

MED RESULTS

BRAND GUIDELINES



# Logos & Wordmarks

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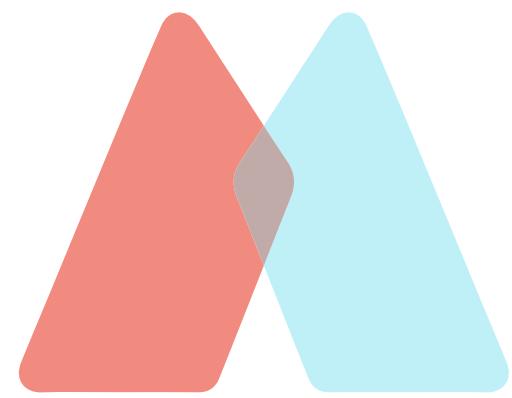
LOGOS & WORDMARKS

# Med Results Logo

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LOGOS & WORDMARKS



## MED RESULTS

The Med Results logo combines two shapes to form the letter "M," with the clever use of negative space revealing the silhouette of the female form. This design symbolizes the empowerment and excellence that Med Results embodies in the aesthetics and wellness industry. The "M" not only stands for Med Results but also mirrors the twin pillars of success and empowerment, reflecting the company's commitment to elevating their clients' experiences. The silhouette of the woman stands as a testament to the brand's focus on client-centric solutions, highlighting our dedication to helping clients achieve their personal best.

# Logos & Wordmarks

Dark and Light



Clear Space

Logo



Wordmark



# Our Logo

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Color



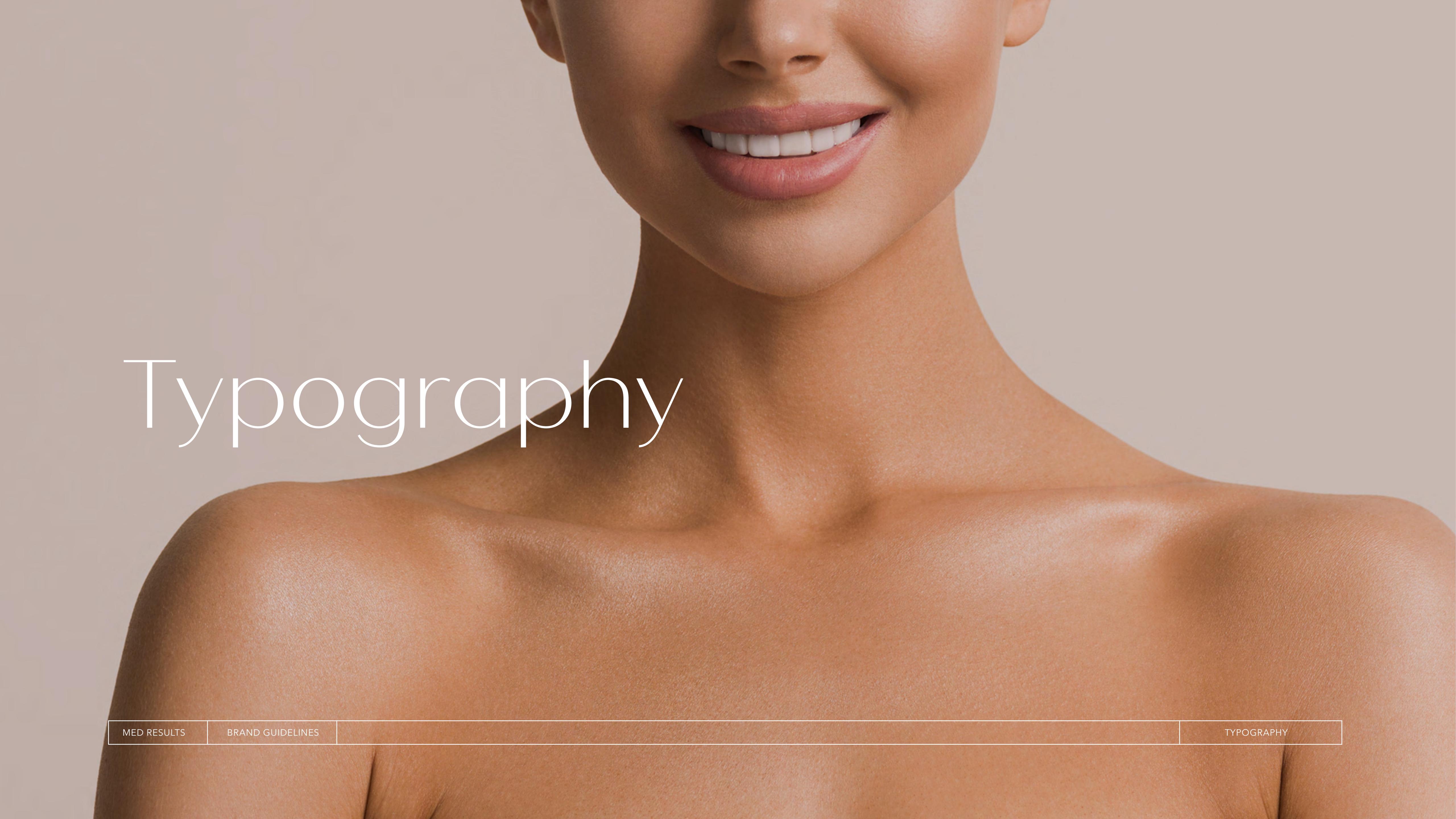
Clear Space

Logo



Wordmark





# Typography

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TYPOGRAPHY

# Typography

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## Headlines

# Athena Light

Athena Light is a modern and unique display font designed to differentiate and identify the brand in headlines and bold executions. Supported by Avenir Next with its clean lines and smooth forms, it creates a bold and timeless look that sets the Med-Results brand apart and anchors its visual executions.

A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 1 0

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

# Typography

## Sub-Copy & Text

# Avenir Next

Avenir Next's slightly flattened letters create a horizontal stress that enhances readability, embodying our commitment to inclusivity. Its open counters and clean lines ensure clarity and accessibility for both print and digital content, inspiring confidence and connection in our audience.

Regular

A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 1 0

Regular

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

Demi-Bold

A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 1 0

# Typography

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## Headlines

Timeless Vitality. Empowered Beauty.

