
 RGB 255, 255, 255
 HEX/HTML FFFFFFFF
 CMYK 0, 0, 0, 0



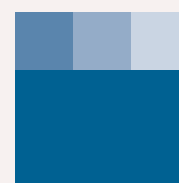
PMS COOL GRAY 9
 RGB 117, 120, 123
 HEX/HTML 75787B



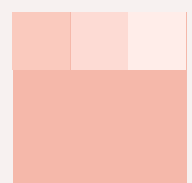
PMS 326
 RGB 0, 178, 169
 HEX/HTML 00B2A9
 CMYK 81, 0, 39, 0



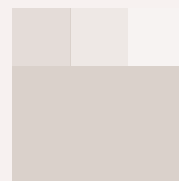
PMS 629
 RGB 155, 211, 221
 HEX/HTML 9BD3DD
 CMYK 36, 0, 9, 0



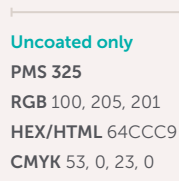
PMS 647
 RGB 35, 97, 146
 HEX/HTML 236192
 CMYK 96, 54, 5, 27



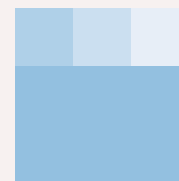
PMS 488
 RGB 236, 186, 168
 HEX/HTML ECBAA8
 CMYK 0, 31, 26, 0



PMS WARM GRAY 1
 RGB 215, 210, 203
 HEX/HTML D7D2CB
 CMYK 3, 3, 6, 7



Uncoated only
PMS 325
 RGB 100, 205, 201
 HEX/HTML 64CCC9
 CMYK 53, 0, 23, 0

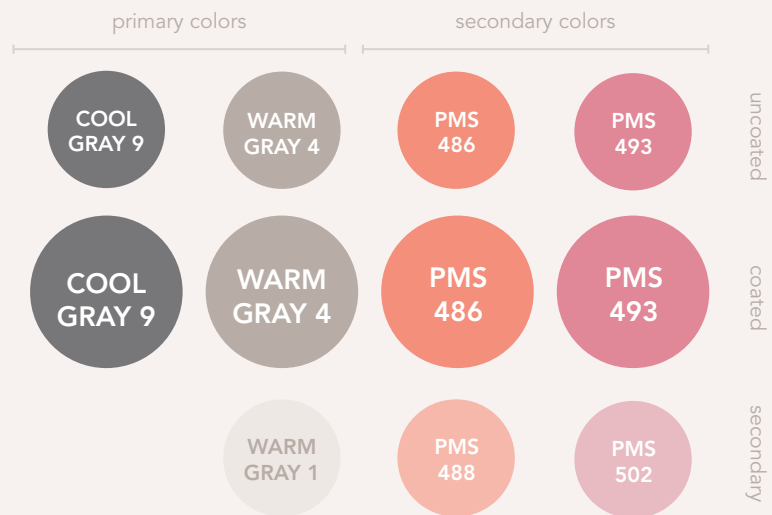


PMS 544
 RGB 189, 214, 230
 HEX/HTML BDD6E6
 CMYK 27, 4, 1, 1

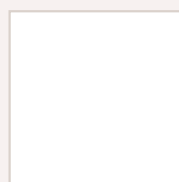


Colore Me Perfect color palette

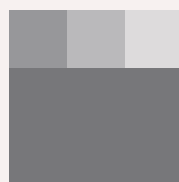
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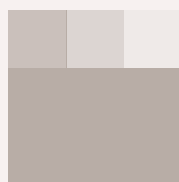
Confirm logo color moving forward.



