

SEV

VISUAL BRAND IDENTITY

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ABOUT SEV

who we are

SEV is the trusted destination for premium medspa treatments, where a boutique experience meets affordable pricing. With laser hair removal as its signature service, SEV extends its offerings to include Botox, dermal fillers, microneedling, and an array of other skin care treatments.

Born in California, SEV can now be found all across the United States!

VALUES

what we treasure

As a faith-based company, love is at the heart of our values. Everyone is welcome at SEV. We make it our mission to provide caring, devoted services to every individual. We offer the latest in laser technologies that work on all skin tones and aim to keep our prices affordable. It's our goal to make every person who walks through our doors feel safe, valued, and pampered. We honor the incredible amount of trust you place in us.

Logo



SEV



SEV



SEV



SEV

1. Top Left

2. Top Centered

3. Top Right

SEV

SEV

SEV

The minimum distance from the borders of the creative should be 20px.

If the logo is in the corner of the creative it should be 20px away from all border sides.



20 px is the minimum height of the SEV logo.
12 px is the minimum width of the SEV logo.

4. Bottom Left

5. Bottom Centered

6. Bottom Right

SEV

SEV

SEV



✗ DON'T CHANGE THE BRAND COLOR
OR ADD ANY KIND OF GRADIENT



✗ DON'T STRETCH



✗ DON'T PLACE OVER BUSY
BACKGROUNDS



✗ DON'T PLACE IN A SHAPE OR
CONTAINER



✗ DON'T USE THE SYMBOL TO
REPLACE ANY LETTERFORM



✗ DON'T CHANGE THE ORIGINAL SOLID
COLOR WITH AN OUTLINE



✗ DON'T ROTATE



✗ DON'T WRITE IN CURSIVE FONTS



✗ DON'T USE IN CONJUNCTION WITH
LASER OR OTHER SERVICE NAME

TYPOGRAPHY

HEADLINE

HEADLINE

Aa Alegria Sans SC Regular

Aa Alegria Sans SC Medium

Aa Alegria Sans SC Bold

Aa Alegria Sans SC Black

BODY TEXT

Body Text

Aa Montserrat Thin

Aa Montserrat Light

Aa Montserrat Light Italic

Aa Montserrat Medium

Aa Montserrat Bold

Aa Montserrat Black

SECONDARY TITLE

Secondary Title

Aa Coral Blush Script Alt

COLORS



#A69788

FOR WEB USE
R: 166 G: 151 B: 136

FOR PRINT USE
C: 0 M: 9 Y: 18 K: 35



#C8BEB8

FOR WEB USE
R: 200 G: 190 B: 184

FOR PRINT USE
C: 0 M: 5 Y: 8 K: 22



#856E5C

FOR WEB USE
R: 133 G: 110 B: 92

FOR PRINT USE
C: 0 M: 17 Y: 31 K: 48



#5F534E

FOR WEB USE
R: 95 G: 83 B: 78

FOR PRINT USE
C: 0 M: 13 Y: 18 K: 63



#52433D

FOR WEB USE
R: 82 G: 67 B: 61

FOR PRINT USE
C: 0 M: 18 Y: 26 K: 68



#BAAEA2

FOR WEB USE
R: 186 G: 174 B: 162

FOR PRINT USE
C: 0 M: 6 Y: 13 K: 27



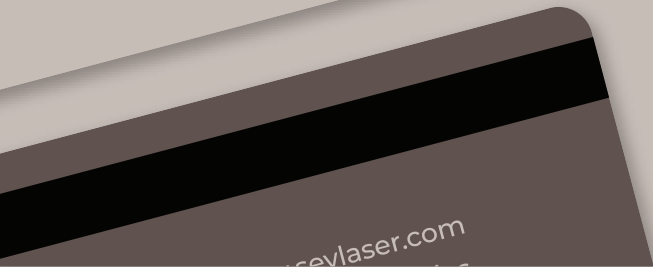
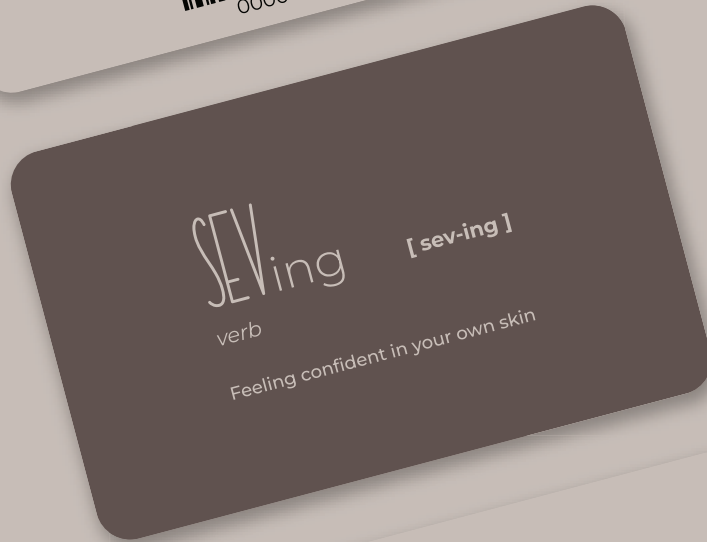
#918074

FOR WEB USE
R: 145 G: 128 B: 116

FOR PRINT USE
C: 0 M: 12 Y: 20 K: 43

PRODUCTS







SEV AESTHETICS



Every SEV location is meticulously designed to offer a serene ambiance, ensuring a delightful journey from start to finish. While each SEV location boasts its unique character, the essential elements remain consistent, regardless of the salon you choose to visit.

