



**QMS**

MEDICOSMETICS

**CORPORATE IDENTITY GUIDE**

# LOGO USAGE

## LOGO USAGE

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**QMS**  
**MEDICOSMETICS**

### 3.1 LOGO POLICY

The logo is one of the key elements of the corporate design.  
Its form and color are permanently defined and may not be changed.

The logo can be used in 100% black or as a negative in white.  
This depends on the brightness of the background.  
Its legibility must always be guaranteed.

The logo may never be shown secondary to partner logos.

#### SPECIAL COLOR:

The logo may only be used in silver, PANTONE SILVER 10077C, on packaging,  
gift boxes or bags, and invitations or Christmas cards.

The logo with chrome effect can be used for digital  
and moving content only – as in the logo animation.

# LOGO USAGE

## MAIN LOGO



## FOR REGULAR AND LARGE APPLICATIONS



Print - min. width: 17 mm  
Digital - min. width: 48 px



## EXCEPTIONAL LOGO



## FOR SMALL APPLICATIONS



Print - min. width: 12 mm  
Digital - min. width: 34 px

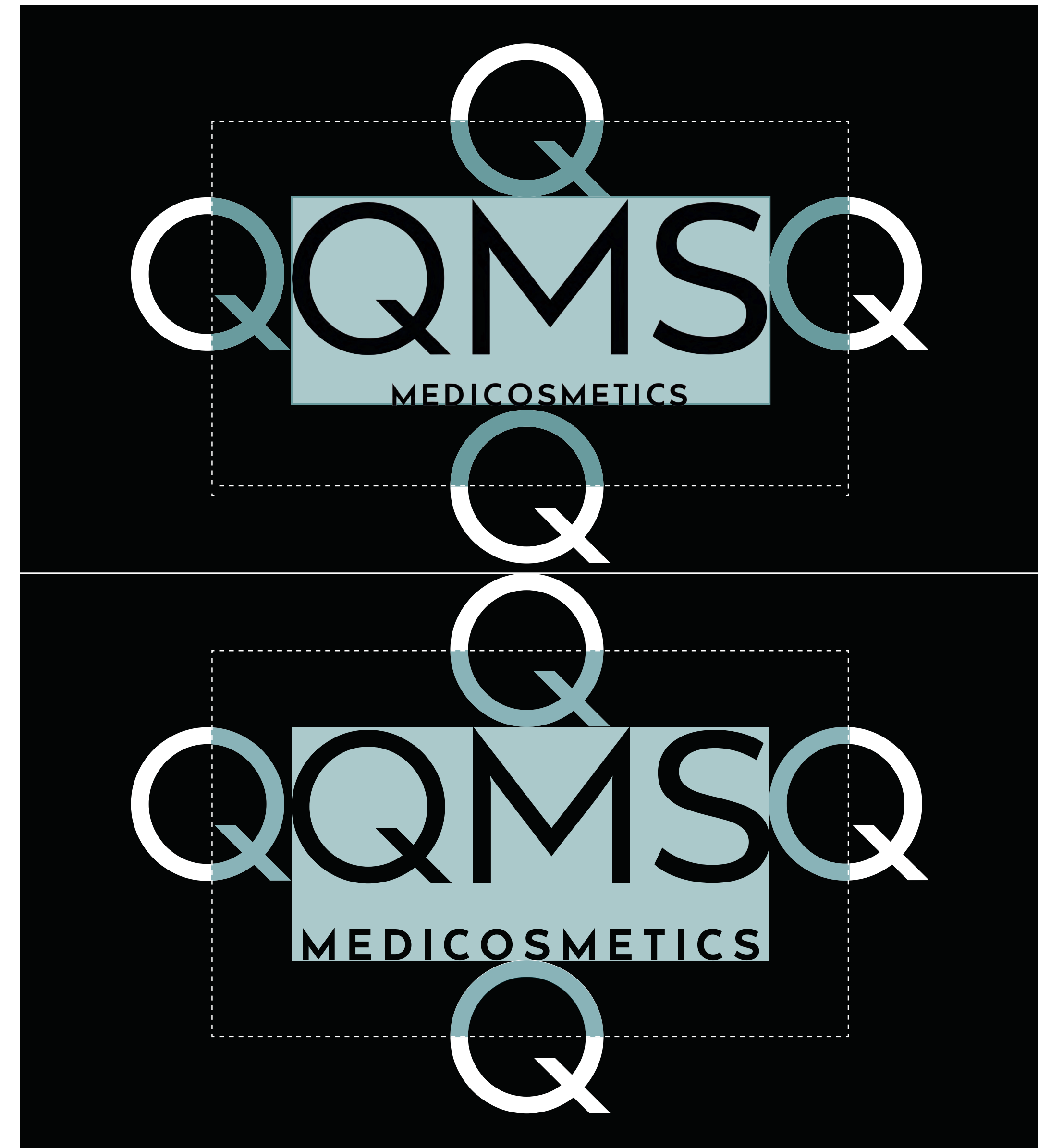


## LOGO USAGE

### 3.2 LOGO PROTECTIVE ZONE

The logo is always surrounded by a protective zone.

This guarantees that neither headlines, copy nor other visual elements distract from the logo. This protective zone is defined as half of the height/width of the Q in the logo, which illustrates the minimum distance and is to be enlarged whenever possible.



# **COLORS PRODUCT LINES**

# GUIDANCE LINE COLOR CODES

BODY BALANCE VITAL BODY	EXFOLIANT SYSTEM	ACTIVE GLOW PERFECT RADIANCE	HYDROMAX HYDRA ESSENTIAL	EPIGEN PROTECT POLLUTION RESIST	CLEANSE SYSTEM	COLLAGEN SYSTEM
<p><b>GUIDANCE LINE COLOR CODES</b></p> <p>FOR DIGITAL USAGE</p>						
<p>RGB 183/208/208</p>	<p>RGB 115/160/164</p>	<p>RGB 113/176/179</p>	<p>RGB 43/144/156</p>	<p>RGB 80/133/145</p>	<p>RGB 52/126/133</p>	<p>RGB 0/104/116</p>
<p>HEX #b7d0d0</p>	<p>HEX #74A0A4</p>	<p>HEX #71b0b3</p>	<p>HEX #2b909c</p>	<p>HEX #508591</p>	<p>HEX #347E85</p>	<p>HEX #006874</p>
<p>FOR PRINT</p>						
<p>CMYK 33/10/19/0</p>	<p>CMYK 48/4/22/28</p>	<p>CMYK 59/14/31/1</p>	<p>CMYK 77/23/35/6</p>	<p>CMYK 69/32/35/12</p>	<p>CMYK 69/12/30/36</p>	<p>CMYK 95/8/33/43</p>
<p>PANTONE 5523 C</p>	<p>PANTONE 5493 C</p>	<p>PANTONE 2232 C</p>	<p>PANTONE 2236 C</p>	<p>PANTONE 2212 C</p>	<p>PANTONE 5483 C</p>	<p>PANTONE 2223 C</p>

