



Aesthetics

Body Modification & Custom Jewelry
Identity Standards Guide





Introduction

The purpose of this guide is to ensure that all media representing the company is presented in a concise and cohesive manner that maintains the integrity of the corporate identity.

This guide includes all the information pertaining to the corporate identity, and how to properly use the different aspects of it. All acceptable uses are listed and guidelines for how not to use you logos are listed as well. If you have any questions regarding the proper use of the corporate identity please contact me.



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Corporate Colors



Aesthetics Dark Green

C: 64 R: 29
M: 9 G: 73
Y: 100 B: 16
K: 72



Aesthetics Light Green

C: 50 R: 141
M: 0 G: 198
Y: 100 B: 63
K: 0

Standard Font

Aesthetics

Arabic Typesetting

Arabic Typesetting is the standard font for this identity system. This font should be used for all print work. For the copy, standard size is 12pt with a leading of 10pts. In the event this font is unavailable the other fonts may be substituted.

Approved Substitution Fonts

Aesthetics

Centaur

Aesthetics

Adobe Caslon Pro

Aesthetics

Cambria

Primary Logo

Aesthetics

Body Modification & Custom Jewelry

The primary logo is to be used with all print work containing information for the business as well as apparel design. This logo can be used at any size, though do not condense or expand the proportions of the logo. It may not be rotated or flipped except when being used in conjunction with the standard primary logo. This logo may be inverted or used in the gray scale provided. No other colors should be substituted

for the corporate colors. The logo can be used with or without the secondary company title "Body Modification & Custom Jewelry". Do not use the logo on busy backgrounds or with other fonts other than the approved fonts.

Acceptable Alternative Usages

Aesthetics

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Body Modification & Custom Jewelry

Secondary Logo



The secondary logo may be used as the main logo for large scale media. Such as signage and apparel design. It may be used for print work only when appearing alone. The secondary logo is not to be used as a replacement for the primary logo in small scale print such as on a business card, unless being used alone. This logo may be used at any size greater than 1"W x 2"L. This size is the minimum the logo may be used at. This logo may

be used with or without the secondary company title "Body Modification & Custom Jewelry". It may only be used in the corporate colors, grayscale, or reverse.

Acceptable Alternative Usages



Business Card

Front

Aesthetics
Body Modification & Custom Jewelry
www.aestheticsbodymod.com
317.423.3110
5612 E Washington St. Suite B
Indianapolis, IN 46219

1 3/4" Margin

1/4" Margin

1 1/2"

3 1/2"

1/4" Margin

The front of the business card is a white rectangle. It contains the company name 'Aesthetics' in a large, dark green serif font. Below it, in a smaller dark green sans-serif font, is 'Body Modification & Custom Jewelry', the website 'www.aestheticsbodymod.com', the phone number '317.423.3110', and the address '5612 E Washington St. Suite B Indianapolis, IN 46219'. The card is surrounded by a thin green border. Dimension lines indicate a width of 3 1/2 inches and a height of 1 1/2 inches. Margins are specified as 1 3/4 inches on the left and right, and 1/4 inch on the top and bottom.

Back

Marea & Alan

1/4" Margin

The back of the business card is a solid dark green rectangle. It features the names 'Marea & Alan' in a light green serif font, centered. A dimension line on the right side indicates a 1/4 inch margin from the right edge.

The business card is designed within the standard business card measurements however is shorter in height. The card can be printed in the custom designed size, or in the standard size to save on printing costs. However, the custom size is highly preferred and suggested. Maintain the same margins regardless of size. The business card can be printed in grayscale but no other colors are to be substituted. Do not alter the type size no matter how or what size it is printed at.

Bag Insert Card

Standard Size



[Enlarged]

The bag inserts can be printed at any size and can be printed in grey scale as needed. Do not alter the colors.



Promotional Mailer [Front Side]



5 1/2"

4"

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Promotional Mailer [Back Side]

Aesthetics

Body Modification & Custom Jewelry
www.aestheticsbodymod.com

317.423.3110

5612 E Washington St. Suite B
Indianapolis, IN 46219

SEMI-ANNUAL SALE

Right NOW at Aesthetics!

\$5.00 Off piercing fee when you bring in this mailer

25% Off Select Custom Wood Jewelry

10% Off silicone jewelry with new piercing

NEW Stone and Afghani Jewelry

*All prices and discounts good April 1st- 15th

John Q. Public
1234 W. 27th St.
Indianapolis, IN 46789

5½"

4"

The front of the promotional mailer is not to be altered. The format on the back of the mailer may not be altered; however, the promotional text/copy may be changed as needed per specific promotion. The recipient's name may also be altered as needed and approved fonts may be used for address. Back may be printed in grey scale if need. Front must be printed in color gloss or matte. Matte preferred.

