



# *Center of Excellence*

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## BRAND STANDARDS & STYLE GUIDE

VISUAL IDENTITY • CO-BRANDING • MARKETING • DIGITAL STANDARDS

# A UNIFIED NATIONAL STANDARD

This guide defines the visual and communication standards for every Aesthetic National Institute Center of Excellence.

It serves as the official toolbox for presenting ANI education consistently across locations, course marketing, websites, booking platforms, social media, print collateral and Center of Excellence materials.

Consistency protects the credibility of the ANI name while allowing each Center of Excellence to represent its location and educator within one cohesive national identity.

Deviation from these standards requires ANI leadership approval.

# BRAND BRIEF

## BIG IDEA

ANI Centers of Excellence represent a national standard for advanced, ethical and clinically responsible aesthetic education.

## THE ANI COMMITMENT

- **ONE BRAND:** Present a unified, recognizable ANI identity across every approved training site.
- **ONE STANDARD:** Maintain consistent educational, safety and ethical expectations.
- **LOCAL EXPERTISE:** Elevate approved educators and locations without diluting the ANI master brand.

## PRIMARY AUDIENCES

**Aesthetic Providers**  
**Prospective Trainees**  
**Training Models**  
**Industry Partners**

# BRAND ARCHITECTURE

Every location belongs to one ANI identity.

MASTER BRAND

Aesthetic National Institute (ANI)

PROGRAM / CREDENTIAL

Center of Excellence

LOCATION

ANI Arkansas • ANI Dallas • ANI Missouri • ANI The Woodlands • etc.

LOCAL EDUCATOR

Trainer name + credentials

HOST FACILITY

Address / clinic name when needed for logistics

The local practice may support the ANI identity. It should not replace, redesign or visually overpower it.

# PRIMARY BRAND MARK



## PRIMARY ANI MARK

Use the approved ANI artwork as supplied. The mark must remain intact and proportionate.

- Do not redraw, retype or recreate the ANI mark.
- Do not stretch, condense, rotate or skew.
- Do not alter letter spacing or the relationship between mark elements.
- Use black/dark artwork on light backgrounds and reversed white artwork on dark backgrounds.
- Maintain generous clear space around the mark.

Minimum-size artwork should always remain fully legible. If the descriptor becomes unreadable, use an approved alternate logo configuration.

# LOCATION LOGO SYSTEM



Location names are extensions of ANI - not standalone brands. Use the approved location-specific lockup whenever one has been issued.

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# CENTER OF EXCELLENCE SEAL



## ROLE OF THE SEAL

The Center of Excellence seal is a credential mark that identifies an ANI-approved training center.

- Use as a supporting credential, not as a replacement for the primary ANI logo.
- Use only for current, approved Centers of Excellence.
- Do not recolor, crop, distort or recreate the seal.
- Do not place the seal where it could imply endorsement of an unrelated business, service or product.
- Gold is reserved for the approved COE seal/artwork unless ANI provides a separate approved gold specification.

# TYPOGRAPHY

ANTIC

Clean supporting type / labels

**ARIAL**

Universal fallback / operational documents

BELLEZA

Editorial display / elevated headings

**CANVA SANS**

Clean digital sans serif

*PP EIKO LIGHT ITALIC*

*Editorial emphasis / luxury accent*

PP MORI BOOK

Primary body / refined modern copy

Typography should feel editorial, modern and clinical. Avoid novelty fonts, script fonts and decorative typefaces outside the approved system.