# GUIDANCE LINE COLOR CODES

<p>AGE PREVENT FIRST AGING</p> <p>PRECISION CARE SKIN ELEVATION</p> <p>DERMA EXPERT MEDI SKIN</p> <p>CORPORATE</p> <p>CHROME</p> <p>BLACK</p>					
<p><b>GUIDANCE LINE COLOR CODES</b></p> <p>FOR DIGITAL USAGE</p>					
<p>RGB 16/95/102</p> <p>HEX #105f66</p>	<p>RGB 248/193/184</p> <p>HEX #F8C1B8</p>	<p>RGB 241/242/243</p> <p>HEX #F7F7F7</p> <p>Main background color for product photo and video productions, and for in-store displays.</p>	<p>RGB 36/112/111</p> <p>HEX #24706F</p>	<p>Special effect for packaging design and hot foil finishing.</p>	<p>PURE WHITE</p> <p>RGB 255/255/255</p> <p>HEX #FFFFFF</p>
<p>FOR PRINT</p>					
<p>CMYK 86/39/47/32</p> <p>PANTONE 5473 C</p>	<p>CMYK 1/32/24/0</p> <p>PANTONE 2337 C</p>	<p>CMYK 7/3/4/0</p> <p>P 169-1 C (OFF WHITE )</p>	<p>CMYK 82/34/50/22</p> <p>PANTONE 7475 C</p>	<p>PANTONE SILVER 10077C</p>	<p>CMYK 0/0/0/0</p>



**THE BRAND**

# QMS

MEDICOSMETICS

## MEANS...

### **QUESTION MY SKIN**

We are a premium skincare brand with a different attitude.

We invite scrutiny.

We aren't afraid to reveal the way our products are formulated.

We are keen to share the results and the research.

We do not belong to the 'blind them with science' and 'bamboozle them with jargon' brigade.

We believe in The Beautiful Truth of our products.

So that we can pass on to our customers and our consumers the information and reassurance which they can use to discuss why they choose QMS.



# THE BEAUTIFUL TRUTH™

Beauty.

Who can you believe?

Everyone has the latest formula, the magic ingredient, the secret.

We don't do secrets. We want the world to know exactly how we rejuvenate and enhance skin health.

To know that we are the Collagen Pioneers, that we treat the cause not the symptoms, that we provide stimulation without irritation and that what our products do is not a miracle. It's just science.

It may appear miraculous but it's still science.

And it's no secret.

So we are open to questions, we encourage questions but most importantly, we answer questions.

What? Why? How? Who?

Everyone has their own skin and their own skin concerns which cause uncertainties and ... questions.

We believe, truly believe, that our treatments can be the answer. The aestheticians do. The professionals do. Those who do beauty, do.

They believe. Because it's the truth.

And what could be more beautiful than the truth?

# **CAMPAIGN COMMUNICATION**

OUR TYPEFACES ARE

**FUTURA**  
& *Ivy Presto*

We use the visual difference to add pace and create a clear distinction between questions and answers across the communications.

## WEIGHTS & USAGE

*Futura is a bold geometric sans serif which adds modernity and confidence to communications, whereas Ivy Presto is a delicate and crafted serif which brings a personal touch with a luxury edge.*

### PRIMARY FONT

**FUTURA NEXT**  
**BOLD**  
**MEDIUM**  
**BOOK**  
**LIGHT**

*Futura is our primary typeface, use it for headlines in caps. It has four weights which can be used to add pace and hierachy.*

*If using for longer paragraphs of text, use it in sentence case since this is more legible.*

### SECONDARY FONT

*Ivy Presto Display*  
*Light Italic*  
*Light*

*Ivy Presto is our secondary typeface, it should only appear in the answers to questions and where we need to pull out certain words.*

*It should always be used in sentence case and primarily in italics.*

<https://fonts.adobe.com/fonts/ivypresto-display>

**Trebuchet MS**

*For Email, Signature & PPT*

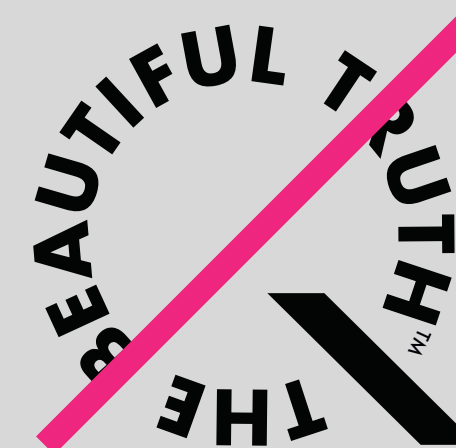
THE BEAUTIFUL TRUTH™



## THE BEAUTIFUL TRUTH™ - ICONIC Q

*The aim is build the 'Q' as an iconic asset for the brand. The Beautiful Truth™ is the brand belief and mantra, it should always appear loud and proud when used. It can feature with Models, product or formulations.*

THE BEAUTIFUL TRUTH™



## NOT FOR SMALL USE

*The Beautiful Truth™ Q is not a signoff, it shouldn't appear secondary to other assets. Never use this and the Question Q together.*

*There is only one exception and that is the use of the claim in this format on our packaging. Here we use the claim without the „TM“ to ensure a good impression.*



## QUESTION MY SKINCARE

*We are so confident in our honest approach that we invite questions on our skincare. This is the core belief of the brand.*

*Questions and answers are formatted around the Q of QMS and then used over imagery or around product and formulations.*

*This approach has visual limitations we have to watch our word count and make sure the questions are simple, short and easy to understand.*

WHERE'S THE EVIDENCE?  
 In The mirror.

WILL IT MAKE ME YOUNGER?  
 No, you'll just look it.

WHERE'S THE EVIDENCE?  
 In The mirror.

THE BEAUTIFUL TRUTH™

## MULTIPLE Q'S

*NEVER use more than one Q device on the same layout. This is too complicated and starts reading as multiple Q's*

# HOW TO CREATE



# STRAIGHT QUESTIONS

Although the Q is our iconic asset, we need to ensure a flexible approach is followed whilst retaining a consistent look and feel.

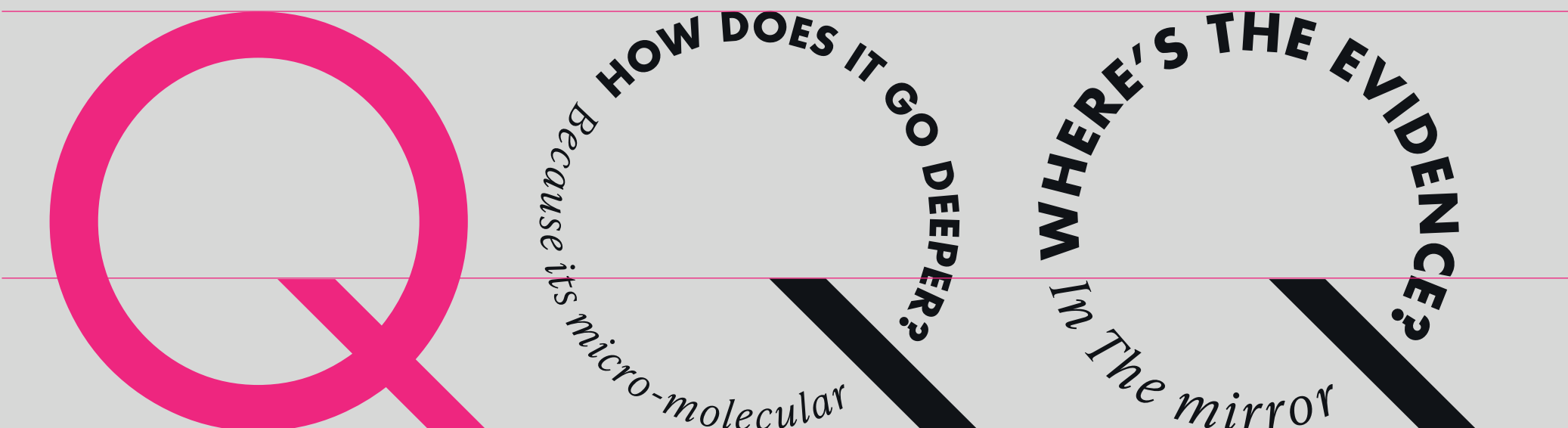
In some instances, navigation and legibility prevails over the Q e.g website carousel. In these cases follow the below style guide:

