SkinVision Brand Guidelines

Smart about brand consistency

SkinVision

Logo

Logo

There are several ways to use the logo. We have a logo lockup with and without pay-off. Both are allowed to use.

Try to use the full logo lock-up as much as possible.

Make sure there is always enough space around the logo and that the SkinVision wordmark and payoff remain legible.

Dont's

Do not twist or distort the logo.

Do not change the colors of the logo.

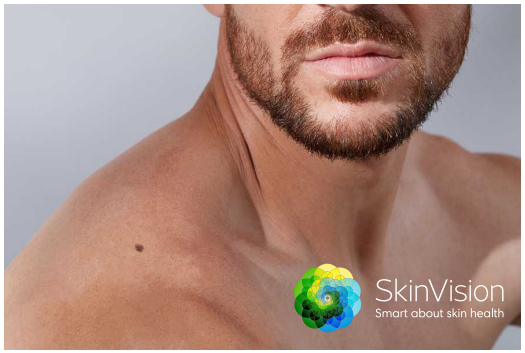
Do not use the SkinVision wordmark without the icon or change the order of the SkinVision wordmark.

Colored background

Logo use on colored background.

Photography background

Logo use on photopgraphy. Always make sure that the logo wordmark remains legible.



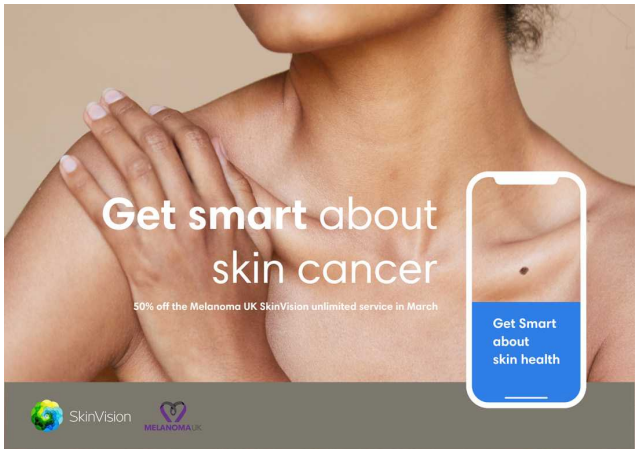
Co-branding

Within Co-branding we differentiate between two categories; Primary Brand and Secondary Brand.

Primary Brand
Within this category we showcase SkinVision as the leading brand of the advertisement. Not only the branding elements, but also logo should be leading within the add.

Secondary Brand
When we enter an advertisement as the secondary brand, we make sure we are present in branding without claiming the biggest spot for our logo. We use the Visual Device with the logo as a primary way to communicate SkinVision.

If that's not a possibility, the logo can be used in any other way, comform to brand guidelines.



SkinVision as the primary brand

SkinVision as a secondary brand

Colors

Color palettes

The color palettes can be applied in different ways. The colors can be used in combination, eg background and text. In addition, the colors can also be used to emphasize. For example, you can highlight the headlines or a word in a sentence.

RGB: 43-43-43
#2c2b2c
CMYK: 71-62-58-71

#555455 #000000

RGB: 90-90-90
#5A5A5A
CMYK: 59-49-47-40

#878787 #313131

RGB: 124-120-111
#7C786F
CMYK: 48-40-47-26

#aba79d #504c44

RGB: 200-200-200
#C8C8C8
CMYK: 25-18-19-1

#fbfbfb #979797

RGB: 243-243-243
#F3F3F3
CMYK: 6-4-5-0

#ffffff #c0c0c0

RGB: 205-244-46
#CDE02E
CMYK: 29-0-86-0

#ffff66 #98ae00

RGB: 52-147-59
#34933B
CMYK: 79-16-98-3

#68c468 #00640d

RGB: 47-126-230
#2F7EE6
CMYK: 78-49-0-10

#72adff #0053b3

RGB: 35-207-232
#23CFE8
CMYK: 65-0-0-13

#70ffff #009eb6

High
RGB: 198-0-0
#c60000
CMYK: 14-100-100-6

Medium
RGB: 244-196-0
#f4c400
CMYK: 5-23-95-0

Low
RGB: 47-126-230
#2F7EE6
CMYK: 78-49-0-10

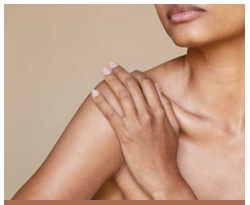
Additional color palettes

If we don't have photography of skin and we want to put more emphasis on the skin types and the human and personal aspect of SkinVision then you can use these colors.
These colors are additions to the existing color palette and may not play a prominent role in the expressions.