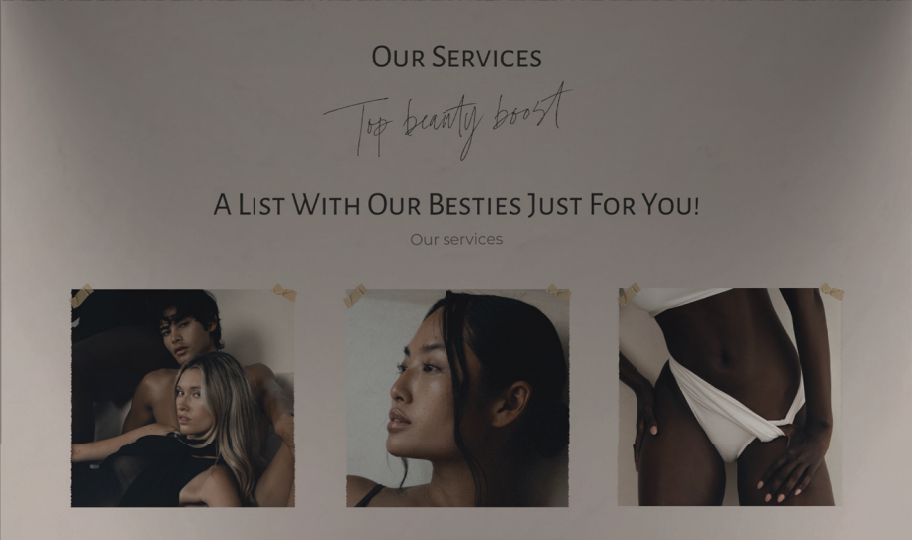
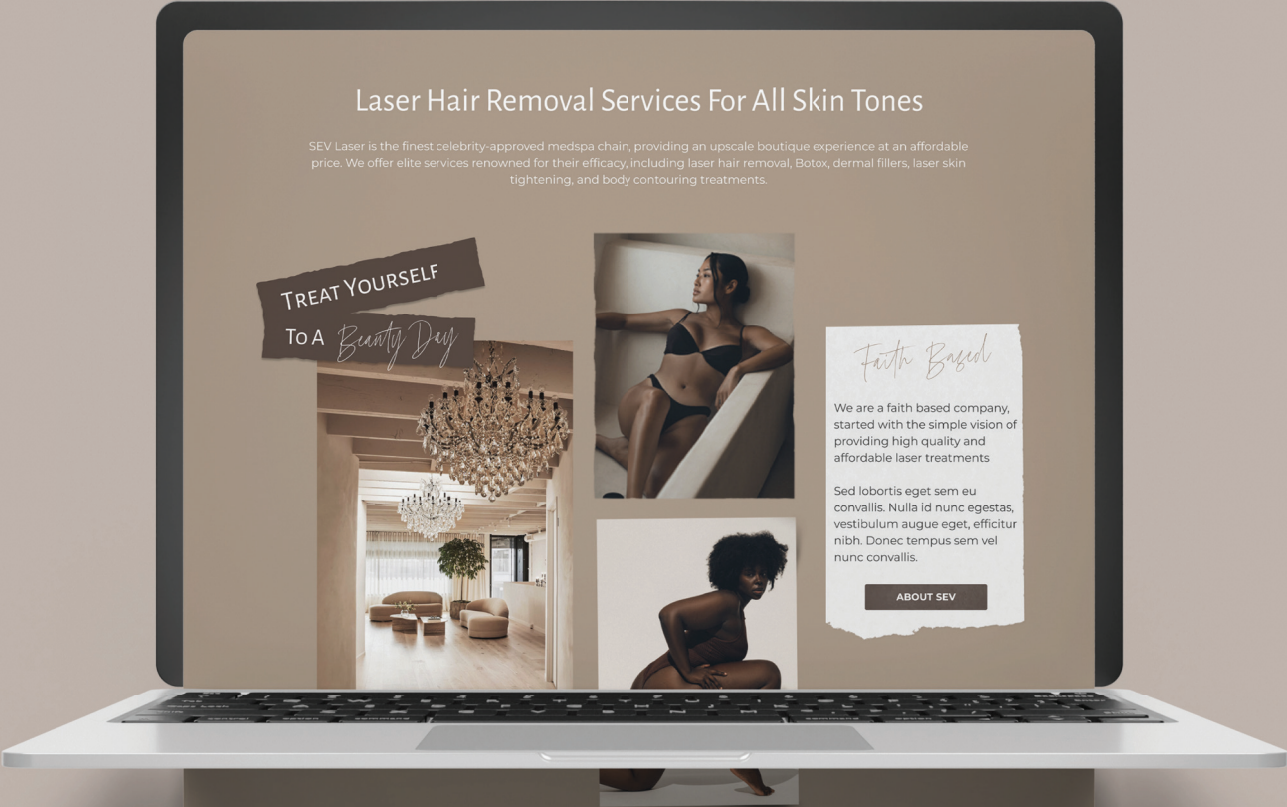