**CAN MY SKIN REJUVENATE?** X

*Only if you remind it how to.* X

TYPE FACES & CASING REMAINS FROM Q

\* ENSURE THE Q's STAY IN PROPORTION WITH THE BRAND Q



# WORD COUNTS

It is essential the proportions of the QMS Q are followed at all times. Especially as different word counts mean the typography can vary in size.

**HOW DOES IT GO DEEPER?**  
*Because it's micro-molecular.*

**WHERE'S THE EVIDENCE?**  
*In The Mirror.*



## THE BEAUTIFUL TRUTH™ - SIGNOFF

*The Q will not be able to appear everywhere. In those cases, the secondary lockup is 'The Beautiful Truth™' held within the 'Q Tail'; this can be combined with claims, the brand mark or any other 'truths' we want to highlight.*

# COLLAGen3D™

## 100% SKIN-IDENTICAL

THE BEAUTIFUL TRUTH™

## ISOLATED AS A MARK

*This can sit under claims, clinical results, photography or any other truths.*

THE BEAUTIFUL TRUTH™

## THE BEAUTIFUL TRUTH™ - BRAND LOCKUP

*Locked up with the brandmark, this approach should be taken when we are using the Question Q.*

# QMS

MEDICOSMETICS

THE BEAUTIFUL TRUTH™



## 3D BACKGROUND

*To Elevate the COLLAGen3D™ collection, a dark teal background has been introduced. A technical hexagon graphic adds a molecular science feel and builds on the language of the icon.*