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

## Sub-Copy & Text

**Natural Revitalization, Lasting Results**

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

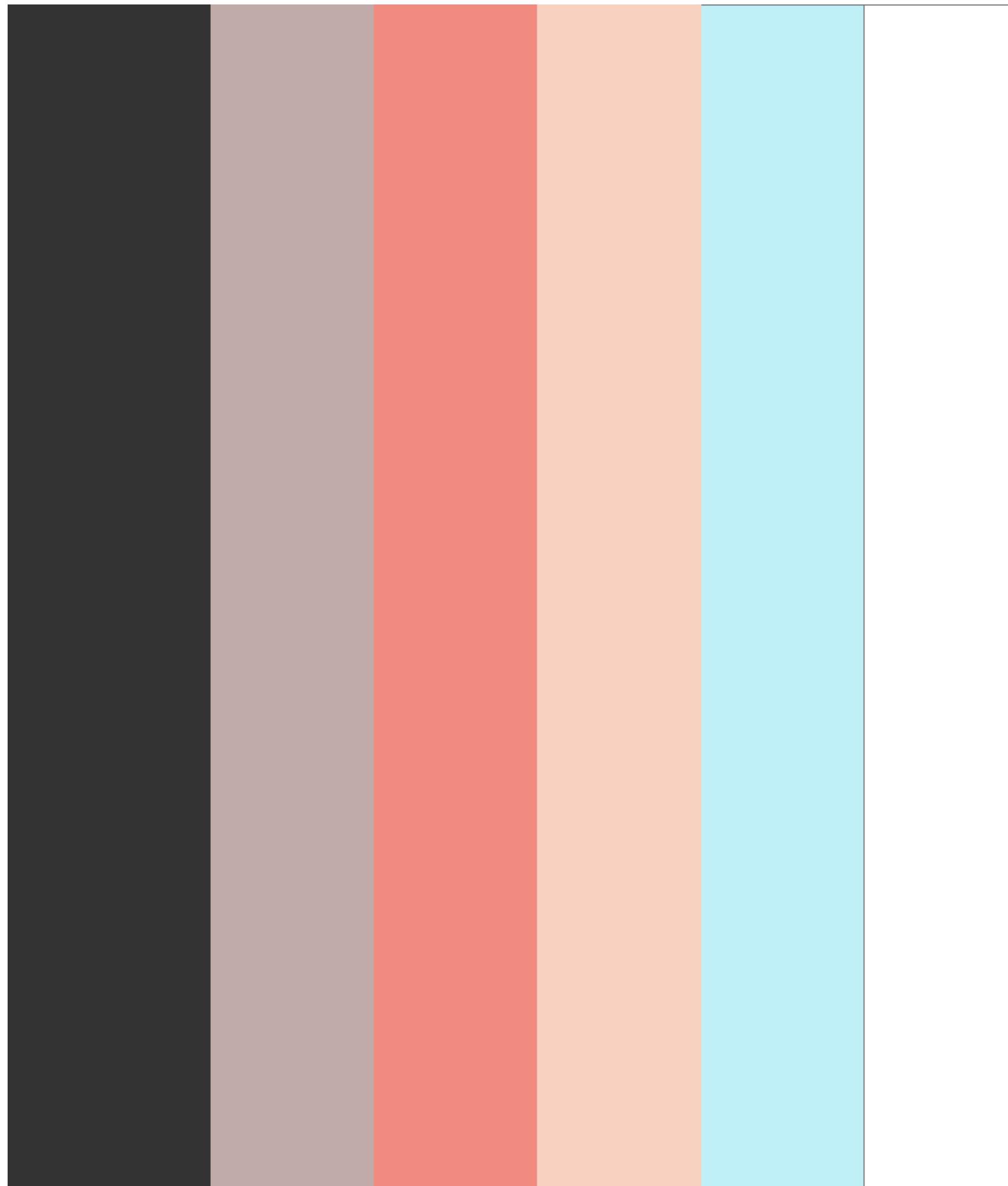
# Color

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COLOR

# Color

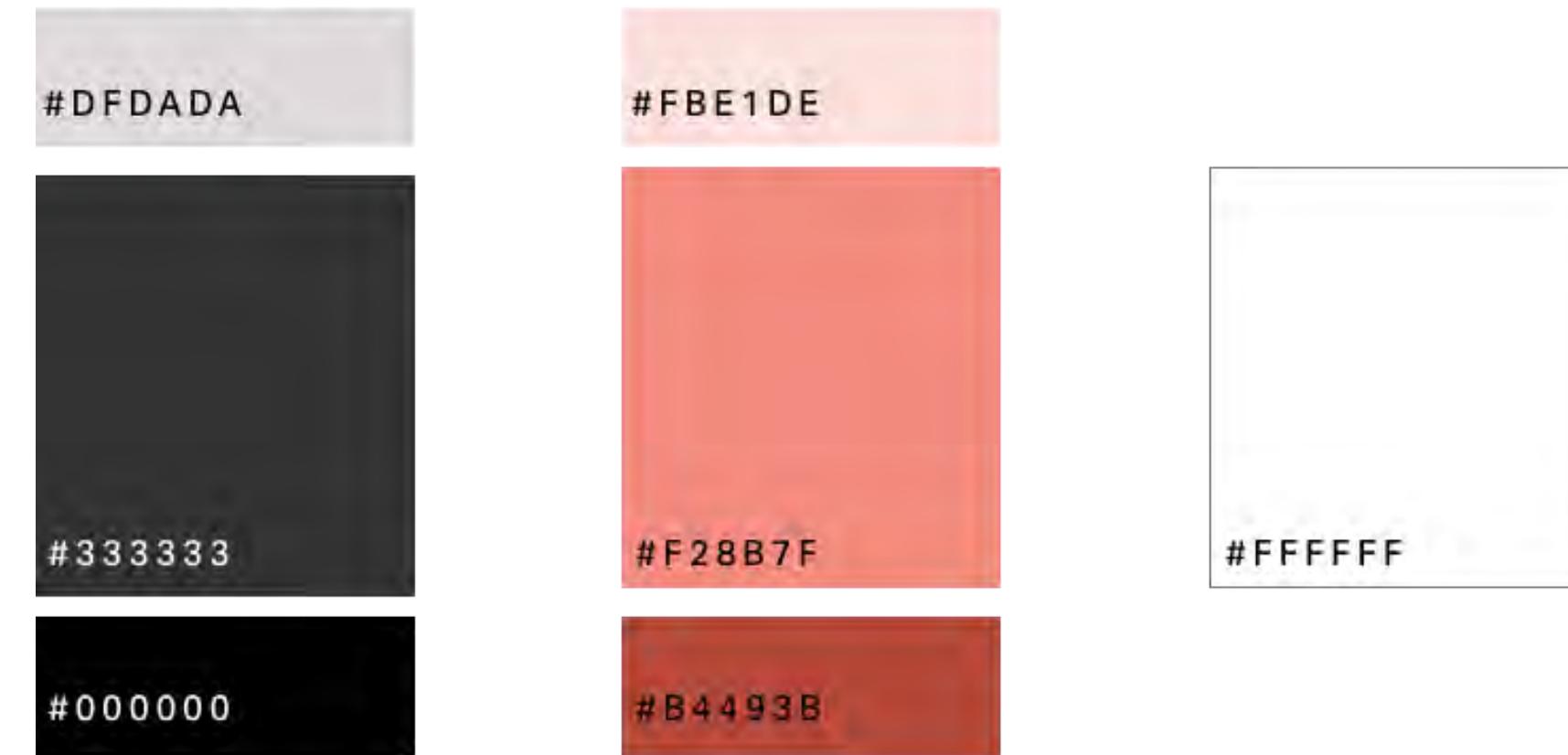


# Color

The color palette identifies and communicates the Med-Results parent brand with a vibrant mix of warm and cool tones. It pairs seamlessly with combinations from both primary and secondary palettes.

This palette allows for high contrast and tone-on-tone usage. Its versatility creates complementary combinations across both primary and secondary color schemes.