# PRIMARY COLOR SYSTEM

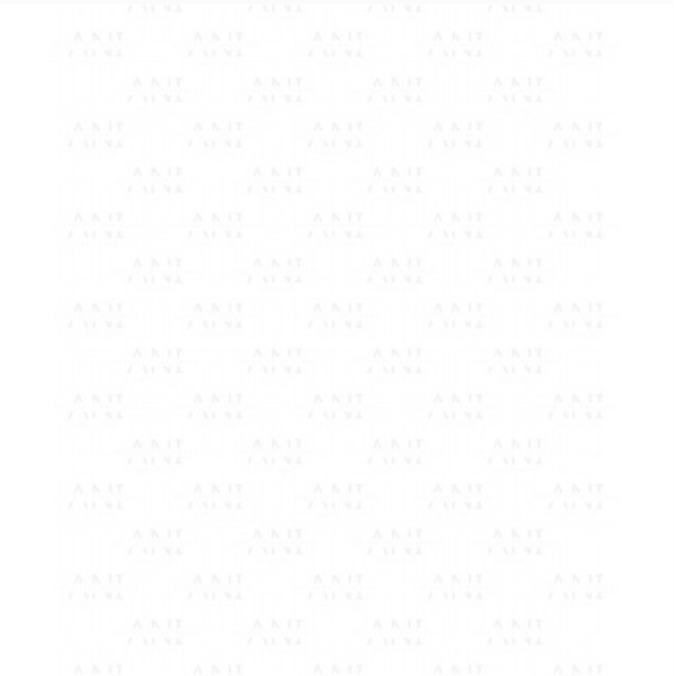


## CORE RULE

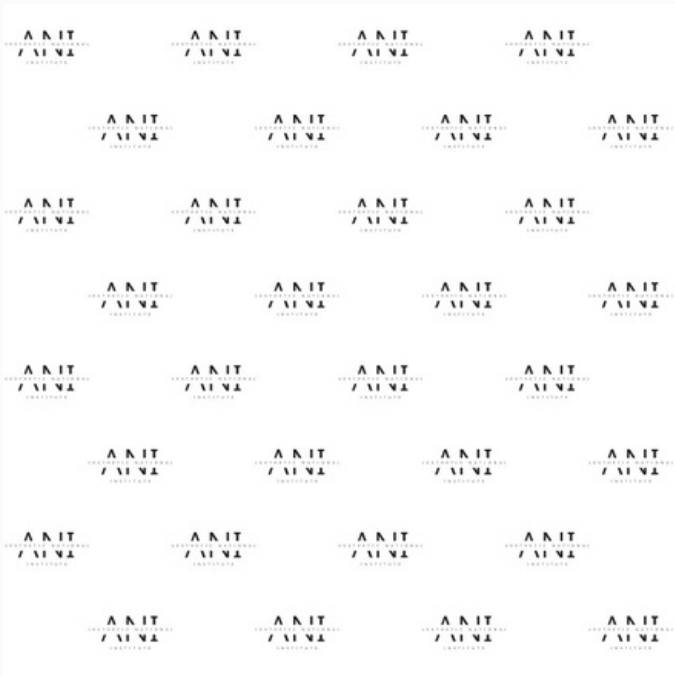
ANI is intentionally neutral and monochromatic. Black, charcoal, gray and soft white should dominate visual communications.

Do not introduce a local clinic's brand colors into ANI-branded materials unless the piece is an approved co-branded application.

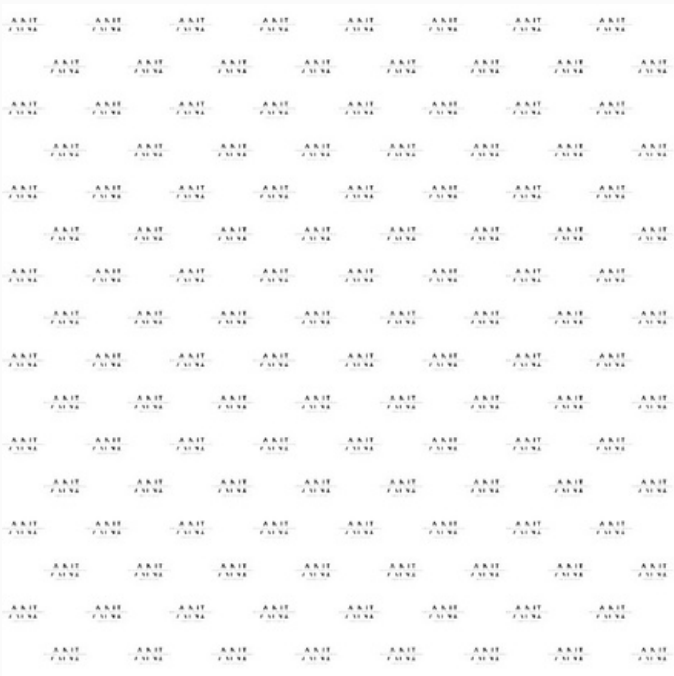
# ANI PATTERN SYSTEM



LIGHT / SUBTLE



STANDARD



DENSE

Use repeating ANI marks as a texture or background device. Pattern should support content, never compete with it. Maintain sufficient contrast and legibility.