**PANTONE 2223C**  
**#006874**



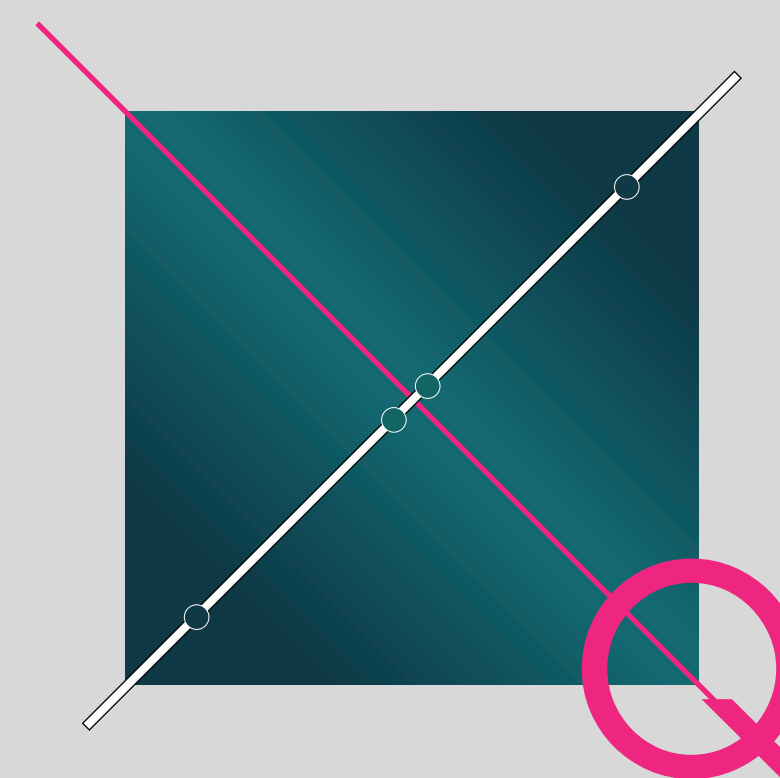
**PANTONE 3165C**  
**#004F59C**



**PANTONE 324C**  
**#9cbbd9**

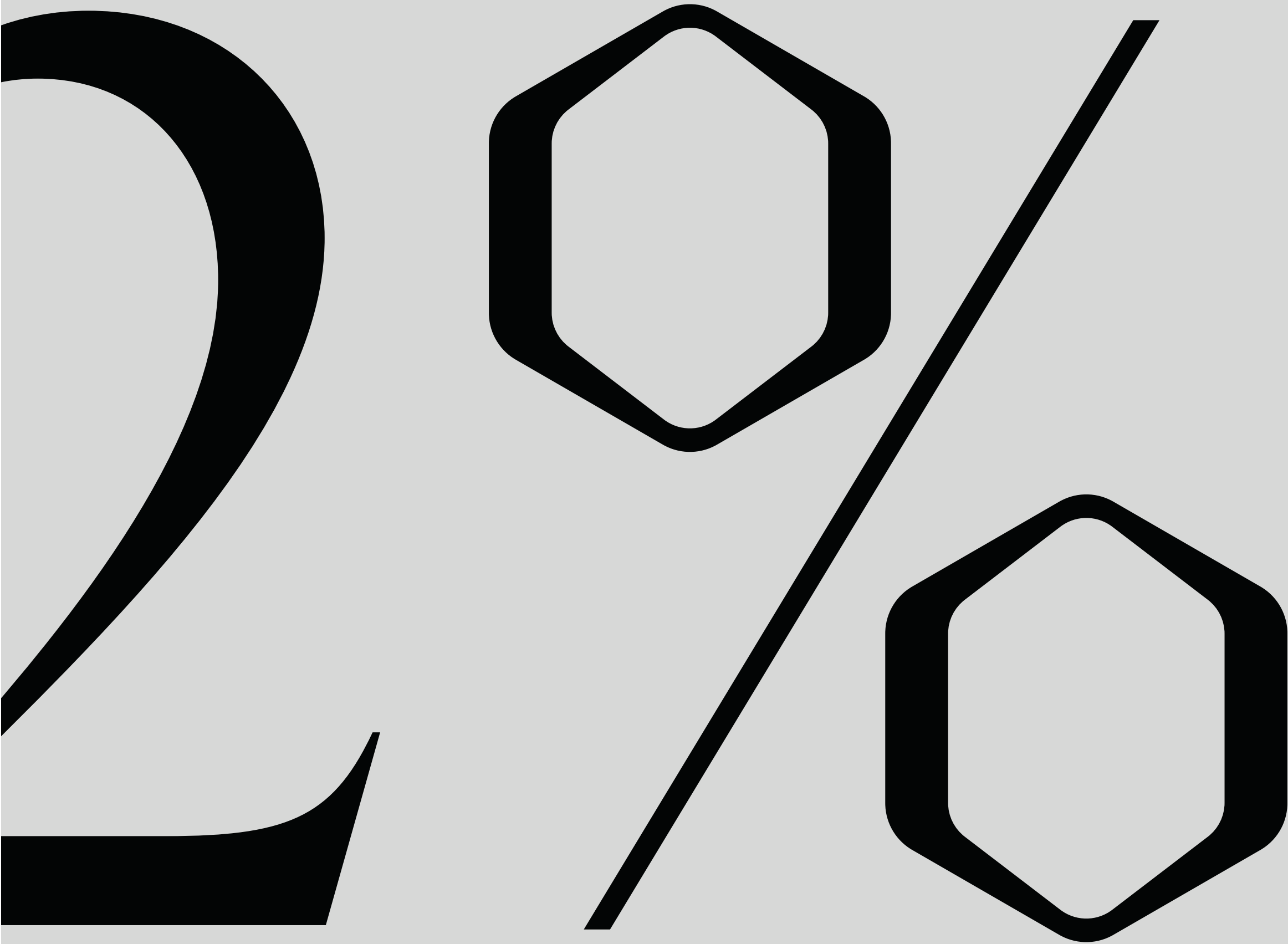


**SILVER FINISH**



## 45° ANGLE

*ALWAYS draw the gradient at a 45 degree angle to follow the tail of the Q and build on our visual language.*



## CLINICAL RESULTS - PERCENTAGES

*We are proud of our clinical results and thus aren't afraid to publish these for all to see. To link these to the COLLAGen3D™ iconic language, the percent sign has been customised to feature two hexagons over two circles.*

- + 10% SKIN BARRIER
- + 21% SKIN ELASTICITY
- + 74% SKIN TEXTURE/  
EVEN COMPLEXTION
- 21% WRINKLES

**CUSTOM PERCENT SIGN**

**PHOTOGRAPHY**

# PRODUCTS

*Images of all our products are available to our customers in digital format for online use and in high resolution for printing. There are two models: with background and reflection or without background and shadows.*



## HERO SHOTS

*These images encapsulate the emotional story of the brand with models showing confidence, honesty and wisdom across their faces. Shot in black and white, the contrast of highlights and shadow display the glow of beautiful healthy skin.*



## CROPPING

*The images are shot intentionally wide to allow for freedom when cropping across different formats. We want to come in a little closer and highlight the beautiful skin textures, but not too close that we hide the emotions conveyed across the face.*

16x9



9x16



1x1



ORIGINAL IMAGE



## CROPPING CLOSE IN

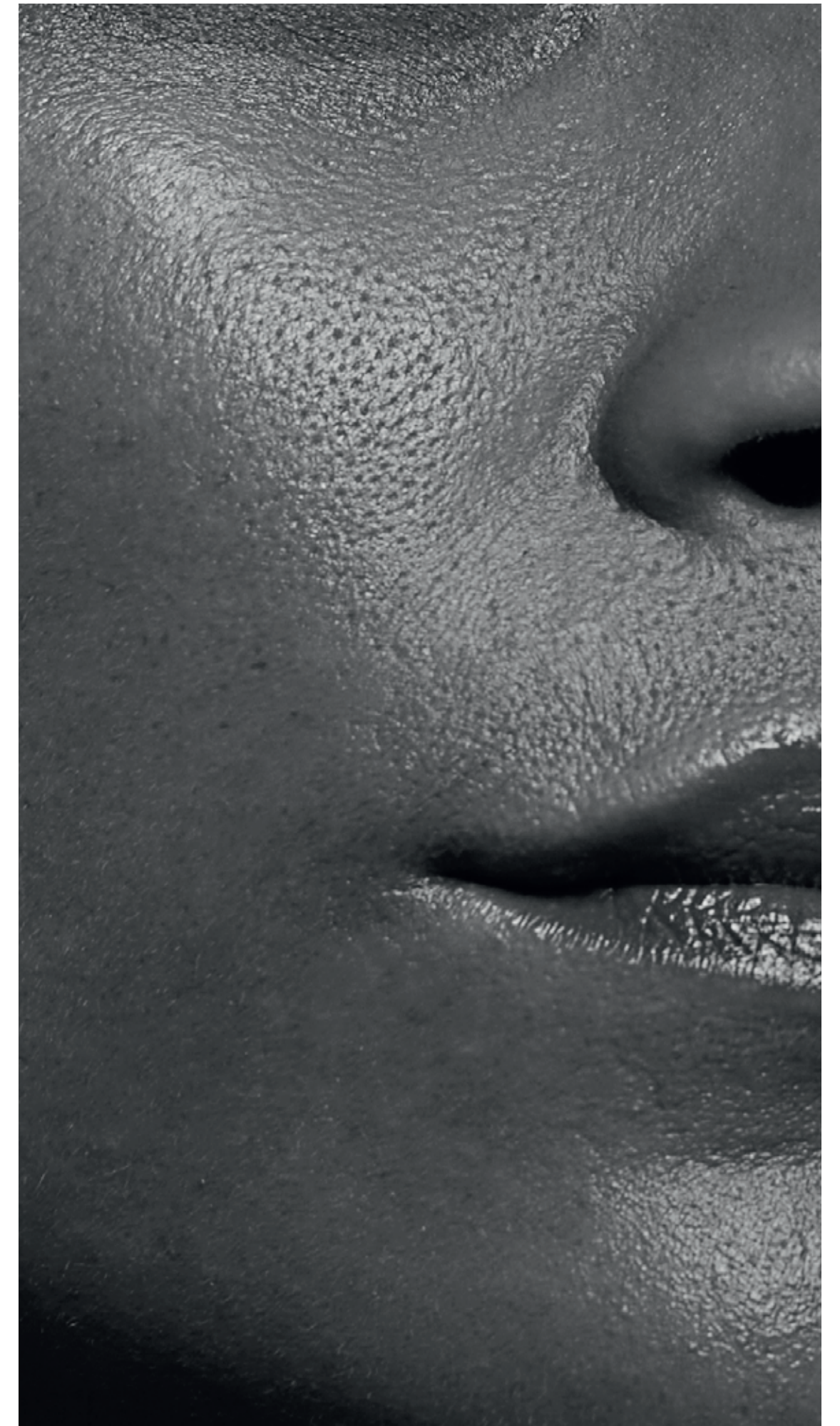
*In some instances we can crop really close to skin, this highlights the beautiful textures and glow.*

*When coming in this close, make sure to not have any usual crops of facial features, but make sure that some emotion is carried through.*

16x9



9x16



1x1



ORIGINAL IMAGE





## MODELS HOLDING

*The models holding and interacting with the products.*



## APPLICATION

*How the products are applied to the skin, showcasing the textures of the product and the textures on the face.*



## PRODUCT IN HAND

*Highlighting the products with them being presented by our aestheticians hand.*



## FORMULATION

*Beautiful macro shots of the products textures.*



## FOOTAGE HERO

*Moving footage of models. Ideally to add with our animated questions/answers.*



## FOOTAGE APPLICATION

*Moving footage of models applying product to their face. Showing how they are applied and where.*



**WEBSITE / ECOM / SOCIAL MEDIA**

# HOW TO SPEAK

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## **HEADLINES**

Short, to the point, captivating.

## **SUBLINES**

Short, explaining.

## **SOCIAL MEDIA**

Short, precise, smart and inspiring.

Always have something to say, and talk with someone, not to someone.

## **COMMUNITY MANAGEMENT**

Understanding, caring, emphatic, helpful.