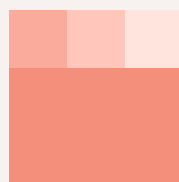
PAPER WHITE
 RGB 255, 255, 255
 HEX/HTML FFFFFFFF
 CMYK 0, 0, 0, 0



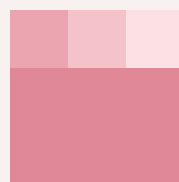
PMS COOL GRAY 9
 RGB 117, 120, 123
 HEX/HTML 75787B



PMS WARM GRAY 4
 RGB 182, 173, 165
 HEX/HTML B6ADA5
 CMYK 11, 13, 15, 27



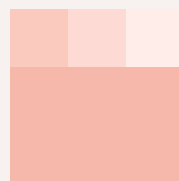
PMS 486
 RGB 232, 146, 124
 HEX/HTML E8927C
 CMYK 0, 55, 50, 0



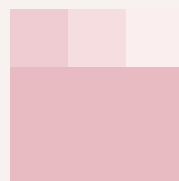
PMS 493
 RGB 220, 134, 153
 HEX/HTML DC8699
 CMYK 2, 57, 17, 3



PMS WARM GRAY 1
 RGB 215, 210, 203
 HEX/HTML D7D2CB
 CMYK 3, 3, 6, 7



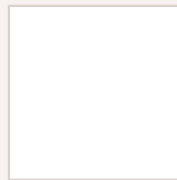
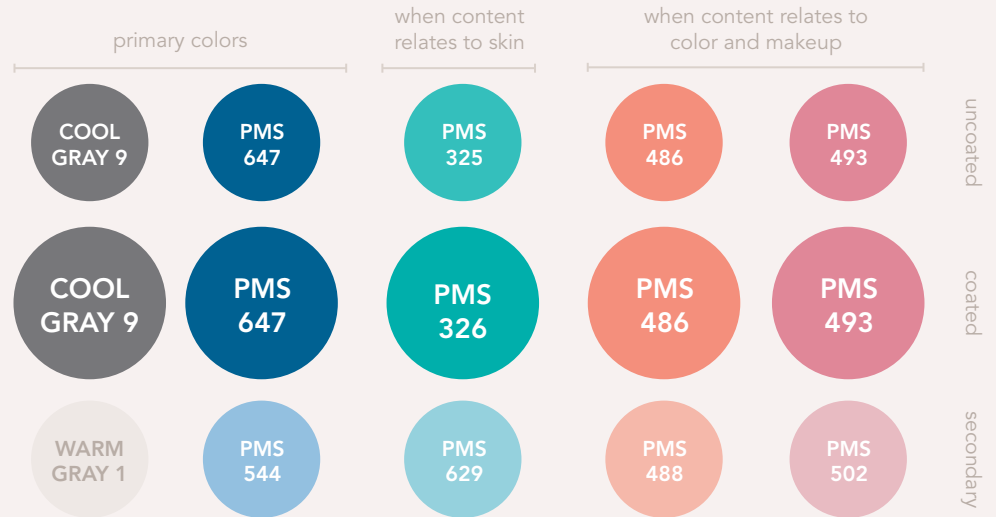
PMS 488
 RGB 236, 186, 168
 HEX/HTML ECBAA8
 CMYK 0, 31, 26, 0



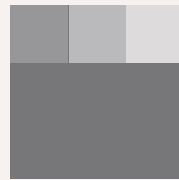
PMS 502
 RGB 229, 186, 193
 HEX/HTML E5BAC1
 CMYK 0, 26, 9, 1

SkinPerfect University color palette

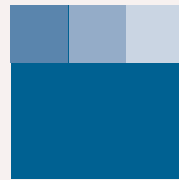
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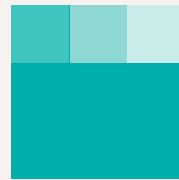
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 HEX/HTML FFFFFFFF
 CMYK 0, 0, 0, 0



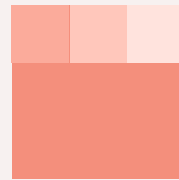
PMS COOL GRAY 9
 RGB 117, 120, 123
 HEX/HTML 75787B



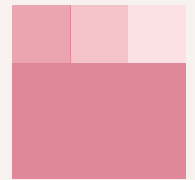
PMS 647
 RGB 35, 97, 146
 HEX/HTML 236192
 CMYK 96, 54, 5, 27



