



2021 BRAND STYLE GUIDE

IDENTITY Primary Logo

PHOENIX Icon

The phoenix is the representative icon for the Monumental brands. It acts as a symbol of renewal, rebirth, healing, strength and empowerment.



SMALL TOUCHES

Small, simple, touches add an element of unspoken impact and highlight the organic nature of Monumental brands. Examples of this include; the organic curve of the Phoenix tail feathers (wrapping the logo in protection), clean simplistic design elements such as the separating dot between "Med" and "Spa" and a mixture of modern and traditional fonts that communicate sophistication and timelessness.

IDENTITY Primary Logo | color options



Primary Full Color Option



Secondary Full Color Option
(used when design allows for a more complex logo)



Black & White Option

IDENTITY Associated Logo (Sub-Brand)

PHOENIX Icon

The phoenix is the representative icon for the Monumental brands. This icon remains on sub-brands such as Monumental Wellness Retreat shown below.



PRIMARY BRAND CONNECTION

Sub-brands such as Monumental Wellness Retreat are deeply connected visually to the primary brand through the usage of the same font combinations being represented in a clean and balanced design approach.

IDENTITY Associated Logo (Sub-Brand) | color options



Full Color Option



Black and White Option

IDENTITY Impact Statement (optional)

The following statement can be used in design to support the overall essence of the Monumental brand. This statement should not be directly connected to the logo, but should be placed within close proximity so that the two feel in partnership with one another.

SPIRITUAL • HOLISTIC • HEALING

Examples of distance between logo and statement below.

(Per the note above, the logo and statement should be in close proximity so that they feel connected, but not so close that they feel as though they are one unit.)



IDENTITY Logo | minimal size requirements

The following minimal size requirements are established to ensure proper legibility of the Monumental Brand identity.



Monumental Med Spa (black & white)
Minimum size of 1" wide.



Monumental Med Spa (color)
Minimum size of 1" wide.



Monumental Med Spa (secondary color)
Minimum size of 1.4" wide.



Monumental Wellness Retreat (black & white)
Minimum size of 1.15" wide.

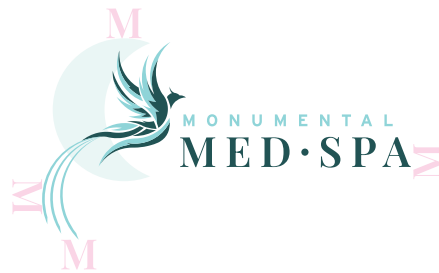


Monumental Wellness Retreat (color)
Minimum size of 1.15" wide.

IDENTITY Logo | padding requirements



This is example text to show the minimal amount of padding.



Using the "M" in the word "Med" as reference, the following padding (open space) should be placed around both versions of the Monumental Med Spa logo.



Using the "W" in the word "Wellness" as reference, the following padding (open space) should be placed around the Monumental Wellness Retreat logo.

IDENTITY Logo | icon usage



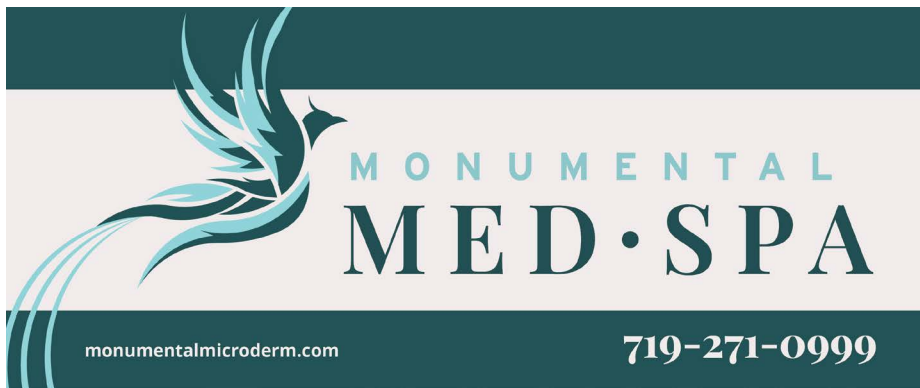
PHOENIX ICON

The Phoenix icon is the primary graphic element for the Monumental brands. It can be used as a design element, however it should be used sparingly and cautiously within design. It should always be connected to the name of the brand it is associated with and should never be used without the brand name present.

