



## BRAND GUIDELINES

# BRAND LOGO



This simplified Caduceus with a green leaf as the center of the logo presents the center focus of Draper Medical Spa: A spa experience with medicinal care at the core.



# PROPER USE



Use the white alternative logo on black or dark backgrounds



Contrast: Avoid using the color logo on dark backgrounds, as it loses readability



**HEADER**  
MONTERRAT  
EXTRA-BOLD

# TYPOGRAPHY

**SUBHEADER**  
MONTERRAT CLASSIC

Here are the fonts and weights to use for Sign for Sign's various collaterals and applications.

**BODY TEXT**  
MONTERRAT

When using DMS's fonts, one must remember several rules. Although the main font to be used is Montserrat, there are rules about which weights and styles to use, in particular for Headers, Sub headers, and for Body Text. Please refer to this guide whenever creating new collaterals for the brand so as to stick to the brand's visual harmony and language.



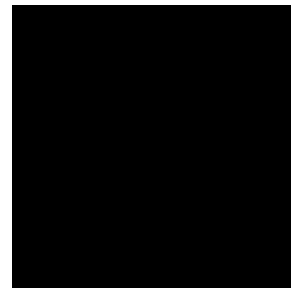
# COLOR PALETTE



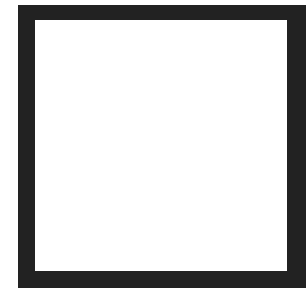
WELLNESS BLUE  
#0E5679



HEALTH GREEN  
#429760



BLACK  
#000000



WHITE  
#FFFFFF



# BRAND SUMMARY

Draper Medical Spa is a center of health, wellness and relaxation in Iuka, Miss.

This new branding provides a medicinal message to match the updated the  
spa quality care provided

Have questions?

Brand by KPA, LLC.

A Kix Patterson

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