



Cosmetic Surgery Center

BRAND GUIDELINE



Table of Contents

1 Brand Story	5 Color Palette	9 Typeface
2 Brand Overview	6 Brand Colors	10 Brand Voice and Tone
3 Logo Design	7 Additional Colors	11 Hashtags
4 Logo Usage	8 Typography	12 Brand Hashtags

Our Brand

At the Cosmetic Surgery Center, our experienced and well-trained cosmetic and plastic surgeon, Dr. Lopes is certified by the American Board of Plastic Surgery. Located in Virginia Beach, Virginia, our practice is dedicated to serving people of all ages who are looking to improve their appearance through surgery. In addition to many of the plastic surgery procedures available, we also offer many non-invasive skin care options to restore the look and feel of your skin.



Brand Overview

Our Values

We understand that FEELING great at any age isn't just about LOOKING great. With all of the changes our bodies undergo, surgery is sometimes necessary. The Cosmetic Surgery Center goes beyond all limits of what aesthetics can achieve, taking your physique back in time, with real results, while never having to forfeit your goals.

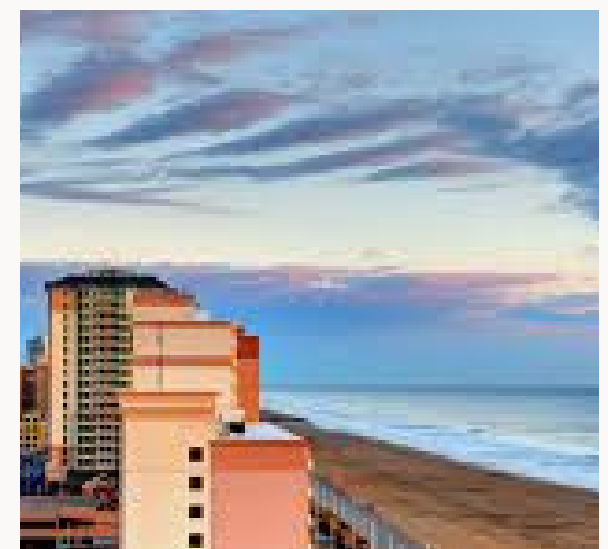
Combining cosmetic treatments like BOTOX® with plastic surgery treatments like a Facelift, we are committed to serving our clients from the inside out. All our services are designed to help you visibly improve the look, feel, and health of your skin and body.

Our Vision

We commit to giving you the absolute best outcomes from our cosmetic and plastic surgery procedures to help you achieve your aesthetic goals. We look forward to creating clients for life. No matter which of our treatments you get, you will receive outstanding service and be thrilled with the results.

Our Mission

We will achieve our vision by combining the highest level of aesthetic brilliance with trusted cosmetic technologies, and premium products from our passionate and skilled medical and aesthetic professionals who are dedicated to delivering an extraordinary client experience.





Logo Design

The logo is a visual shortcut for identifying the practice. It is made up of symbols, shapes, and stylized text and the visual choices made evoke the story of the practice. The logo is so well-known for our practice that it can be used independently of the practice name.

Linked is the practices assets folder so the correct logos can be found:

<https://bit.ly/CSCLogos>

Logo Usage



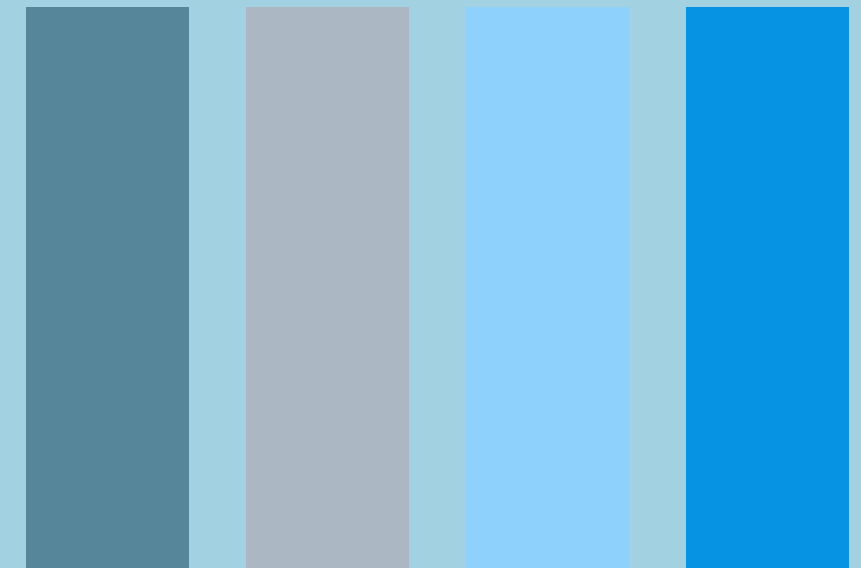
Our secondary logo evokes the main brand, repeating some of the shapes, colors, and elements. In some cases, you can use the symbol on its own, or as a separate logo to identify the practice's brand identity.



