

THE SALTFACIAL®

# Brand Book

V.1120

BRAND BOOK

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1. Language
2. Logo
3. Typography
4. Color
5. Applications







NaCl

More valuable than gold.

# 1. Language

Find Purpose

Our Mission

Our Vision

About Us

What We Stand For

Why The SaltFacial®?

Texture. Tone. Color.

What We Give

Our Tone of Voice

Our Patron





## Find Purpose

We created this brand guide to:

- Illustrate our brand's voice, positioning and purpose.
- Illustrate our core principles to bring The SaltFacial community together to speak and share the same strong message.
- Illustrate our commitment to our brand and requirements in marketing The SaltFacial brand and messaging.
- Illustrate our commitment to you, our future, our customers, and patients.



## Our Mission

We fuel our patients' potential to have the best skin they can possibly live in. That means making The SaltFacial your preferred regular facial to maintain the healthiest and youngest skin possible. We do this by providing consistent, reliable, and satisfying results with each treatment from head to toe.



## Our Vision

To offer skin treatments that fuse innovation and earth's essential elements to truly balance beauty in our modern age. We envision a world where skin is beautified to its fullest ability using common sense, modern applications, and nature's natural healing elements.



## About Us

We are course correctors who believe in the skin's ability to perform wonders when properly activated, cared for, and maintained.

We are fierce defendants of the skin and its ability to transform once activated with The SaltFacial.

We believe in clear, radiant skin, all over the body.

Entirely built in the USA.





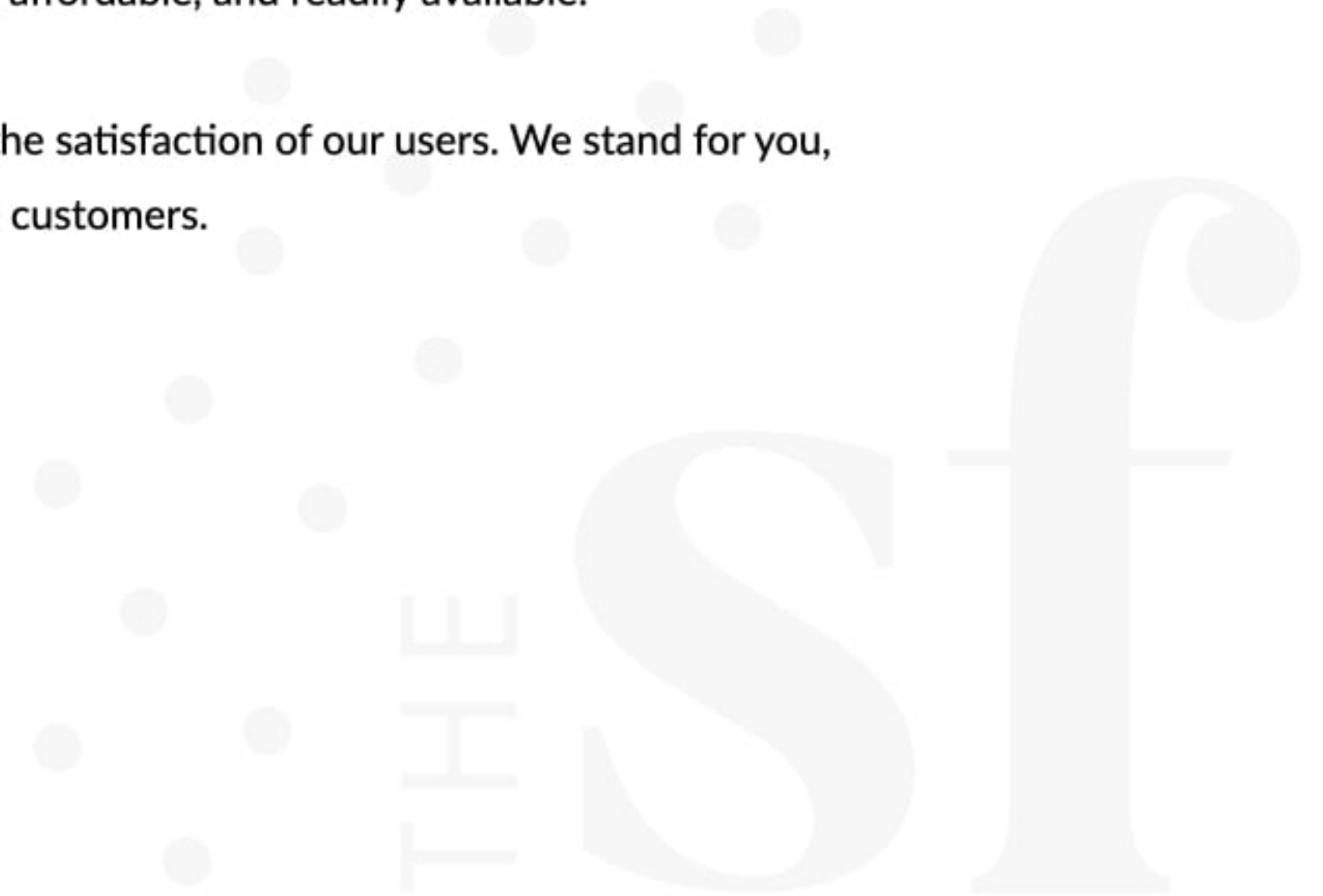
## What We Stand For

We stand for every person's ability to unlock their skin's fullest potential.

We stand for confidence and self love at any age. We believe in aging honestly and gracefully, and making it look so good that people look forward to it.

We believe that everyone deserves to live in their best skin and stand for making that reality accessible, affordable, and readily available.

