MILAN LASER HAIR REMOVAL

Logo Use Guide

TABLE OF CONTENTS

Visual Identity

About the Company

VISUAL IDENTITY OVERVIEW

Our visual identity is the first thing people interact with when they meet us. It's the friendly smile in the clinic and the positive attitude at headquarters. This document guides designers through all the visual touch points, so everyone is equipped with the assets and the knowledge to ensure we apply the Milan Magic to everything we do.

PRIMARY LOGO

The Primary Logo is the preferred configuration for all applications. It should be located in a prominent position on all communications and applications and allow for proper clear space (using exclusion zone rules listed in this guide).

To ensure correct scale and maintain consistency throughout the brand, the Primary Logo should never be recreated or modified. Only use the files provided with these guidelines or as directed by the Marketing team. Scale, clear space, and usage guidelines are detailed in the following pages.

The Horizontal Logo and Icon are secondary logo options and may be used when the Primary Logo will not work. These secondary logos have their own rules for clear space and application outlined in this brand style guide.

DOWNLOAD THE MILAN LOGO PACK

PRIMARY LOGO - VERTICAL STACK LOGO

SECONDARY LOGO - HORIZONTAL LOGO

TERTIARY ICON

SOCIAL ICON / FAVICON

LOGO - OPTIONS

Readability of the Milan logo is key – and even more essential for wearables and digital applications. As a brand steward, it's important for you to use only the approved Milan Laser Hair Removal logo and apply it consistently, ensuring to create the maximum readability and contrast between the logo and background.

When using the logo, take care not to harm its integrity by altering it or exercising your creative freedom.

IMPORTANT

When selecting which logo to use, please start with the positive stacked logo (top left of this matrix). If that logo option doesn't create enough contrast, try the reverse white stacked logo (left middle logo). Work your way from top-to-bottom, left-to-right through this matrix to select the logo that is right for your proejct.

DOWNLOAD THE MILAN LOGO PACK

START LOGO SELECTION HERE

LOGO - CLEAR SPACE
EXCLUSION ZONE

The exclusion zone ensures the legibility and impact of the logo by separating it from competing visual elements such as text and supporting graphics. This zone should be considered the absolute minimum clear distance.

In most cases, the logo needs room to breathe. The exclusion zone is specific for each version of the logo – marked in the diagram to the right.

Give the logo space to preserve its integrity and visual impact. Adequate clear space around the logo is an integral component of the design system. It ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

Ensure you measure clear space from the edge of the logotype excluding the TM. If you measure clear space from the edge of the TM in the logo, the logo will be placed off-center.
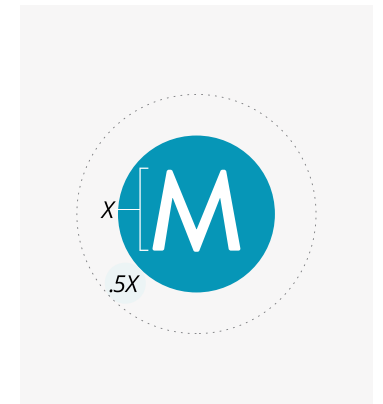

PRIMARY LOGO - VERTICAL STACK LOGO

SECONDARY LOGO - HORIZONTAL LOGO

SECONDARY LOGO - ICON

N O T E
Clear space is defined as the height from the bottom of the logo "box" to the baseline of "Milan."

N O T E
Clear space is defined the 1.5 times the height from the base line to the x-height of "Milan."

N O T E
Clear space is defined the .5 times the height from the base line to the x-height of the Milan "M."

DOWNLOAD THE
MILAN LOGO PACK

LOGO - SCALE
PREFERRED & MINIMUM SIZES

To ensure proper detail and legibility, the logo should not be used in sizes smaller than the sizes outlined here. Be sure to note that print has a smaller minimum size than digital/ screen applications. For applications that would demand a size smaller than listed here, please consult with the Marketing team.

