3TWELVE
BEAUTY | LOUNGE

3TWELVE BEAUTY | LOUNGE
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CANADA

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Brand Guidelines.



VER.092025R0
DESIGNED BY:
CERCO CREATIVE MARKETING

3TWELVE
BEAUTY | LOUNGE

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Introduction

WELCOME TO 3TWELVE BEAUTY | LOUNGE

ABOUT 3TWELVE BEAUTY | LOUNGE

3Twelve is a luxury medical aesthetics clinic offering refined, non-surgical treatments including injectables (neuromodulators and dermal fillers), Hollywood Laser Peels, skin tightening, Hollywood Acne Peels, laser hair removal, tattoo removal, and complementary skin therapies. We serve an image- and results-conscious clientele—primarily women aged 24–55—who expect white-glove service and clinical excellence.

HERITAGE & ORIGIN

3Twelve is a new brand founded by the established owners of NiWE Academy, a respected name in aesthetics education. That foundation informs our practice standards, our training approach, and our commitment to evidence-informed care.

PURPOSE OF THIS GUIDE

This brand guidelines book outlines the visual and verbal standards for 3Twelve across digital, print, and environmental touchpoints. Adhering to these specifications ensures consistent, cohesive communications that safeguard brand equity and elevate client trust.


SECTION.
01.

Logos.

DESCRIPTION

A logo is the primary visual signature of the brand. Consistent use of approved colour, sizing, and clear space ensures 3Twelve remains recognisable, legible, and distinct in every context. These standards protect visibility, accessibility, and luxury perception at all scales.

Primary Logo.
Secondary Logo.
Tetiary Logo.
Logo Variation.
Logo Sizing.
Logo Clearspace.

Primary Logo.

The Primary Logo is our default mark for most applications. Use this lockup whenever space and contrast are favourable (e.g., website header, signage, stationery mastheads, sponsorship placement).

FULL LOGO

3TWELVE
BEAUTY | LOUNGE

MONOGRAM.

3

WORDMARK.

3TWELVE

I.

Logo Variation.

Use lighter logo versions (White, Gold) on dark backgrounds; use darker versions (Black, Emerald) on light backgrounds. Avoid busy or low-contrast backgrounds. Always ensure a sufficient contrast ratio for legibility (aim for WCAG AA as a minimum).

INCORECT USAGE -
DO NOT:

- Alter proportions, letterforms, or spacing
- Add shadows, bevels, glows, or extraneous effects
- Recolour outside the approved palette
- Place on busy, low-contrast, or patterned backgrounds without an approved keyline/plate
- Rotate, distort, or animate without governance approval

DARK BACKGROUND.



LIGHT BACKGROUND.



II.

Secondary Logo.

The Secondary Logo (alternative orientation/layout) supports the primary mark where horizontal or stacked constraints apply (e.g., social avatars, tight signage, narrow columns). It follows the same colour and contrast rules as the primary.

FULL LOGO



WORDMARK.



Logo Variation.

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- Rotate, distort, or animate without governance approval

DARK BACKGROUND.



LIGHT BACKGROUND.



IV.

Tertiary Logo.

The Tertiary Logo (simplified mark/monogram) is reserved for limited circumstances: watermarks, textiles, small-scale branding, patterns, or subtle overlays. Do not use the tertiary mark as a replacement for the primary in standard brand communications unless space prohibits.

FULL LOGO



MONOGRAM.



V.

MONOGRAM.



WORDMARK.



Logo Variation.

Use lighter logo versions (White, Gold) on dark backgrounds; use darker versions (Black, Emerald) on light backgrounds. Avoid busy or low-contrast backgrounds. Always ensure a sufficient contrast ratio for legibility (aim for WCAG AA as a minimum).

INCORECT USAGE -
DO NOT:

- Alter proportions, letterforms, or spacing
- Add shadows, bevels, glows, or extraneous effects
- Recolour outside the approved palette
- Place on busy, low-contrast, or patterned backgrounds without an approved keyline/plate
- Rotate, distort, or animate without governance approval

DARK BACKGROUND.