Envelope

[Front]

Aesthetics

Body Modification & Custom Jewelry

5612 E Washington St. Suite B

Indianapolis, IN 46219

Font Sizes:

45pt

12pt

15pt

19pt

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Body Modification & Custom Jewelry
5612 E Washington St. Suite B
Indianapolis, IN 46219

1/4"

1/4"

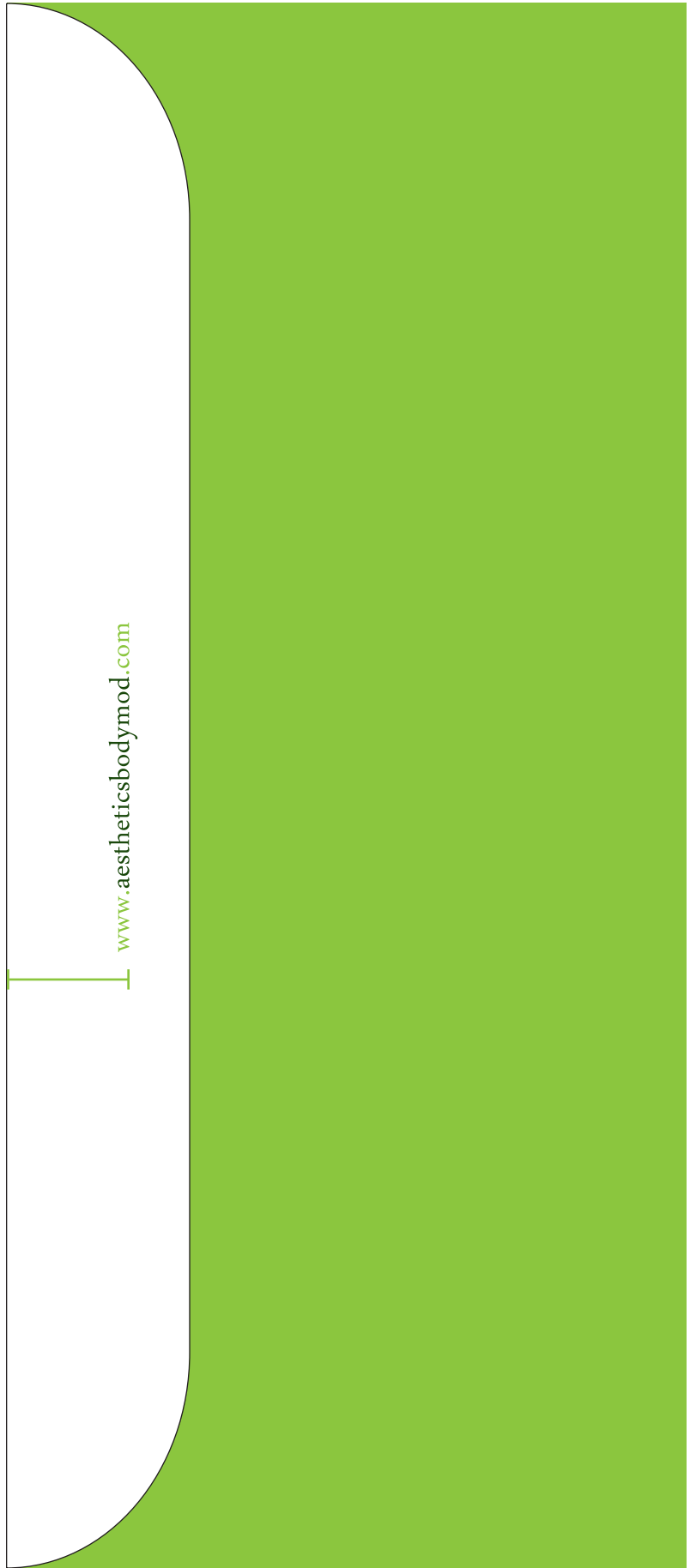
Envelope

[Back]

17pt Font Size

3/4" Margin to Baseline

www.aestheticsbodymod.com



Letterhead

1 3/4"

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Body Modification & Custom Jewelry
www.aestheticsbodymod.com

317.423.3110

5612 E Washington St. Suite B
Indianapolis, IN 46219

Website is to be printed on the back side of the of the stationary, upside down. The Font Size is 20pt and there is a 1/2" margin from the top to the baseline of the text. It should be printed in the same color as the front of the stationary be it color or grayscale.

The letterhead design can be printed in the corporate colors or in grey scale. There should be a 1/2" margin around the logo from the papers edge on left and bottom. There should also be 1/2" margin between the copy and the top of the stationary design.

Contact

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