



AESTHETIC TECHNOLOGY

BRAND GUIDELINES

Beauty that shows its engineering. The machines are the reason people come, so the brand stops hiding them.

WHAT IT IS

- A measurement taken before and after, every time
- Equipment named, explained and photographed
- Composed rather than friendly

WHAT IT IS NOT

- A spa with dimmed lights and panpipes
- Vague promises about glow
- Warm beige everywhere

VOICE

Exact
Calm
Evidence-led

WRITE LIKE THIS

Six sessions, measured before and measured after. You see both numbers.

NEVER LIKE THIS

~~Our holistic approach empowers you to unlock your most radiant self.~~

THE LOCKUP



Monogram and wordmark, locked together. This is the default in every application.

[lockup-primary.svg](#)



Wordmark

Where the monogram would fall below its minimum.

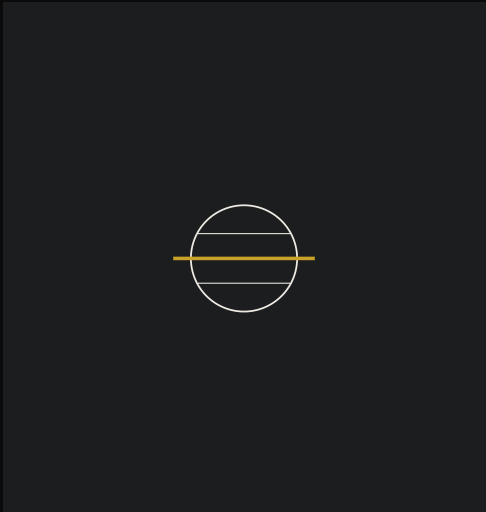
[wordmark-primary.svg](#)



Stacked

Square and portrait spaces. Menu covers, stamps.

[wordmark-stacked.svg](#)



Monogram

Favicon, app icon, embroidery, gift cards.

[monogram.svg](#)



Reversed

Dark surfaces and photography.

[lockup-reversed.svg](#)

RULE ONE

The lockup is the default. A variant is for when the space refuses it, never for variety.

RULE TWO

Monogram alone below the minimum, or anywhere the wordmark would stop being readable.

RULE THREE

Letterspacing, and the gap between mark and word, are part of the logo. Both are locked into the SVG.

M E R I D I A N

CLEAR SPACE

Measure **x** as the cap height of the wordmark. Keep at least **x** clear on every side. Nothing enters that box, including page edges.



LOGO / CLEAR SPACE & MINIMUM SIZE

MINIMUM SIZE

Below these the letterspacing closes up and the mark stops reading. Shown here at actual size.

M E R I D I A N

150 px wide
Digital minimum

M E R I D I A N

40 mm wide
Print minimum



28 px / 8 mm
Monogram minimum

Under 28 px, use the monogram rather than shrinking the wordmark.

SIX THINGS THAT BREAK IT



Never stretch, condense or scale one axis.



Never recolour outside the palette.



Never rotate or arch the mark.



No shadows, bevels, glows or outlines.



Never sit it on a busy image with no scrim.

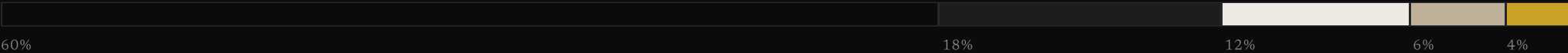


Never re-set it in another face or respace it.

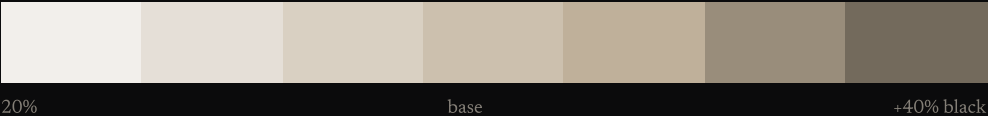
If a placement needs the logo altered to fit, the placement is wrong. Use the monogram or move the mark.

FIVE COLOURS, FIXED RATIOS

Ink	Graphite	Bone	Sand	Signal Gold
HEX #0B0B0C RGB 11 11 12 CMYK 8 8 0 95	HEX #1C1D1F RGB 28 29 31 CMYK 10 6 0 88	HEX #EDE9E3 RGB 237 233 227 CMYK 0 2 4 7	HEX #BFB09A RGB 191 176 154 CMYK 0 8 19 25	HEX #C9A227 RGB 201 162 39 CMYK 0 19 81 21
The room. Every page starts here.	Panels and cards, one step off the background.	All primary text on ink.	Secondary text and the warm note that stops it going clinical.	One line or one word per screen. Rationed hard.