## **CATALOGUE/LONG COPY**

Short sentences, factual and still interesting, no frills, no jokes, premium-focused.

## **LANGUAGE**

All posts across all social media channels are in English.

Website content, catalogues and newsletters are written in the national language.

# TYPOGRAPHY I

## TYPEFACE FUTURA PT.

The typeface for digital use is „Futura PT“, which can be combined in certain cases with the secondary typeface „Ivy Presto Light Italic“:

**Futura**  
**Aa**

**Aa**  
Bold

**Ra nias sunt magni odi sequatur? Quias se et es quas peditat ipissincte ni inisitibus. Namet excerisqui offic terum.**

**Futura**  
**Aa**

**Aa**  
Book

Ra nias sunt magni odi sequatur? Quias se et es quas peditat ipissincte ni inisitibus. Namet excerisqui offic terum.

**Futura**  
**Aa**

**Aa**  
Medium

Ra nias sunt magni odi sequatur? Quias se et es quas peditat ipissincte ni inisitibus. Namet excerisqui offic terum.

**Ivy Presto Display**  
**Aa**

**Aa**  
Light Italic

*Ra nias sunt magni odi sequatur? Quias se et es quas peditat ipissincte ni inisitibus. Namet excerisqui offic terum.*

# TYPOGRAPHY II

## HIERARCHY DESKTOP

### H1

Futura Bold 40  
Ivy Presto Light Italic 28

**INTRODUCING COLLAGen3D™**  
*with the world's first 100% skin-identical collagen*

### H2

Futura Bold 24  
Ivy Presto Light Italic 19

**PIONEER IN COLLAGEN SKINCARE**  
*with the world's first 100% skin-identical collagen*

### H3

Futura Bold 20  
Ivy Presto Light Italic 17

**PIONEER IN COLLAGEN SKINCARE**  
*with the world's first 100% skin-identical collagen*

### H4

Futura Bold 18  
Ivy Presto Light Italic 16

**PIONEER IN COLLAGEN SKINCARE**  
*with the world's first 100% skin-identical collagen*

### BODY

Futura Book 16

Dunt ra neturit, sectionios ditis et alition eostiisit aut ad mi, volescius, quas susda doluptatur. Usdaecus ea velit periae pore ventiae rferovi dignitat rehent essime rest, samus re volum ius magnatem et rem es quatem. Et restiaerspid elitelmodis.

## HIERARCHY MOBILE

### H1

Futura Bold 30  
Ivy Presto Light Italic 22

**INTRODUCING COLLAGen3D™**  
*with the world's first 100% skin-identical collagen*

### H2

Futura Bold 20  
Ivy Presto Light Italic 18

**PIONEER IN COLLAGEN SKINCARE**  
*with the world's first 100% skin-identical collagen*

### H3

Futura Bold 18  
Ivy Presto Light Italic 16

**PIONEER IN COLLAGEN SKINCARE**  
*with the world's first 100% skin-identical collagen*

### H4

Futura Bold 18  
Ivy Presto Light Italic 16

**PIONEER IN COLLAGEN SKINCARE**  
*with the world's first 100% skin-identical collagen*

### BODY

Futura Book 16

Dunt ra neturit, sectionios ditis et alition eostiisit aut ad mi, volescius, quas susda doluptatur. Usdaecus ea velit periae pore ventiae rferovi dignitat rehent essime rest, samus re volum ius magnatem et rem es quatem. Et restiaerspid elitelmodis.