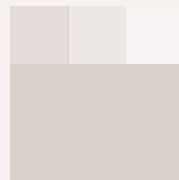
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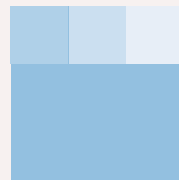
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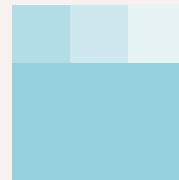
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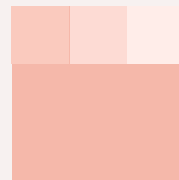
PMS WARM GRAY 1
 RGB 215, 210, 203
 HEX/HTML D7D2CB
 CMYK 3, 3, 6, 7



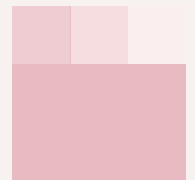
PMS 544
 RGB 189, 214, 230
 HEX/HTML BDD6E6
 CMYK 27, 4, 1, 1



PMS 629
 RGB 155, 211, 221
 HEX/HTML 9BD3DD
 CMYK 36, 0, 9, 0



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 RGB 236, 186, 168
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 RGB 229, 186, 193
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 CMYK 0, 26, 9, 1

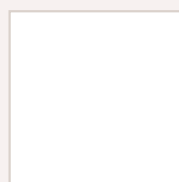
Uncoated only

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 CMYK 53, 0, 23, 0

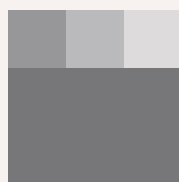
SkinPerfectMD.

SkinPerfectMD color palette

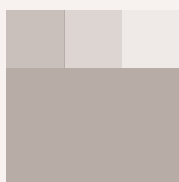
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PAPER WHITE
 RGB 255, 255, 255
 HEX/HTML FFFFFFFF
 CMYK 0, 0, 0, 0



PMS COOL GRAY 9
 RGB 117, 120, 123
 HEX/HTML 75787B



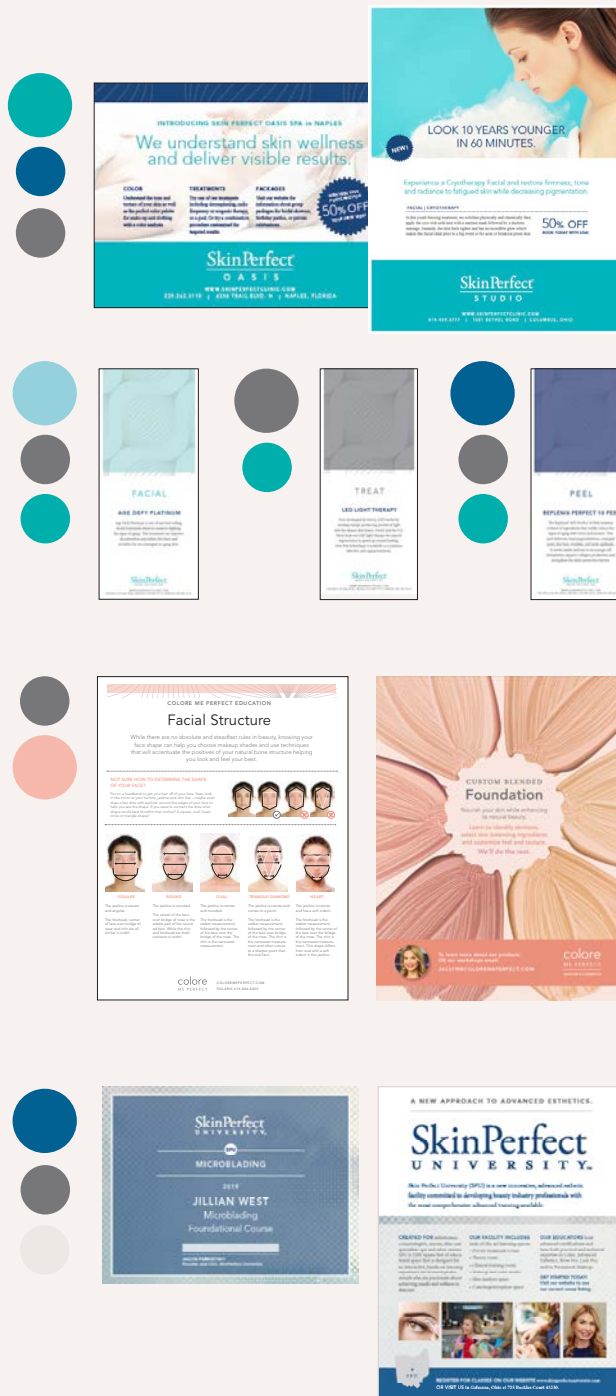
PMS WARM GRAY 4
 RGB 182, 173, 165
 HEX/HTML B6ADA5
 CMYK 11, 13, 15, 27