LIGHT BACKGROUND.



VI.

Logo Sizing.

To maintain legibility, do not reproduce logos **smaller** than the following:

WEBSITE.



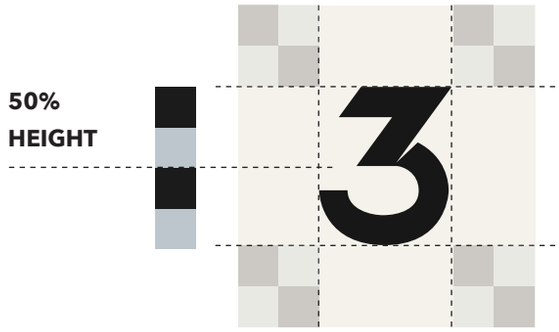
PRINT.



Logo Clearspace.

Maintain clear space equal to 50% of the logo's height for horizontal (landscape) logos and 50% of the logo's width for tall/stacked logos on all sides. No typography, graphics, images, or other logos may encroach on this zone.





ISOLATION AREA.

VIII.


SECTION.
02.


WHY COLOUR MATTERS?
Our palette communicates modern luxury with restraint. The deep primaries create presence; the supporting tones provide softness and space. This disciplined palette differentiates 3Twelve from competitors while ensuring a polished, editorial feel
Primary Colour Palette.
Secondary Colour Palette.
Colour Tints.
Colours.

Primary Palette.

The three primaries should guide most layouts. Silver, Birch, and White support as backgrounds, dividers, UI states, and calm typographic fields. Together, they express regal elegance (Black, Gold) and modern serenity (Emerald, Birch, White).

Black.

COLOUR CODE

CMYK : 036 / 000 / 006 / 090
PANTONE : 295C
RGB : R000 G000 B000

Gold.

COLOUR CODE

CMYK : 036 / 000 / 006 / 090
PANTONE : 295C
RGB : R000 G000 B000

Emerald.

COLOUR CODE

CMYK : 036 / 000 / 006 / 090
PANTONE : 295C
RGB : R000 G000 B000

I.

Secondary Palette.

The Guidelines & mosum doeximquid matiumqukrum naurbi conseninessecaborelorio nsemoltasi cooni ute nostotatauga. lvolre ullect conera venim sequibus dolorrorpora acest, quiditas duntota sequi rem facepre eland ucient quae ad quo et eos molorehenit, sum facescimenis seris quent quae ad quo et eos moloreheni

Silver.

COLOUR CODE

CMYK : 036 / 000 / 006 / 090
PANTONE : 295C
RGB : R000 G000 B000

Birch.

COLOUR CODE

CMYK : 036 / 000 / 006 / 090
PANTONE : 295C
RGB : R000 G000 B000

White.