## Primary Palette

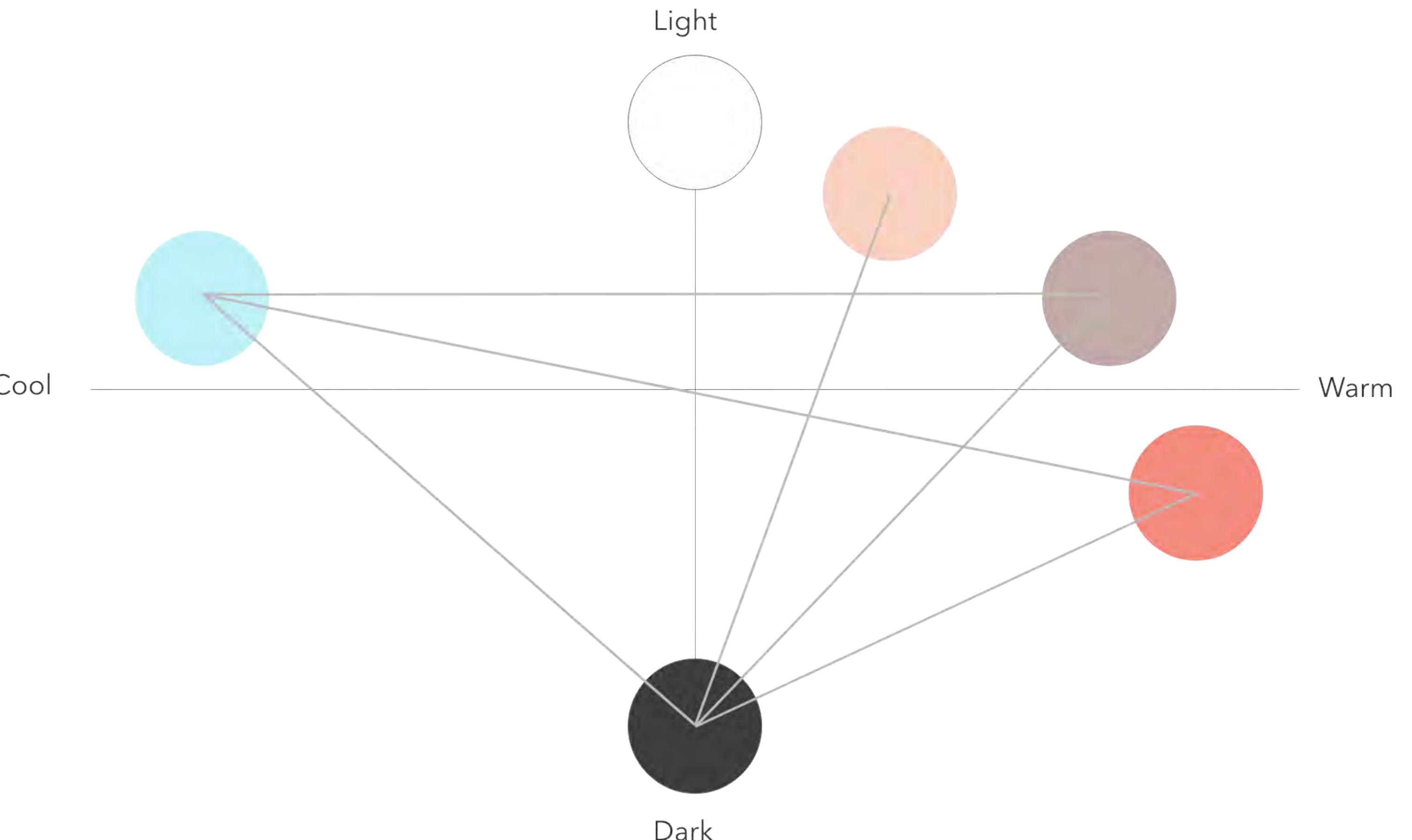


## Secondary Palette



# Color Axis

To choose colors, pick a color from one quadrant and pair it with a color diagonally across the spectrum, to create a two-color combination.





# Photography

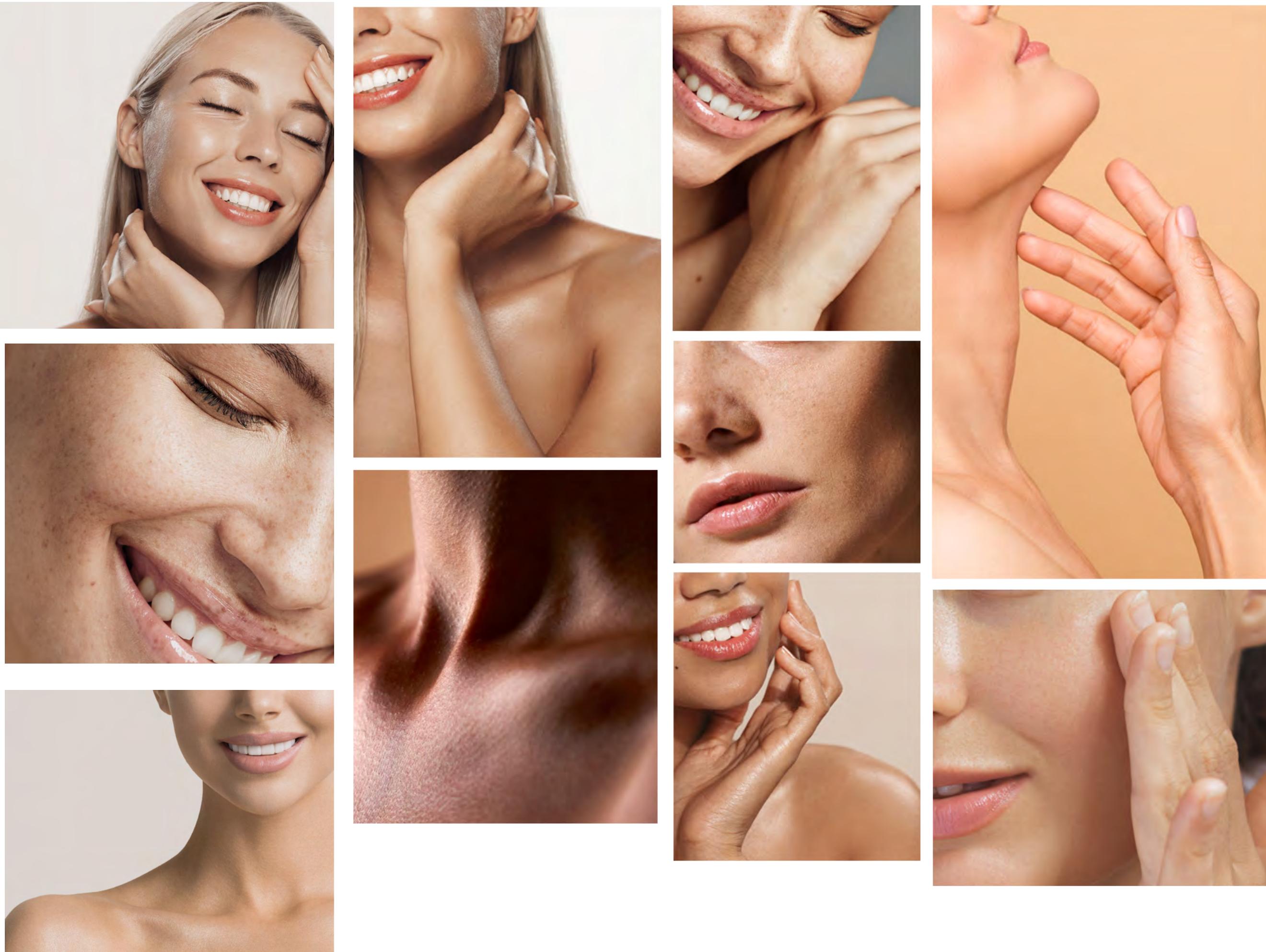
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PHOTOGRAPHY

