

AESTHETICS

Branding



INSTAGRAM POSTS

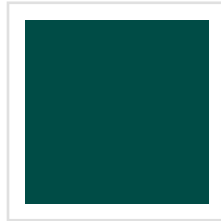
MONTHLY DEALS



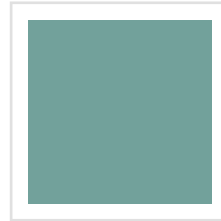
** Aesthetics uses the same fonts and colors as Thomas Eye, but focus on the appreciation of beauty. Thomas Eye Group Aesthetics represents the fusion of medical and beauty services through cosmetic services.*

AESTHETICS PALETTE

primary + secondary swatches



HUNTER GREEN
#004C45
CMYK: 95, 47, 67, 42
RGB: 0, 76, 69
Pantone 3302 C

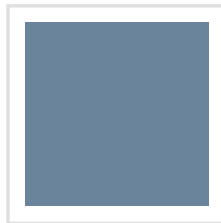


SEAFOAM GREEN
#719F9A
CMYK: 59, 24, 40, 1
RGB: 113, 159, 154
Pantone 624 C

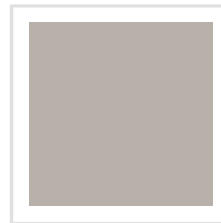


COOL GRAY
#EAEBE6
CMYK: 7, 4, 7, 0
RGB: 234, 235, 230
Pantone Cool Gray 1 C

PRIMARY PALETTE



STONE BLUE
#6A849A
CMYK: 63, 42, 28, 2
RGB: 106, 132, 154
Pantone 2165 C



PEBBLE
#B9B1AB
CMYK: 29, 26, 29, 0
RGB: 185, 177, 171
Pantone Warm Gray 4 C



POWDER BLUE
#E4E7EF
CMYK: 9, 5, 2, 0
RGB: 228, 231, 239
Pantone 656 C

SECONDARY PALETTE

COLOR APPLICATION

PRINT: For printing, it is best to use the CMYK colors. If you are printing a large run + using minimal colors, it is recommended to use the Pantone Matching System (PMS) spot colors.

WEB: For web use, it is recommended to use the RGB or HEX color values. It is important to note that each color might appear differently on various computers/devices, due to inconsistent monitor color calibration.

TYPOGRAPHY USAGE

brand typefaces

PRIMARY

Gotham Light

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

SECONDARY

Gotham Narrow Light

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

BODY COPY

Chronicle Display Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**Each font also includes each font family (Thin, Medium, Italic, Bold, etc.), these are just the primary styles used.*