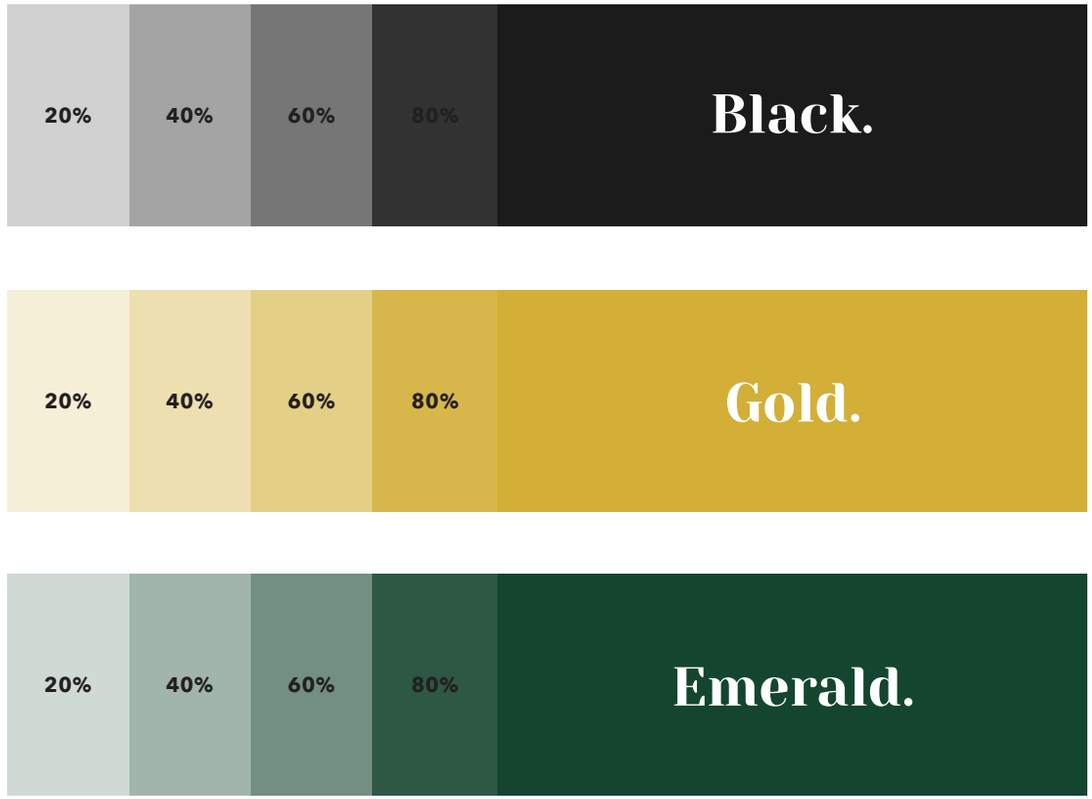
COLOUR CODE

CMYK : 036 / 000 / 006 / 090
PANTONE : 295C
RGB : R000 G000 B000

II.

Colour Tints & Shades – Primary.

Approved tints of primary/secondary colours: 20%, 40%, 60%, 80%. Use tints to create hierarchy, cards, image overlays, and section breaks while preserving brand cohesion.



III.

Colour Tints & Shades – Secondary.

ACCESSIBILITY & CONTRAST

Aim for WCAG AA contrast (4.5:1 for body text, 3:1 for large headings). Prefer Black/White pairings for text. When setting type on Emerald, use White for body copy; avoid Gold as body text on Emerald.

20%	40%	60%	80%	Silver.
20%	40%	60%	80%	Birch.
20%	40%	60%	80%	White.

IV.


SECTION.
03.


Typography.
WHY TYPOGRAPHY MATTERS?
Typography is the voice of the brand in visual form. We selected type families that balance modern elegance with clarity, ensuring clinical information remains approachable and precise.
Primary Font.
Secondary Font.
Hierarchy.

Primary Font.

Use Yeseva One for headlines, hero statements, and key brand phrases. It offers modern elegance with a timeless sensibility, ideal for establishing a luxury tone. Use sparingly for impact (avoid long passages).

FONT STYLE.

Regular

Yeseva One.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Zz.

1234567890
!@#$%^&*()<>/?[]\|

I.

Secondary Font.

Use Avenir Next for body copy, UI labels, captions, and data. It provides clarity, professionalism, and a flexible weight range that supports complex layouts.

FONT STYLE.

Ultra Light
Ultra Light Italic
Regular
Italic
Medium
Medium Italic
Demi Bold
Demi Bold Italic
Bold
Bold Italic
Heavy
Heavy Italic

Avenir Next.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Zz.
1234567890 !@#$%^&*()<>/?[]\|

Accent Font.

Use Pinyon Script for accent words in headings. Use of accenting words should be used for marketing and social media only and should refrain from use in official communications.

FONT STYLE.

Regular

Pinyon Script

II.

Hierarchy.

Use hierarchy consistently to direct attention and ensure legibility across channels.

FONT SIZE 30 PT

Heading.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Zz.