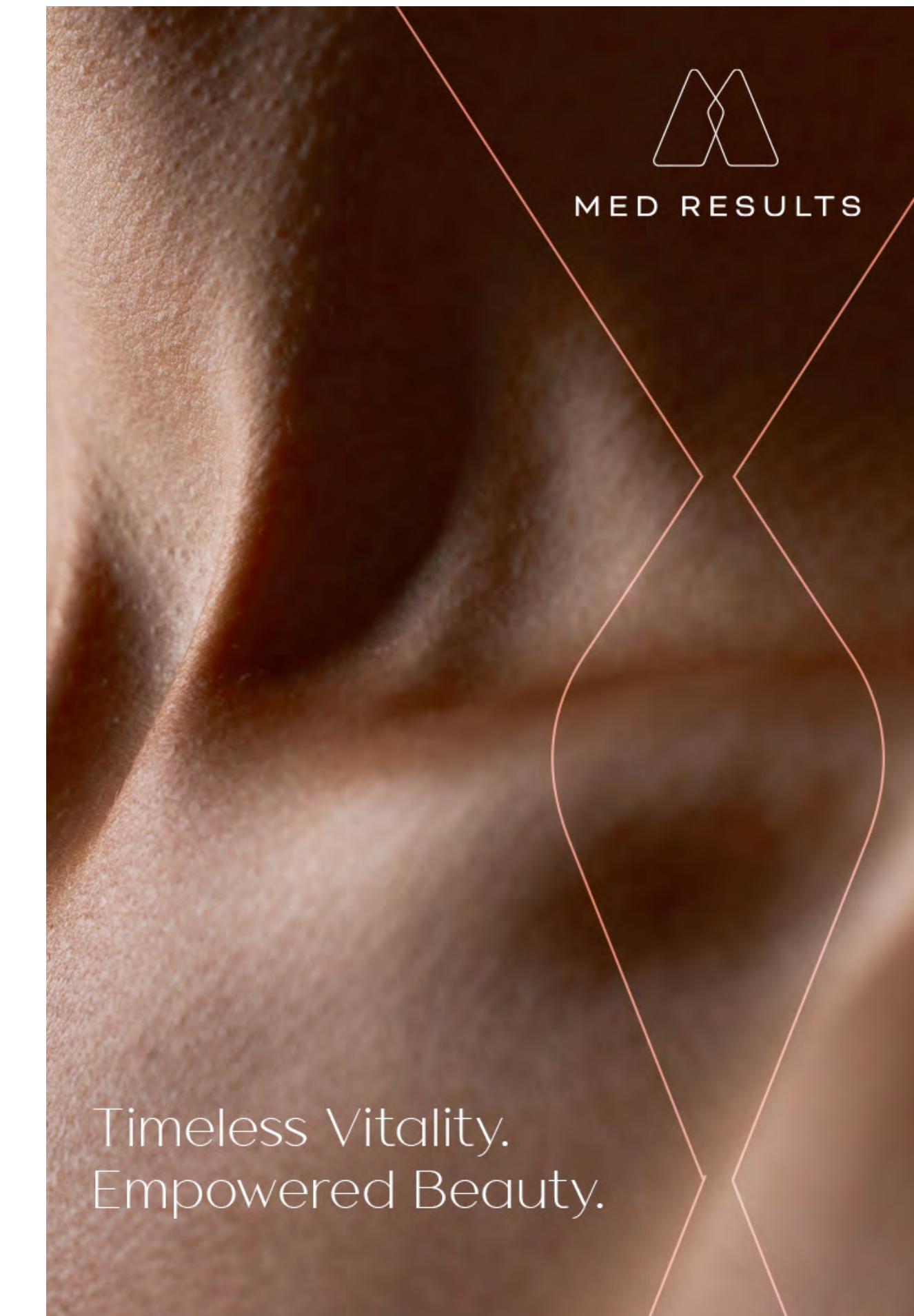
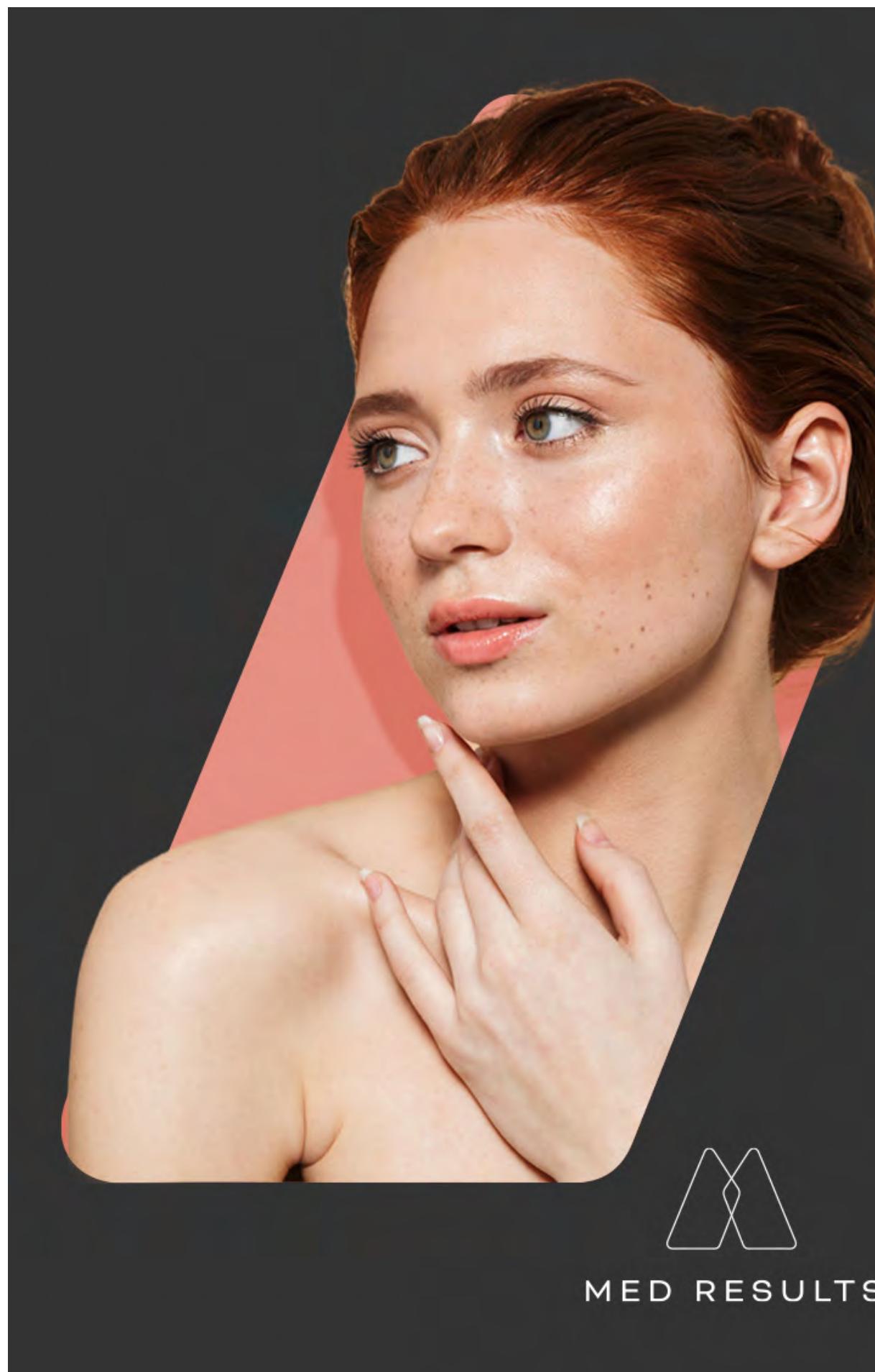
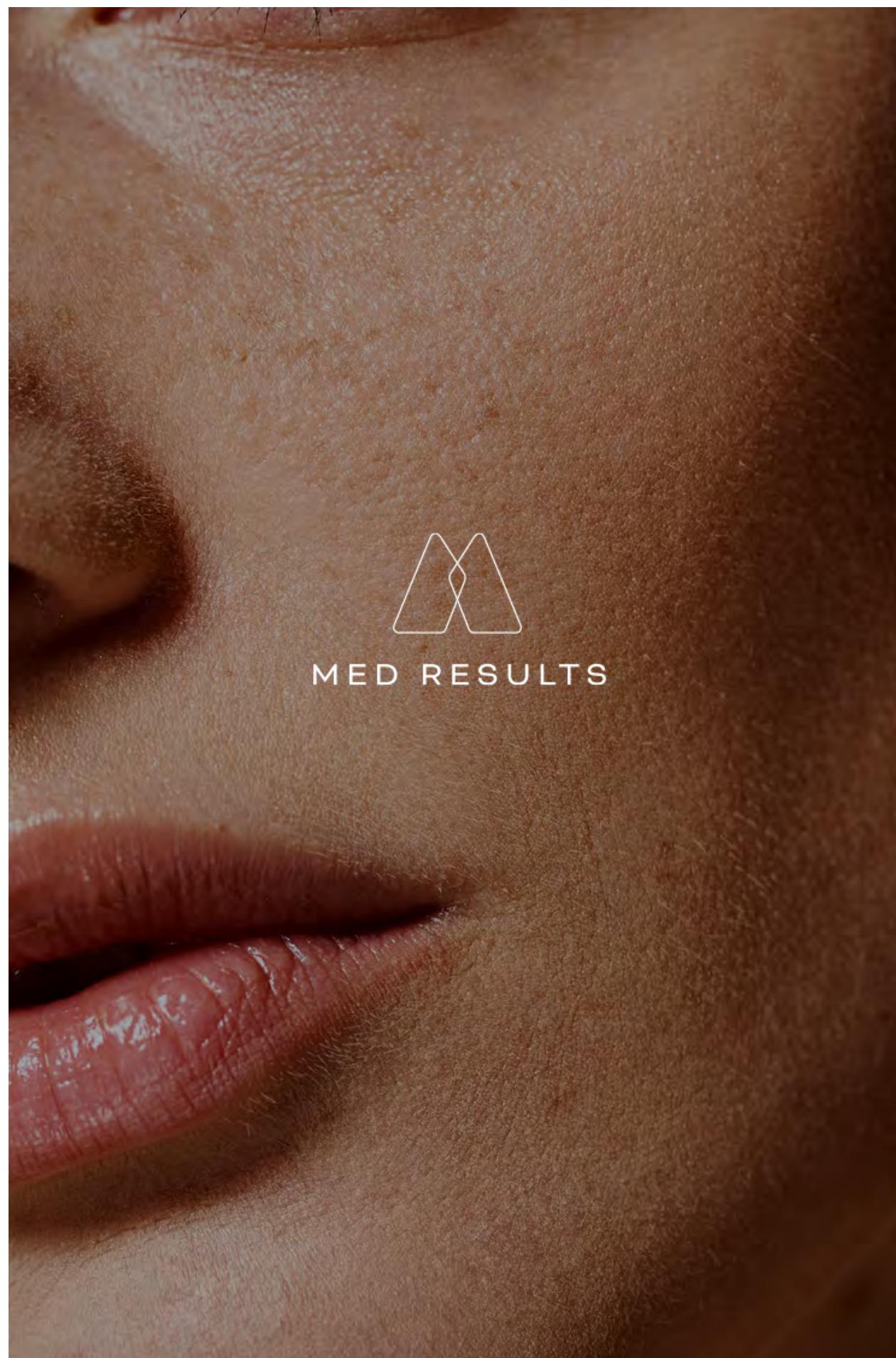
## Photography - Lifestyle

