



Index

Brand Overview	3
Logo System	7
Color System	11
Typography	13
Imagery & photography	15

Brand Overview

Healthy skin is not about perfection, but about helping people feel comfortable, radiant, and empowered every day.

Our approach blends clinical precision with modern beauty, delivering visible results through treatments that are professional, approachable, and tailored to individual needs.

We combine advanced aesthetic treatments with a refined, welcoming experience designed to help every client feel confident in their skin.

More than a skincare clinic, Skin Studio is a space for **self-care, confidence, and transformation.**



The Caregiver

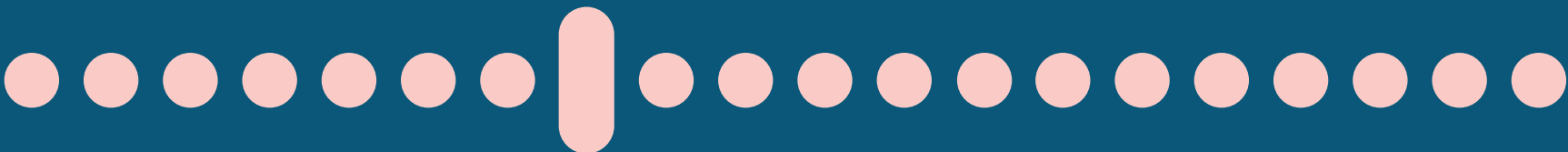
Nurturing, empathetic, and reassuring. Makes every client feel seen and safe. Prioritizes their wellbeing over the sale.



The Sage

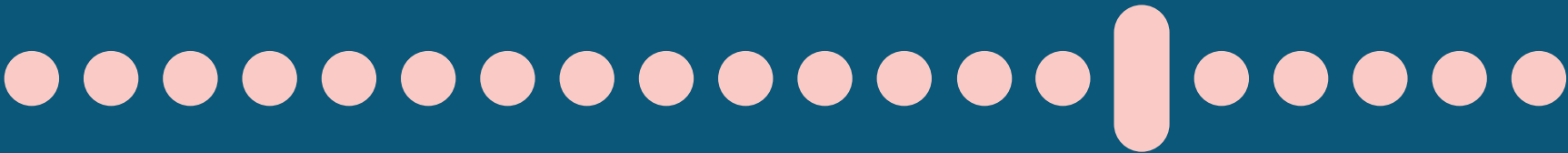
Nurturing, empathetic, and reassuring. Makes every client feel seen and safe. Prioritizes their wellbeing over the sale.