1234567890 !@#$%^&*()<>/?[]\|

FONT SIZE 21 PT

Content.

FONT SIZE 10 PT

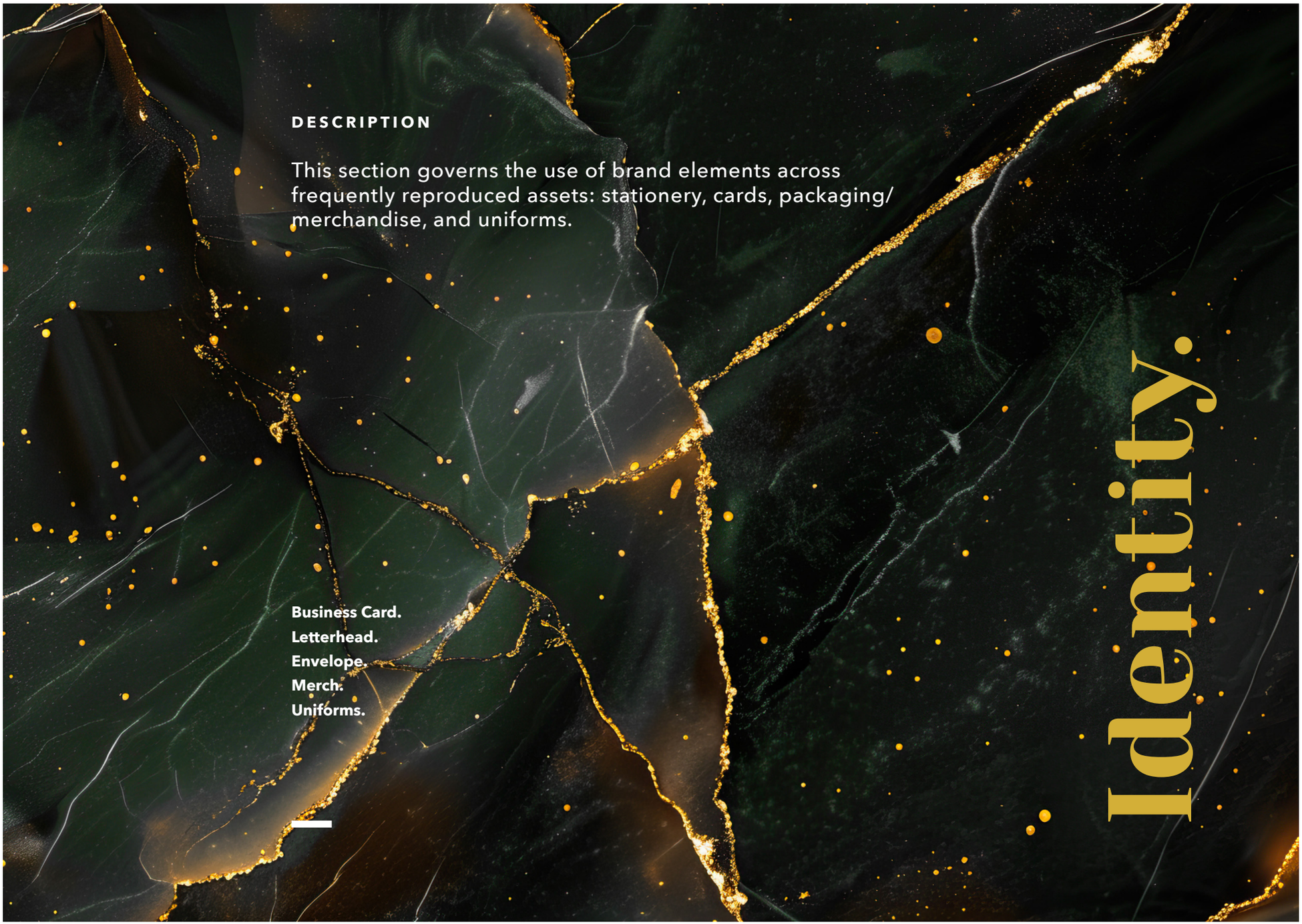
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Zz.