ACCENT TINTS AND SHADES



TEXT TINTS AND SHADES



CMYK is an uncoated-stock approximation. Confirm a Pantone match with the printer before anything goes to press.

APPROVED COMBINATIONS, MEASURED

Aa	Body text on the default page #0B0B0C on #C9A227	8.1:1 AAA	Aa	Text on panels and cards #1C1D1F on #C9A227	7.0:1 AA
Aa	Reversed, dark surfaces #C9A227 on #0B0B0C	8.1:1 AAA	Aa	Accent on dark #C9A227 on #BFB09A	1.1:1 NEVER
Aa	Text on an accent fill #BFB09A on #C9A227	1.1:1 NEVER	Aa	Accent on the default page #0B0B0C on #BFB09A	9.3:1 AAA

THE FLOOR

Body copy holds 4.5:1 or better. Headings above 24px may sit at 3:1.

THE ACCENT

Sand is a surface and a rule, not a text colour, unless the ratio above says otherwise.

ON PHOTOGRAPHY

Always a scrim behind text. Test on the darkest and lightest frame in the set.

Archivo

SIL Open Font License 1.1, free for commercial use.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & é à £ \$ % () - . , : ;

Newsreader

SIL Open Font License 1.1, free for commercial use.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & é à £ \$ % () - . , : ;

ARCHIVO DOES

The wordmark, page headlines, section openers and treatment names. Never below 18px, never bold.

NEWSREADER DOES

Everything else. Body copy, navigation, labels, forms, buttons and the small print.

THE SCALE, AS SHIPPED IN TYPE-SCALE.CSS

Display	76px / 1.06 / -0.01em	The Signature Facial	Hero headline, one per page
H1	52px / 1.12 / -0.005em	The Signature Facial	Page titles
H2	36px / 1.2	The Signature Facial	Section openers
H3	25px / 1.3	The Signature Facial	Treatment names, card titles
Body large	19px / 1.7	The Signature Facial	Intros and standfirsts
Body	16px / 1.7	The Signature Facial	Default running text
Small	13.5px / 1.6	The Signature Facial	Captions, notes, fine print
Label	10.5px / 1.4 / 0.26em	M E M B E R S H I P	Uppercase eyebrows and tags

MEASURE

Running text stops at 68 characters a line. Wider than that and it stops being read.

RHYTHM

Spacing steps in 4px: 8, 12, 16, 24, 32, 48, 64, 96. Nothing in between.

CASE

Only Label is uppercase. Headings are sentence case, always.

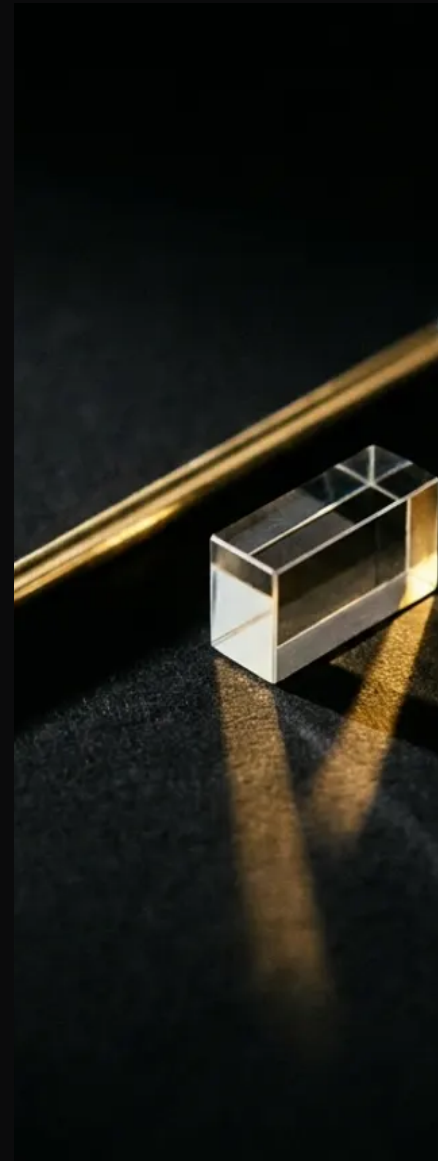
THE GRAPHIC DEVICE

The meridian line

A hairline that runs the full width and passes behind the wordmark. It sets the horizon on every layout, and nothing else may cross it.



