



SKINETHICS

# SkinEthics Branding Guidelines

We are passionate and knowledgeable about medical grade skincare and treatments. We thrive on the ability to educate people how to properly care for, feel beautiful and confident in their own skin.

Our passion for skin propels us to stay current on the latest innovations in technology, products, and treatments. We provide the highest standard of care in an exclusive luxurious setting.

We solve a variety of problems from acne, melasma, hyperpigmentation, mature skin, anti-aging, textured skin, and overall skin health. In order to low self esteem and issues with confidence. Because skin speaks first.



# Contents

*Take a Look Inside*

Brand Story	4
Mission and Vision Statement	5
Buyer Persona	6
Logos	8
Typography	10
Colors	12
Tone of Voice	14
How We Look	16



# BRAND STORY



# Brand Story

SkinEthics is the home of Atlanta most elite aesthetics procedures. Conveniently located in the heart of the city and mere moments from 85, 285, and, 75. Nestled on a private corner near the intersection of Clairmont & Briarcliff. Pulling into our off street parking lot feels like an instant escape from the noise of the world.

Exclusivity, privacy, and high end finishes are just the beginning. SkinEthics prides itself on its passion for skin correction and client education. This passion propels us to stay current on the latest innovations in technology, modalities, medical grade products, and procedures. We are constantly seeking new knowledge and this quest never stops. We provide the highest standard of care in an exclusive luxurious setting.

Ethics is in our name and we take pride in that. We vow to recommend only what is needed and safe for your one of a kind skin.

We are skin correctors and provide transformative, results driven success. We solve a variety of skin conditions from acne, melasma, hyperpigmentation, wrinkles, textured skin, and more. We realize that skin speaks first. SkinEthics is passionate about building empowerment and self confidence through custom regimens. We thrive on the ability to instill confidence in our clients.

# Mission Statement and Vision Statement

SkinEthics is passionate about building empowerment and self confidence through customized medical grade skincare and treatments.

Our services provide results. Through those results, our clients will see themselves in a new light, building confidence and self empowerment.

## *Value Proposition*

We provide a sense of self-confidence through a tailored, exclusive, luxury experience. Nothing is cookie cutter.

Everything we do is ethical. We don't push unnecessary products or services. Luxury experience. Secret club experience. Exclusivity.





# Buyer Persona

*Helping you glow every day*

Our target audience is a person who has experienced skin problems as an adult or young adult and has endured the low self-esteem that stems from day-to-day skin issues. But now it's a new era, they want to be free of the skin imperfections that once held them down from becoming their best self. They want their life to change, their spirit to be lifted, and to once again be free.

## Unsure

A central goal is to have youthful and healthy skin. They desire to feel confident and be self assured through the look of their skin.

## Aware

Educated and aware of the known value in skin care and realizing that good skin matters. Having great skin is an investment they are willing to make on a daily basis

## Vibrant

They live in the oment of being free of blemishes and scars that hold them back from being their best self.