1234567890
!@#$%^&*()<>/?[]\|

III.




SECTION.
04.



DESCRIPTION

This section governs the use of brand elements across frequently reproduced assets: stationery, cards, packaging/ merchandise, and uniforms.

Business Card.
Letterhead.
Envelope.
Merch.
Uniforms.

Business Card.

Make a refined, lasting impression. Our business cards are designed to communicate the high end aesthetic of the 3Twelve identity. Ensure they are produced to spec with correct stock and finishing options to ensure maxiumu ‘wow’ factor and consistent communication. This is often the first impression someone will get when they haven’t heard of our brand before, first impressions are everything.

FRONT AND BACK.



Dimension
3.5” x 2” in.

Weight
32 PT Stock

Print
Offset Press

Finishing
Soft Touch Lam
Gold Foil

I.

Letterhead.

Forefront of formal communication. All corporate communications should be printed or produced on our approved letterhead.

LETTERHEAD.

Dimension
8.5” x 11” in.
US Letter

Weight
40-60#

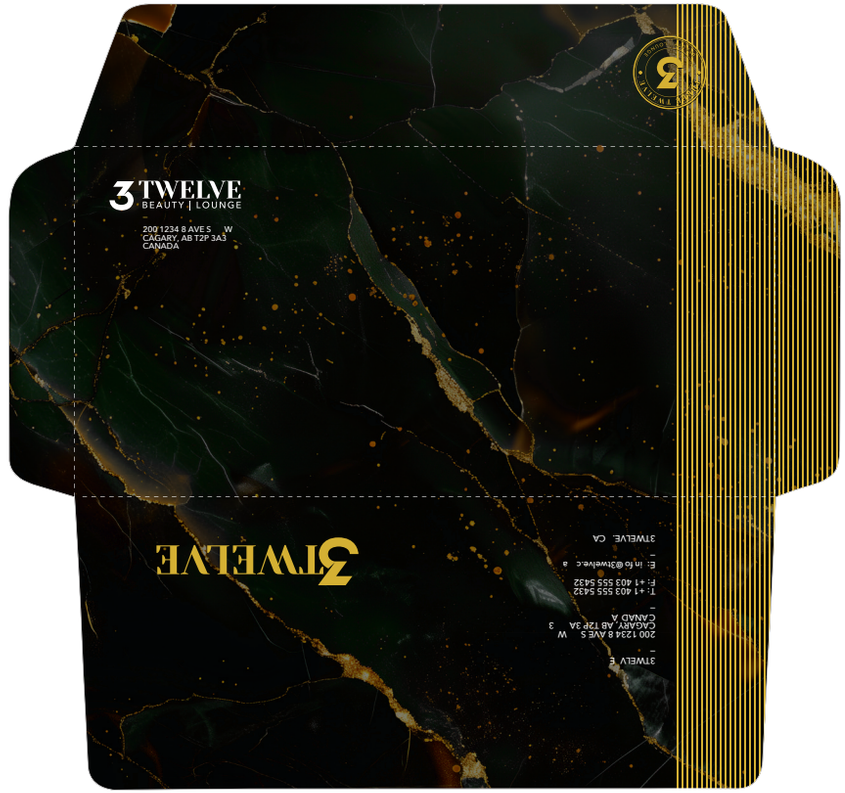
Paper Stock
Cougar Soft Text

Print
CMYK



Envelope.

Type: #10 standard, uncoated White or Birch.
Marking: Return address in Avenir Next; Secondary mark deboss/foil optional on flap.



Dimension	Weight	Print	Paper Stock
#10 Standard Envelope	270 gsm x 2	CMYK	Cougar White

Merch.

Principle: Fashion-grade, not promotional clutter.
Guidance: Minimal logo application; consider tone-on-tone embroidery or micro-badge monogram.
Garments: neutral bases (Black, White, Birch, Emerald).
Methods: embroidery (preferred), premium screen/DTF for complex art. Avoid large centre-front logos; opt for sleeve hem, label patch, or inside-collar branding.

