



ITALIAN RESEARCH & INNOVATION

REV. 2 - 2024

Brand identity guidelines

Introduction

The CMed Aesthetics Brand identity guidelines is a comprehensive set of standards used in the development and review of promotional materials for CMed Aesthetics. These standards contain branding guidelines that ensure a unified brand identity for CMed Aesthetics. As CMed Aesthetics' services and products expand, it is important that brand elements, including all the elements that make up the company's visual identity, remain consistent.



Brand identity

Our logo features an outer circle, symbolizing life and renewal, reflecting the rejuvenation of the skin. The circle embodies external perfection, representing fullness and harmony. Internally, an equilateral triangle, symbolizing the number three and universal perfection, highlights our commitment to aesthetic medicine's goal of promoting individual harmony and balance.

CMed Aesthetics is dedicated to supporting healthcare professionals in helping patients live life to the fullest.

Our mission is clear:

Everything we do is aimed to improve people's wellness and beauty.

Brand elements

Brand identity elements are much more than a collection of rules for color, typography and logos; they are the fundamental components of brand personality.

Consistency in style and communication is essential to maintain the brand's identity and image across all markets and target audiences, **ensuring a unified and impactful brand presence.**

Corporate colors information and usage

PRIMARY COLORS

The brand’s main expressive colors consist of Oxford blue, Egyptian blue and Alice blue. Each shade plays a crucial role in conveying the brand’s values and enhancing perception. Notably, the combination of these colors also imbues the brand with a sense of medical-healthcare identity, further reinforcing professionalism, reliability, safety and quality.

PANTONE 295 C	C 100	R 36	HEX #002855
	M 86	G 86	
	Y 40	B 128	
	K 35		

Oxford blue
Primary brand and
typography color

PANTONE 293 C	C 100	R 0	HEX #003ca6
	M 65	G 58	
	Y 0	B 165	
	K 35		

Egyptian blue
Company logo color

PANTONE 656 C	C 13	R 226	HEX #e2e9f1
	M 6	G 233	
	Y 4	B 241	
	K 0		

Alice blue
Background color

Corporate colors information and usage

SECONDARY COLORS

In combination with our main expressive colors, these secondary colors help maintain a harmonious and visually striking brand identity across various contexts and materials. Black and white serve as foundational colors, ensuring readability and providing a clean backdrop for brand materials.

WHITE	C 0	R 255	HEX #ffffff		
	M 0			G 255	
	Y 0				B 255
	K 0				

White
Secondary logo and background color

PANTONE Black 6 C	C 100	R 16	HEX #101820		
	M 79			G 24	
	Y 44				B 32
	K 93				

Rich black
Secondary typography color

Corporate colors information and usage

ACCENT COLOR

Safety orange acts as the focal color for highlighting key moments and important details, drawing attention to them with elegance and distinction. While primarily used for highlighting or accenting, Safety orange should not be used as a regular brand color in brand communication.

PANTONE 1505 C	C 0 M 65 Y 100 K 0	R 238 G 114 B 3	HEX #ed7102
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Safety orange
Accent color



Logotype usage

Primary logo



The components of the CMed Aesthetics logo are positioned in a fixed relationship and should not be modified or recreated in any manner.

The primary logotype of CMed Aesthetics is designed in a linear style and should be utilized in branding color applications. In cases where the branded color cannot be used due to visual constraints, the logo may be employed in a black and white monochromatic format with a reversed background, such as a white logotype on a black background or vice versa.

Secondary logo



In certain situations, such as size limitations or for use on promotional materials, social media icons and avatars, the CMed Aesthetics logo may be utilized in a shortened variation known as the secondary logo option.

Logotype lockup restrictions

Maintaining consistency in visual logo lockup is crucial to preserving the integrity and recognition of the CMed Aesthetics brand. The logo should always be prominently displayed, ensuring clear visibility and impact. It should be positioned away from any competing visual elements such as text, images or graphics, allowing it to stand out from the background.

The examples provided illustrate both incorrect and correct uses of the CMed Aesthetics logo. These guidelines also apply to the secondary logo.

