

Brand book

10.2.2020

Made by NAZ

version 01

Brand Book



ADVA
L I G H T

The logotype is the main element of the new visual style. It represents and symbolizes the essence of the brand. Its correct use is important for a professional look and feel of corporate materials. The logo was designed to appear bold, clean and professional while remaining timeless. Bolder shape is making the logo more balanced with better performance across different media channels.



ADVA
L I G H T

The logo features the word "ADVA" in a bold, sans-serif font. The letter "A" is filled with a vertical gradient from yellow at the top to orange at the bottom. The letters "D", "V", and "A" are solid white. Below "ADVA", the word "LIGHT" is written in a smaller, white, spaced-out sans-serif font.

Logo Overview

ADVA
L I G H T

ADVA
L I G H T

ADVA
L I G H T

ADVA
L I G H T

ADVA
L I G H T

ADVA
L I G H T

Primary Product Logo

ADVANTX

Secondary Logo 2nd Variation

ADVA
B R I G H T

ADVA
C L E A R

Secondary Product Logo



589 & 1319 NM

THE POWER 2 RESTORE

Brand Personality

Timeless

Bold

Exclusive

Clean &
Functional

Montserrat Light

Montserrat is a geometric sans-serif typeface that very versatile and can be used in multiple domains because of the geometric and elegant simplicity with nice large x-height. The Montserrat typeface draws on rich history of craftsmanship and local knowledge to combine and preserve in a new, open source free typeface ready for use in the most modern environments. We use Montserrat as our primary font.

Aa

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789 ~!@#\$%^&*() [], .

We use Montserrat as a secondary brand font. It's usage is limited to emphasized words on advertising material and sub-headlines on the website.

Montserrat SemiBold

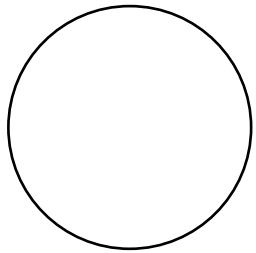
Aa

abcdefghijklmnopqrstuvwxy

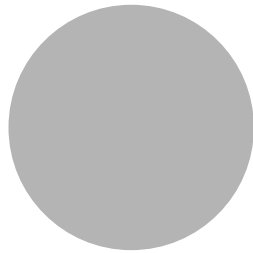
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 ~!@#\$%^&*()[].,

Colors



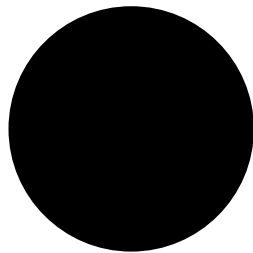
HEX #FFFFFF
RGB 255, 255, 255



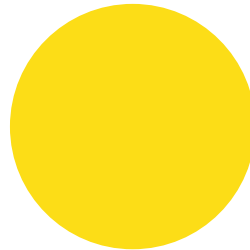
HEX #B4B4B4
RGB 180, 180, 180



HEX #F8F4F4
RGB 248, 244, 244



HEX #000000
RGB 0, 0, 0



HEX #FCDD17
RGB 252, 221, 23

Image style

There are different categories of images that the AdvaLight should use. User before and after photos, product images, treatment photos and user photos .




Before

After







Introducing

ADVATX

**Non - invasive
Minimal downtime
Off the table results**


Have you heard we launched the ADVATx laser treatment?

This treatment targets that treats acne, acne scars, and rosacea with a hardworking infrared laser to clear pigmentation while minimizing pore size.

Who else is ready for a little glow up?!

Book a consultation and see what the ADVATx laser can do for you!

your logo here



Introducing

**ADVA
CLEAR**

Combining pure yellow and high powered infrared laser energy to eliminate rosacea, acne, acne scars and undesired vascular abnormalities such as telangiectasia, hemangiomas and venous lakes, restoring your skin to a more youthful and healthy state.

Book a consultation and see what the ADVATx laser can do for you!

your logo here

The screenshot shows the Instagram profile for 'advatx'. At the top left is the profile picture, a circular logo with 'ADVA LIGHT' text. To the right of the profile picture, the name 'advatx' is displayed with a 'Message' button and three menu icons. Below the name, it shows '34 posts', '156 followers', and '91 following'. The bio reads: 'Advalight ADVATx by Advalight is the world's most advanced solid-state yellow laser #advatx #advabright advalight.com'. Below the bio, it says 'Followed by poppyvaughan, bluezodiacband, thedani3la +4 more'. There are two story highlights: 'Events' and 'ADVATx'. The main feed is set to 'POSTS' and shows a grid of six posts. The first post is a close-up of a person's face with a white square highlighting a skin area. The second post features the text 'SIMPLE TO OPERATE' next to an image of the Advatx laser machine. The third post is a testimonial from Michael H. Gold, M.D., stating: 'This dual wavelength laser allows us to treat vascular lesions and scars/wrinkles at the same time with one machine.' The fourth post shows a 'Before' and 'After' comparison of a person's nose. The fifth post is a testimonial from Denise Di Berto, a nurse, who says: 'The Advatx is amazing. In my ten years of using lasers, I've never seen a scar disappear in front of my eyes. In the video, I'm doing a year old hypertrophic red scar.' The sixth post is a video testimonial from a woman with a large smile.