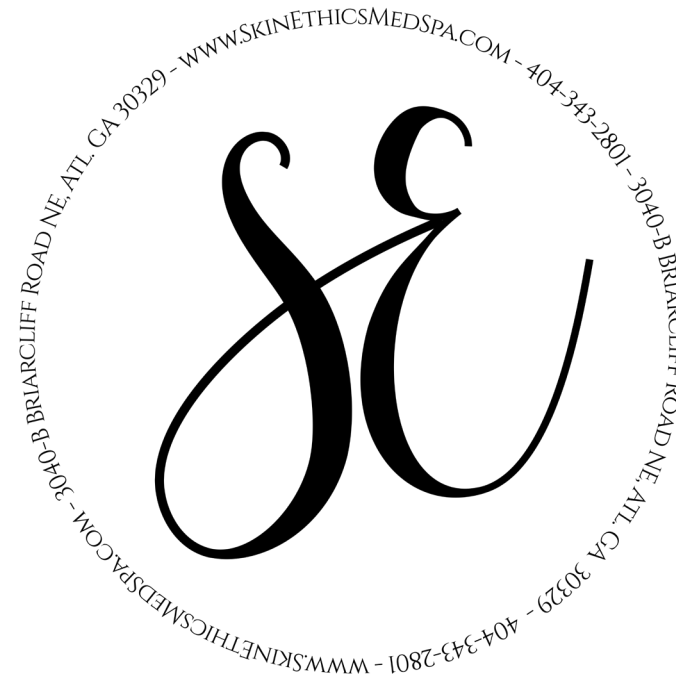
# LOGOS



# Primary Logo

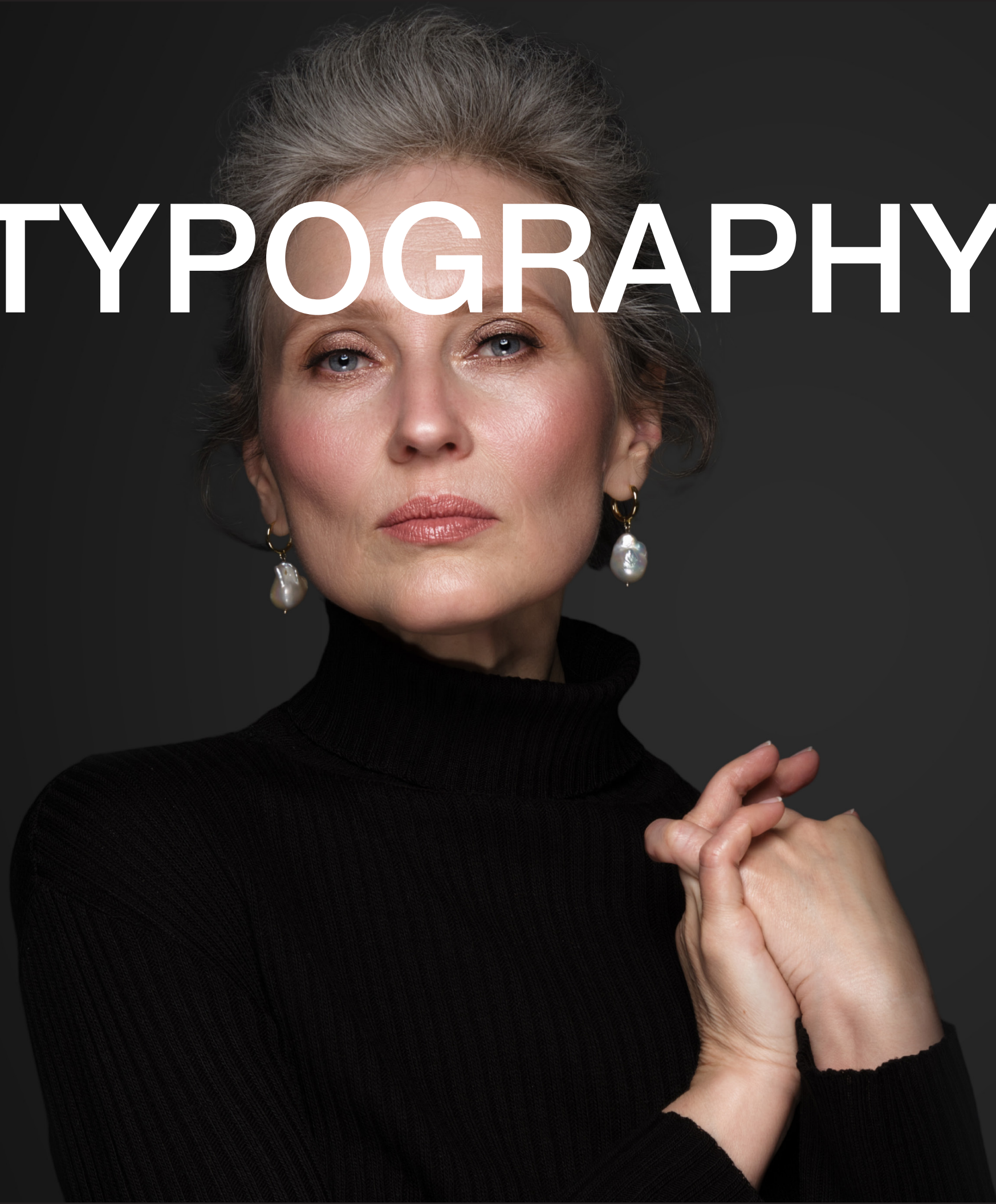


Logotype



Stamp

**TYPOGRAPHY**



# Typography

## Cinzel

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO  
PP QQ RR SS TT UU VV WW XX YY ZZ REGULAR

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO  
PP QQ RR SS TT UU VV WW XX YY ZZ MEDIUM

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO  