Correct logo usage



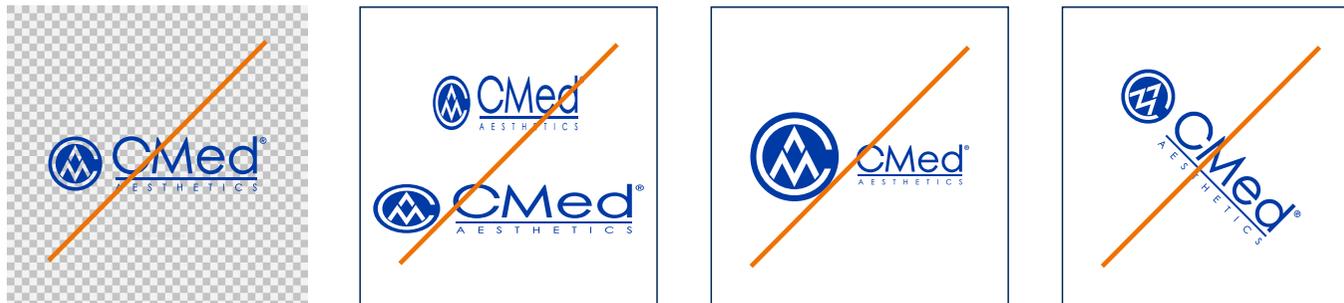
Logotype lockup restrictions

It's essential to understand that using a logo incorrectly can harm your brand's image and reputation.

Here are some common mistakes to avoid:

1. Do not alter the logo's proportions.
2. Do not rearrange the elements of the logo.
3. Do not use colors on the logo that are not part of the brand's color palette.
4. Do not add outlines to the logo.
5. Do not stretch or distort the logo.
6. Do not apply gradients or textures to the logo.

Incorrect logo usage



Typography

Typography is a fundamental element of brand communication, playing a pivotal role in conveying the character and tone of the CMed Aesthetics brand. It is essential to adhere to these guidelines to ensure a cohesive and consistent brand image.

The primary typeface for the CMed Aesthetics brand is Heiti TC. This font is chosen for its clean, modern appearance, which effectively communicates ideas with simplicity and confidence, aligning with the brand's character and tone.

In instances where Heiti TC is unavailable for internal use, such as in PowerPoint presentations or Word documents, please substitute it with Avenir.

Heiti TC Medium

This font should be used:

- for headlines in sentence case
- for subheads in sentence case

Heiti TC Light

This font should be used:

- for body copy

Visual examples of print materials

Print materials play a crucial role in connecting brand identity with a targeted audience. By integrating focused messages with captivating visuals, print materials have the power to activate brand growth.

Product brochures, rollups and banners

Product-specific collateral, such as product brochures, rollups and banners, should adhere to the provided templates. They should maintain a clean look and feel, incorporating the Oxford blue together with White and Alice blue colors consistently.

THE NEW FRONTIER OF MEDICAL PEELING

BioReTherapy®

Biostimulation. Revitalization.
Peeling with BIPHASIC TECHNOLOGY

A complete cosmetic treatment, painless, needle free and suitable for ALL skin types and areas of the body.



PATENTED TECHNOLOGY




We imagine and create innovative solutions, from concept to final product



ITALIAN RESEARCH & INNOVATION



Agenda 2024

Via Panfilio Castaldi, 4 - 56121 Pisa - ITALY

WORKSHOP

May | 17th FRIDAY



TIME	TOPIC	SPEAKER
09:15 - 09:30	Registration	
09:30 - 09:45	Welcome and introduction	Alice Asborno & Mohammed Barham Hamad
09:45 - 10:15	BioReTherapy® medical aspects and clinical review	Prof. Dr. Firas Al-Naimi
10:15 - 10:45	Luminescence® medical aspects and clinical review	
10:45 - 11:15	BioReTherapy® + Luminescence® demo	
11:15 - 11:30	Coffee break	
11:30 - 12:00	ARES® medical aspects and clinical review	Prof. Dr. Firas Al-Naimi
12:00 - 12:30	BioReTherapy® + ARES® demo	
12:30 - 13:00	Factory visit	Alice Asborno
13:00 - 13:15	Conclusions and Greetings	Alice Asborno & Mohammed Barham Hamad
13:15 - 14:00	Lunch break	

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SAVE THE DATE

May | 17th FRIDAY

JOIN OUR LIVE WORKSHOP!

ITALIAN RESEARCH & INNOVATION

CMed Aesthetics cordially invites you to visit the factory and explore cutting-edge research products designed for global markets.

CMed Aesthetics S.p.A
PISA - ITALY

Dermatologists & Aesthetics Doctors



For more information, please contact us at: gm@cmedaestheticsme.com





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CMed
AESTHETICS

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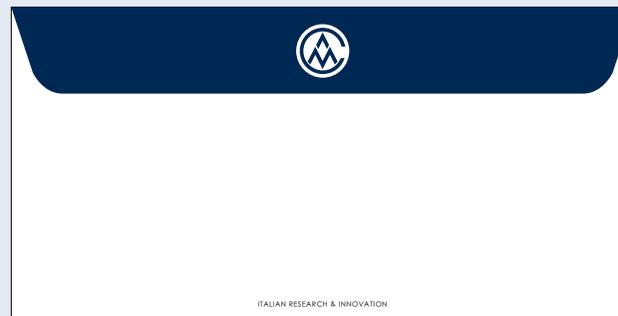


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Business cards, letterhead and envelopes



Certificate of attendance



The certificate is enclosed in a light blue border with a ribbon-like top edge. It features the CMed Aesthetics logo in the top left corner. The main text is centered and reads: 'CERTIFICATE - OF ATTENDANCE -', followed by 'This certifies that', a blank line for a name in cursive script, and 'has successfully attended the training on CMed Aesthetics' products'. At the bottom, there are two lines for 'Training Date' (with 'May 16th, 2024' as an example) and 'Trainer' (with 'Name Surname' as an example). A large circular logo is centered at the bottom, and the text 'ITALIAN RESEARCH & INNOVATION' is at the very bottom.