RGB: 251-228-215
#FBE4D7
CMYK: 1-14-16-0

RGB: 227-182-155
#E3B69B
CMYK: 11-33-39-2

RGB: 195-140-114
#C38C72
CMYK: 20-47-52-9



RGB: 168-108-83
#A86C53
CMYK: 27-58-63-19

Typography

Typography

The new official font for SkinVision is called **Harmonia Sans.** We use this for all of our communications.

When Harmonia Sans is not available, we use the Arial font as our fallback. This is available for both PC and Mac and can be used in various programs.

Get smart about skin health

Check & track every spot with SkinVision

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Visual device

Visual Device

The visual device is a simplified mobile phone that is used to connect the human element with the technological element. This way we always have an option to combine the feeling with the product.

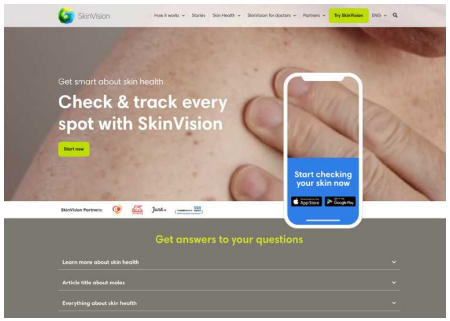
However, the visual device should always be combined with style-elements. Under no circumstance the visual device should be used as a simple “sticker”-element.

The visual device should always either embrace the brand (by inserting logo or style elements), call to action or provide information.

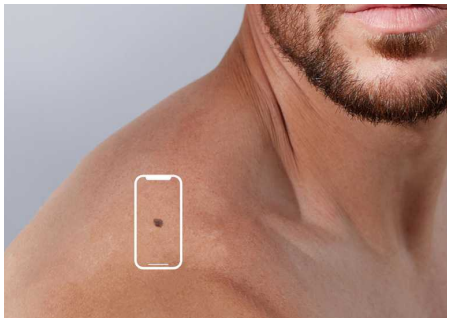
Do’s & Don’ts

Do use the device to frame the logo.

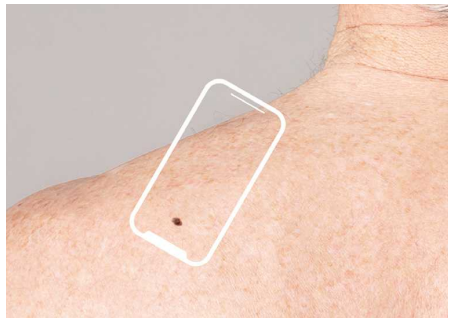
Do use the device to mark a spot, whilest combining this with a Call to Action.



Use the device to portray the use of the app.



Don’t use the device as a small sticker to only highlight a spot.



Don’t tilt or rotate the visual device in strange angles.

Don’t stretch or warp the visual device in means that make the device unrecognizable.