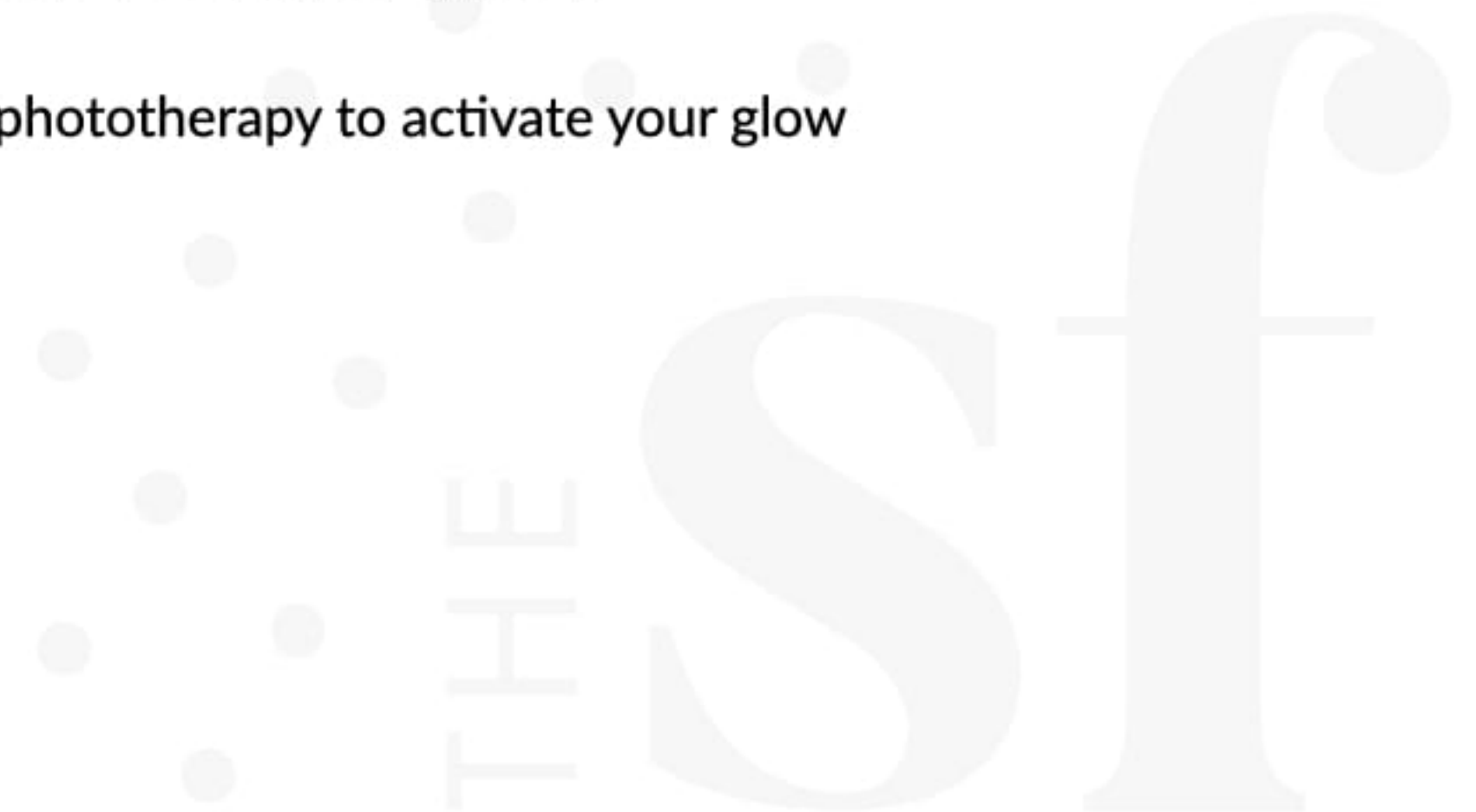
We stand for our results and the satisfaction of our users. We stand for you, our customers, and our future customers.



## Why The SaltFacial®?

We are the foundational technology for optimal dermal health and believe each person deserves a lifetime of beautiful skin. A full circle, end to end treatment that can go beyond the face and neck. Our treatments are used all over the body, allowing for healthy and glowing skin from head to toe. We make this possible by giving the skin everything it needs in 3 simple steps.

1. SEA SALT resurfacing to recanvas the skin
2. Aesthetic ULTRASOUND to nourish the skin
3. High powered LED phototherapy to activate your glow



Texture. Tone. Color.

### **Cleanse. Purify. Disinfect.**

Clear the canvas, lift dead skin cells, and breathe life back into your skin.

### **Replenish. Circulate. Restore.**

Replenish and nourish thirsty skin at the deepest levels with vital nutrients.

### **Rejuvenate. Awaken. Seal.**

Rejuvenate under healing light to activate your glow.

NATURALLY ANTIBACTERIAL AND ANTIMICROBIAL.

## What We Give

We give people the courage to be the happiest and healthiest versions of themselves.

We give this to:

- All Skin Types
- All Genders
- All Ethnicities
- All People With Skin

All year round.





## Our Tone of Voice

We are kind, yet direct.

We know our abilities and believe in our results.

We are ambitious, yet truthful.

We shoot for the stars yet respect the limits of the skin.

**We are inclusive.** Our treatments are viable for all skin types. Thus, sharing that The SaltFacial can be anyone's skin treatment, is crucial.

**We are confident.** We believe that confidence is key to happiness and provide people with the ability to feel confident about their skin.

Any time of year. Any age in life. Any walk of earth.

**We are skin experts.** We will be clear and informed when speaking and will not assume that our audience does not know or understand the commitment to their skin that is required to make it great.