The brand name should take priority over the Phoenix Icon and should always be represented exactly as shown within the approved logo lock-up. Care should be taken so that the Phoenix Icon does not distract from, or diminish, the brand. Brand colors should be used whenever representing this icon outside the Monumental brand logos.

Below is an example of how this might appear in execution.

Store Sign Mock-Up



THINGS TO NOTE:

- **Clear visibility of the Phoenix Icon.** The Phoenix head and wingspan should always remain visible (do not render this icon so that it appears abstract).
- **Care should be taken in the cropping of the Phoenix Icon.** Only the tips of the wings and tail have should be allowed to bleed off the page.
- **Placement of Text & Icon.** The logo text "Monumental Med Spa" and the Phoenix icon have been rearranged to show the two elements in harmony with one another (the text is sitting below the neck of the phoenix as if the phoenix is protecting it).
- **Consistency in Design.** Neither the Phoenix Icon nor the logo text have been manipulated or changed in any way. They should always be represented as shown within their approved logo design.

IDENTITY Color Palette



COLOR BREAKDOWN

	DEEP GREEN CMYK: 91, 65, 59, 61 RGB: 9, 44, 51 WEB: 092c33		LIGHT TURQUOISE CMYK: 27, 0 13, 0 RGB: 184, 226, 224 WEB: b8e2e0
	MIDNIGHT GREEN CMYK: 86, 50, 57, 34 RGB: 33, 83, 84 WEB: 215354		LIGHT BROWN CMYK: 39, 69, 74, 36 RGB: 117, 71, 55 WEB: 754737
	TEAL CMYK: 67, 23, 40, 1 RGB: 90, 156, 154 WEB: ba9c9a		DEEP BROWN CMYK: 48, 72, 74, 62 RGB: 72, 42, 33 WEB: 482a21
	TURQUOISE CMYK: 42, 0, 16, 0 RGB: 144, 212, 217 WEB: 90d4d9		

COLOR USAGE

It is important to not overuse color throughout creative executions. Monumental Brands believe in a calm, timeless and simple approach to communicating colors and textures. As such, white space and clarity in design is of paramount importance. Be cautious not to use excessive amounts of the above colors as it may detract or begin to segment audience types unintentionally. Rather, color should be used as an element to add depth and appeal to creative and not detract from the overarching messaging and/or overall intention of the communication.

IDENTITY Imagery | color treatments

When/where appropriate, Monumental's primary color palette can be used as a photo "Soft Light" filter for imagery. This should be done wisely and in a way that shows consistency and simplicity in execution. Do not use multiple color overlays on the same image and do not overwhelm creative executions with multiple filtered images. The purpose of this treatment is to provide connection to the imagery with Monumental's communications and the Monumental brand.



Placed over imagery as a "Soft Light" filter.



60%



100%



Placed over imagery as a "Soft Light" filter.



60%



100%

Note: Do not exceed 60% opacity when applying a photo filter. This will ensure consistent pass-through of color from the original photo.

IDENTITY Fonts | headline copy

Playfair Display (regular).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+=}|":?><[]\;/.,

Playfair Display (italic).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+=}|":?><[]\;/.,*

Playfair Display (medium).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+=}|":?><[]\;/.,

Playfair Display (medium italic).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+=}|":?><[]\;/.,*

Playfair Display (semibold).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+=}|":?><[]\;/.,

Playfair Display (semibold italic).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+=}|":?><[]\;/.,*

Playfair Display (bold).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+=}|":?><[]\;/.,

Playfair Display (bold italic).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+=}|":?><[]\;/.,*

Playfair Display (extra bold).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+=}|":?><[]\;/.,

Playfair Display (extra bold italic).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+=}|":?><[]\;/.,*