Formal



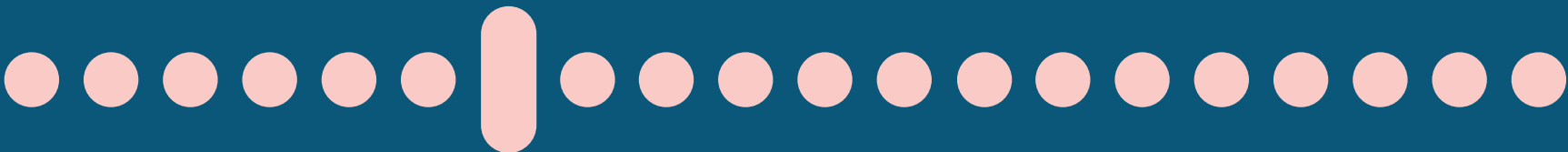
Casual

Cold



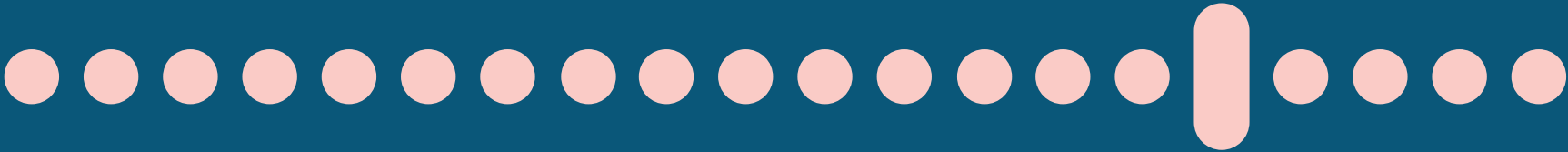
Warm

Serious



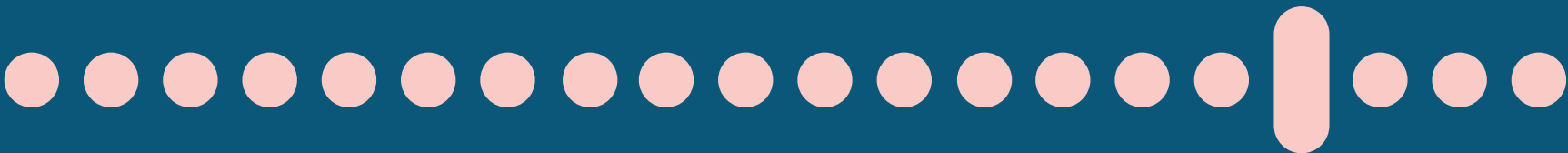
Playful

Corporate



Friendly

Complex



Simple

Clear, honest, and results-focused communication that builds trust while making clients feel confident, comfortable, and cared for.

Voice Attributes



Our voice balances clarity and results-driven communication with a warm, welcoming tone.

- ✓ **Clear**
- ✓ **Focused on results**
- ✓ **Reassuring**
- ✓ **Honest**
- ✓ **Inviting**

Writing Principles



1. Lead with outcomes

Focus on what the client will experience, not just what you do.

Reduces spots. Improve texture.

2. Keep it simple and direct

Focus on what the client will experience, not just what you do.

3. Be honest and realistic

Set clear expectations without overpromising.

4. Use positive, encouraging language

Make the user feel safe and confident

Tone by Context



Website

Clear, calm, and informative

Services

Specific, benefit driven

Social Media

Friendly, relatable, engaging

Ads

Confident, direct, results-focused

Logo System

A flexible and consistent logo system designed for clarity and brand recognition.

Primary Logo

The primary logo is the default and preferred version of the Skin Studio identity. The logo must always breathe.

Maintain a minimum clear space equal to half of the height of the primary logo on all sides. No text, graphic elements, or edges may enter this zone.

This protected area ensures the logo remains prominent and legible.



Primary Logo

Logo Variations

There are two variations, both compact version of the default logo. The icon logo, or monogram, is perfect for subtle branding and constrained spaces. The other variation is for social media profile pictures or avatars.

ICON LOGO



SOCIAL MEDIA



Logo Misuse

These examples illustrate common violations that compromise the Skin Studio brand. Never stretch, rotate, recolor, add effects, outlines, shadows, or textures.



Color System

A refined palette designed for clarity, warmth, and modern clinical aesthetics.

Core Colors

Accent

Coral/500

#E5340A

Primary

Coral/100

#FACBC6

Secondary

Teal/700

#0C5779

Tertiary

White

#FFFFFF

Quarternary

Teal/500

#3F8A8D

Color Usage

TEXT SYSTEM

Primary text

Secondary text

Muted text

ACTION COLORS

Book appointment

Learn more

Contact us

BACKGROUND

Primary

Secondary

Quarternary

Tertiary

Typography

A clean and expressive type system designed for clarity, elegance, and usability.

H1

Radiant Skin Starts Here

Creative Vintage | 64–72px/Regular | Used for page titles

H2

Heading 2

Poppins | 36–40px/Light

H3

HEADING 3

Poppins | 16–20px/SemiBold

Body

Our treatments are designed to rejuvenate and restore your skin.

Poppins | 16–24px/Regular, Bold | Used for paragraphs

Caption

Our treatments are designed to rejuvenate and restore your skin.

Poppins | 14px/Regular, Bold | Used for page titles

Hollywood Laser Peel

El tratamiento más efectivo de solo 30 minutos. Suaviza, ilumina, reduce poros y manchas.