Our photography style is designed to showcase the effectiveness of our solutions. We use macro photography to capture detailed skin and body contours, emphasizing vitality and health outcomes with tight focus and strategic cropping.



# Photography Execution

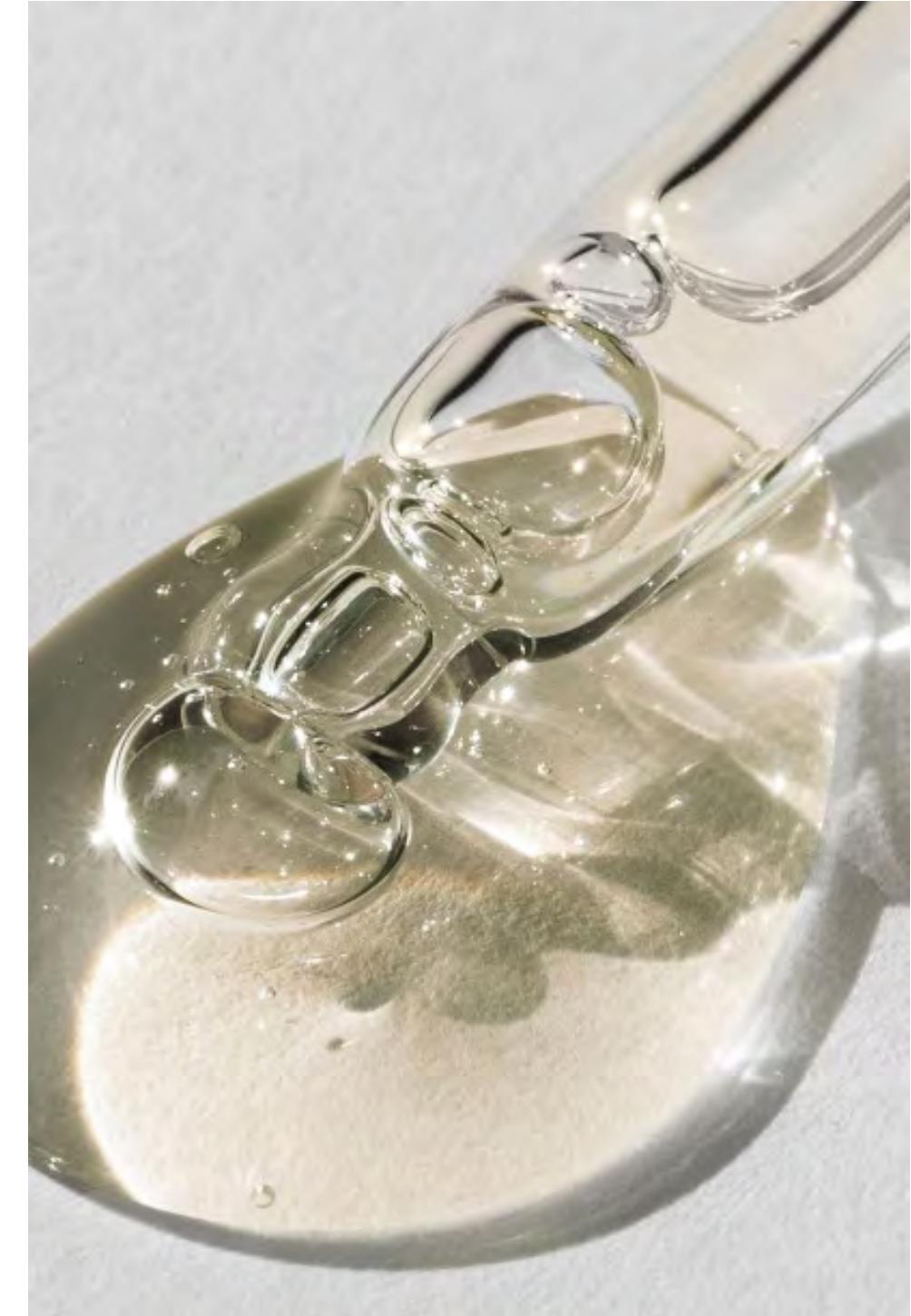
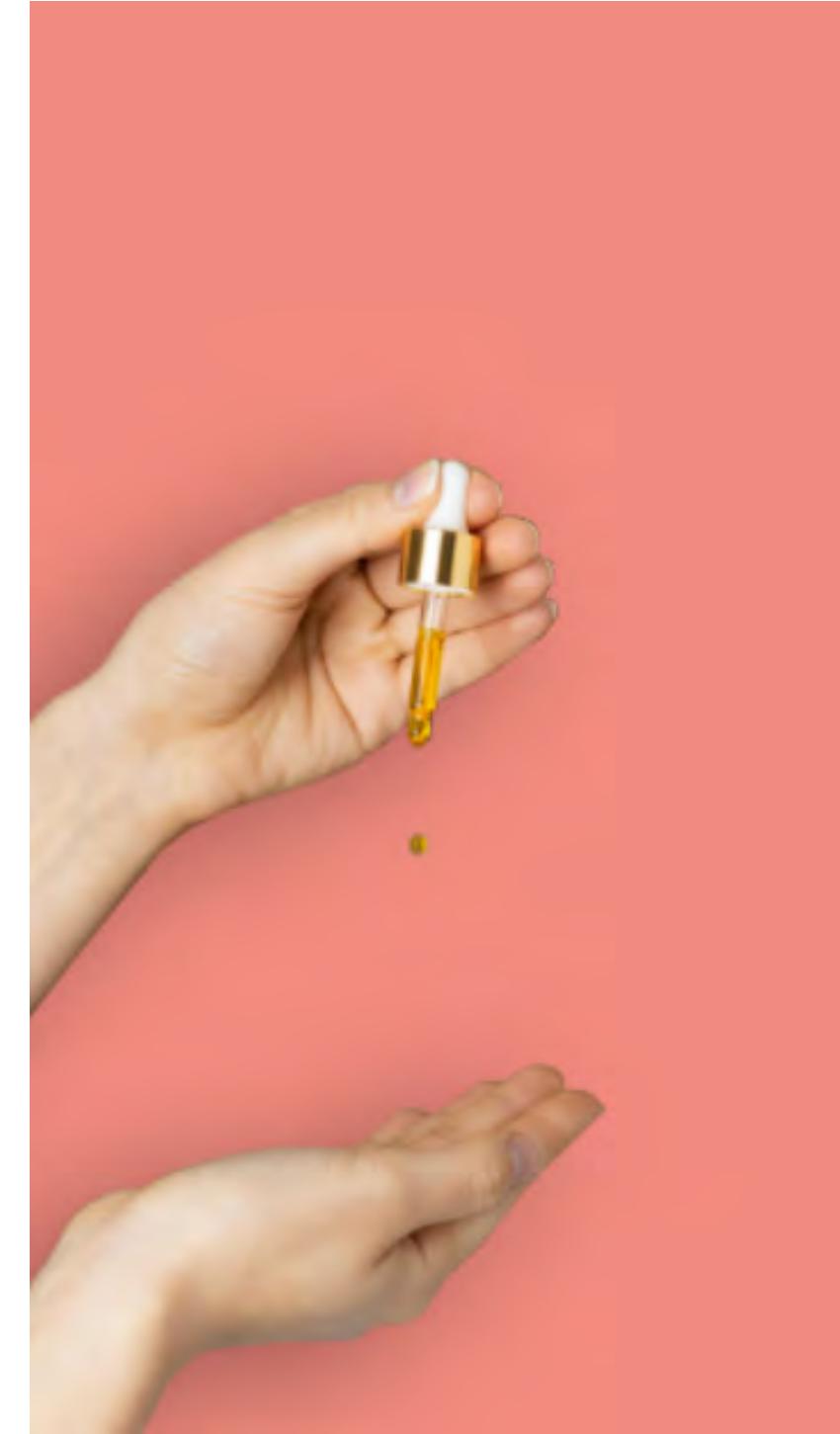
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# Photography - Product