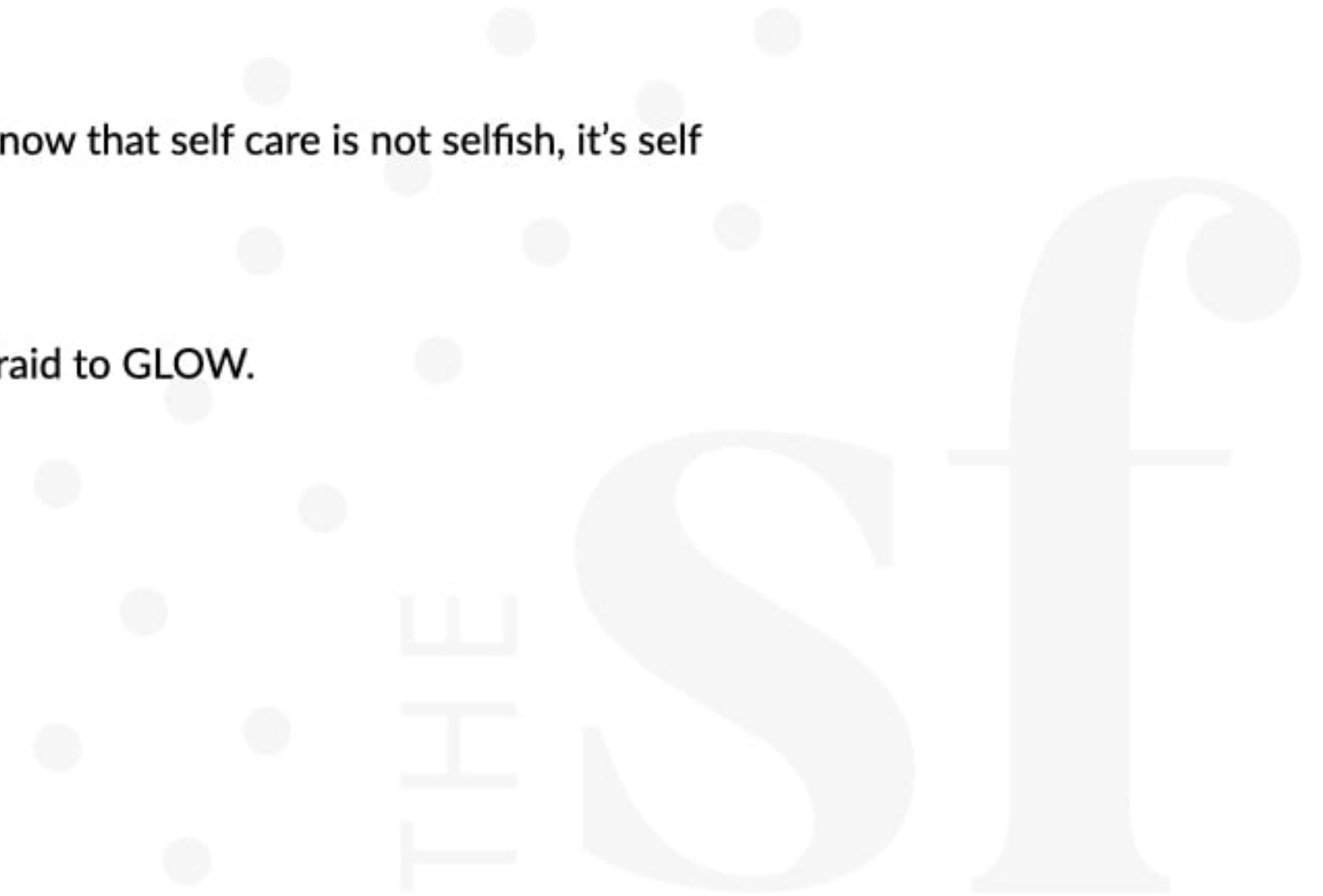
## Our Patron

The SaltFacial user is more than just a customer, they are a patron. They are devoted to their SaltFacial experience and know their first SaltFacial is just the beginning. They are committed to looking as good as they feel and find The SaltFacial to be the viable solution they need to maintain their skin health.

