

2023 Brand Guide



inverness[®]
Safe & Gentle Ear Piercing

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We are happy to work with you to ensure that your ear piercing business is a success. Please feel free to contact us if you need additional materials or support developing your Inverness marketing materials.

Please note: all marketing materials created by our distributors should be sent to us for review to ensure that the graphics align with our brand guidelines and the marketing claims made are in compliance with U.S. and international truth-in-advertising standards.

Thank you!

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Contact:

marketing@invernesscorp.com



Logo Guidelines

- Sufficient “white space” should always separate the Inverness logo from other elements like headlines, text, imagery, or the outside edges of printed materials.
- The protected area around the Inverness logo should always be equal to the height of the lower case “e” in the name Inverness.
- Remember that while the “i” is lower case in our logo, Inverness should always be capitalized in text.

Approved Logo Colors

inverness[®]
Safe & Gentle Ear Piercing

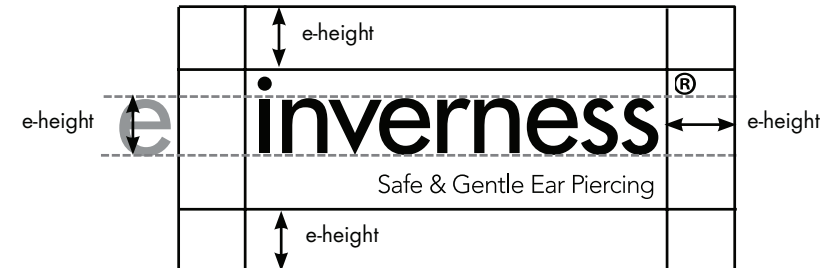
inverness[®]
Safe & Gentle Ear Piercing

inverness[®]
Safe & Gentle Ear Piercing

inverness[®]
Safe & Gentle Ear Piercing

inverness[®]
Safe & Gentle Ear Piercing

Protected Area Around Logo Size



Minimum Logo Size



**Stretching, condensing or
distorting the logo is prohibited.**



**Adding typography to
the logo is prohibited.**



**Adding a decorative element to
the logo is prohibited.**



**Using other fonts to recreate
the logo is prohibited.**



Color Palette

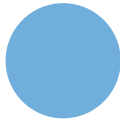
Updated 2023

Primary Colors

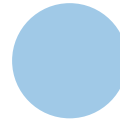
PMS: 279C
RGB: 65 • 143 • 222
CMYK: 70 • 36 • 0 • 0



75%



50%



25%



PMS: Cool Gray 9C
RGB: 107 • 116 • 124
CMYK: 61 • 47 • 42 • 11



75%



50%



25%



Secondary Colors

PMS: 637C
RGB: 0 • 203 • 219
CMYK: 66 • 0 • 18 • 0



75%



50%



25%



PMS: 346C
RGB: 86 • 210 • 161
CMYK: 59 • 0 • 50 • 0



75%



50%



25%



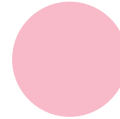
PMS: 190C
RGB: 242 • 119 • 146
CMYK: 0 • 67 • 21 • 0



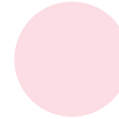
75%



50%



25%



PMS: 121C
RGB: 255 • 213 • 89
CMYK: 0 • 15 • 76 • 0



75%



50%



25%



Color Opacities

Inverness brand colors and opacities can be mixed and matched to enhance your design and differentiate elements of your marketing program.

- Blue is our primary color because it represents safety & trust.
- Cool Gray is our preferred color for text and may also be used as an accent color.
- To elevate the brand, reduce the saturation on secondary colors.
- Use solid secondary color backgrounds for accents and call outs or as opacity backgrounds.

Typography

Primary Font: Futura

To be used for main headlines and body copy

Futura - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura - Book

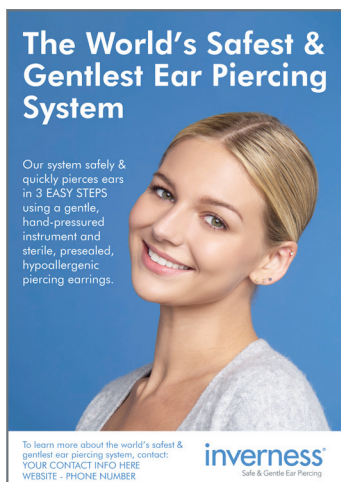
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura - Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Secondary Font: Bodoni

To be used for secondary headlines, print accents, and body copy

Bodoni - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bodoni - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tertiary Font: *Great Vibes*

To be used for social media headlines and graphic elements

Great Vibes - Regular

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz*

“Focus on the
memories, and we’ll
handle the rest.”

good vibes only

Visualize your
& highest self
start showing
up as her

*be proud
strong
you*

Lifestyle Photography

Our lifestyle photography was created to enhance our brand identity and reflect the diversity of our ear piercing customers. The look is clean, colorful, and fresh. Photos can be cropped tight or wide as needed but should not be altered in any way.



Note: The lifestyle photography available on our Partner Portal is proprietary and to be used to promote the Inverness brand only. Please use these images in accordance with the guidelines noted.

Product Photography

Images of our ear piercing supplies and a selection of styled earring photos are available on the Partner Portal. Piercing earring images are stored separately and are available by request.

Supply Photos



Styled Earring Photos



Earring Images



Composed



Head On



Side

Brand Voice

Our voice should match our brand's personality. The information we provide in all branded material must be solid, accurate, and helpful. Keep the focus on the benefits of the Inverness system and the joy of ear ear piercing.

When writing for the brand, use a voice that is informative and punctuated with joy. Connect directly and personally with your customers by using "we" and "you". Use language that is straightforward and easy-to-understand, just like our ear piercing system. When possible, use a rhythmic voice with three beats or three words echoed in key phrases like:

- Safe and Gentle
- Easy to Use
- Safe • Sterile • Hypoallergenic
- As easy as 1-2-3

Note: while the "i" is lower case in our logo, Inverness should always be capitalized in text.



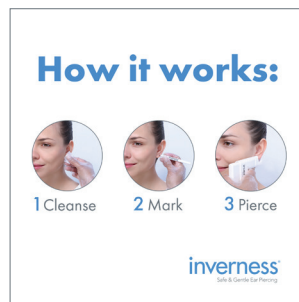
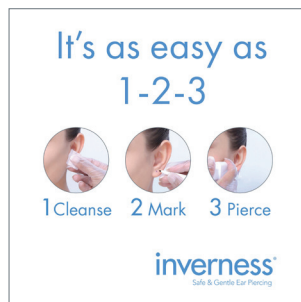
“Focus on the memories, and
we’ll handle the rest.”TM”

Social Media

#InvernessPiercing

On our Partner Portal, we have provided core brand social media slides for you to customize with your own message. We encourage you to create social media posts that reflect your region and customers.

As you know, the more organic the post, the more successful it can be! To help build brand awareness, please tag all of your social media posts with #InvernessPiercing.



As always, if you have ideas for other slides you need or would like any of the materials you find on the portal created in your local language, please contact us!