PP QQ RR SS TT UU VV WW XX YY ZZ SEMIBOLD

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO  
PP QQ RR SS TT UU VV WW XX YY ZZ BOLD

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO  
PP QQ RR SS TT UU VV WW XX YY ZZ EXTRA BOLD

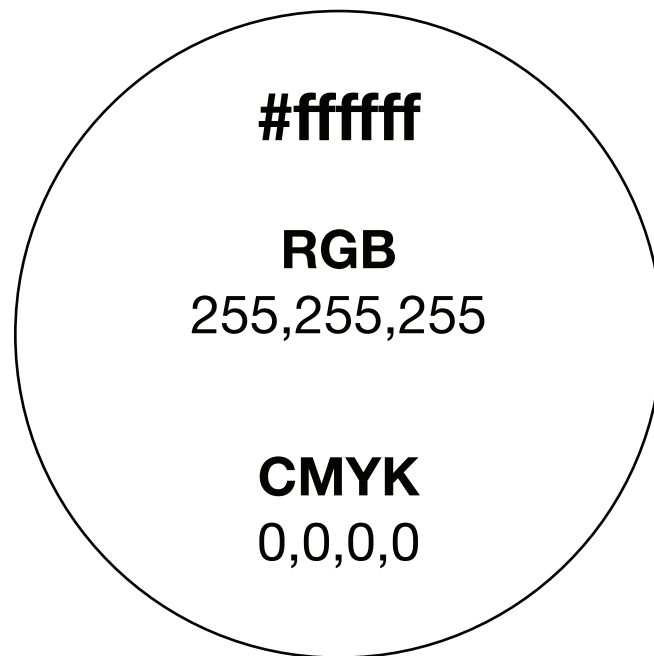
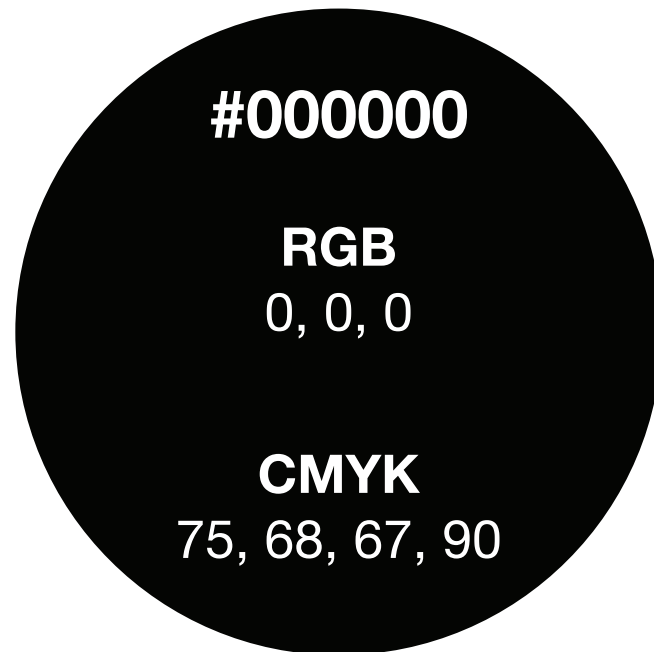
AA BB CC DD EE FF GG HH II JJ KK LL MM NN  
OO PP QQ RR SS TT UU VV WW XX YY ZZ BLACK