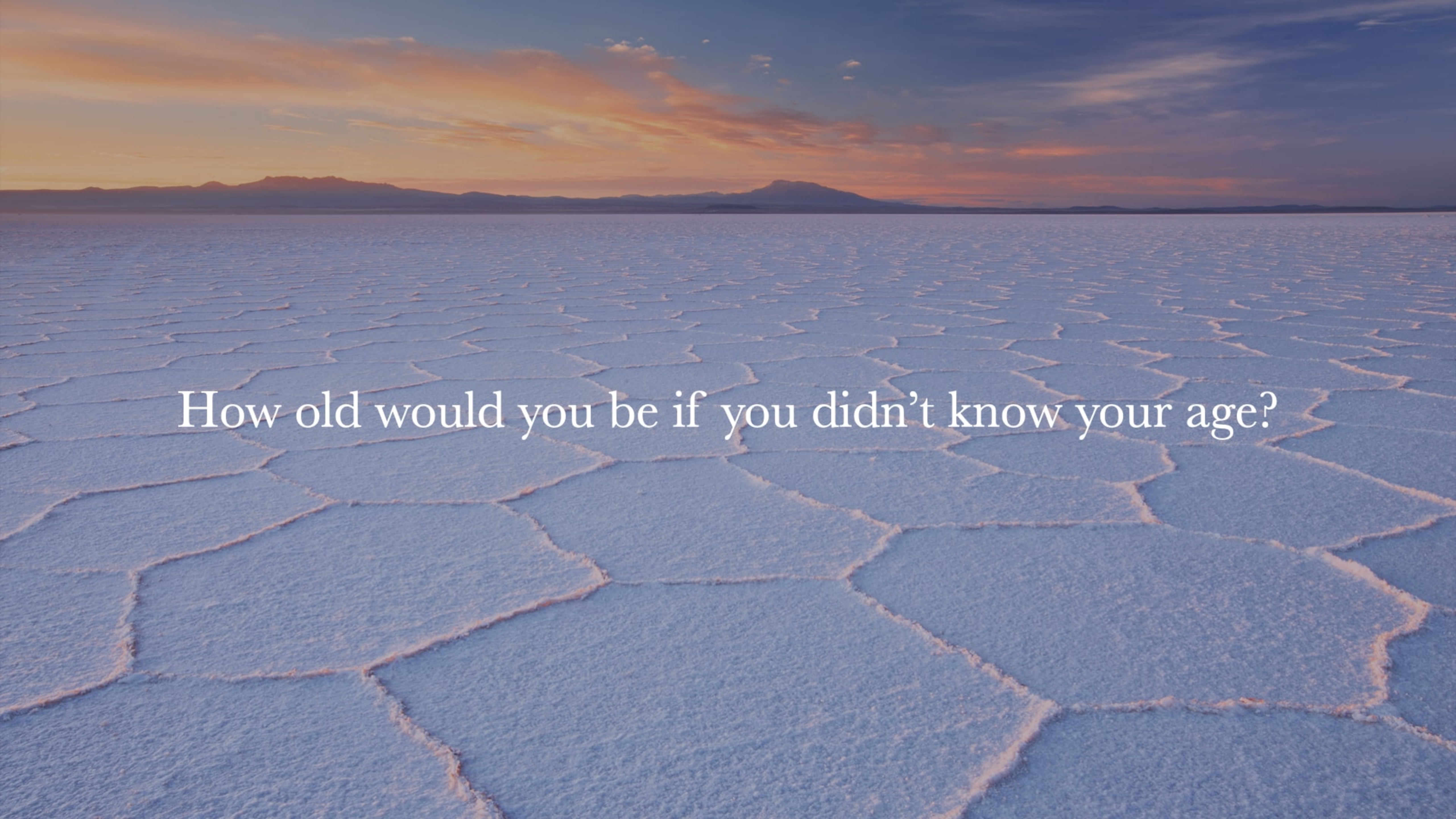
Our Patron knows beauty is health. They believe in nature's ability to heal and technology's ability to deliver. They are enthusiastic about their skin from head to toe.

They invest in their skin and know that self care is not selfish, it's self respect.

The SaltFacial patron is not afraid to GLOW.







How old would you be if you didn't know your age?



## 2. Logo

Legacy Logo

Elements

Logos

Logo Ratios

Clear Zone

Improper Usage

Logo Scaling





LEGACY LOGO

The Salt Facial®  
*Skin Renewal Therapy*



ELEMENTS

NATURAL

CLASSY

GLOW

**SALT**

**POWERFUL**

VERSATILE

ENERGIZED

CRYSTALS

ORGANIC

SCIENTIFIC

**RADIANT**

GRANULAR

MAJESTIC

**INNOVATIVE**

EXCITEMENT

JEWEL

SALTWATER

MEDICAL

LIGHT

CELLULAR









## Logo Ratios

The logo symbol and lockups must maintain these ratios at all times for the best visual clarity. They must not be stretched or obscured in any way. Representing our brand accurately is top priority.



HORIZONTAL LOCKUP



SMALL LOCKUP



## Clear Zone

The blank areas surrounding the logo is the 'clear zone.' This ensures the logo has adequate spacing around to prevent obscuring from other objects or colors. The 'clear zone' is effective on all versions of the primary and secondary logos. The distance is determined by half the symbol's height.