MERCH.



IV.

Scrub design. (Clinical Uniform)

Base: Black, deep Emerald, or White scrubs, tailored fit.
Branding: Left chest embroidered Tertiary mark (White on Black; Gold or White on Emerald), width 75–85 mm.
Name/Credentials: Right chest, Avenir-style block embroidery, White thread, 8–10 mm cap height.
Back/Leg Marks: None, unless approved for events.

LOGO APPLICATION.



V.

Apron design. (Non-clinical Proceedures)

Base: Black or White apron with clean lines.
Underlayer: Solid White or Black shirt only.
Branding: Centre chest Primary icon (embroidery or matte transfer) 90–110 mm width; maintain clear space. (Can be metallic gold, if possible)

LOGO APPLICATION.



VI.


SECTION.
05.



Imagery.

ROLE OF IMAGERY

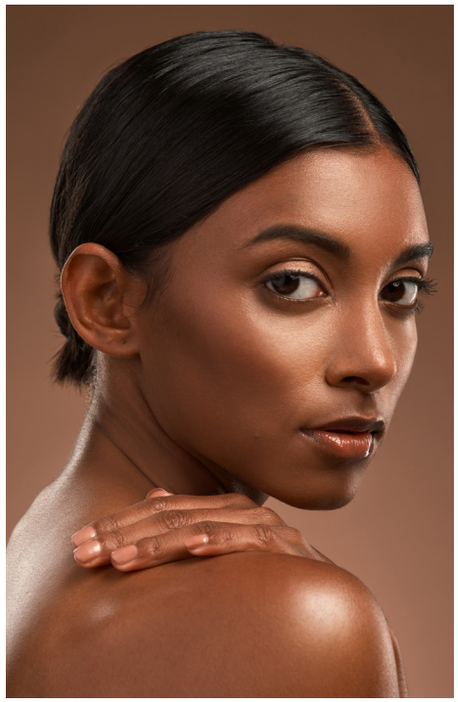
Focus on the resulting look and feeling: luminous skin, balanced features, poised expressions. Prefer clean compositions, sophisticated crops, and controlled depth of field. Lighting should be soft yet dimensional; styling minimal and timeless.

Photography.

Photography: Primary Marketing Imagery.

Focus on the resulting look and feeling: luminous skin, balanced features, poised expressions. Prefer clean compositions, sophisticated crops, and controlled depth of field. Lighting should be soft yet dimensional; styling minimal and timeless.

IMAGE INSPIRATION





Download

www.imagephotography.com

I.







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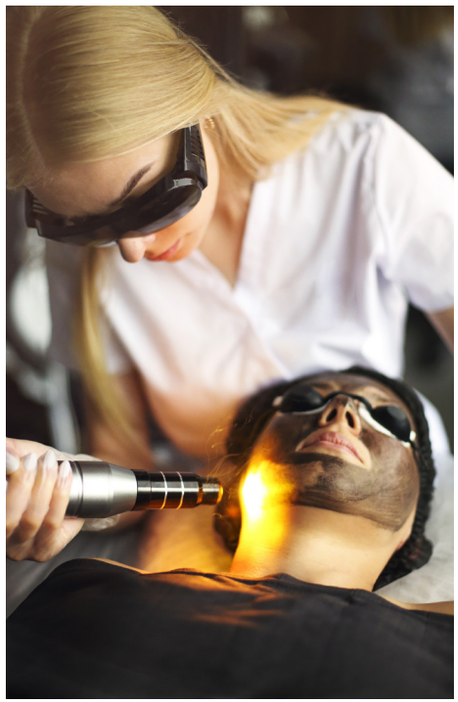
MARKETING@3TWELVE.CA

Photography: Secondary Clinical Imagery.