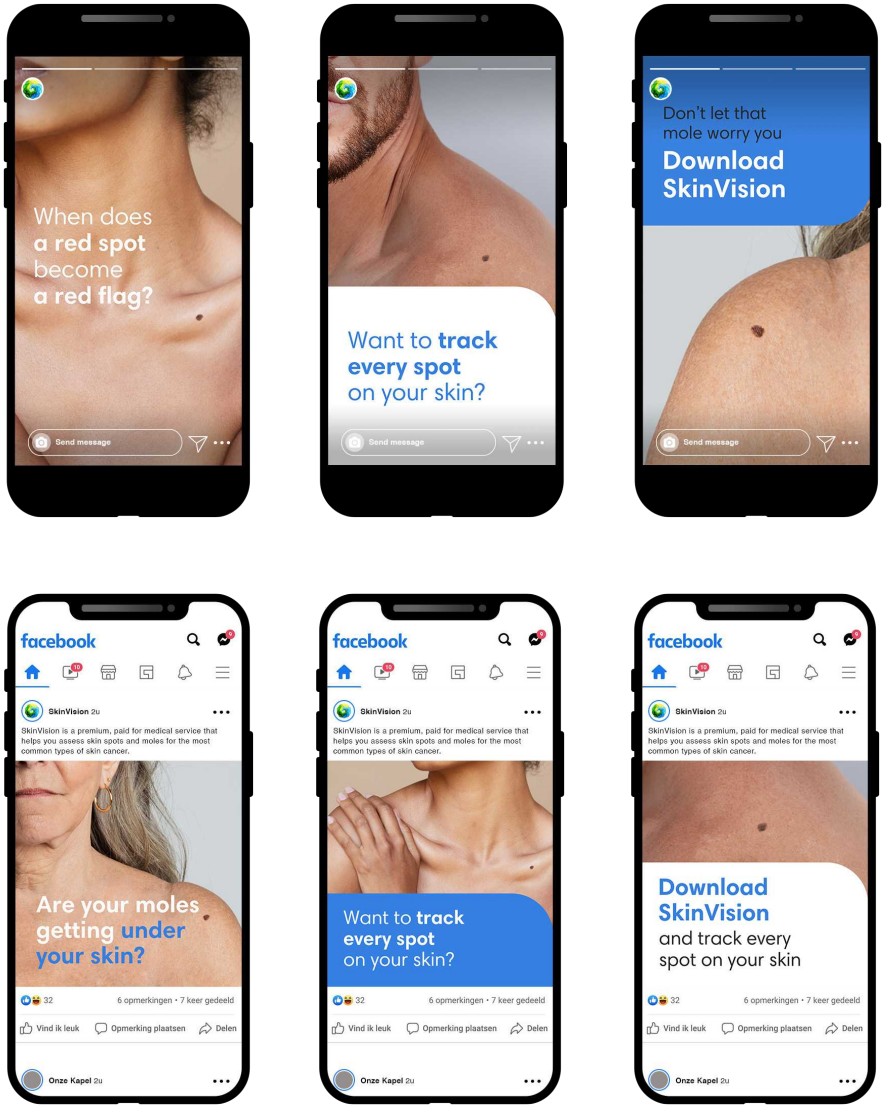
Social

Social posts

Whithin the Social segment, we combine photography with textual content to convey a clear message. This message should be distilled enough to communicate clearly through nothing else but the visual.

Stories should speak for themselves, where Post and Carousels could be created to communicate more complex subjects. This is done by adding more copy outside the visual, to tell a story.

The social layering is built within the See, Think, Do segments. More about each individual layer is explained on the next page.



Social posts

See layer

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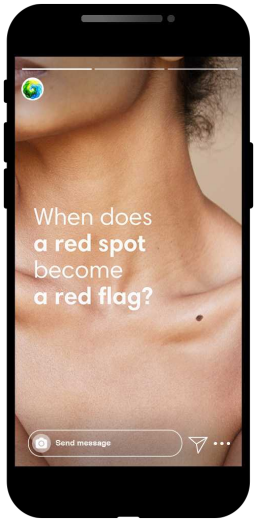