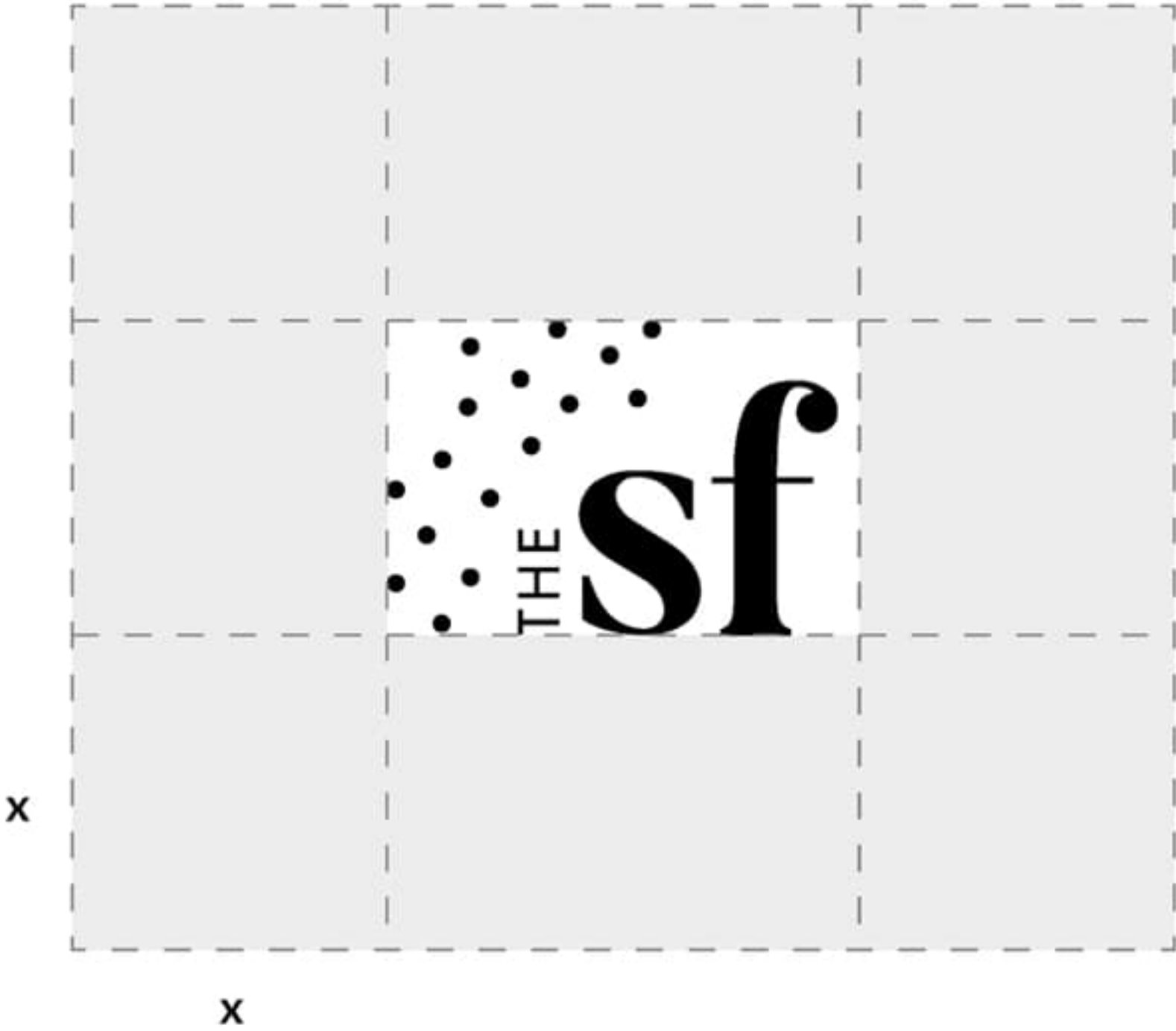


HORIZONTAL LOCKUP





SMALL LOCKUP



LIGHT BACKGROUND

 the  
**salt** FACIAL®

 THE  
**sf**

DARK BACKGROUND

 the  
**salt** FACIAL®

 THE  
**sf**

## Improper Usage

When using the logo, in any approved lockup, be aware of maintaining an appropriate understanding of the brand identity. Follow these 'do not's' to avoid improper use and maintain the visual integrity of the identity.





**Do not** distort the logo in any way.



**Do not** add elements or effects to the logo.



**Do not** place logo at an angle.



**Do not** rearrange or alter the placement of the logo elements.



**Do not** change the colors of the logo outside of the approved identity colors.



**Do not** alter the typefaces.



**Do not** place dark logo on dark or distracting backgrounds.



**Do not** place light logo on light or distracting backgrounds.

# Logo Scaling



## What is logo scaling?

Logo scaling is the responsive adaptation of your logo to allow for the strongest branding in all spaces by changes in size, positioning, and subtraction. Whether short, tall, large, or small, it is important to maintain optimal brand equality in all scenarios.





HORIZONTAL + TAGLINE LOCKUP



HORIZONTAL LOCKUP



SMALL VERTICAL LOCKUP



ICON



HORIZONTAL + TAGLINE LOCKUP

The logo is presented in a horizontal lockup. It features a circular arrangement of dots on the left, followed by the word "the" in a small, lowercase, sans-serif font. To the right of "the" is the word "salt" in a large, bold, lowercase, serif font. To the right of "salt" is the word "FACIAL" in a large, uppercase, sans-serif font. A registered trademark symbol (®) is located at the end of the word "FACIAL".

the  
**salt** FACIAL®

HORIZONTAL LOCKUP



SMALL VERTICAL LOCKUP



ICON



ICON ANATOMY



256 x 256



128 x 128



64 x 64



32 x 32





Beauty has always been more than skin deep.



# 3. Typography

Primary Typefaces

Secondary Typefaces

Sample



## Primary Typefaces

### Butler

Butler Medium

Butler Bold

Butler Extrabold

Butler Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&\*()

Tempor ma vollab inullupta dolorep  
elendae porerfero tem ea net quoditis dolor  
as estiore est, si inciis volese omnihit aeptat  
fugia providestrum fuga. Nam ut aut hil mo.

### Futura

Futura Medium

Futura Demi

Futura Heavy

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&\*()

Tempor ma vollab inullupta dolorep elendae  
porerfero tem ea net quoditis dolor as estiore  
est, si inciis volese omnihit aeptat fugia  
providestrum fuga. Nam ut aut hil mo.

## Secondary Typefaces

Can be used for any application if primary typefaces are not preferable or unavailable to access.

### Baskerville

Baskerville Medium  
**Baskerville Bold**  
**Baskerville Extrabold**  
**Baskerville Ultrabold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

Tempor ma vollab inullupta dolorep elendae  
porerfero tem ea net quoditis dolor as estiore  
est, si inciis volese omnihit aeptat fugia  
providestrum fuga. Nam ut aut hil mo.

### Lato

Lato Medium  
Lato Semibold  
**Lato Bold**  
**Lato Extrabold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

Tempor ma vollab inullupta dolorep elendae  
porerfero tem ea net quoditis dolor as estiore  
est, si inciis volese omnihit aeptat fugia  
providestrum fuga. Nam ut aut hil mo.



SAMPLE TYPOGRAPHY

SAMPLE SUBTITLE

# I Love Salt

SAMPLE SUBHEAD

Ones plis averdi scerimus, nox mor quem suam sendam aut publicum des! Enam, tea niris Catuscr ecori, noctursultin popostis, con perim laris. Es at. Gules prac mus ine terox niciemus reisqui iae etiquementia ceri pos cont, nequa nosulis. Enihica ducerma ntiliis actam inaricaecur quamque visquam, quem nos iam audam, que ia me mere omniur. Mulocupiorum mandit.

