



AESTHETIC
ALCHEMIST



BRAND STORY

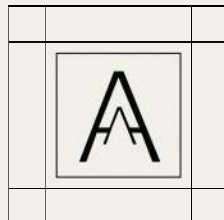
In a society inundated with anti-ageing rhetoric, a brand emerged as a bold departure from the norm—a sanctuary for women 40+ who refuse to be confined by conventional beauty standards. Born from the fusion of a nurse's compassionate wisdom and a marketer's strategic vision, it embodies the essence of positive ageing. Grounded in the unwavering values of Integrity, Gratitude, Fairness, Inclusivity, and Diversity, this brand stands as a beacon of authenticity and empowerment.

Through a multifaceted approach encompassing blogs, podcasts, and meticulous industry reviews, it offers not just resources but a community—a place where women can navigate the complexities of beauty, aesthetics, and longevity with confidence and clarity.

CLEAR SPACE

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used.

The reason for clear space is to ensure that a logo maximizes visibility and impact.



Adding a definition of clear space to your logo is one such standard of blank space branding. Defining logo clear space will save you a ton of time and help ensure that your logo is displayed correctly at all times.



NOT RECOMMENDED



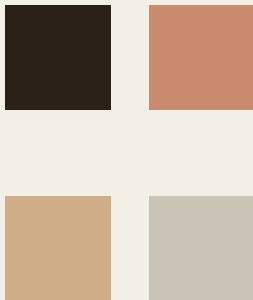
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RECOMMENDED



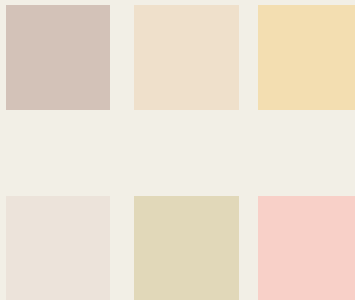
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PRIMARY COLORS



Primary brand colors are the main, consistent colors used in all graphics, publications, signage, ect. Primary brand color rarely change because they are central to the brand's visual identity. The primary brand color can be tightly associated with the logo.

SECONDARY COLORS



The secondary brand colors can be used throughout your brand's website, social media, and packaging but should not consist of more than 50% of the overall design.

TYPOGRAPHY

PRIMARY FONT

ARIMO

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

SECONDARY FONT

SEGOE UI

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

HEADLINE

HEADLINE

HEADLINE

HEADLINE



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