SEV PHOTOSHOOTS



DIGITAL ASSETS





LASER HAIR REMOVAL

A lifetime of smoothness is just a click away. Say goodbye to hair... forever! Laser hair removal is our signature service.



Our goal is to provide you with a safe and affordable medical spa with state-of-the-art equipment and expert staff. Over time, the number of specialties we can offer you has expanded and now includes laser hair removal. Injectables such as Botox® and Juvederm®, cellulite reduction, acne scar reduction, skin contouring through collagen stimulation with HIFU, and more.

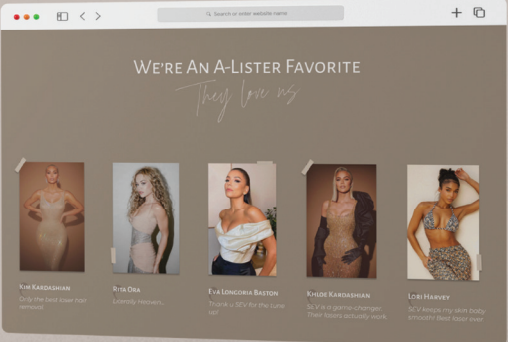
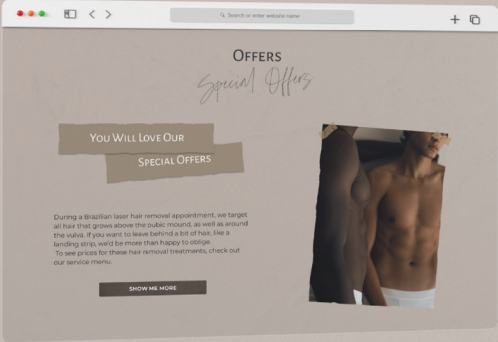
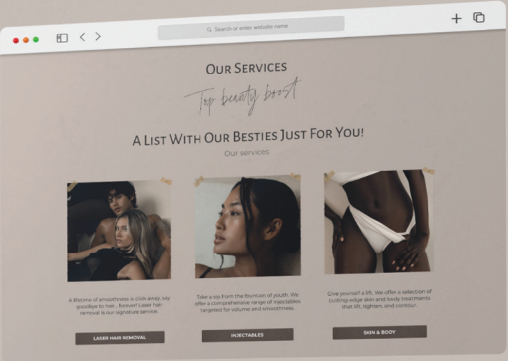
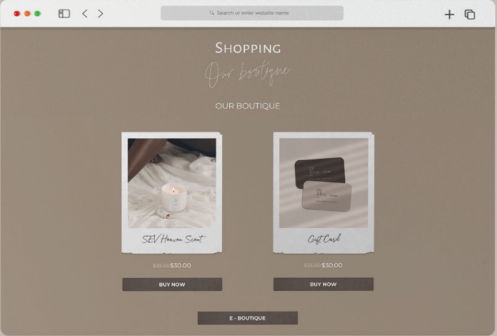
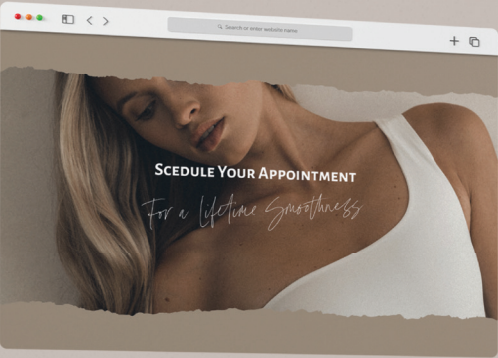
LET OUT YOUR INNER GLOW



FEEL CONFIDENT
IN YOUR SKIN

ABOUT SEV

We are a faith-based company, started with the simple vision of providing high quality and affordable laser treatments. Sed laboris eget sem eu convallis. Nulla id nunc egestas, vestibulum augue eget, efficitur nunc. Donec fermentum sem vel nunc convallis.



SEV TAGLINES

PRIMARY

HAVE A HAIR FREE DAY

SEVing

SECONDARY

BY THE GRACE OF GOD

FILLERS > FILTERS

GETTING TO THE ROOT OF THE PROBLEM

SEV