SAMPLE TYPOGRAPHY (BACKGROUND)

SAMPLE SUBTITLE

# I Love Salt

SAMPLE SUBHEAD

Ones plis averdi scerimus, nox mor quem suam sendam aut publicum des! Enam, tea niris Catuscr ecori, noctursultin popostis, con perim laris. Es at. Gules prac mus ine terox niciemus reisqui iae etiquementia ceri pos cont, nequa nosulis. Enihica ducerma ntiliis actam inaricaecur quamque visquam, quem nos iam audam, que ia me mere omniur. Mulocupiorum mandit.



An aerial photograph of a tropical coastline. A wide, white sandy beach curves along the edge of a shallow, turquoise lagoon. The water is crystal clear, revealing the sandy bottom and some darker patches of coral or rocks. The lagoon extends into the distance, where the water color deepens slightly. The overall scene is serene and beautiful, with a strong emphasis on the natural beauty of the coastal environment.

Achieving results through simplicity is art.



## 4. Color

Color Palette

Color Distribution



## Color Palette





BLACK

WHITE





## SEA GREEN

HEX	4F7469
RGB	79 116 105
CMYK	75 37 59 16
PANTONE	625 C

## NURTURE

HEX	6D876A
RGB	109 135 106
CMYK	63 31 67 10
PANTONE	2263 C

## SEAFOAM

HEX	90AD88
RGB	144 173 136
CMYK	50 17 58 1
PANTONE	2262 C



## DEEP WATER

HEX	5694BC
RGB	86 148 188
CMYK	73 28 12 0
PANTONE	7454 C

## OCEAN

HEX	79B3CE
RGB	121 179 206
CMYK	57 12 11 0
PANTONE	542 C

## SKY

HEX	C8DDEF
RGB	200 221 239
CMYK	22 4 1 0
PANTONE	657 C



HIMALAYAN

HEX            DEA476  
RGB            222   164   118  
CMYK           7    42   62    0  
PANTONE       721 C

PINK

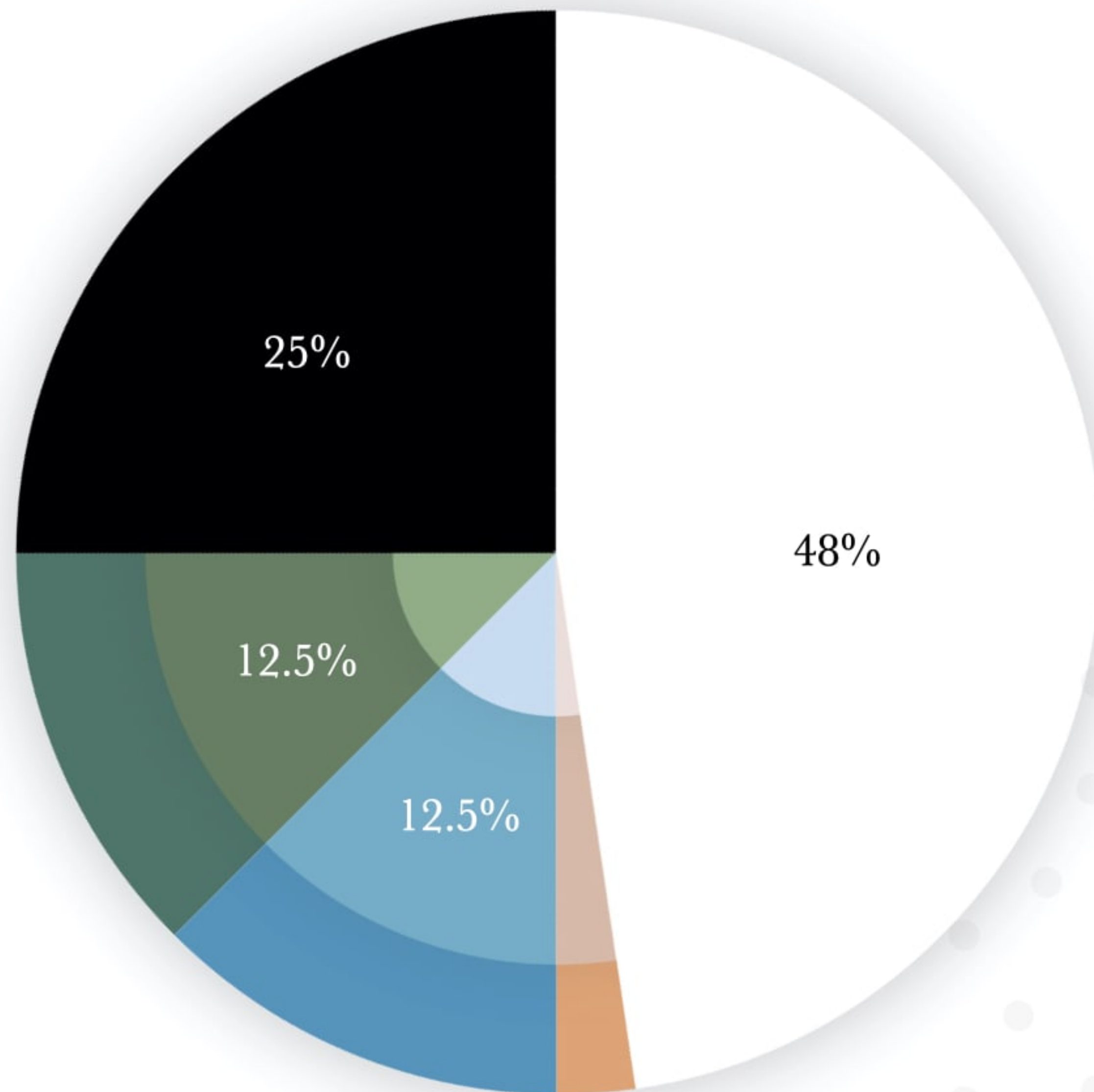
HEX            E2C0B0  
RGB            226   192   176  
CMYK           7    27   28    0  
PANTONE       7611 C

SALT

HEX            EBDEDB  
RGB            235   222   219  
CMYK           5    12   10    0  
PANTONE       705 C



## Color Distribution



It's important to maintain a dominant amount of black and white to allow the feature colors to be as impactful and vibrant as possible.