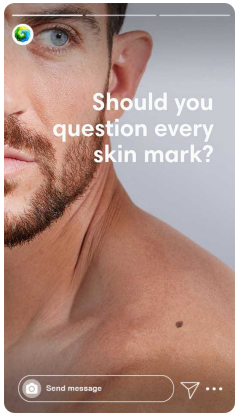

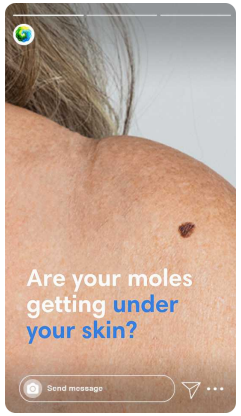

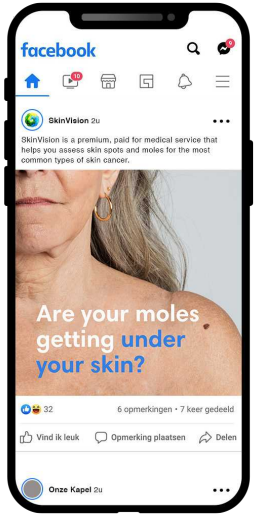

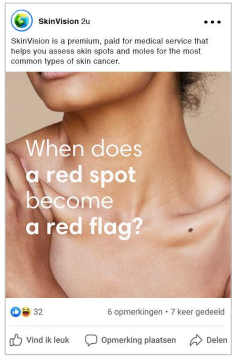

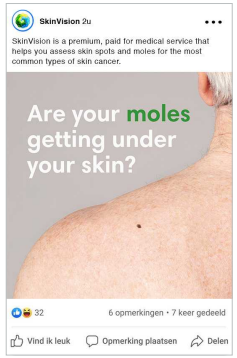

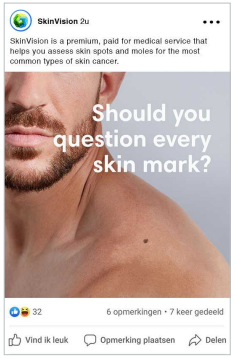

Social posts

Think layer

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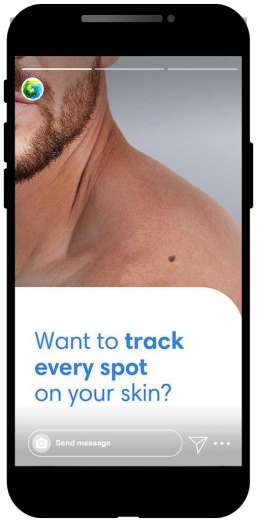