PHOTOGRAPHY



ALWAYS

One warm blade of light, everything else to black

Skin clean and glass-like, polish over texture

Instruments shot in macro like watch movements

Profiles, closed eyes, looking away

NEVER

Soft, even, flattering fill light

Smiling to camera

Beige rooms and soft furnishings

More than one light source in frame



[FACE](#)[BODY](#)[HAIR](#)[MEMBERSHIP](#)[TECHNOLOGY](#)

ENQUIRE

AESTHETIC TECHNOLOGY

We measure what we change.

Facials, body and full-body laser. Every protocol opens with a scan and closes with the same scan, so the difference is a number rather than an opinion.

REQUEST AN ASSESSMENT

THE PROTOCOLS

TUE TO SUN, BY APPOINTMENT

[ADDRESS TO COME]



meridian.sg
Profile avatar · app icon · favicon

EMAIL SIGNATURE

[NAME]
[ROLE]

 MERIDIAN
[PHONE] · meridian.sg



We measure what we change.

REQUEST AN ASSESSMENT

MERIDIAN · BRAND GUIDELINES

11 / 14

STATIONERY, MENU AND SIGNAGE



Business card
90 × 55 mm, letterpress on uncoated board.
LOCKUP



Treatment menu
A5 cover. The mark sits in the upper third, nothing else on it.
STACKED



Entrance sign
Etched brass plate, mounted flush. One plate, nothing else outside.
LOCKUP



Gift card
85 × 55 mm. Monogram only on the face, details on the back.
MONOGRAM

WHICH MARK GOES WHERE

Card and signage take the lockup. The menu cover takes the stacked mark. The gift card takes the monogram alone.

PRINT

Matte black soft-touch board with one gold foil hairline. Everything else on the piece is unprinted.

ENVIRONMENT

One sign at the entrance and nothing else on the facade. Inside, the mark appears once per room at most.

PACKAGING



Front face. Stacked lockup, centred, nothing else on it.



Secondary range. Mark on the cap or omitted entirely.



Artwork flat. The mark holds 44% of the face width.

MATERIALS

Matte black soft-touch board. Gold appears once, as a single foil hairline, and nowhere else.

THE FRONT FACE

Mark only. Ingredients, volume, batch and every legal line go on the back.

RANGE

One carton size per treatment family. The colour never changes between products, only the back copy.

WHAT SHIPS IN MERIDIAN-BRAND-PACK.ZIP

FILE	FORMAT	USE
logo/lockup-primary.svg	SVG	The default mark. Monogram and wordmark, locked.
logo/lockup-reversed.svg	SVG	The same lockup for dark and photographic grounds.
logo/wordmark-primary.svg	SVG	Wordmark alone, outlined. Any size, screen or print.
logo/wordmark-reversed.svg	SVG	Wordmark alone, reversed out.
logo/wordmark-stacked.svg	SVG	Square and portrait spaces. Menu covers, stamps.
logo/monogram.svg + monogram-reversed.svg	SVG	Small sizes, embroidery, gift cards.
logo/*.png (1x / 2x / 3x)	PNG	Transparent raster for anything that will not take SVG.
logo/favicon.svg + favicon-512.png	SVG / PNG	Browser tab and home-screen icon.
colour/palette.ase	ASE	Adobe Swatch Exchange. Loads into Illustrator, InDesign, Photoshop.
colour/palette.json	JSON	For developers and design tokens.
colour/palette.css	CSS	Custom properties, ready to paste into the site.
colour/palette.scss	SCSS	Same values as Sass variables.
type/type-scale.css	CSS	The full hierarchy as classes, sizes and line-heights.
type/fonts.md	Markdown	Font names, weights, licence and where to get them.
photography/*.webp	WebP	The art-direction reference frames.
guide/brand-guidelines.pdf	PDF	This document, all 14 pages, print ready.

Both typefaces are open licence, so there is nothing to buy and nothing to renew. Logo SVGs are outlined, which means they render identically on a machine that has never seen the fonts.