Feature colors should not be overused. They should be used sparingly and wisely.

The Himalayan Pinks should especially be used minimally and reserved for calls to action and highlight accent details.

A woman with long brown hair, wearing a white shirt and denim shorts, stands on a beach at sunset. She is smiling and looking to the right. The background shows waves and a colorful sky.

We are not a treatment, we are a lifestyle.



## 5. Applications



the  
**salt** FACIAL®









THE SALTFACIAL®



BRAND BOOK / APPLICATIONS

the  
**salt** FACIAL®







Beauty has always been  
more than skin deep.







the  
**salt** FACIAL®  
THE SCIENCE YOUR SKIN NEEDS.

Beauty has always been  
more than skin deep.

[www.thesaltfacial.com](http://www.thesaltfacial.com)





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(760) 942-8815  
[inquiries@yourmas.com](mailto:inquiries@yourmas.com)



Client Name  
2000 Client Street  
Address 2, Suite 265  
Cityville, CA 92442

Dear Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ullamcorper ornare nunc, rutrum suscipit metus placerat vel. Suspendisse mattis est non nunc blandit, pulvinar faucibus augue laboris. Proin varius neque efficitur, porta purus eget, volutpat orci. Nam accumsan fella vestibulum purus fringilla bibendum. Maecenas mollis diam tempor metus blandit molestie. Donec pretium nunc tellus, tincidunt scelerisque eros posuere bibendum. Curabitur quis commodo massa, nec sed placerat metus viverra. Mauris eget augue ullamcorper sem posuere bibendum. Curabitur quis commodo massa, nec rhoncus lectus. Morbi dictum metus ac mauris molestie faucibus.

Prasent vel ipsum semper, consequat dolor vitae, volutpat sem. Donec fermentum eros neque, id feugiat fella mollis vitae. Donec augue justo, pharetra a tincidunt quis, ornare feibus massa. Etiam sed condimentum velit. In nec faucibus nibh, a vehicula turpis. Donec faucibus dui sem, non malesuada sem maximus nec. Sed at hendrerit velit.

Donec pretium nunc tellus, tincidunt scelerisque eros tristique a. Curabitur mattis tellus eget lacus accumsan, sed placerat metus viverra. Mauris eget augue ullamcorper sem posuere bibendum. Curabitur quis commodo massa, nec rhoncus lectus. Morbi dictum metus ac mauris molestie faucibus.

Curabitur quis commodo massa, nec rhoncus lectus. Morbi dictum metus ac mauris molestie faucibus. Prasent vel ipsum semper, consequat dolor vitae, volutpat sem. Donec fermentum eros neque, id feugiat fella mollis vitae. Donec augue justo, pharetra a tincidunt quis, ornare feibus massa. Etiam sed condimentum velit. In nec faucibus nibh, a vehicula turpis. Donec faucibus dui sem, non malesuada sem maximus nec. Sed at hendrerit velit.

Sincerely,

*Zack Bajazia*  
Zack Bajazia

6375 S. Pecos Road | Las Vegas, NV 89120

800-949-0133 | [www.thesaltfacial.com](http://www.thesaltfacial.com)