PRINT
Absolute minimum size: 1.5 in. Wide
Preferred minimum size: 2 in. Wide

DIGITAL
Minimum Size size: 300 px or ~4.16 in. Wide

PRINT
Absolute minimum size: 2 in. Wide
Preferred minimum size: 3 in. Wide

DIGITAL
Minimum Size size: 375 px or ~5.2 in.

DIGITAL
Absolute minimum size: 45 px
Preferred minimum size 75 px

DOWNLOAD THE MILAN LOGO PACK

LOGO - APPLICATION
PROPER & IMPROPER USE

When using the logo over various background colors, take care not to harm its integrity by making selections that reduce the contrast between the logo and background. For added contrast, you can switch from the two-color logo to a one-color option. The following are proper and improper uses of the logo in regard to background color.

IMPORTANT

If the Milan logo you are using doesn't pass the improper use guidelines noted here, reach out to the Milan marketing team to assist you with selecting the correct logo and applying it in a way that conforms to Milan brand guidelines.

Acceptable high contrast use of 2-color Milan Primary logo.

Don't force the logo onto an image or background with inadequate contrast.

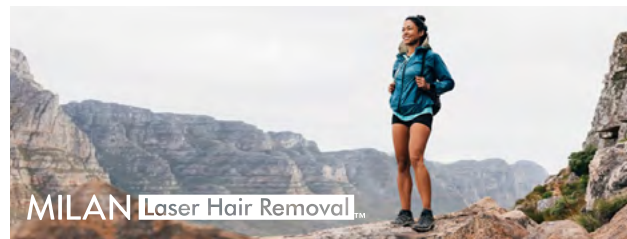Don't apply the logo on busy backgrounds with low contrast.

Acceptable high-contrast use of 2-color Milan Primary logo.

Acceptable high-contrast use of 1-color Milan Secondary logo.

Don't use a logo with low contrast backgrounds.

Acceptable high-contrast use of 1-color Milan Secondary logo.

Acceptable high-contrast use of 1-color Milan Primary logo.

Don't force the logo onto an image or background with inadequate contrast.

LOGO - IMPROPER USE
CONTINUED

When using the Logo, consistency is the key to creating value and protecting the Milan Laser Hair Removal brand. Take care not to harm its integrity by making design decisions that reduce the that could harm the logo. The examples on this page outline possible design decisions that harm the Milan brand by creating making the logo hard to read and inconsistent.

IMPORTANT

If the Milan logo you are using doesn't pass the improper use guidelines noted here, reach out to the Milan marketing team to assist you with selecting the correct logo and applying it in a way that conforms to Milan brand guidelines.

(X) The logo should never have an outer glow or drop shadow.

(X) Do not stretch or squish

(X) Do not screen/ transparency

(X) Do not rearrange components or proportions

(X) Do not recolor or reinterpret colors

(X) Do not confine within a shape

(X) Do not use to contain photography

(X) Do not tile or rotate

(X) Do not use below minimum size

COLOR
PRIMARY COLOR PALETTE

The primary color palette should be the only colors you use in your design and layout for items such as marketing collateral, print ads, pull-up banners, signage, and outdoor boards. Any Milan Laser Hair Removal materials that are customer-facing should use this palette.

PSYCHOLOGY OF BLUES

The Milan Blues combine the best psychological aspects of both blue and green – eliciting feelings of tranquility, calm, balance, and peace . The Milan Blue also evokes feelings of trustworthiness and reliability.

PSYCHOLOGY OF CORAL

The Milan Coral swatch symbolizes acceptance, warmth, positivity, and individuality. Its a distinctive color that exudes optimism and an upbeat spirit.