COLORS

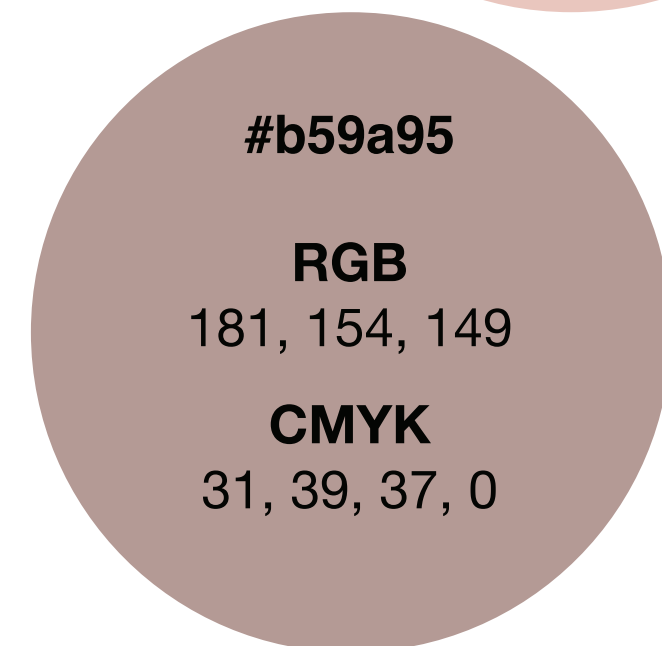
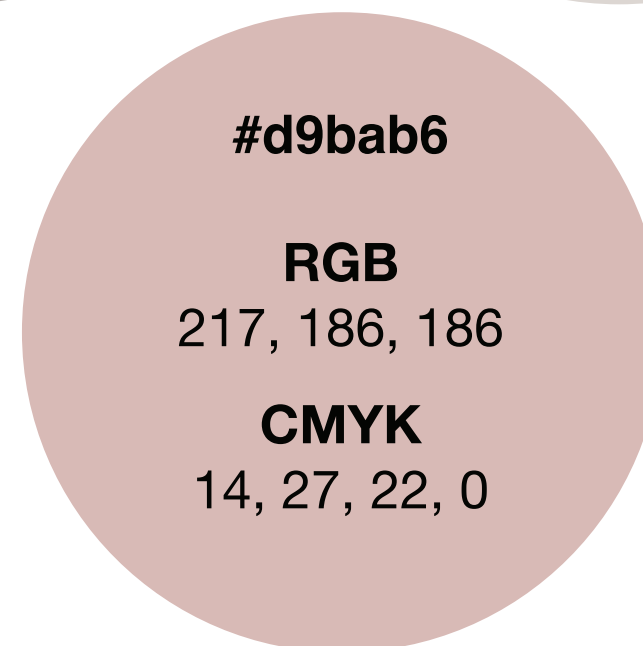