Use selectively to educate.
Standards: Clean, uncluttered rooms; tidy surfaces; PPE correctly worn; no blood or invasive close-ups.
Focus on the client experience and comfort; practitioner appears calm, competent, secondary in composition. Choose models representative of our audience while reflecting diversity of skin tones and ages.
Image Processing: Natural skin texture preserved (no plastic skin). Colour grade to the palette (neutral whites, emerald accents, gold warmth where appropriate).

IMAGE INSPIRATION

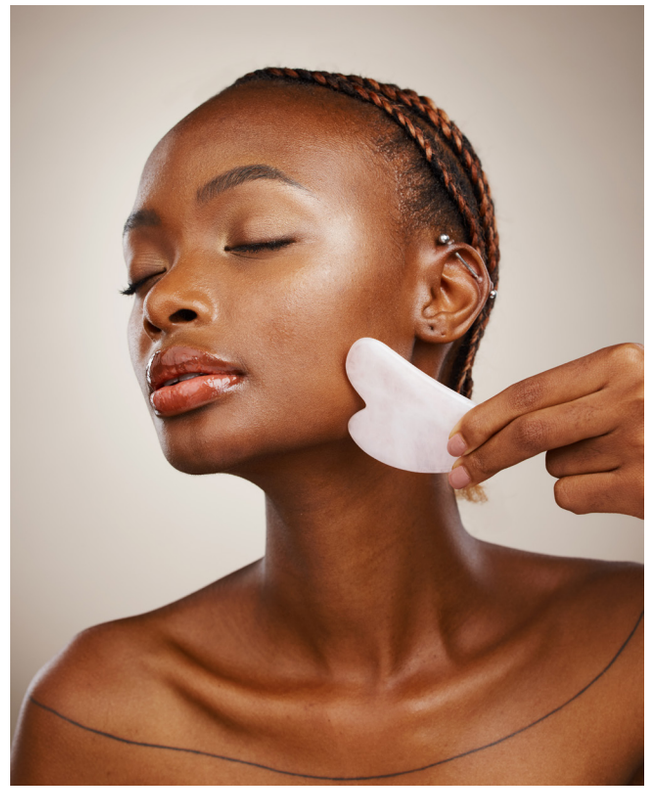




I.







VER.092025R0
MARKETING@3TWELVE.CA


SECTION.
06.


WHY IT MATTERS?
Social media is where clients see our work, our people, and our standards. It should feel elegant, modern, and human—always aligned to approved templates, colour use, typography, and imagery guidance.
Social Media Templates.
Socials.

Social Media Templates.

Use the approved templates across platforms. Variations must remain faithful to art direction, colours, branding, typography, imagery, and hierarchy.
Content mix: services, education, daily life, accolades, events, quotes, and clear, respectful CTAs.

POST TEMPLATES

EXPORT & TECHNICAL SPECS:

- **Instagram Feed:** 1080 × 1350 px (preferred portrait), sRGB, .jpg/.png, ≤ 8 MB
- **Instagram Stories/Reels & TikTok:** 1080 × 1920 px, safe areas respected
- **Facebook/LinkedIn:** 1200 × 1500 px or 1200 × 1200 px (carousel), sRGB
- **YouTube Shorts:** 1080 × 1920 px
- **Alt text:** add descriptive alt text for accessibility; avoid medical jargon