Our third logo, mark, and symbol can be used in places where more information is needed – such as the header of our emails.

Color Palette

This includes our official brand colors, our extended color palette, and the colors against which our brand can be used.


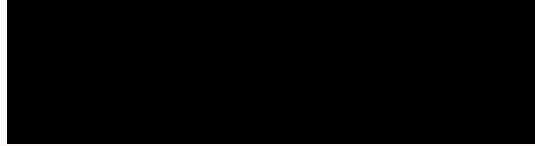
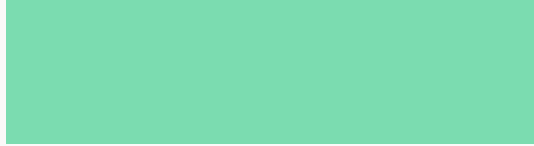



Brand Colors

This includes our official brand colors. Reproduced are the official brand colors, along with their RGB and HEX codes, and it is clearly stated which are our primary and secondary colors.

PRIMARY	PRIMARY	SECONDARY	SECONDARY	SECONDARY
<p>HEX: #A2D1E2</p> <p>RGB: 162, 209, 226, 255</p>	<p>HEX: #55869A</p> <p>RGB: 85, 134, 154, 25, 5</p>	<p>HEX: #ABB8C3</p> <p>RGB: 171, 184, 195, 1</p>	<p>HEX: #8ED1FC</p> <p>RGB: 142, 209, 252, 1</p>	<p>HEX: #0693E3</p> <p>RGB: 6, 147, 227, 1</p>

Additional Colors

			
HEX: #FFFFFF	HEX: #000000	HEX: #7BDCB0	HEX: #F8AC6A
RGB: 255, 255, 255, 1	RGB: 0, 0, 0, 1	RGB: 123, 220, 176	RGB: 248, 172, 106



The extended color palette features a range of approved colors provided for additional flexibility while continuing to safeguard brand consistency.

Typography

At its best, our typography distinguishes the practice from our competitors, conveying the personality of the practice in an instant, attracting and holding the audience's attention, building recognition, establishing a sense of occasion, structuring information, and promoting understanding.

Aa

Primary Typeface

Aa

PROXIMA NOVA 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

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Secondary Typeface

Aa

ARCHIVE GARAMOND
STD ITA

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

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Voice

The Cosmetic Surgery Center practice voice:

- Authentic • Informative • Professional

Prioritizing authenticity will remind us to stay grounded. To stand out from the “power words” and jargon common in our industry, we’ll lean heavily into talking like humans. (Just don’t try too hard to sound cool and relatable by using slang).

We balance our authenticity with awareness and insight. We’re not just here to be everyone's friend, but more importantly, to provide knowledge. Our words should bring enlightenment, understanding, trustworthiness, and thoughtfulness.

The Cosmetic Surgery Center is confident enough in our knowledge to not misinform patients. We’re always clear and direct, and we’re not afraid to use big words. There’s a fine line between bold and smart-alecky. We never want to come off as harsh or demeaning, or like geniuses. To stay informative, focus on the positive of what we want others to comprehend/learn/understand.

Tone

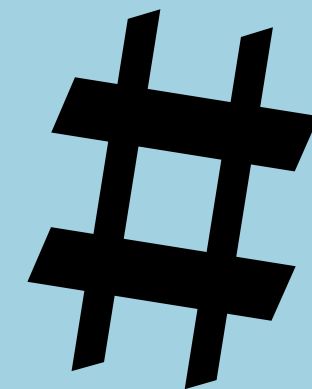
When the Cosmetic Surgery Center posts on social media, we can lighten up. Here we can be a bit more cheerful, use emojis, use (some) exclamation points, and be a bit more empathetic and compassionate. Remain informative, but feel free to keep it lighthearted.

When the Cosmetic Surgery Center handles messaging patients, we talk friendly and caring. We want them to know how we can answer any of their questions. We talk much less about our practice and our services and more about how we can help them. Avoid being overly pushy, and stay cool, calm, and confident the whole time. Focus on the topic, not on the upsell.

Hashtags

With our practice's personality and visuals defined, use them to develop our social media hashtags. Not all practices are the same – and that's a good thing. Defining how to tag our practice enables our content to be found and shared.

In choosing our hashtags, consider our practice, services, and the location in which we operate, as well as our niche, platforms, themes, audience, and analytics.





Hashtags

#DrJoAnneLopes

#VirginiaBeachSurgeon

#DrJoanneLopesMD

#CosmeticSurgeons

#VirginiaPlasticSurgeon

#CosmeticSurgeryCenterVB

#Virginia

#PlasticSurgery

#PlasticSurgeons

#VirginiaBeach

#VirginiaPlasticSurgery

#CosmeticSurgery