PMS WARM GRAY 1
 RGB 215, 210, 203
 HEX/HTML D7D2CB

How to use our color palettes

- Use color, photography or typography to strike a tone.
- Use color and hierarchy to differentiate multiple messages.
- Use color and type to draw attention to calls-to-action.



Our typography – primary font

Typography plays an important role in communicating our brand personality. The thoughtful use of typography reinforces our character attributes and ensures consistency across all SkinPerfect communications.

OUR PRIMARY FONT

Our primary brand font is *Avenir*. *Avenir* is simple, geometric and versatile. Its multiple weights and readability in upper and lower case make *Avenir* the workhorse of our brand.

35 Avenir Light
 35 Avenir Light Oblique
 45 Avenir Book
 45 Avenir Book Oblique
 55 Avenir Roman
 55 Avenir Oblique
 65 Avenir Medium
 65 Avenir Medium Oblique
 85 Avenir Heavy
 85 Avenir Heavy Oblique
 95 Avenir Black
 95 Avenir Black Oblique

Avenir

BOOK

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
 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

HEAVY

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
 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

FIGURES

0 1 2 3 4 5 6 7 8 9 0

SPECIAL CHARACTERS

! " § \$ % & / () = ? ` ; :
 ; " ¶ ¢ [] | { } ≠ ¿ '
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 √ ~ μ ∞ ... – ≤ < > ≥ ~ > < ◇

USE VERDANA FOR

For email correspondence, Word documents and PowerPoint presentations, please use Verdana.

Our typography – secondary font

OUR SECONDARY FONT

The complementary font for all of our brands is Minion. This font is primarily used for body copy and more formal communications.

Minion Pro is traditional, warm and nicely complements Avenir. Its multiple weights, beautiful italic translation and readability make it a perfect complement to our brand.

Minion Pro Bold Cond
 Minion Pro Bold Cond Ital
 Minion Pro Regular
 Minion Pro Italic
 Minion Pro Medium
 Minion Pro Medium Italic
 Minion Pro Semibold
 Minion Pro Semibold Italic
 Minion Pro Bold
 Minion Pro Bold Italic

Minion Pro

REGULAR AND ITAL

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
 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

BOLD AND BOLD ITAL

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
 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

FIGURES

0 1 2 3 4 5 6 7 8 9 0

SPECIAL CHARACTERS

! “ \$ % & / () = ? ` ; :
 ¡ “ ¢ £ [] | { } ≠ ¿ ‘
 « » Σ € ® † Ω “ ” / ø π • ± ‘
 æ œ @ Δ ° ª © ¢ ¤ , å ¥ ≈ ¸
 √ ~ μ ∞ ... – ≤ < > ≥ ∼ › ‹ ◇

Our typography – SPU Only

OUR SPU FONT

The SkinPerfect University complementary font is Mrs Eaves. This font is primarily used for headlines and more formal communications.

MRS EAVES ALL PETITE CAPS
Mrs eaves Roman Lining

MRS EAVES

ROMAN ALL PETITE CAPS

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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 |
| 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 |

ROMAN LINING

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 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 |
| 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 |

FIGURES

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |
|---|---|---|---|---|---|---|---|---|---|---|

SPECIAL CHARACTERS

| | | | | | | | | | | | | | |
|---|---|---|----|-----|---|---|---|---|---|---|---|---|---|
| ! | “ | § | \$ | % | & | / | (|) | = | ? | ` | ; | : |
| i | “ | ¶ | ¢ | [|] | | { | } | ≠ | ÷ | ‘ | | |
| « | Σ | € | ® | † | Ω | ” | / | Ø | Π | • | ± | ‘ | |
| Æ | Œ | @ | Δ | ° | ^ | © | f | ð | , | Å | ¥ | ≈ | Ç |
| √ | ~ | µ | ∞ | ... | — | ≤ | < | > | ≥ | ˘ | > | < | ◊ |

How to use our type palette

COLORE ME PERFECT EDUCATION

Eye Shape | Makeup Tips

Knowing your eye shape can help you determine how to use makeup to accentuate your best features and downplay others.