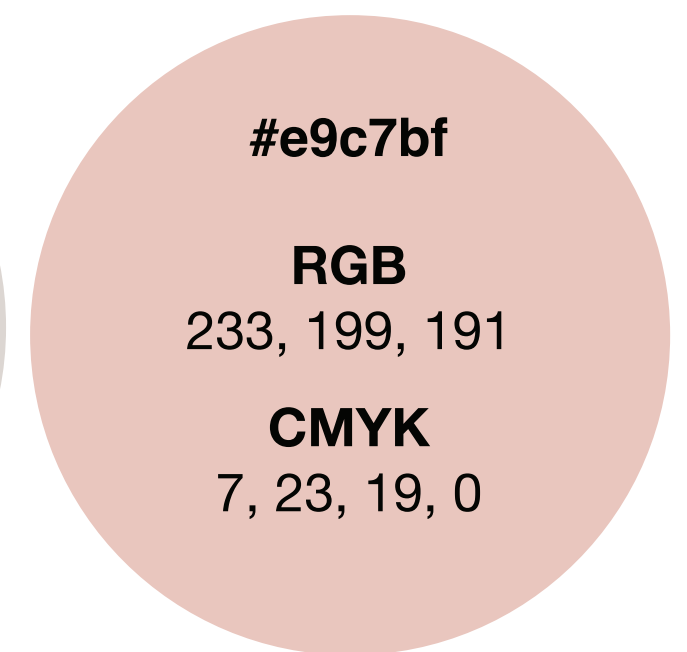
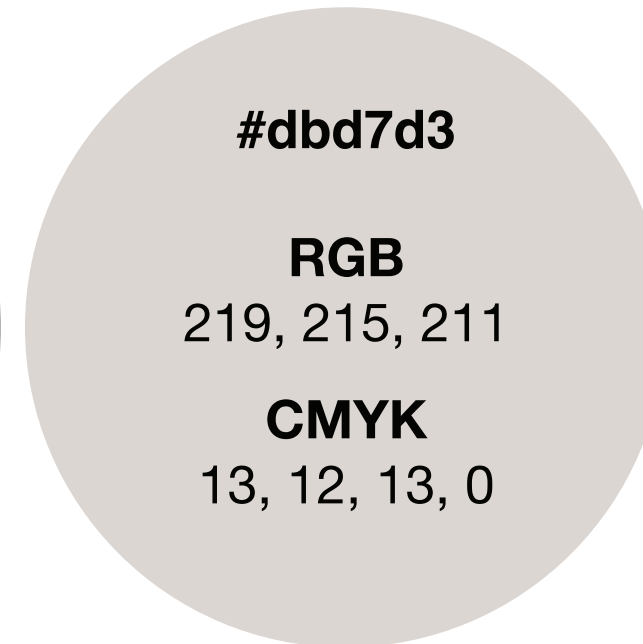
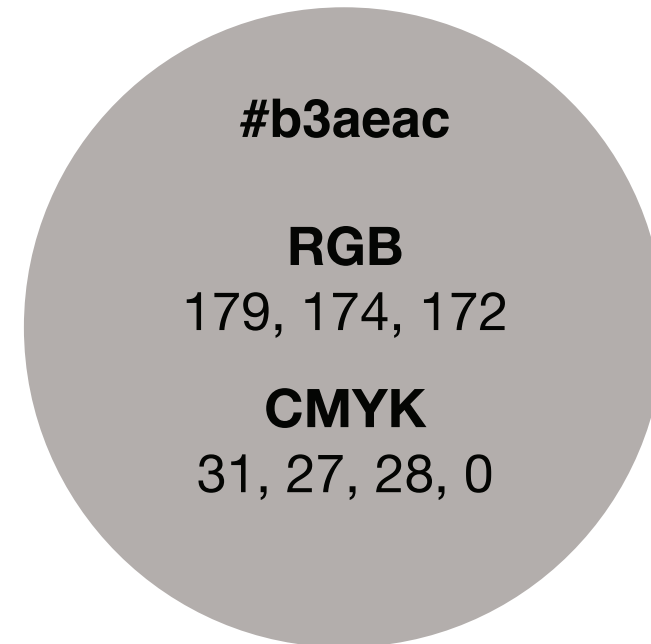