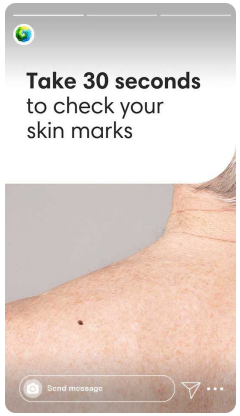

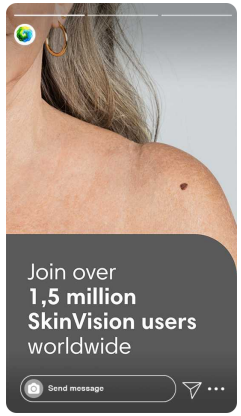

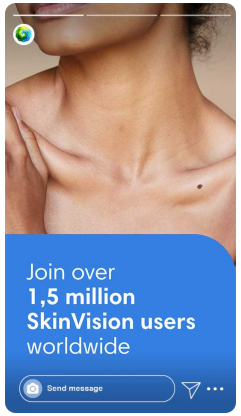

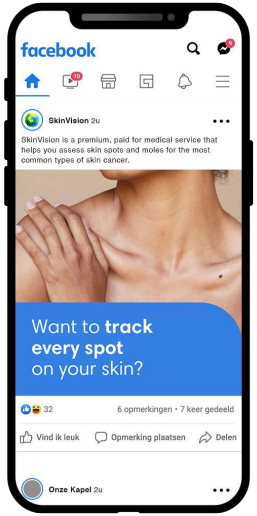

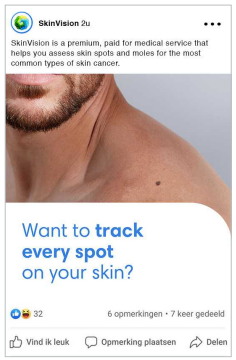

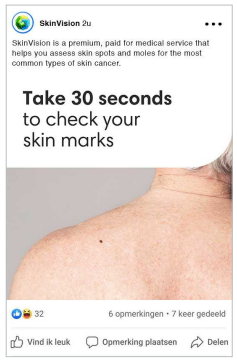

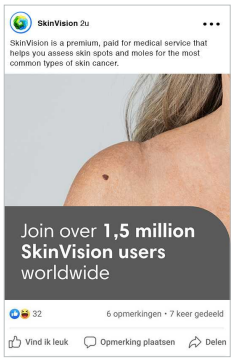

Social posts

Do layer

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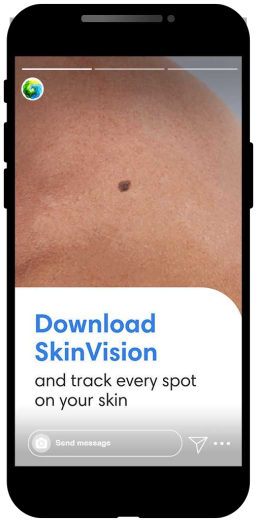
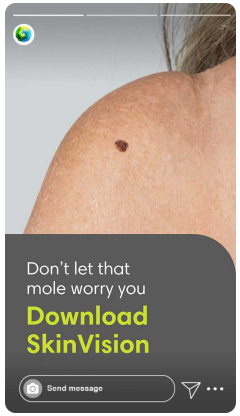
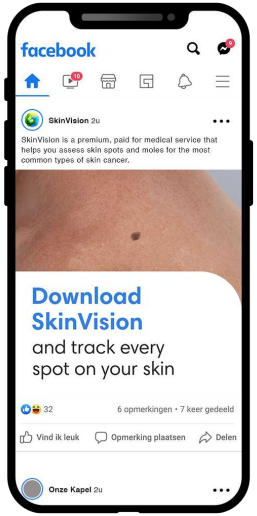
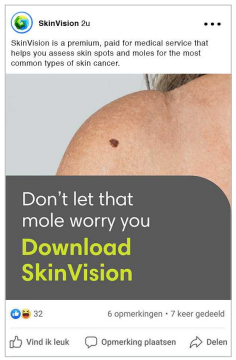