MOND/LO/NOOSED
Ideal makeup look: The goal is to create a more defined lid. To do this, use a light shade of eyeshadow to define the crease and a medium shade to define the outer corner. Apply a dark shade to the lower lash line with a dark liner and apply two coats of dark mascara.

DOWNTURNED
Ideal makeup look: The goal is to create a more defined lid. To do this, use a light shade of eyeshadow to define the crease and a medium shade to define the outer corner. Apply a dark shade to the lower lash line with a dark liner and apply two coats of dark mascara.

UPTURNED
Ideal makeup look: The goal is to create a more defined lid. To do this, use a light shade of eyeshadow to define the crease and a medium shade to define the outer corner. Apply a dark shade to the lower lash line with a dark liner and apply two coats of dark mascara.

ROUND
Ideal makeup look: The goal is to create a more defined lid. To do this, use a light shade of eyeshadow to define the crease and a medium shade to define the outer corner. Apply a dark shade to the lower lash line with a dark liner and apply two coats of dark mascara.

ALMOND
Ideal makeup look: The goal is to create a more defined lid. To do this, use a light shade of eyeshadow to define the crease and a medium shade to define the outer corner. Apply a dark shade to the lower lash line with a dark liner and apply two coats of dark mascara.

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COLORE ME PERFECT EDUCATION

Facial Structure

While there are no absolute and steadfast rules in beauty, knowing your face shape can help you choose makeup shades and use techniques that will accentuate the positives of your natural bone structure helping you look and feel your best.

NOT SURE HOW TO DETERMINE THE SHAPE OF YOUR FACE?
Place a strand of hair to get your hair off of your face. Now, look in the mirror at your hairline, jawline and chin line - imagine each line as a letter of the alphabet. Your face is the shape of the letter that most closely resembles the shape of your face. A square, oval, heart, diamond or triangle shape?

SQUARE
The jawline is square and angular.
The forehead is the widest part of the face. The chin is the narrowest part of the face. The jawline is the widest part of the face. The chin is the narrowest part of the face.

ROUND
The jawline is rounded.
The forehead is the widest part of the face. The chin is the narrowest part of the face. The jawline is the widest part of the face. The chin is the narrowest part of the face.

OVAL
The jawline is narrow and comes to a point.
The forehead is the widest part of the face. The chin is the narrowest part of the face. The jawline is the widest part of the face. The chin is the narrowest part of the face.

DIAMOND/HEARTSHAPED
The jawline is narrow and comes to a point.
The forehead is the widest part of the face. The chin is the narrowest part of the face. The jawline is the widest part of the face. The chin is the narrowest part of the face.

HEART
The jawline is narrow and comes to a point.
The forehead is the widest part of the face. The chin is the narrowest part of the face. The jawline is the widest part of the face. The chin is the narrowest part of the face.

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1

ARE YOU WARM BROWN OR COOL BLACK?

(BRIGHT, DARK OR BOLD)

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LOOK 10 YEARS YOUNGER IN 60 MINUTES.

Experience a Cryotherapy Facial and restore firmness, tone and radiance to fatigued skin while decreasing pigmentation.

CRYOTHERAPY
In this cryotherapy treatment, we utilize phenol and ethylamine to lift the skin and create a new skin layer. The skin is lifted and the skin is treated with a cryotherapy treatment. The skin is lifted and the skin is treated with a cryotherapy treatment. The skin is lifted and the skin is treated with a cryotherapy treatment.

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STEP 3: SECONDARY DOMINANT PALETTE

COOL

What color is the best match for your skin?

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LIGHT BROWN LIGHT VANCOUVER

The quintessential color of light Vancouver is white. While being the fairest of the Southern tones, the Light Vancouver's neutral color hues carry a slight vibrancy that glisten like the sun-bleached coasts of Vancouver. Colors mimic the coastline as they are brisk and energetic. All tones (both light and dark) are subtle, never stark.