# PREFERRED COLOR PALETTE AND COMBINATIONS FOR DIGITAL USE

## BRAND COLORS



**#006874**  
Collagen System



**#347E85**  
Cleanse System



**#508591**  
Epigen Protect



**#2b909c**  
Hydromax



**#71b0b3**  
Active Glow



**#74A0A4**  
Exfoliant System



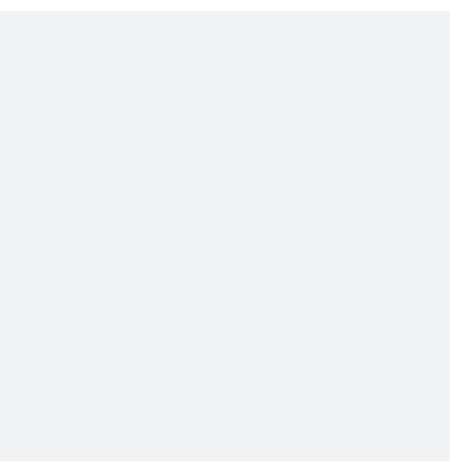
**#b7d0d0**  
Body Balance



**#105f66**  
Age Prevent



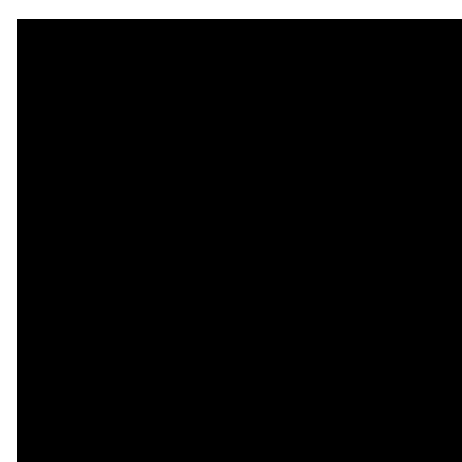
**#F8C1B8**  
Precision Care



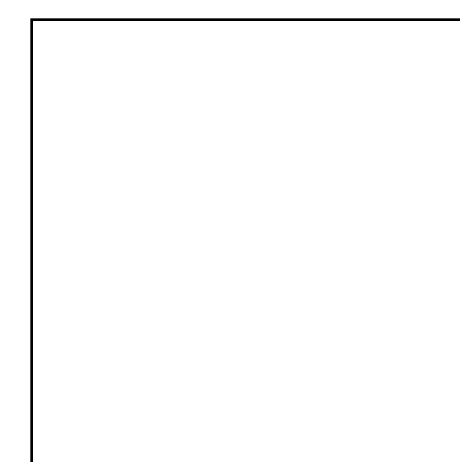
**#F7F7F7**  
Derma Expert



**#24706F**  
Corporate

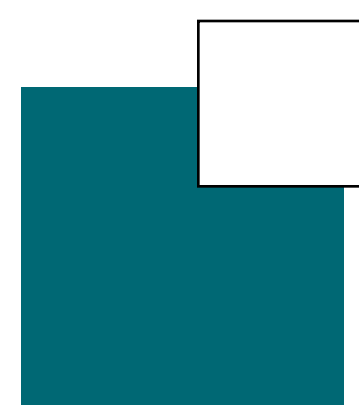


**#000000**



**#FFFFFF**

## ADA COMPLIANT COLOR COMBINATIONS



**#006874**  
Collagen System



**#347E85**  
Cleanse System



**#508591**  
Epigen Protect



**#2b909c**  
Hydromax