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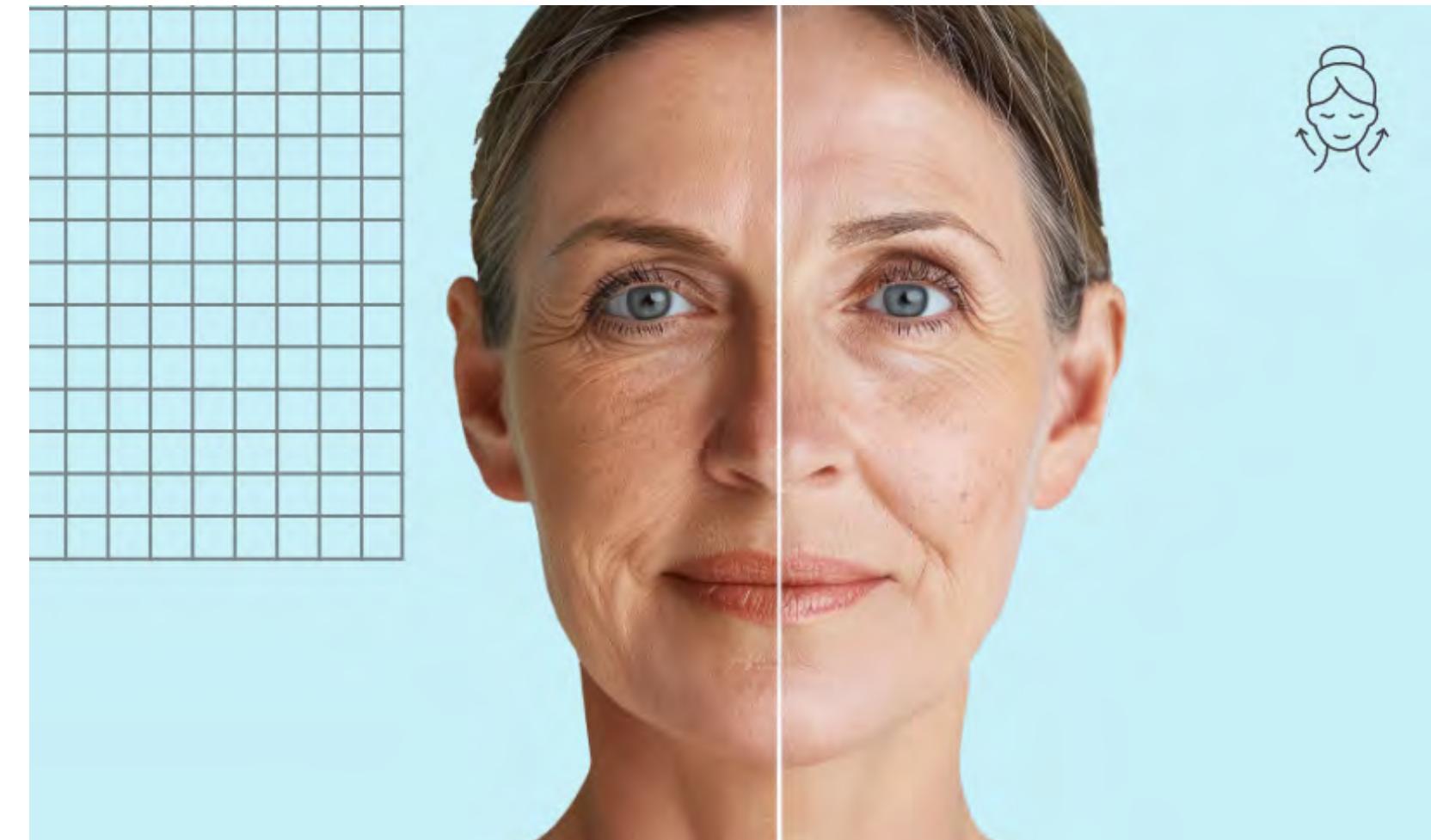
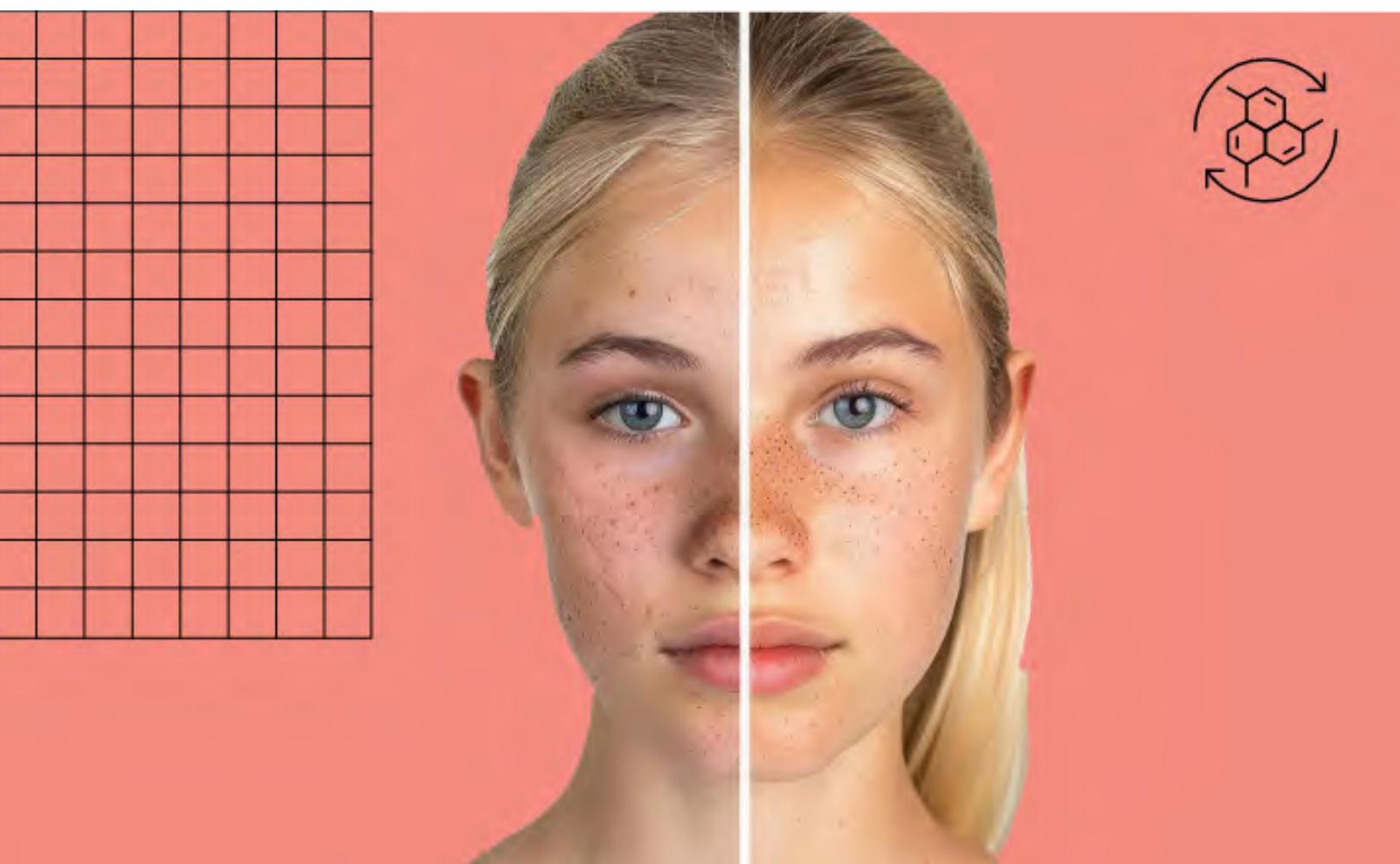
For product shots, we choose elegant marble and glass or mirror backgrounds with minimal styling. This ensures brightly lit, high-contrast images with a high gloss finish. We highlight our products in use, set against simple backgrounds to emphasize their natural textures and effectiveness, positioning them as the focal point of our imagery.