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Our pattern palette

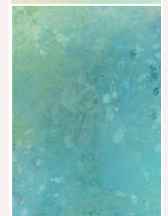
Pattern and texture play a big role in our graphic language. Both are used to create interest and mood. The effect should always be soft and subtle. Our patterns are reminiscent of delicate layers of skin and are layered with transparent color as a nod to the quality inherent SkinPerfect's philosophy that does not 'cover' but rather reveals each person's unique beauty.

We also leverage watercolor textures in our signature palette. The loose, transparency of the watercolor is a nod to our belief that skin and color is an art form. We treat each face like a beautiful canvas.

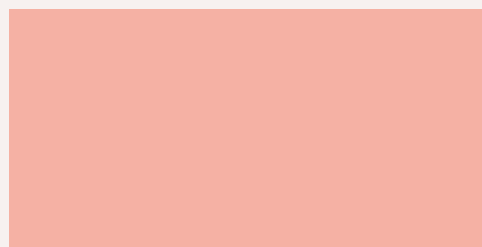


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Update examples using new pattern.



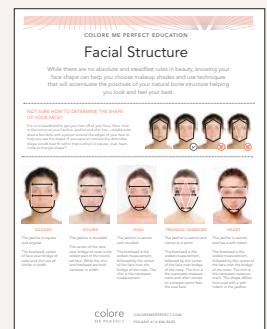
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How to use our pattern palette

Pattern and texture play a big role in our graphic language. Both are used to create interest and mood. The effect should always be soft and subtle. Our patterns are reminiscent of delicate layers of skin and are layered with transparent color as a nod to the quality inherent SkinPerfect's philosophy that does not 'cover' but rather reveals each person's unique beauty.

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Our pattern palette

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The SkinPerfect University pattern is very subdued and soft offering a more corporate look and feel.

SKINPERFECT UNIVERSITY



when content
color/makeup

when content
relates to skin

when content
relates to SPMD



How to use our pattern palette



Our photographic style | lifestyle

To be determined



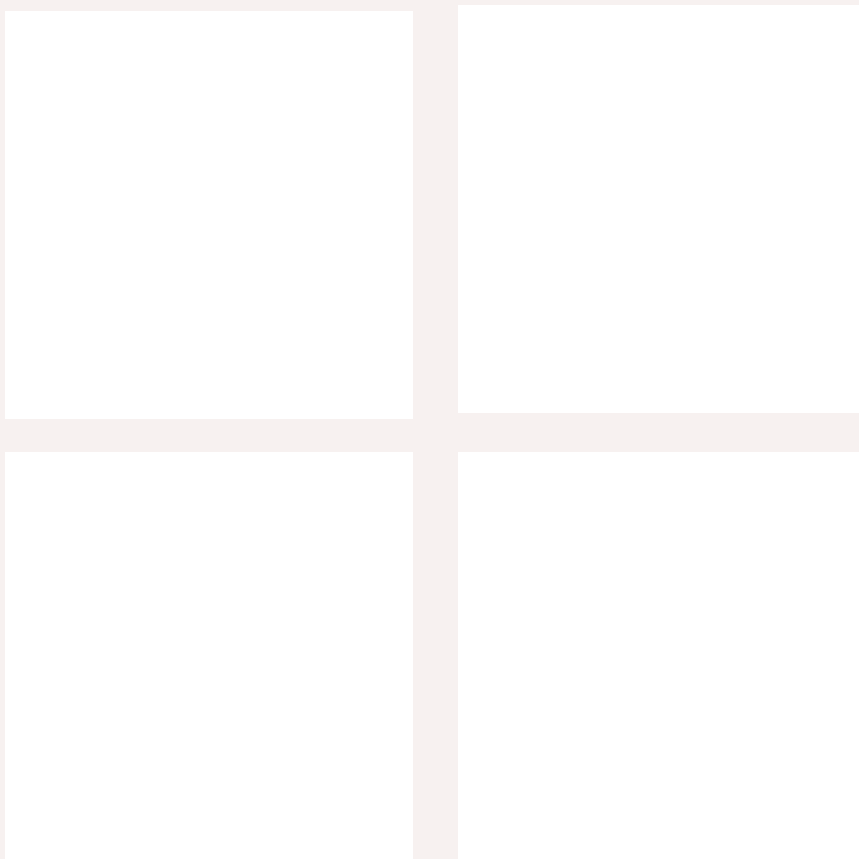
Our photographic style | products

To be determined



PRODUCT IMAGES

need description



Our email signature

An email signature is like a closing handshake. It's warm, professional and ensures consistency in all of our electronic communications.

