NATURA

MEDSPA & COOLSCULPTING CENTER

NKP MEDICAL

BRAND STANDARDS

TABLE OF
contents

BRANDING & LOGO

COLOR & TYPOGRAPHY

BRAND APPLICATION

BRAND
Overview

VERTICAL LOGO

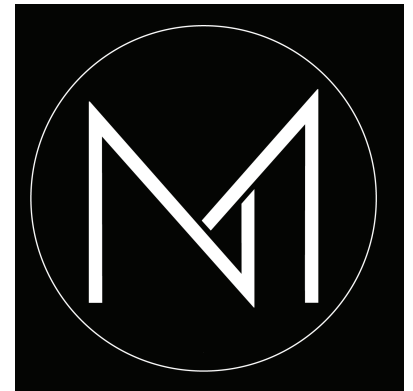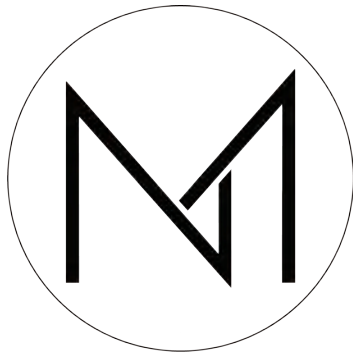## HORIZONTAL LOGO

Alternative
LOGOS

NATURA
MEDSPA & COOLSCULPTING CENTER

NATURA
MEDSPA & COOLSCULPTING CENTER

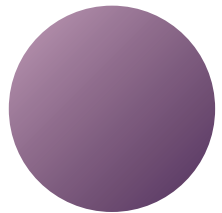NATURA
MEDSPA & COOLSCULPTING CENTER

COLOR &
Typography

BRAND
Colors

PANTONE 5215C

HEX: #AE8AA6
RGB: 174 138 166
CMYK: 33 49 18 0

PANTONE 7665C

HEX: #614068
RGB: 97 64 104
CMYK: 67 82 34 19
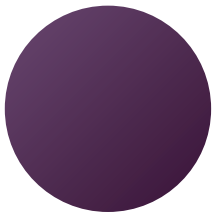
PANTONE 518C

HEX: #401C3F
RGB: 64 28 63
CMYK: 71 92 43 49
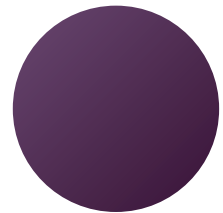
PANTONE 4525C

HEX: #C8B175
RGB: 200 177 117
CMYK: 23 27 63 0

PANTONE 7563C

HEX: #CB9831
RGB: 203 152 49
CMYK: 20 40 96 2

PANTONE BLACK 6C

HEX: #000000
RGB: 0 0 0
CMYK: 75 68 67 90

PANTONE COOL GREY 1C

HEX: #DDDDDD
RGB: 221 221 221
CMYK: 12 9 10 0

WHITE

HEX: #FFFFFF
RGB: 225 225 225
CMYK: 0 0 0 0

TYPO

graphy

UNLEASH

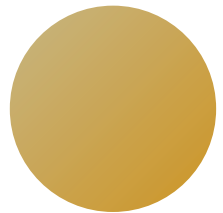— USE FOR HEADERS & CALL TO ACTIONS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

JOSEFIN SANS

— USE FOR BODY/PARAGRAPH COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!$%&*()\/|

Unleash Handwritten

— USE FOR DESCRIPTIVE TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

aa bb c dd ee ff gg hh ii jj kk ll mm nn oo pp qq rr ss tt uu vv ww xx yy z

Aa

LOREM IPSUM LOREM

lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

BRAND
Application

PHOTO*graphy*

Imagery to consist of:

- Models
  - Headshots & Full Body

- Medical
  - Body, Machines, & Office

- Color
  - Mix B/W & Color

WEB
examples

Primary Buttons

CLICK HERE

CLICK HERE

CLICK HERE

CLICK HERE

Secondary Buttons

CLICK HERE

CLICK HERE

CLICK HERE

CLICK HERE

CLICK HERE

CLICK HERE

CLICK HERE

CLICK HERE

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

ANNOUNCEMENT

LOREM IPSUM . . .

---

client testimonial

"

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

LOREM IPSUM CONTACT INFORMATION

LOREM IPSUM

new information!

LOREM IPSUM 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

---

exclusive

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetuer

LOREM IPSUM

EXCLUSIVE

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

LOREM IPSUM CONTACT INFORMATION

LOREM IPSUM

LOREM IPSUM

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