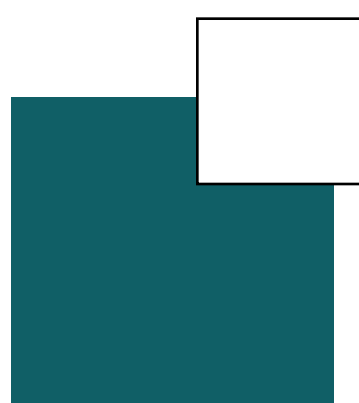
**#71b0b3**  
Active Glow



**#74A0A4**  
Exfoliant System



**#b7d0d0**  
Body Balance



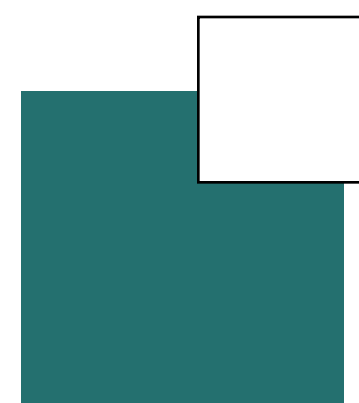
**#105f66**  
Age Prevent



**#F8C1B8**  
Precision Care



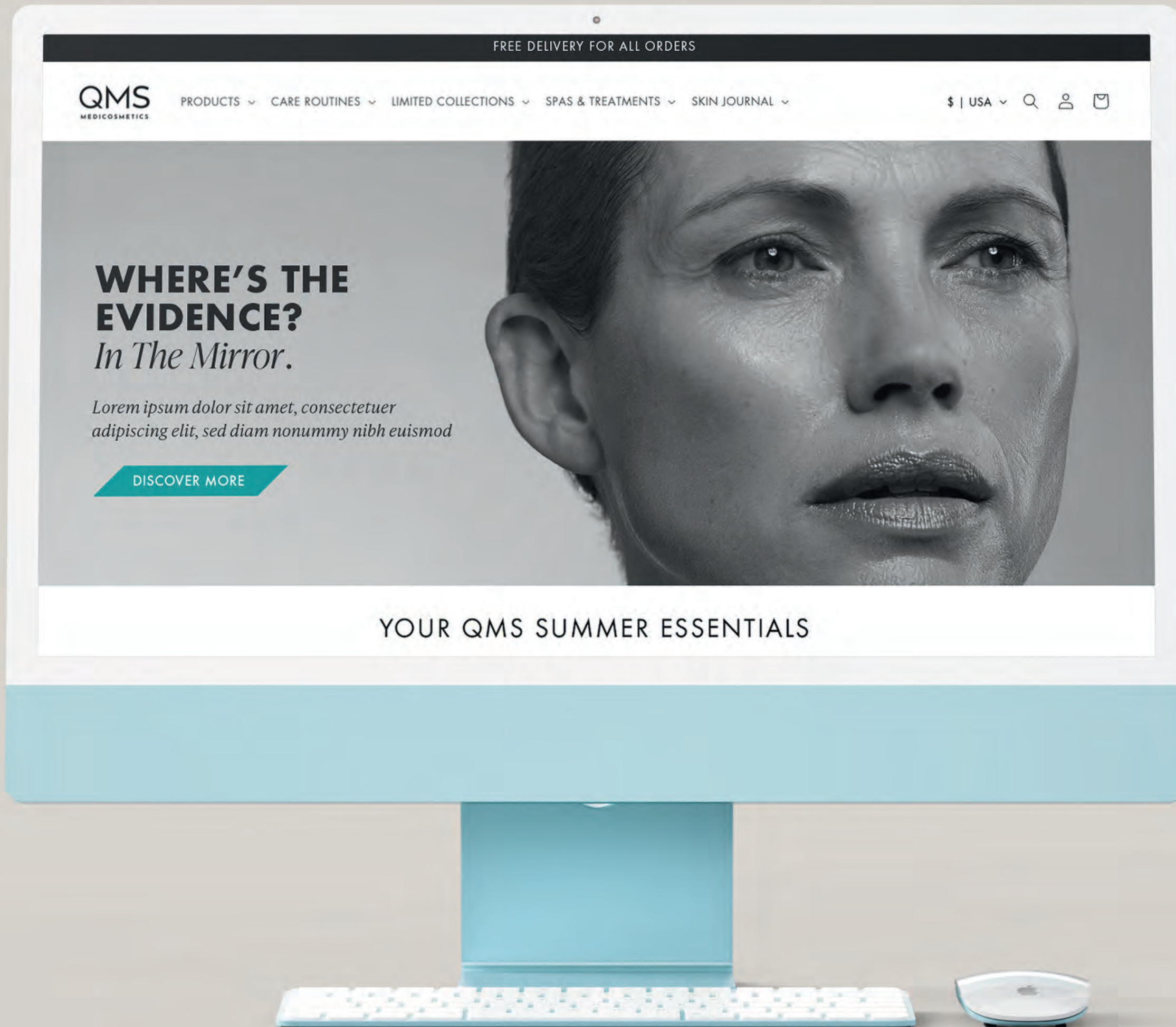
**#F7F7F7**  
Derma Expert



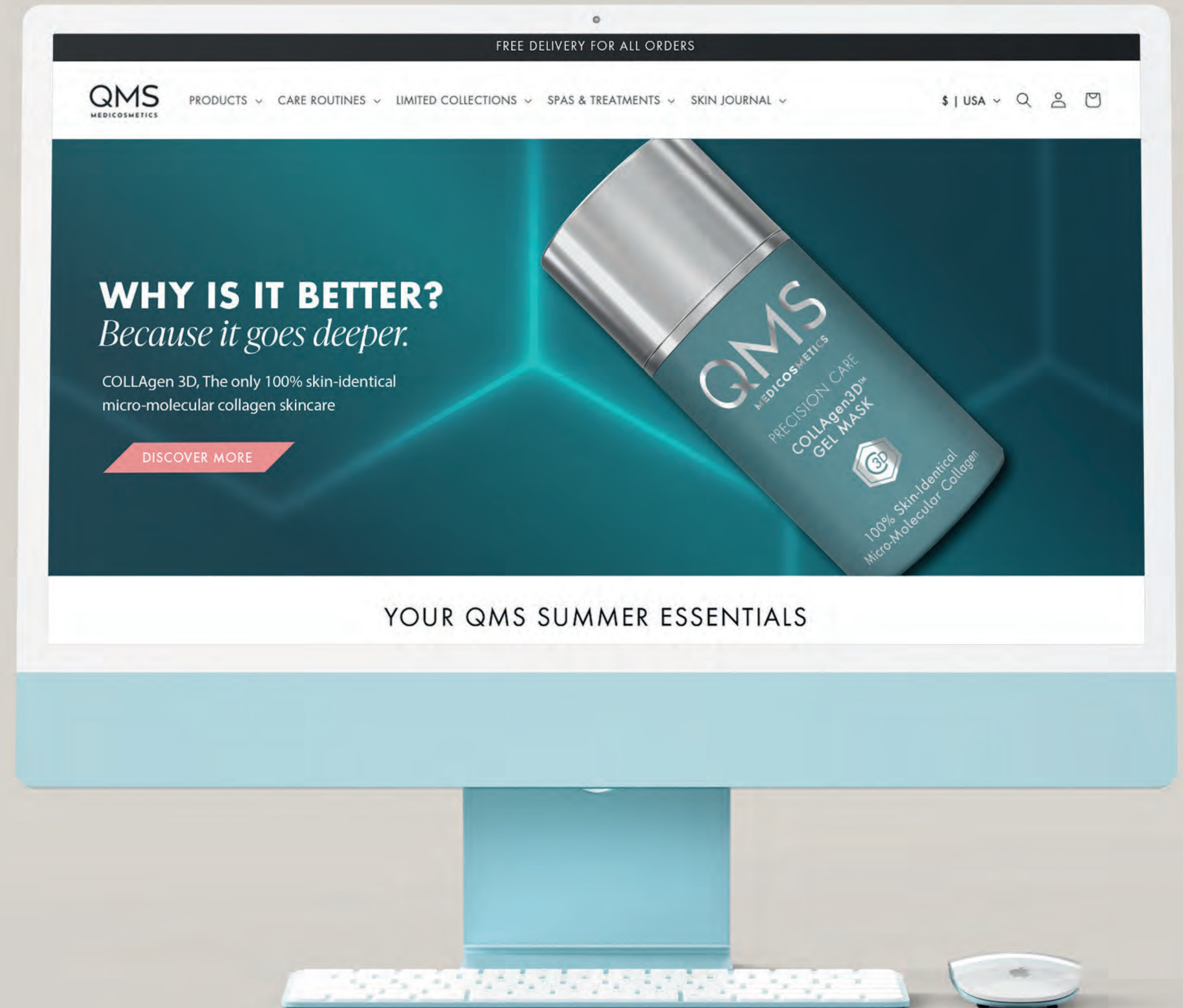
**#24706F**  
Corporate

# EXAMPLES - WEBSITE

## CAROUSEL



## COLLAGen3D™



# EXAMPLES - ECOM

1- PRODUCT



2 - MODEL WITH PRODUCT



3 - FORMULATION



4- FORMULATION ON SKIN



5 - CLINICAL RESULTS / CLAIM

CLINICALLY PROVEN

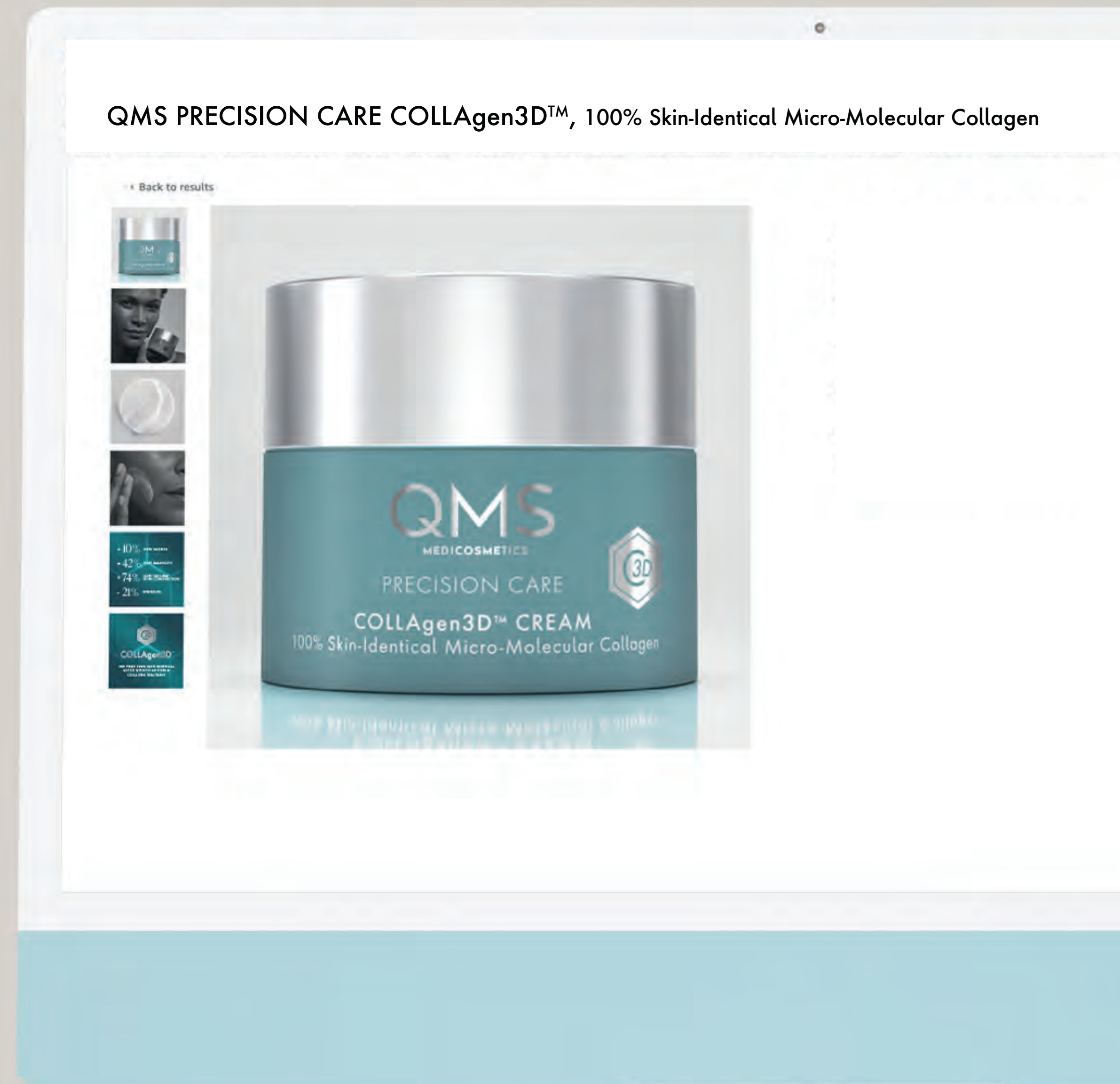
- + 10% SKIN BARRIER
- + 21% SKIN ELASTICITY
- + 74% SKIN TEXTURE & EVEN COMPLEXION
- 21% WRINKLES

Constant improvement of density & reduction of inflammation.

