



NATURA

MEDSPA & COOLSCULPTING CENTER

NKPMEDICAL  
**BRAND** STANDARDS

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# BRAND

# Overview

# Primary LOGO

VERTICAL LOGO

HORIZONTAL LOGO



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# Alternative LOGOS



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# BRAND & WORD

*Mark*

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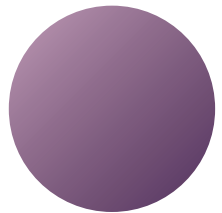
# COLOR & *Typography*

NKP BRAND STANDARDS MEDICAL

# BRAND *Colors*

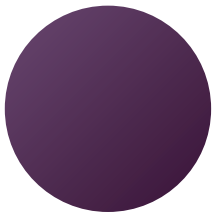
**PANTONE 5215C**

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



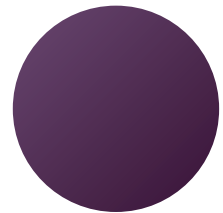
**PANTONE 7665C**

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



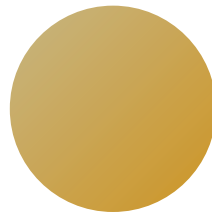
**PANTONE 518C**

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



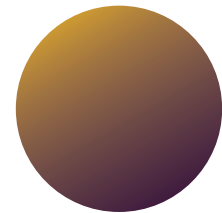
**PANTONE 4525C**

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

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

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

## JOSEFIN SANS

- USE FOR BODY/PARAGRAPH COPY

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

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

0 1 2 3 4 5 6 7 8 9 0 ? ! \$ % & \* ( ) \ / |

## Unleash Handwritten

- USE FOR DESCRIPTIVE TEXT

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

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

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 z



# LOREM IPSUM LOREM

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*lorem ipsum*

# Aa



# BRAND

# *Application*



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



# MARKETING

*examples*

**LOREM IPSUM**

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**ANNOUNCEMENT**

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*client testimonial*

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*new information!*

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*exclusive*

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**EXCLUSIVE**

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