PRIMARY
HEADLINE
FONTS

IDENTITY Fonts | body copy

Open Sans (light).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+={}|":?><[]\;/.,

Open Sans (regular).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+={}|":?><[]\;/.,

Open Sans (semi-bold).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+={}|":?><[]\;/.,

Open Sans (bold).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+={}|":?><[]\;/.,

Open Sans (extra bold).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+={}|":?><[]\;/.,

Open Sans (light italics).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+={}|":?><[]\;/.,*

Open Sans (italics).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+={}|":?><[]\;/.,*

Open Sans (semi-bold italic).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+={}|":?><[]\;/.,*

Open Sans (bold italic).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+={}|":?><[]\;/.,*

Open Sans (extra bold italic).

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&()_+={}|":?><[]\;/.,*

IDENTITY Graphics



ORGANIC CURVES & STRUCTURED GRIDS

Organic curve such as the angle of a crescent moon in partnership with a structured grid for clarity and precision provide a modern, sophisticated and inviting feel to the Monumental brands.

This combination allows for a uniquely organized approach to delivering content, making it easy for the viewer to understand, while providing visual relief and openness to the viewer through softer curves and natural angles. Brand colors should always be used throughout this approach.

IDENTITY Creative Examples | digital & print examples

Examples of the organic & grid approach are highlighted below. Note, there is not an excessive use of one element or the other, they each work in harmony.

Digital Ad




MONUMENTAL
MED·SPA
monumentalmicroderm.com

LOVE, LIPS & LASHES

- **Botox Event:** Thursday the 18th
Botox only \$10/unit (must RSVP to attend)
- **O-shot \$1,200!** (Savings of \$300)
- **\$100 OFF Lip Filler!**
- **Love your lashes:** Latisse 5ml Kit
Lash Lift & Tint for \$220! (Savings of \$40)



Gift Certificate




MONUMENTAL
MED·SPA

A gift for you!

Thank You Envelope



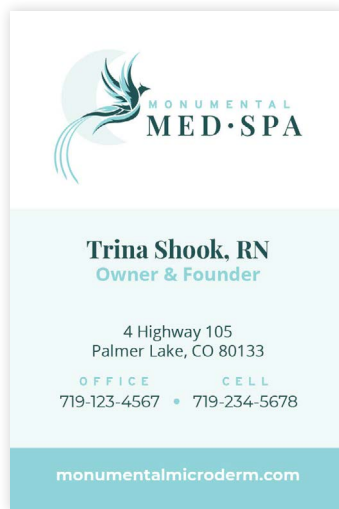

MONUMENTAL
MED·SPA

Thank you.

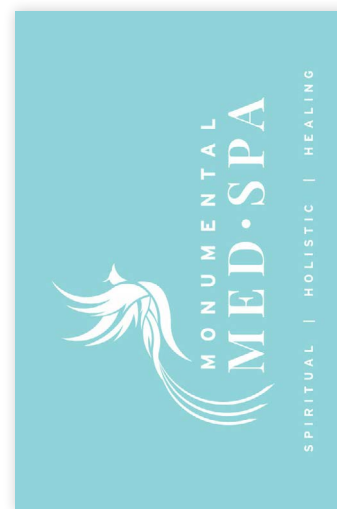
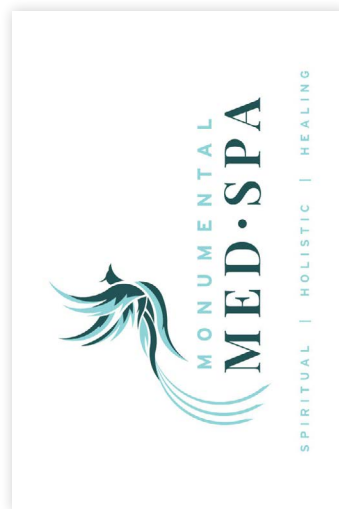
monumentalmicroderm.com

IDENTITY Creative Examples | business cards

front



backs





Thank you.