# COURSE MARKETING SYSTEM

REQUIRED VISUAL HIERARCHY

Location

Course / Training

Course details

ANI logo

Address

URL

QR

Educator + credentials

Photography should be professional, clinically appropriate and cleanly lit. Educator portraits should feel credible and elevated. Avoid cluttered backgrounds, heavy filters, casual snapshots and visual treatments that compete with the ANI identity.

**AI-Generated Marketing:** Under no circumstances may artificial intelligence be used to create final marketing materials or campaign creative for ANI or an ANI Center of Excellence. AI-generated creative compromises brand consistency and does not meet ANI's visual standards. All public-facing marketing must maintain the established ANI brand identity and receive appropriate human creative oversight.

## Arkansas AESTHETIC INJECTOR Training

### Upcoming Training Courses

Monday, April 27 | Novice Tox + Filler Class

Monday, May 18 | 2-Day Advanced Filler (Facial  
Tuesday, May 19 | Balancing + Body Contouring) Class

#### Training Includes:

- ☑ CME Accreditation
- ☑ Certificate of Completion
- ☑ Facial Anatomy + Physiology
- ☑ Treatment Areas + Indications
- ☑ Complication Management
- ☑ Health & Safety
- ☑ Injection Technique
- ☑ Contraindications



111 E. Huntington Ave.  
Jonesboro, Arkansas

Sign up now at [aniarkansas.com](http://aniarkansas.com)



Led by industry expert Christie Black DNP, CRNA, APRN



# CO-BRANDING STANDARDS

## ANI-FIRST APPLICATIONS

- ANI course flyers and course graphics
- ANI training registration pages
- ANI course agendas and certificates
- ANI model recruitment graphics
- ANI COE landing pages and course sections

## LOCAL BRAND MAY APPEAR AS

- Host facility name or address
- Educator's practice affiliation
- Secondary partner attribution when approved
- Contact information needed for logistics

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## DO NOT

**Combine logos into a new mark • recolor ANI to match a clinic • place a local logo larger than ANI on ANI course marketing • create unapproved location logos • use the COE seal as a clinic logo**

# SETMORE & COURSE LISTING STANDARDS

## COURSE TITLE FORMAT

**ANI | Course Name | City, State**

## LISTING STYLE

- Professional paragraph-form descriptions
- No emojis or promotional language in course titles
- Include educational intent, format, audience and participation limitations
- Use ANI-approved pricing, duration and capacity
- Do not advertise CME unless formally approved through ANI accreditation channels

## REQUIRED COURSE DISCLAIMER

This course is hosted by an ANI Center of Excellence. All training follows ANI educational standards, safety protocols, and ethical guidelines. Hands on participation is subject to licensure verification and state regulations.

# TRAINING MODEL BRAND STANDARDS

## MODEL SERVICE FORMAT

**ANI Model | Treatment Area | City, State**

## SITTING FEES

**\$500 Standard Model**

**\$1,000 Advanced / Multi-Area Model**

- Models are never charged for product.
- Do not charge per syringe or per unit.
- Clearly communicate the sitting fee before scheduling.
- Model listings must state that participation occurs in a clinical training environment.
- Screening, consent and safety standards remain unchanged for promotional model opportunities.

## REQUIRED MODEL DISCLAIMER

This appointment is part of a clinical training environment. Treatments are performed by licensed providers under trainer supervision. Treatment areas and techniques are determined by the trainer for educational purposes. Results may vary.

AESTHETIC NATIONAL INSTITUTE

One Institute.  
One Standard.  
One Identity.



## APPROVAL &amp; GOVERNANCE

All Centers of Excellence are responsible for maintaining these standards. New logo treatments, colors, categories, course naming structures, co-branded applications or material deviations require approval from ANI leadership before publication.