

Brand Guidelines

Rea Aesthetic & Wellness Center



Brand & Logo Overview

Brand and Logo Introduction

Brand Overview

At Rea Aesthetic and Wellness Center, we are passionately committed to enhancing self-confidence and personal well-being. Under the guidance of a Board-certified Internist specialized in aesthetic medicine, our center focuses on holistic transformation, enabling clients to become their best selves. We address a range of skin concerns, offering treatments like neurotoxins, dermal fillers, and PRP injections, and tackling issues from wrinkles and volume loss to textured skin and scarring.

Our approach extends beyond aesthetic enhancements, incorporating wellness treatments for conditions like hyperhidrosis and TMJ-related jaw issues with precision neurotoxin injections. Our comprehensive wellness program includes dietary counseling and advanced therapies such as GLP-1 Agonist treatment. At Rea, we ensure a personalized journey towards enhanced beauty and health, providing a spectrum of services from microneedling and chemical peels to holistic medical weight loss programs.

Logo Overview

In creating the logo for Rea Aesthetic and Wellness Center, the aim was to capture the essence of the center's focus on vision and holistic well-being. The logo seamlessly combines the letters R, E, and A in a modern and minimalistic style. The central 'E' is deliberately designed to resemble an eye, a clever nod to the term "Rea," which means "to see."

This serves as a symbol for the center's encompassing approach to health and wellness, encouraging people to "see" the bigger picture. The addition of a leaf element into the eye design elevates the message by highlighting the wellness aspect of the center's services. The leaf not only adds a natural touch but also speaks volumes about the center's dedication to providing holistic, health-centered solutions. Together, these elements make the logo not just visually appealing, but also rich in meaning, embodying the multidimensional ethos of the Rea Aesthetic and Wellness Center.