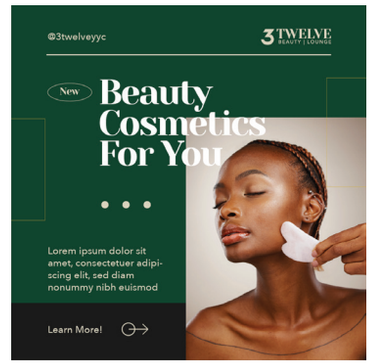






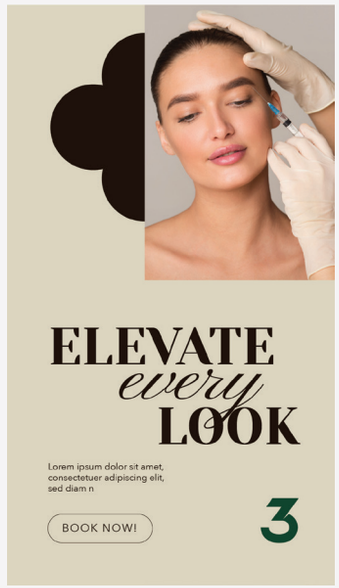




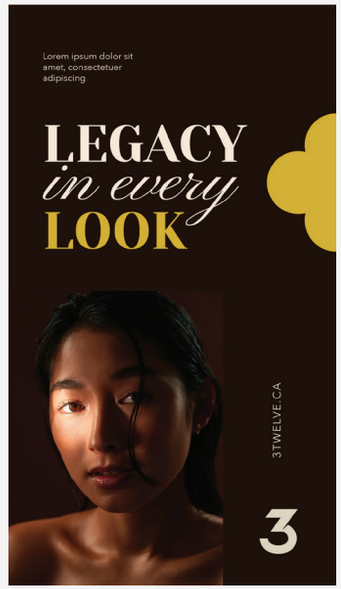


I.

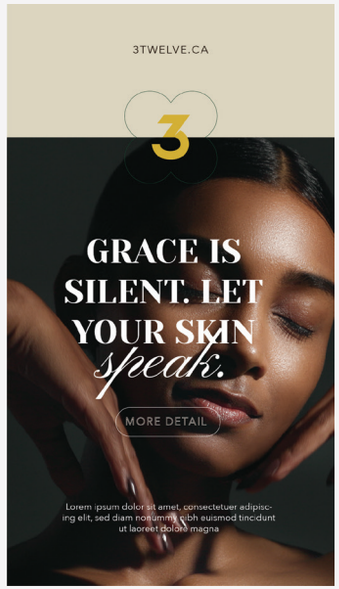
STORY TEMPLATES

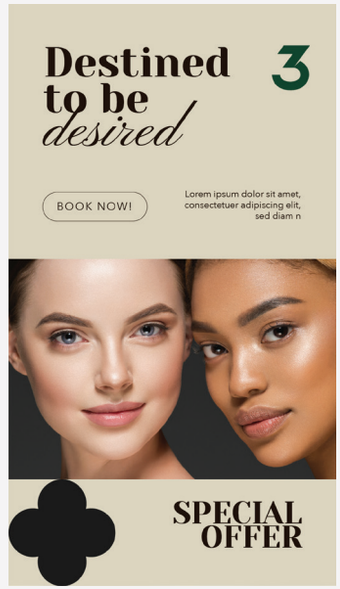












COPY & TONE:

- Voice is chic, confident, and gracious; clinically informed yet warm.
- Use precise diction; avoid absolutes.
- Example micro-guidance: titles/headlines in Yeseva One; body and captions in Avenir Next.

COMPLIANCE & CLAIMS (ALL CHANNELS):

- Use evidence-informed phrasing: "may," "can," "helps," "is used to," rather than guarantees.
- Avoid comparative superlatives (e.g., "best," "safest") and before/after images that imply certainty without context.
- Add appropriate disclaimers: "Individual results may vary." "A consultation is required to determine suitability."
- Use approved aftercare notes where relevant; never provide medical advice outside scope of practice.
- Ensure any promotional language remains tasteful and secondary to education.



Closing

Final Words

THANK YOU
FOR STEWARDING THE 3TWELVE BRAND WITH PRECISION AND GRACE.

This guide establishes the visual and verbal framework for 3Twelve Beauty | Lounge.

When these standards are applied with care, every touchpoint–digital, print, environment, and apparel–will feel cohesive, luxurious, and clinically assured.

If you have questions, require assets (logo files, templates, colour/foil swatches), or need approval for a unique application, please contact the brand governance lead.

CONTACT US.

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FOR FURTHER INFORMATION PLEASE CONTACT US.!

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