Agenda tu cita

TEXT COLORS

Primary Text

Secondary Text

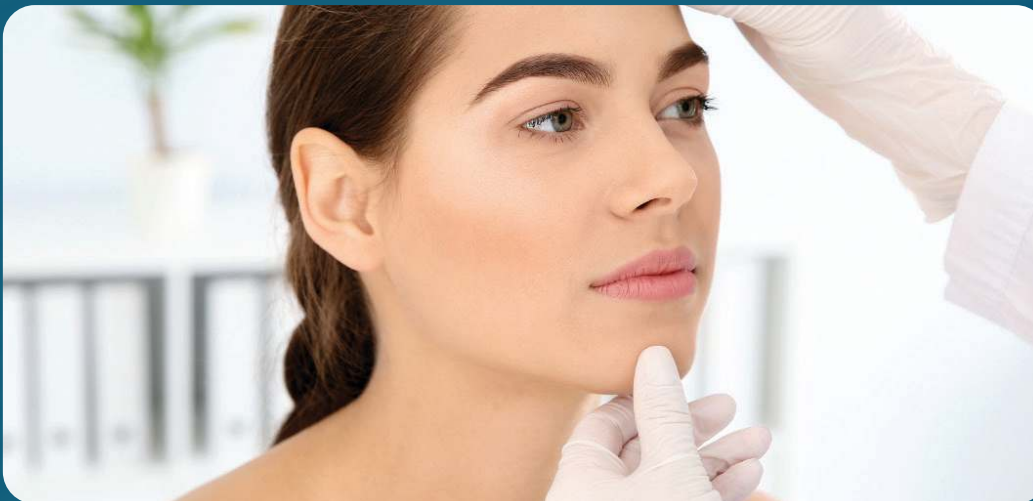
Muted Text

Inverse Text

Imagery & Photography

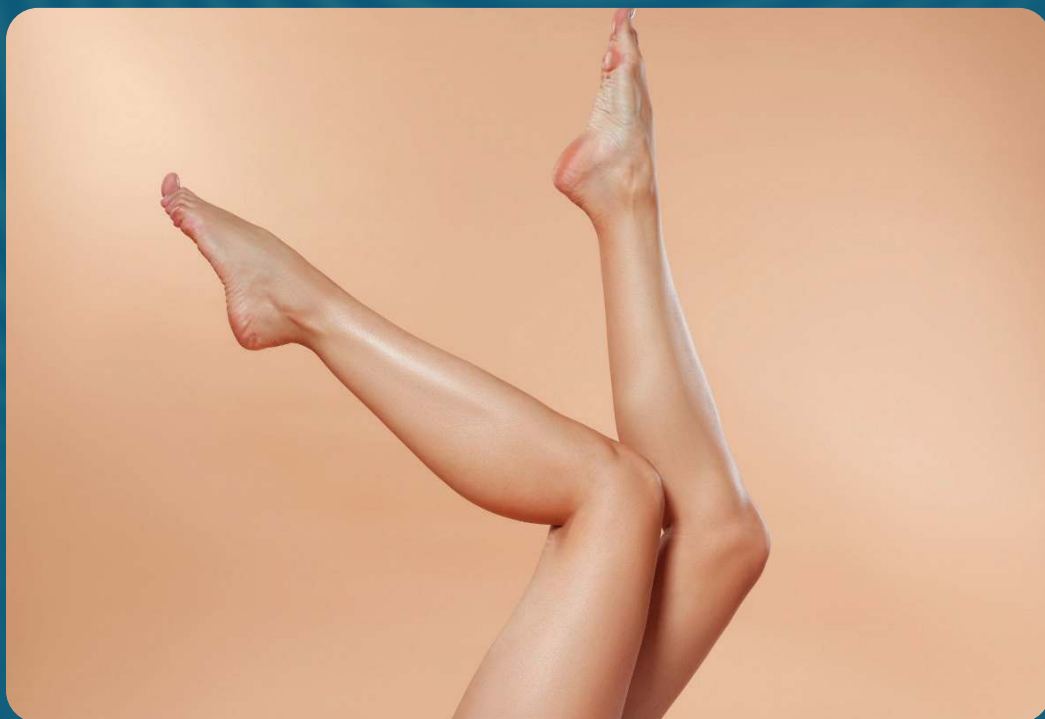
Photography

A soft, refined visual language that balances clinical care with radiant lifestyle moments.



CALM STUDIO

- Soft, diffused lighting
- Neutral or minimal backgrounds
- Close-up or mid-frame compositions
- Focus on skin texture and detail
- Clean, clinical but welcoming



RADIANT OUTDOOR

- Natural sunlight
- Coastal environments or reminiscent of Honduran landscape
- Lifestyle-focused
- Soft, warm tones (not oversaturated)
- Relaxed, candid poses
- Balanced, minimal compositions