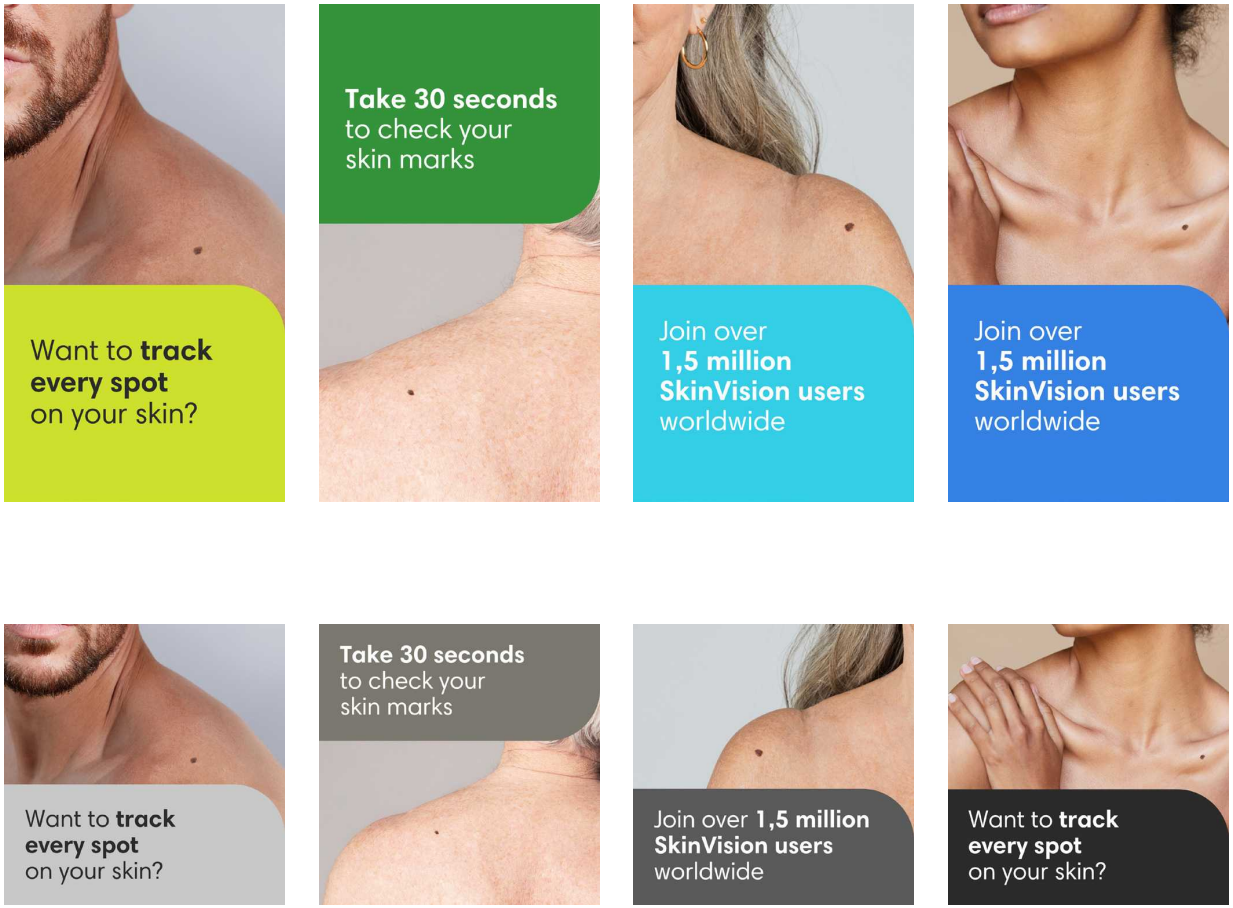




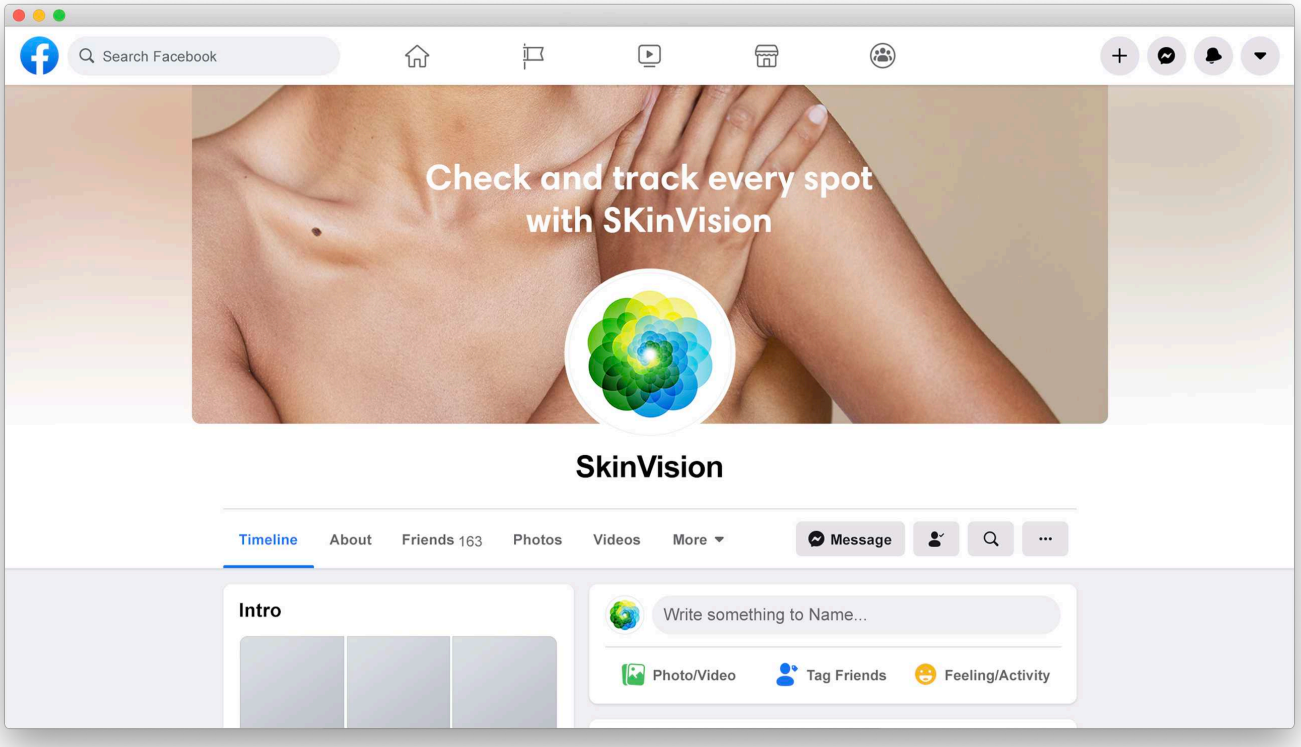
Social posts

Color usage

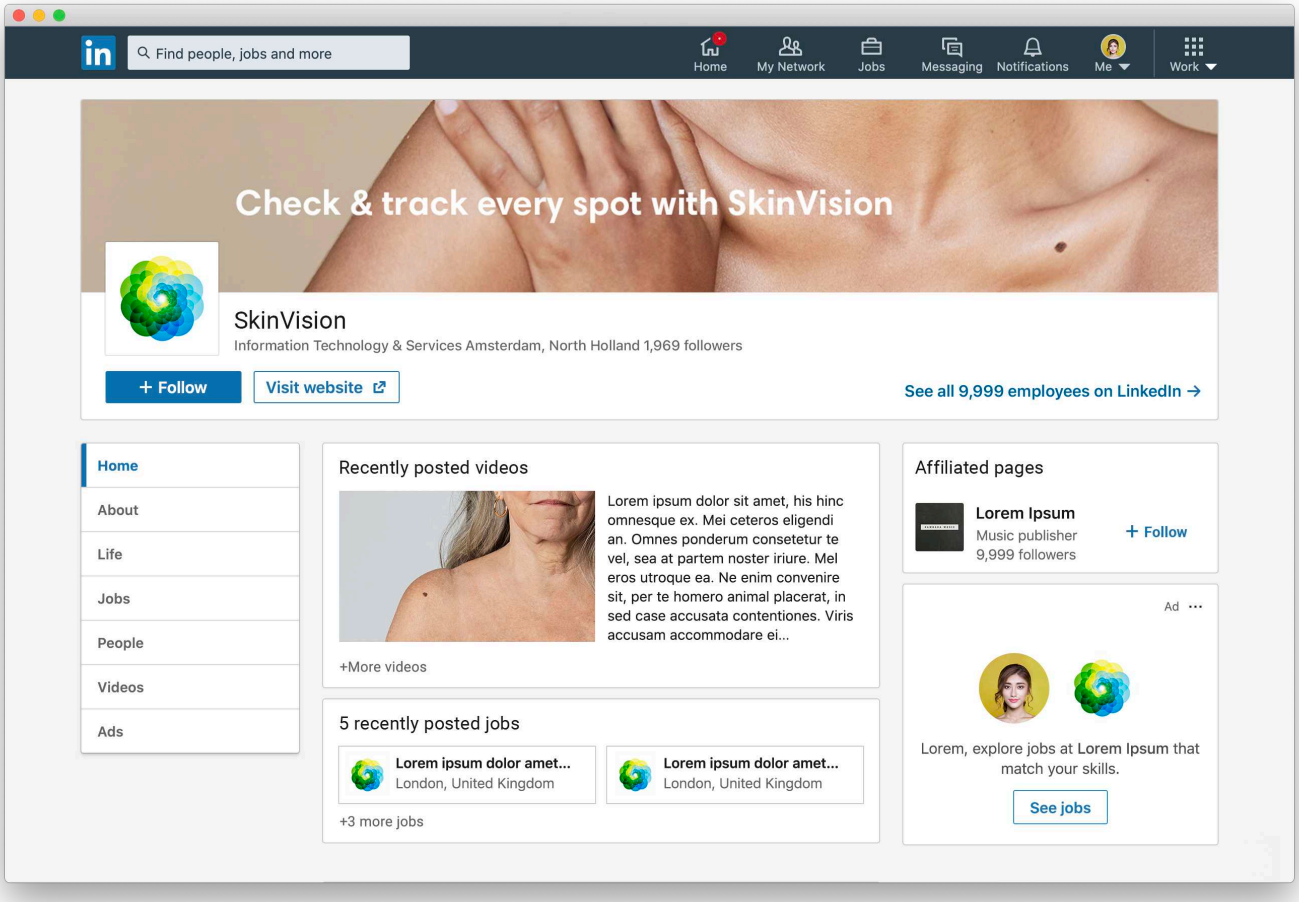
It's allowed to apply primary colors for more attention.



Facebook


Search Facebook
Check and track every spot
with SKinVision
SkinVision
Timeline
About
Friends 163
Photos
Videos
More
Message
Intro
Write something to Name...
Photo/Video
Tag Friends
Feeling/Activity