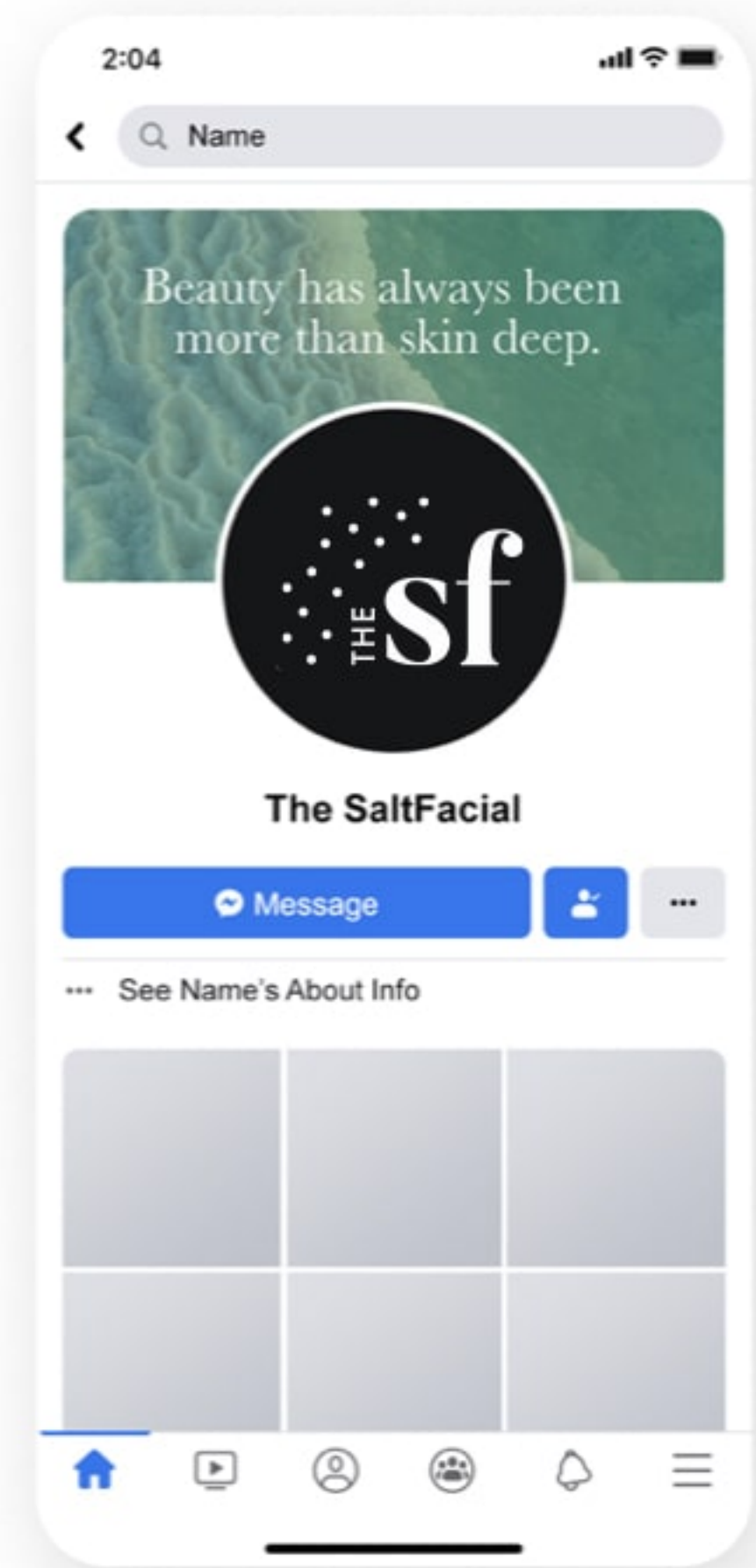
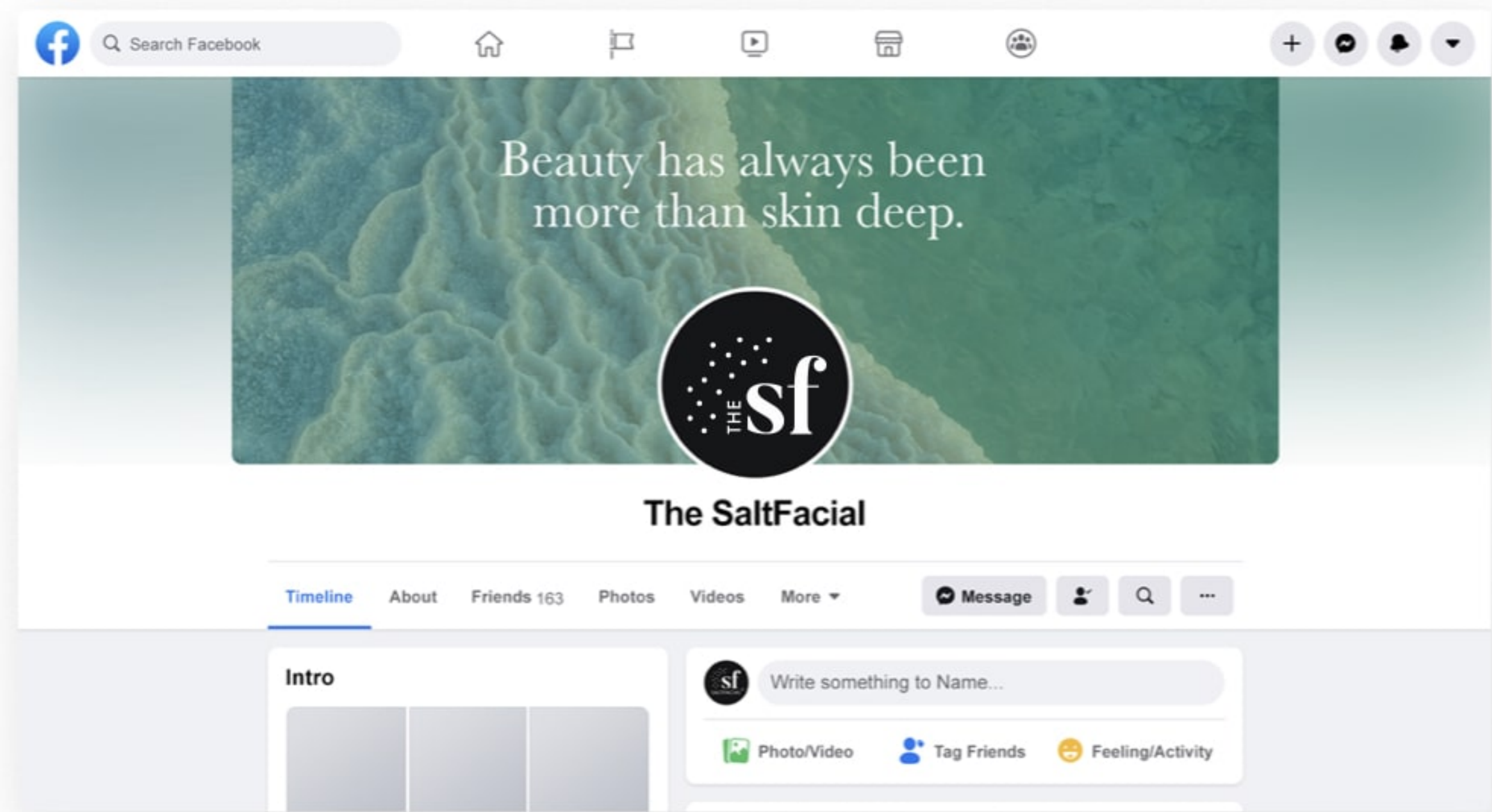




the  
sf

the  
Salt FACIAL®









THE sf







the  
**salt** FACIAL®











the  
**salt**FACIAL®  
THE SCIENCE YOUR SKIN NEEDS.