# Logo Colors

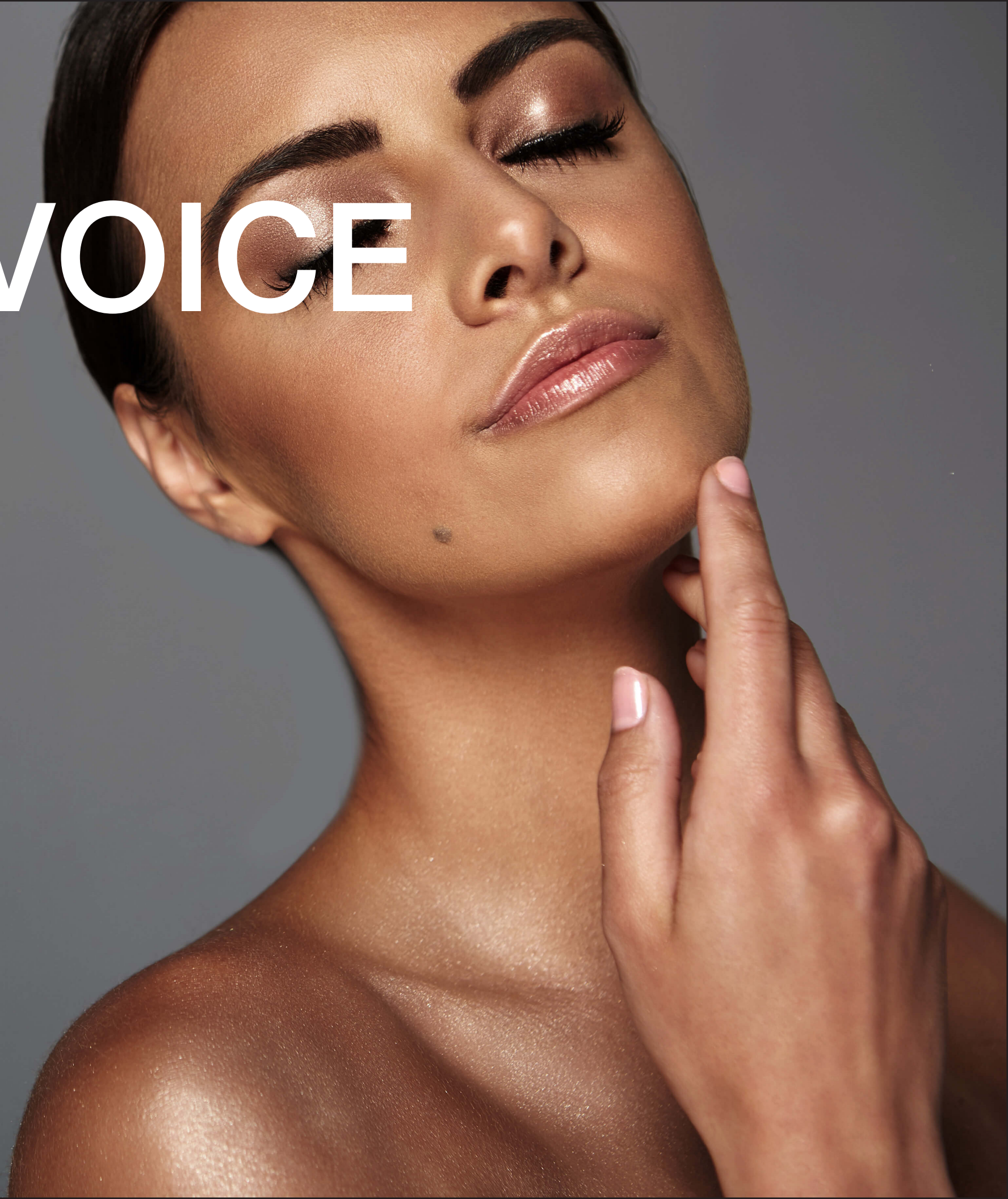
## Primary Palette



## Secondary Palette



# VOICE TONE



# SkinEthics Voice

WE'RE **EXCLUSIVE** BUT NOT **IMPOSSIBLE**.

## What We Are

Funny

Sexy

Luxurious

Customer Service Oriented

Knowledgeable

## What We Are Not

silly or goofy

vulgar or off putting

unapproachable

a day spa

“Know it alls”

# HOW WE LOOK



# Imagery

- Our focus is on skin of all kinds, from all walks of life, cultures, demographics and flaws.
- We seek to highlight radiant skin that reflects the impact of the services we offer.
- We emphasize confidence within our imagery.
- Self Empowerment is key within our imagery so our customers feel willing and able to accomplish anything regardless of their skin.





SKINETHICS

© Copyright SkinEthics 2021