LinkedIn


Find people, jobs and more
Home
My Network
Jobs
Messaging
Notifications
Me
Work
Check & track every spot with SkinVision
SkinVision
Information Technology & Services Amsterdam, North Holland 1,969 followers
+ Follow
Visit website
See all 9,999 employees on LinkedIn →
Home
About
Life
Jobs
People
Videos
Ads
Recently posted videos
Lorem ipsum dolor sit amet, his hinc omnesque ex. Mei ceteros eligendi an. Omnes ponderum consetetur te vel, sea at partem noster iriure. Mel eros utroque ea. Ne enim convenire sit, per te homero animal placerat, in sed case accusata contentiones. Viris accusam accommodare ei...
+More videos
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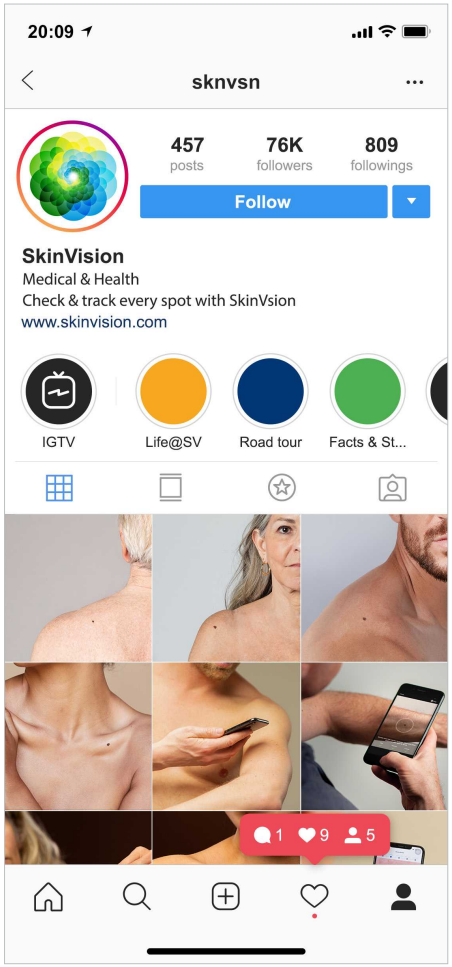
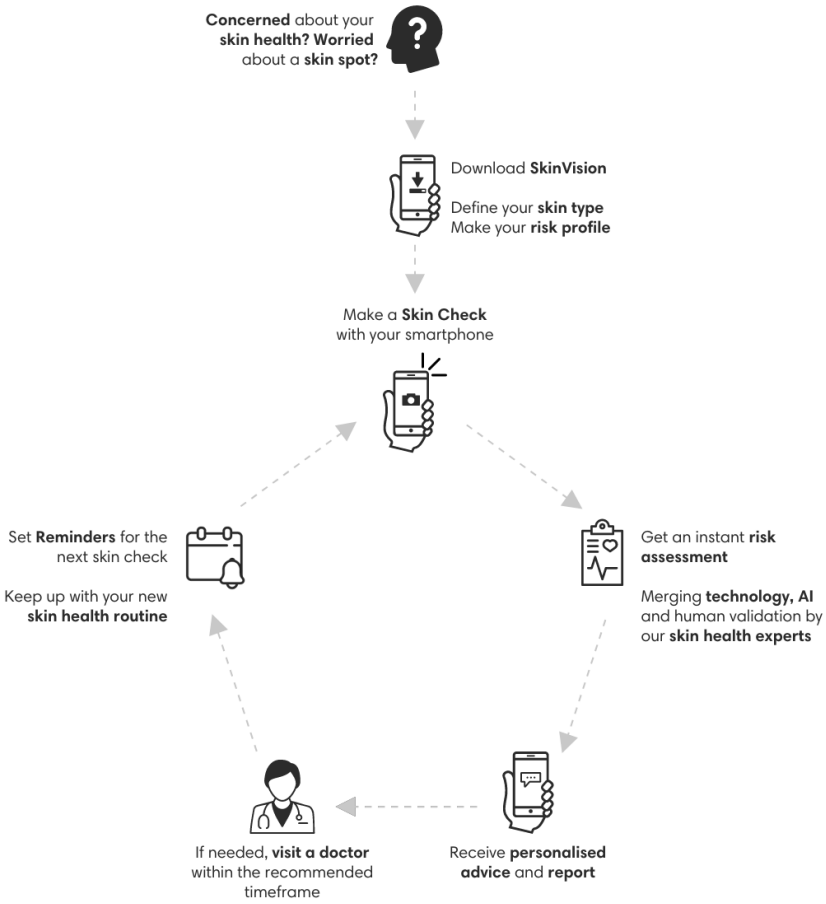
Lorem ipsum dolor amet...
London, United Kingdom
+3 more jobs
Affiliated pages
Lorem Ipsum
Music publisher
9,999 followers
+ Follow
Ad
Lorem, explore jobs at Lorem Ipsum that match your skills.
See jobs

Instagram


20:09
sknvsn
457
posts
76K
followers
809
followings
Follow
SkinVision
Medical & Health
Check & track every spot with SkinVsion
www.skinvision.com
IGTV
Life@SV
Road tour
Facts & St...
1
9
5

Icons

Icon style

The new icon style is sleek and simplistic. We use the icons in outline as much as possible and in some icons, they can be filled to give extra contrast. The icons are only used in black and white.
We try to create as much clarity as possible by means of one icon.

SkinVision Service
Getting Started