MILAN BLUES

PMS 7457 C
4C: 25, 0, 0, 0
RGB: 187, 221, 246
HEX: # BBDDF6

PMS 324 C
4C: 34, 0, 10, 0
RGB: 156, 220, 231
HEX: # 9CDCE7

PMS 7466 C
4C: 91, 0 , 30, 0
RGB: 0, 176, 190
HEX: #00B0BE

PMS 632 C
4C: 87, 8, 14, 7
RGB: 0, 147, 184
HEX: # 0093B8

PMS 309 C
4C: 100, 8, 20, 76
RGB: 0, 59, 74
HEX: # 003B4A

MILAN CORAL

PMS 7415 C
4C: 1, 27, 24, 0
RGB: 230, 187, 177
HEX: #E6BBB1

PMS 7417 C
4C: 0, 82, 82, 0
RGB: 255, 79, 61
HEX: #E14F3D

PMS 3516 C
4C: 0, 92, 100, 0
RGB: 249, 53, 0
HEX: #F93500

MILAN GRAYS

PMS COOL GRAY 1 C
4C: 2, 1, 1, 0
RGB: 247, 248, 2249
HEX: # f7f8f9

PMS COOL GRAY 3 C
4C: 18, 13, 10, 0
RGB: 201, 202, 212
HEX: # C9CAD4

PMS COOL GRAY 6 C
4C: 33, 24, 20, 2
RGB: 167, 169, 180
HEX: #A7A9B4

PMS COOL GRAY 9 C
4C: 50, 40, 34, 17
RGB: 117, 121, 130
HEX: # 757982

PMS COOL GRAY 11 C
4C: 63, 52, 44, 33
RGB: 84, 88, 96
HEX: # 545860

TYPOGRAPHY
PRIMARY & SECONDARY FONTS

Brandon Grotesque is Milan's Primary "display" Typeface and should be used for headlines and subheads. It's modern and sophisticated and positions Milan as a confident and current brand. It is availble through Adobe fonts.

Open Sans is our Secondary brand typeface. It's a web font that is free to download from fonts. google.com and available for both Mac and PC. It's an easy-to-read font that should be used for body copy and content in all marketing collateral and on the website.

BRANDON GROTESQUE

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

OPEN SANS

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()<>?

COMPANY DESCRIPTION

SHORT DESCRIPTION

Milan Laser is one of the nation's leading laser hair removal companies. We are committed to providing our clients with world-class customer service and permanent results.

Our highly-trained medical providers will tailor each treatment to your specific skin tone and hair type to give you the best results possible.
In **[insert city]**, we are conveniently located **[insert location description]**. Call 833-NO-RAZOR to schedule your free consultation today.

www.MilanLaser.com

LONG DESCRIPTION

Milan Laser is your best choice for laser hair removal. We are committed to providing our clients with world-class customer service and permanent results.

Our highly-trained medical providers create a unique treatment plan for each client so that each treatment produces the best results possible. While some lasers can only be used to treat light skin tones, our laser can safely and effectively treat all skin tones.

Milan provides affordable, lifelong results for men and women. We offer 0% interest payment options to everyone and include our exclusive Unlimited Package™ with every body area which guarantees your results for life. We are the real never shave again solution to your unwanted hair.

In **[insert city]**, we are conveniently located **[insert location description]**. Call 833-NO-RAZOR to schedule your free consultation today.

www.MilanLaser.com

THE UNLIMITED PACKAGE™

The average person needs 7 to 10 sessions to be completely hair-free; outdated packages of 6 or 9 sessions don't produce smooth, lifelong results. With The Unlimited Package™, you're guaranteed to have your hair taken care of permanently—no matter how many sessions you need.

The package includes unlimited sessions of laser hair removal on an area for one affordable price. No surprise costs, or running out of sessions before your hair is completely gone.

The Unlimited Package in laser hair removal is exclusive to Milan. You'll never shave again with our safe and 100% effective treatments. Our unique package ensures you'll be hair-free and care-free forever!

QUESTIONS ABOUT
MILAN LASER MARKETING

Questions about logos or graphics

Contact Kayla Scholl at KaylaS@MilanLaser.com

Questions about Milan Laser marketing programs

Contact Daniel Schwager at DanielS@MilanLaser.com

All other questions

Contact Phillip Koenig at PhillipK@MilanLaser.com