You will need to set up your email signature on all devices — computer, phone and tablets.

*Please use a friendly but professional sign off:
Best regards,
Kind regards,
Thanks,*

EMAIL CORRESPONDENCE SHOULD USE:

Verdana 12pt. Bold and Regular.

End email correspondence with:

Full Name (Upper & Lower case, Bold, Gray, 12 point)

Title (Upper & Lower case, Italic, Gray, 9 point)

(000) 000-000 (Phone Number – use dots, not dashes, Regular weight, Gray, 10 point)

Location names | web addresses (Bold then Regular weight, Teal, Navy, Coral, 10 point)

Please use the SkinPerfect signature below

Kindly,

Jaclyn Peresetsky

CEO Skin Perfect Spas & Skincare

(800) 000.0000 spa

Skin Perfect Spas & Skincare | SkinPerfectClinic.com

Colore Me Perfect Cosmetics & Analysis | ColoreMePerfect.com

SkinPerfect University | SkinPerfectUniversity.com

To add an email signature, please follow the general instructions below for your mail client:

1. Open your email application (Gmail, Yahoo, Apple Mail).
2. Go to "settings" or "preferences."
3. Find "email signature."
4. Format your signature.
5. Finally, "save changes."

Social media is a way for us to build and strengthen our relationships with customers, affiliated organizations and other key audiences.

Social media – at a glance

Social media is a way for us to build and strengthen our relationships with customers, affiliated organizations and other key audiences through real-time interaction, all with the goal of reinforcing our brand.



FACEBOOK: SkinPerfect | Colore Me Perfect | SkinPerfect University

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INSTAGRAM: @SkinPerfectClinic

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TWITTER: @SkinPerfectClinic

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Social media – at a glance

Other than in-person, social media is the most effective way to connect with people personally to build and strengthen their relationship with our company and brand. It's also our chance to be a little less formal.



When posting on social media, it's permissible — even advisable — to be informal (yet respectful). Here are a few things to keep in mind so that your posts and tweets are engaging, personable and creative — and, ultimately, shared!



HASHTAG STRATEGY:

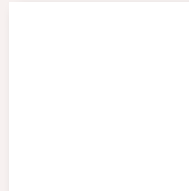
Social media – posting

Our social media presence should be consistent, recognizable and embrace our company's attributes, promote our expertise and products, and reinforce our brand.

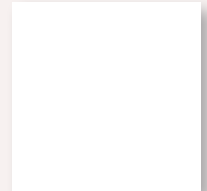


Content categories: Keep content varied and, in general, think of your posts and tweets in broad categories such as:

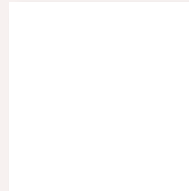
TO COME



TO COME



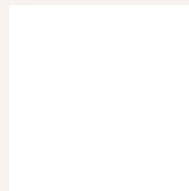
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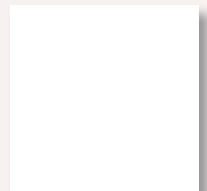
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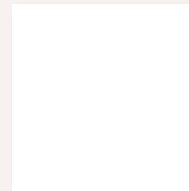
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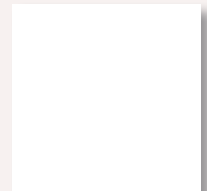
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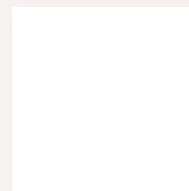
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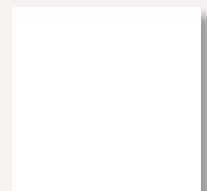
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If you have questions or need help interpreting our brand guidelines, please call Anne Harkin at (000) 000.0000.