Photography Do & Don't

DO



Clean backgrounds and soft tones



Natural skin texture



Clinical but welcoming



Natural sunlight and soft tones

DON'T



Busy backgrounds and highly edited skin



Harsh lighting and deep shadows



Abstract clinical compositions

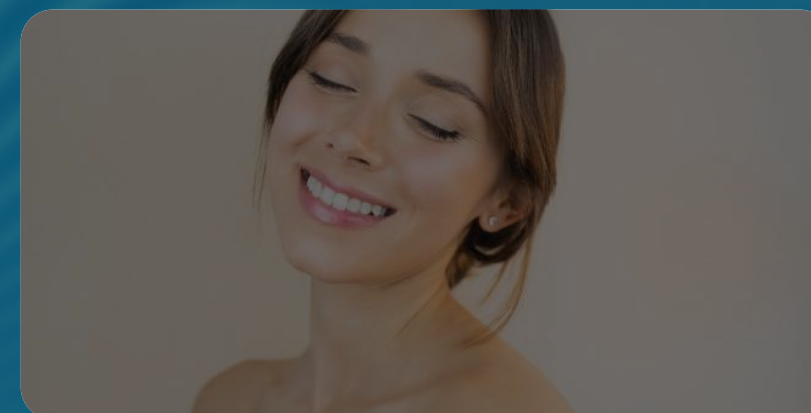


Overly saturated outdoors

Image Treatments



Original



Dark Overlay

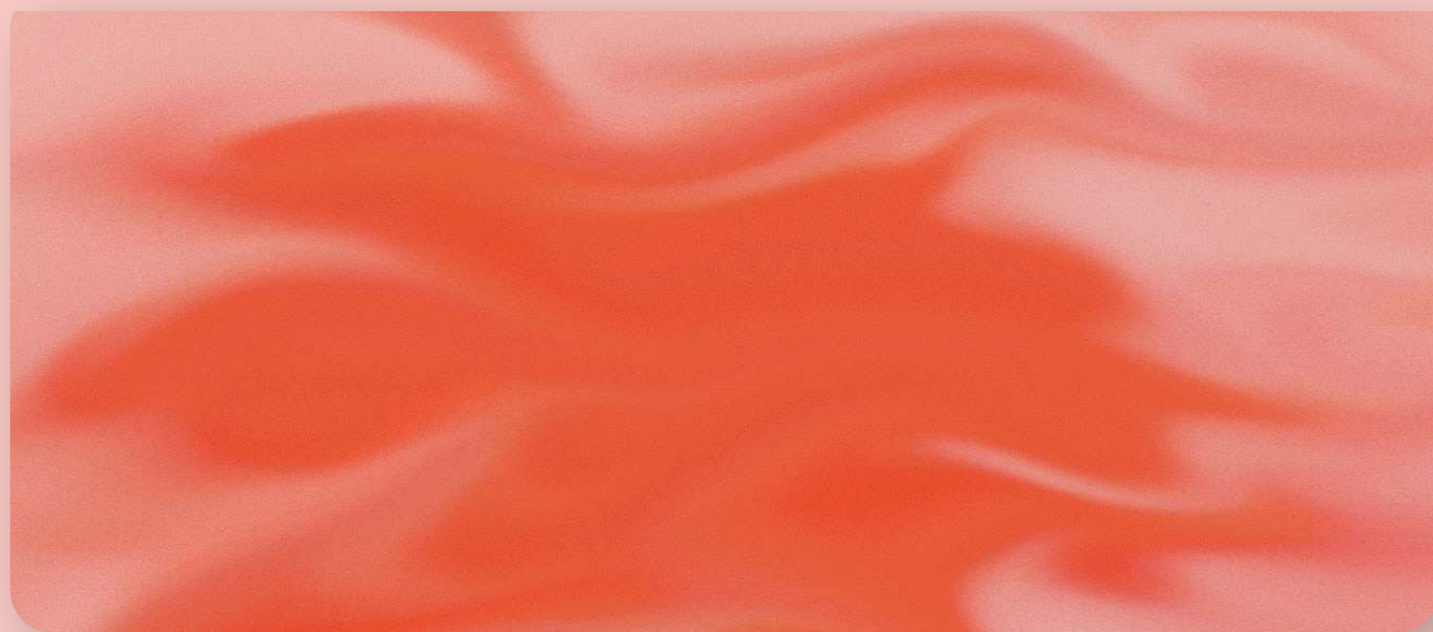
Visual Forms

A fluid visual system built on movement, distortion, and organic transitions.

FLOW FIELDS

Soft gradient-based forms that simulate natural movement and depth.

Created through color blending and subtle distortion to evoke calmness and continuity.



DISTORTED LINES

Structured line patterns that are warped to create wave-like motion.



SOFT SURFACES

Rounded, elevated forms that create a sense of softness and approachability.