 CMed[®]
AESTHETICS

CERTIFICATE
- OF ATTENDANCE -

This certifies that

Name Surname

has successfully attended the training on
CMed Aesthetics' products



May 16th, 2024
Training Date

Name Surname
Trainer

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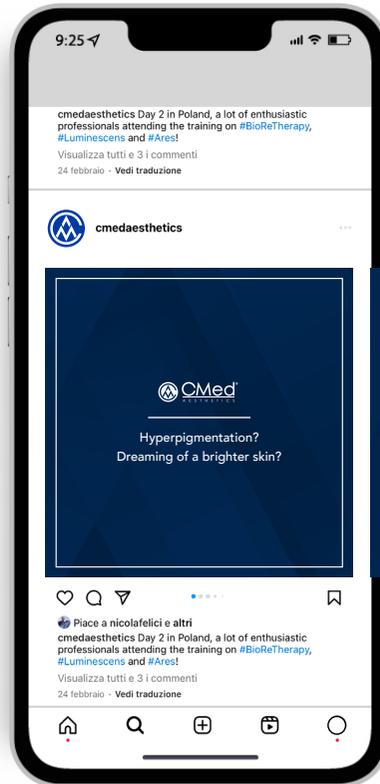
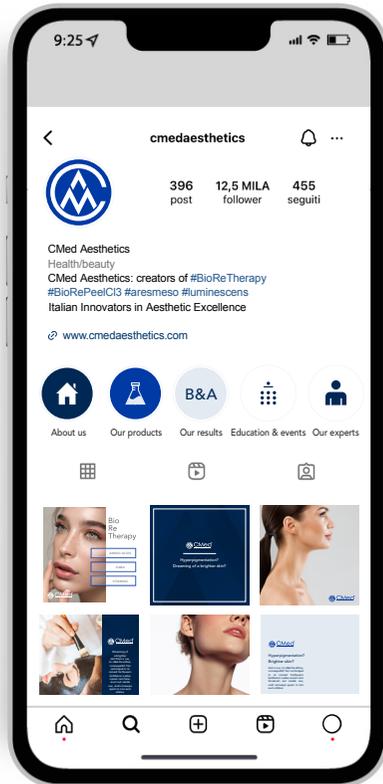
Visual examples of digital assets

Digital assets and digital marketing in general is an integral channel that enables instant brand engagement with a targeted audience. Visual examples showcase various digital marketing elements in action.

Visual examples of social media presence

Social media platforms serve as essential channels for brand engagement and communication with our audience. Our social media presence is characterized by consistent branding elements and engaging content that reflect the values and personality of CMed Aesthetics. By maintaining a cohesive visual identity and delivering relevant, valuable content, we aim to foster meaningful connections and drive brand awareness across various social media platforms.





About us



Our products



Our results



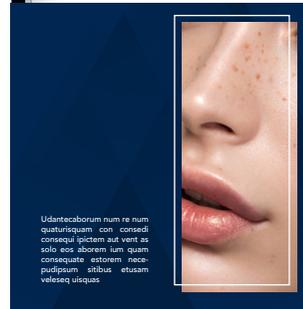
Education & events



Our experts



Activities worldwide



E-mail signature

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Visual example of newsletter

Newsletters serve as a valuable tool for direct communication with our audience, delivering curated content and updates directly to their inbox. Our newsletters maintain a consistent visual identity, incorporating brand elements such as logos, colors and typography. Through visually engaging layouts and compelling content, our newsletters aim to inform, engage and build relationships with our subscribers. The following example showcases our approach to newsletter design and content creation, reflecting the values and personality of CMed Aesthetics.



Corporate video bookends example

Corporate videos should be supported with consistent branding housed within the opening and closing frames. These guidelines provide direction on the elements to be included; however, animation and other effects may be considered depending on the need.

Opening frame



Closing frame



Iconography

CMed Aesthetics iconography should be used in a one-color format, leveraging official brand colors defined within the color palette. These one-color icons are simple and clean, using white space to increase clarity. Icons are meant to be used on a white background or knocked out in white, using an official brand color as the background.





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