Main Logo



Spacing



Logo Black and White



Logo Colors



Logo Variations



Aesthetic & Wellness Center

Main Logo



Horizontal



Seal



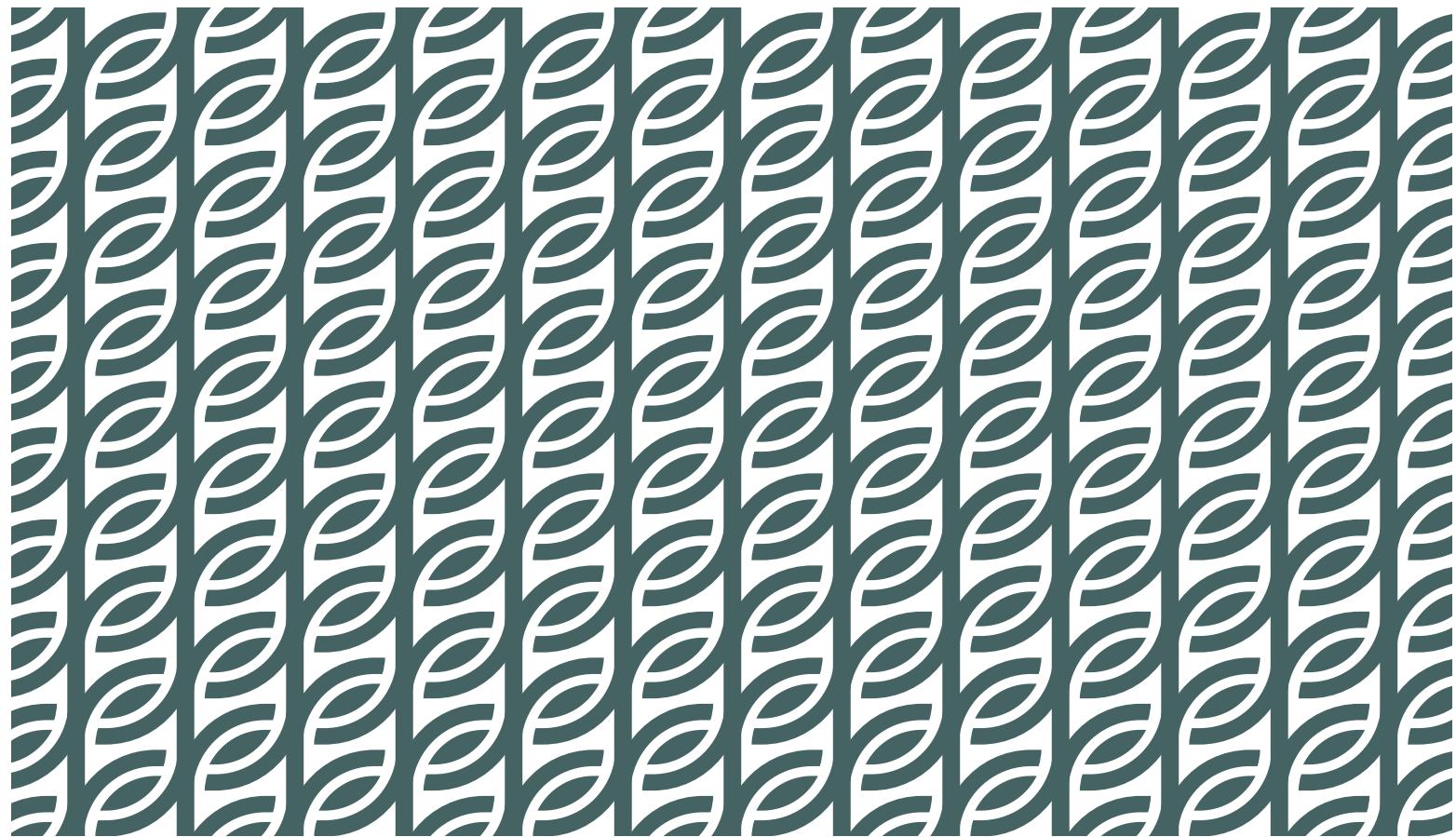
REA

Vertical



Icon

Logo Pattern



Color Palette

Brand Colors and color codes.

Color Palette & it's Purpose

The chosen color palette of dark green and lime encapsulates the essence of Rea Aesthetic and Wellness Center's commitment to health and rejuvenation. Dark green is emblematic of growth, harmony, and renewal—core principles that underpin the rejuvenating treatments offered. This color reflects the balance and tranquility clients can expect to find, resonating with the center's focus on natural beauty and well-being.

Lime brings an energetic complement, representing optimism and the zest for life that Rea aims to instill through its innovative wellness solutions. It stands for the bright beginning of each client's transformative journey, emphasizing the center's dedication to contemporary, effective care. Together, these colors weave a narrative of harmony between inner health and outer beauty, championing a revitalized, confident self-image for every client.



Color Tints

01

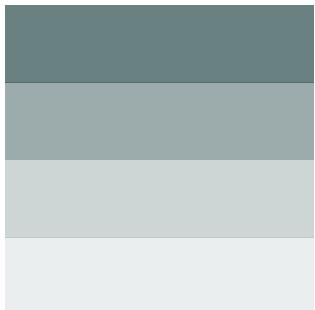


02

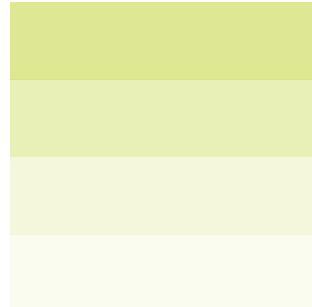


Dark Green

75%
50%
25%



Lime



Color Codes

Dark Green



Hex #395858
R58, G88, B88
C78, M58, Y56, K30

Lime



Hex #D3E16F
R211, G225, B111
C20, M0, Y71, K0

Typography

Fonts that will define the brand.

Red Hat Display Black

Bold Hero Titles

Red Hat Display SemiBold

Secondary Titles

Red Hat Display Regular

Main Copy

Red Hat Display Light

Secondary Copy

SAMPLE HEADING

Sample Sub Heading

 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Stationary

Business cards, letterhead & other brand assets

Business Card



Folder and Letterhead



Envelope



Mockups

See the logo in action through mockups.

Brand Imagery





Folder Mockup



Advertisement Mockup



Responsive Logo Usage



THANK YOU!



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