## Photography - Before & After

To effectively convey transformation, use solid color backgrounds with graphic overlays alongside vibrant colors and clean backgrounds to minimize distractions. Implement simple split screens to clearly highlight results.

Utilize Med Results' brand palettes, graphics, and textures to enhance brand recognition across Med Results and partner environments.



# Graphics & Textures



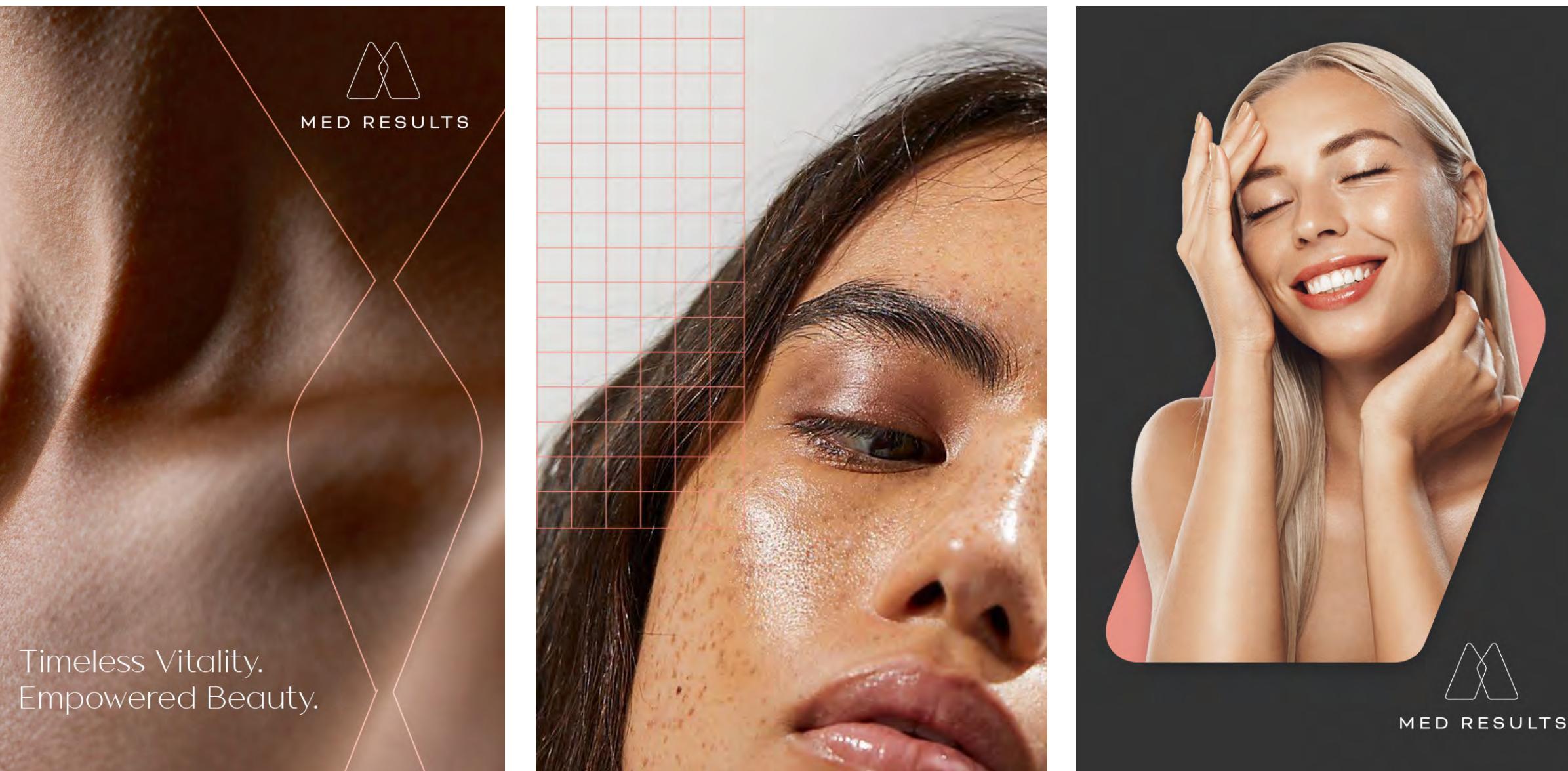
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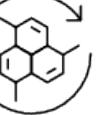
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GRAPHICS & TEXTURES