6 - COLLAGen3D™

**COLLAGen3D™**

THE FIRST 100% SKIN-IDENTICAL MICRO-MOLECULAR COLLAGEN





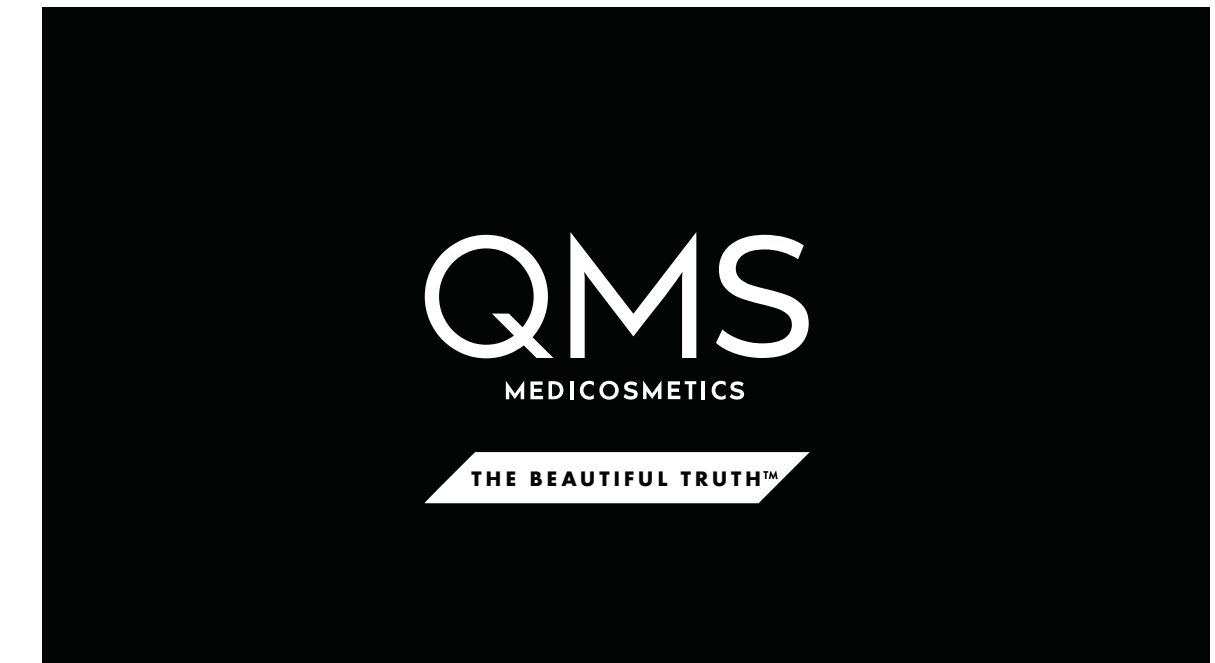
# EXAMPLES - SOCIAL



# EXAMPLES - ANIMATION

*The questions are able to be animated, this adds dynamism & visual interest.  
This works across model footage, and around formulations and product.*

## MODELS



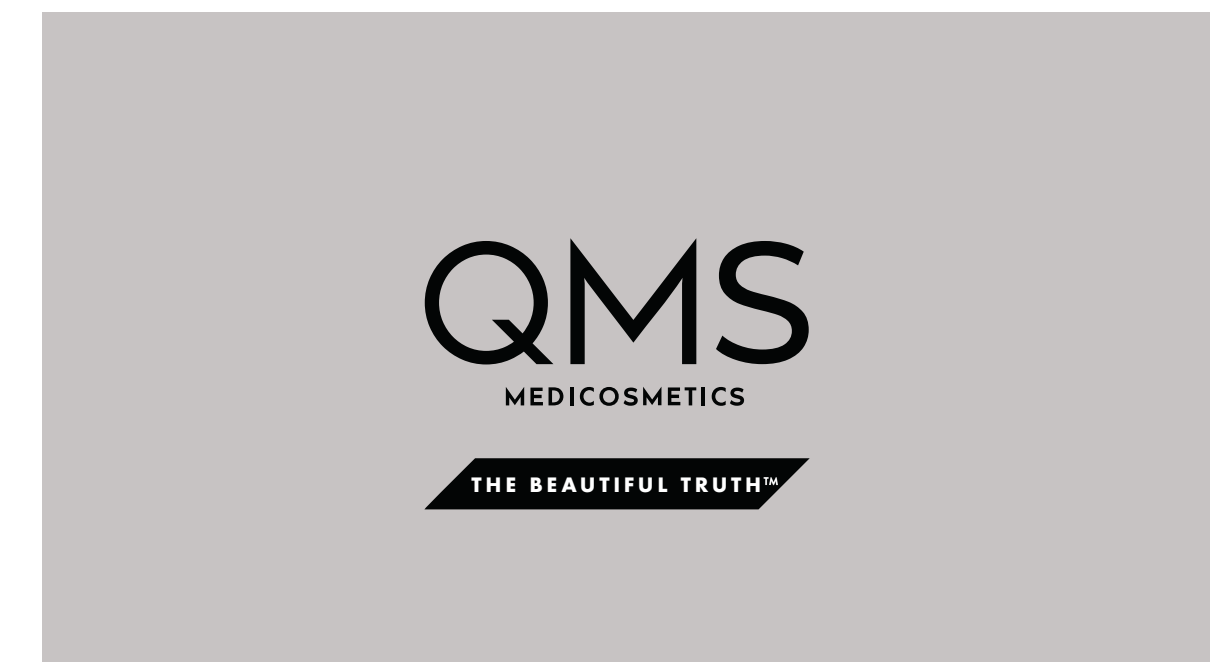
*The model starts not looking into the camera.  
The tail of the Q is animated up from right to left.*

*Still looking away from the camera, the question is animated around the Q.*

*As the answer is animated in, the model turns to look directly into the camera.*

*The Q transforms into the QMS Q and the logo with the beautiful truth signoff, while the background fades to grey.*

## FORMULATION



*The tail of the Q is animated up from right to left.*

*The question is animated around the formula.*

*The answer is animated around the formula.*

*The Q transforms into the QMS Q and the the logo with the beautiful truth signoff, while the background fades to grey.*

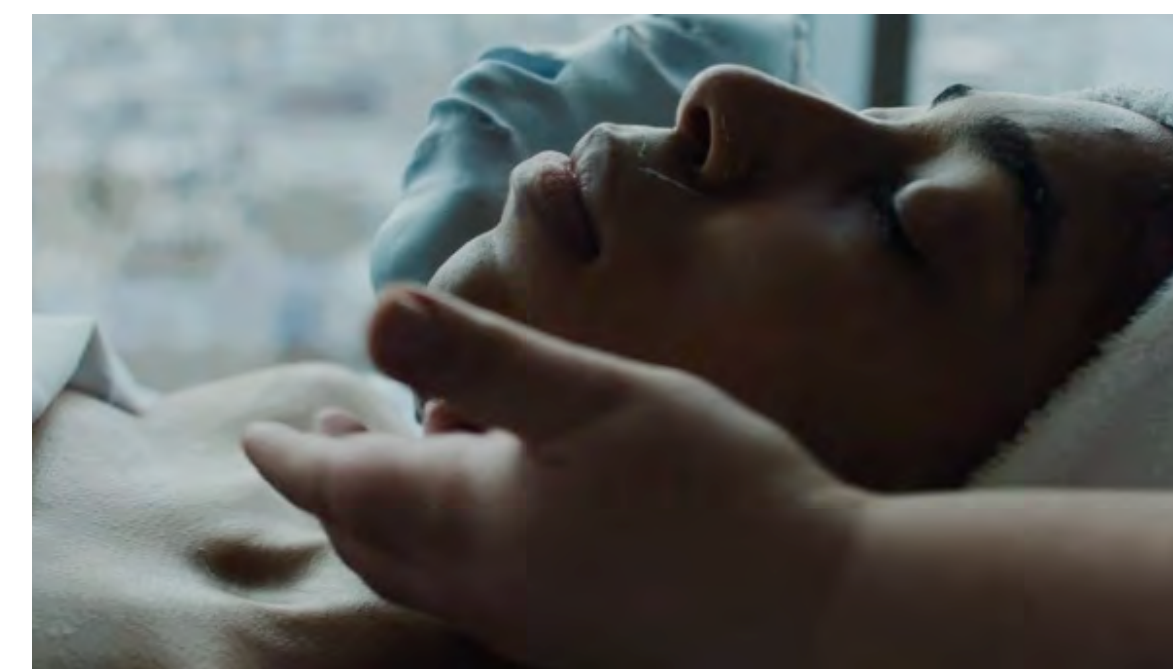
## BRAND FILM

*This video captures the essence of our philosophy. It will help to understand the brand and get to know our products.*



## BRAND ADVOCATE STORIES

*The experience of our professionals is very valuable to our brand, so it is important that their voice is heard.*



QMS  
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