

Refresh MD - Style Guide

Logos

Usage: Color on light background

Refresh MD letters = 66% Black
Aesthetics letters = 100% white
Bar = PMS 375C

REFRESH MD
AESTHETICS

ENGLISH

REFRESH MD
ESTHÉTIQUE

FRANÇAIS

Usage: Color on dark background

Refresh MD letters = 100% white
Aesthetics letters = 100% white
Bar = PMS 375C



(note: black box shown only for illustration purposes, not part of the logo)

Usage: Monochrome printing

Refresh MD letters = 100% black
Aesthetics letters = 100% white
Bar = 100% black

or

Refresh MD letters = 100% white
Aesthetics letters = 100% black
Bar = 100% white

REFRESH MD
AESTHETICS



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Color Palette

PRINT:



PMS 375C
(46C, 0M, 100Y, 0K)



75C, 98M, 0Y, 5K



100%C



66%K

WEB:



149R, 214G, 0B
#95d600



102R, 45G, 145B
#662d91



0R, 192G, 224B
#00C0E0



87R, 87G, 87B
#575757

POINTS TO NOTE:

- the green color is always associated with the logo but used sparingly in the collateral
- the purple and blue are used as secondary colors in equal measure
- the grey can be used as a tertiary accent, along with even lighter shades of grey if necessary
- the blue on the website is intentionally meant to be slightly less vibrant than the printed one

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Typefaces

PRINT:

Tagline and section titles: ITC Avant Garde Gothic Std (demi or medium)

Body copy: ITC Avant Garde Gothic Std (book)

EX:

Look as **YOUNG**
as you feel!

Anti-Aging Cosmetic Treatments

People are always looking for ways to keep that youthful glow; but battling the inevitable signs of aging can be a challenge. Fortunately Refresh MD has effective non-surgical cosmetic treatments to help you achieve beautiful results.

WEB:

Tagline and headers: ITC Avant Garde Gothic Std (demi or medium)

Default body copy: Tahoma

Fallback font for body copy: Geneva

EX:

Wrinkles and Fine Lines	▶
Thin Lips	▶
Nasolabial Folds and Smile Lines	▶
Thin Eyelashes	▶

Home > Test > Cosmetic conditions > Lash growth

Lash Growth

Thicker, longer and darker eyelashes can really help make your eyes stand out. It is for this reason that mascara is so popular—but of course, it has its flaws. It can be a hassle and it's not always effective. Over-the-counter eyelash products promise great lashes but often only moisturize or condition our lashes, with underwhelming results.

Fortunately Refresh MD offers a product called Latisse®. It's a safe and effective topical solution that prolongs the eyelash growth cycle, leading to thicker, longer, darker and all-around more noticeable lashes. Latisse® users notice a significant improvement within two months, with full effects in three to four

Find out more

Fill out the form below to have one of our patient care representatives contact you.

First Name *

Last Name *

Postal Code/Zip *