# Graphics

Emphasize the scientific and technical aspects of your content by incorporating abstract logo elements, diagrams and geometric patterns. Use simple, modern iconography to clearly link treatments and solutions in visual executions. Utilize tables to display quick information and facts, further enhancing the scientific feel and helping to educate your audience. This approach ensures clarity and impact in your communications.

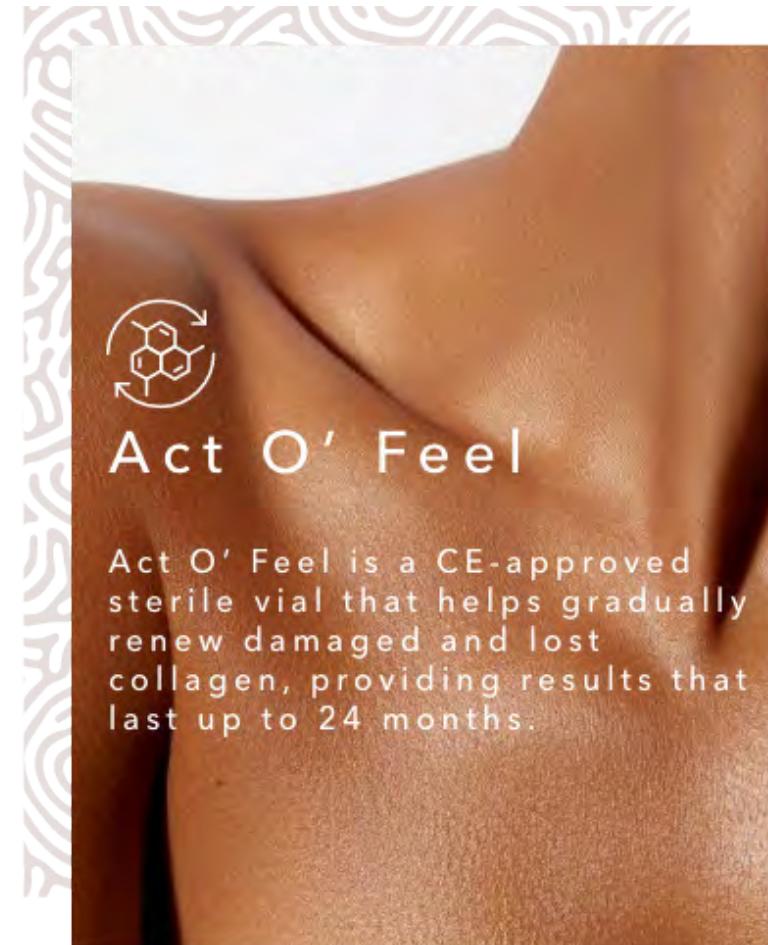
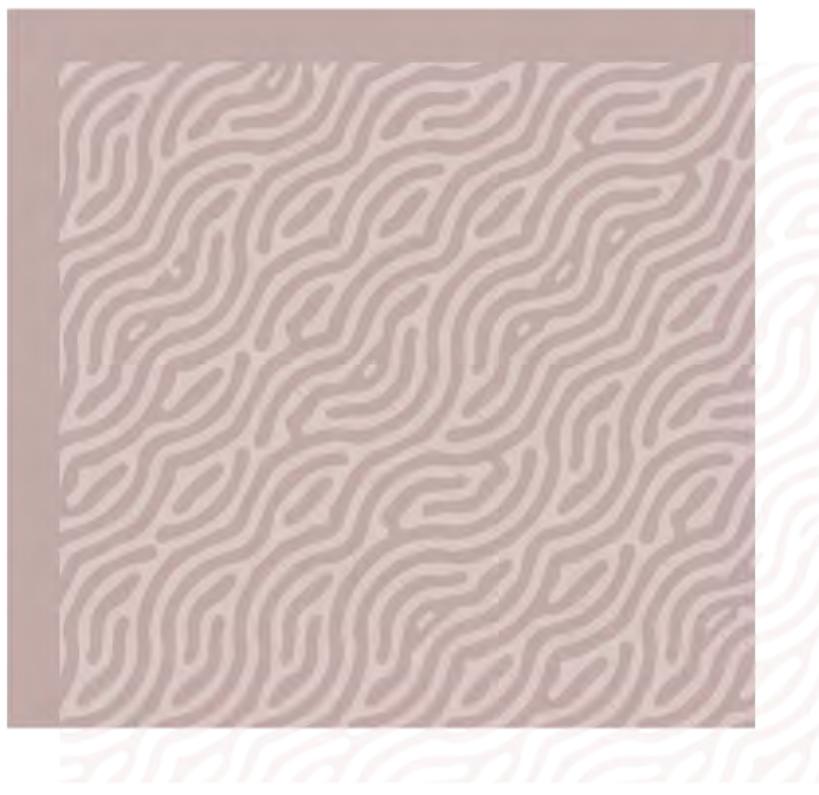


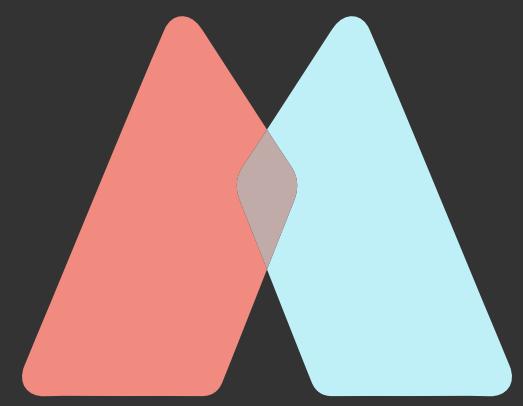
TREATMENTS	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.	
	Plexrplasty
	Act O' Feel
	GlassLIFT
	CAT Resurfacing



# Textures

We incorporate organic textures that evoke a sense of dermatology and fluidity, blending playfulness with connectivity. These textures are designed to impart a subtle yet unique expression, enhancing the visual narrative without overwhelming it. Employed sparingly, they add depth and intrigue to our executions, serving as a delicate enhancement that aligns with our overall aesthetic of clarity and precision.





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