

Beauty made the way it used to be made. By hand,
slowly, with the technology kept out of sight.

WHAT IT IS

A house with a door you have to be told about

A practitioner who reads your skin before touching it

Warm, unhurried, a little bit private

WHAT IT IS NOT

A clinic with a price list on the wall

Machines photographed as heroes

Anything that shines

VOICE

Unhurried

Specific

Understated

WRITE LIKE THIS

A full reading of the skin, then a treatment built around what we find.
No fixed protocol.

NEVER LIKE THIS

~~Unlock your radiance with our revolutionary cutting-edge skin
solutions!~~

THE LOCKUP



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

[lockup-primary.svg](#)

ORÉA

Wordmark

Where the monogram would fall below its minimum.

[wordmark-primary.svg](#)

ORÉA
SINGAPORE

Stacked

Square and portrait spaces. Menu covers, stamps.

[wordmark-stacked.svg](#)



Monogram

Favicon, app icon, embroidery, gift cards.

[monogram.svg](#)

ORÉA

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.

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.



MINIMUM SIZE

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

O R É A

150 px wide
Digital minimum

O R É A

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



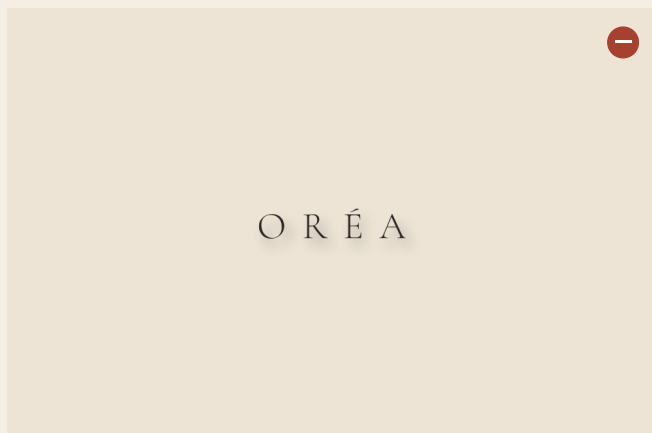
Never stretch, condense or scale one axis.



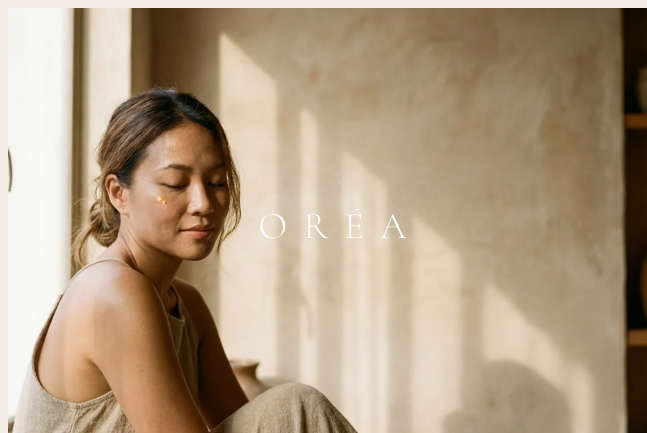
Never recolour outside the palette.



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

Bone

HEX #F4EEE5
RGB 244 238 229
CMYK 0 2 6 4

The page and the room. Default background everywhere.

Oat

HEX #E4D7C5
RGB 228 215 197
CMYK 0 6 14 11

Panels, cards, the wordmark plate.



Clay

HEX #C6AF92
RGB 198 175 146
CMYK 0 12 26 22

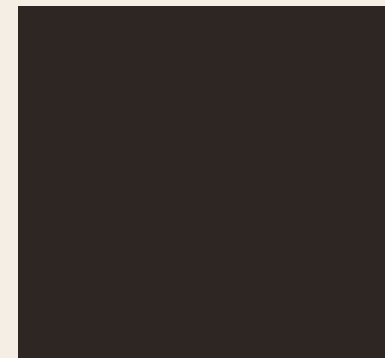
Dividers, secondary surfaces, quiet states.



Brass

HEX #B08B4F
RGB 176 139 79
CMYK 0 21 55 31

Rules, and one detail per view. Never a large fill.



Espresso

HEX #2E2622
RGB 46 38 34
CMYK 0 17 26 82

All body text, and the reverse background.



ACCENT TINTS AND SHADES



20%

base

+40% black

TEXT TINTS AND SHADES



20%

base

+40% black

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 #F4EEE5 on #2E2622	12.9:1 AAA	Aa	Text on panels and cards #E4D7C5 on #2E2622	10.5:1 AAA
Aa	Reversed, dark surfaces #2E2622 on #F4EEE5	12.9:1 AAA	Aa	Accent on dark #2E2622 on #B08B4F	4.7:1 AA
Aa	Text on an accent fill #B08B4F on #2E2622	4.7:1 AA	Aa	Accent on the default page #F4EEE5 on #B08B4F	2.7:1 NEVER

THE FLOOR

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

THE ACCENT

Brass 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.

Cormorant Garamond

SIL Open Font License 1.1, free for commercial use.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & é à £ \$ % () - . , : ;

Jost

SIL Open Font License 1.1, free for commercial use.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & é à £ \$ % () - . , : ;

CORMORANT GARAMOND DOES

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

JOST 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	MEMBERSHIP	Uppercase eyebrows and tags

MEASURE	RHYTHM	CASE
Running text stops at 68 characters a line. Wider than that and it stops being read.	Spacing steps in 4px: 8, 12, 16, 24, 32, 48, 64, 96. Nothing in between.	Only Label is uppercase. Headings are sentence case, always.

THE GRAPHIC DEVICE

The brass rule

A single hairline under a heading, always 62px, always brass. It is the only decoration the brand owns, so it never repeats twice in one view.

Signature Facial

Ninety minutes, read first and built second.

PHOTOGRAPHY



ALWAYS

Window light from one side, late afternoon

Texture kept in: linen creases, plaster grain, real pores

Subject to one side, two thirds of the frame empty

Brass tools on cloth, never a device

NEVER

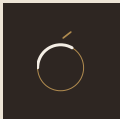
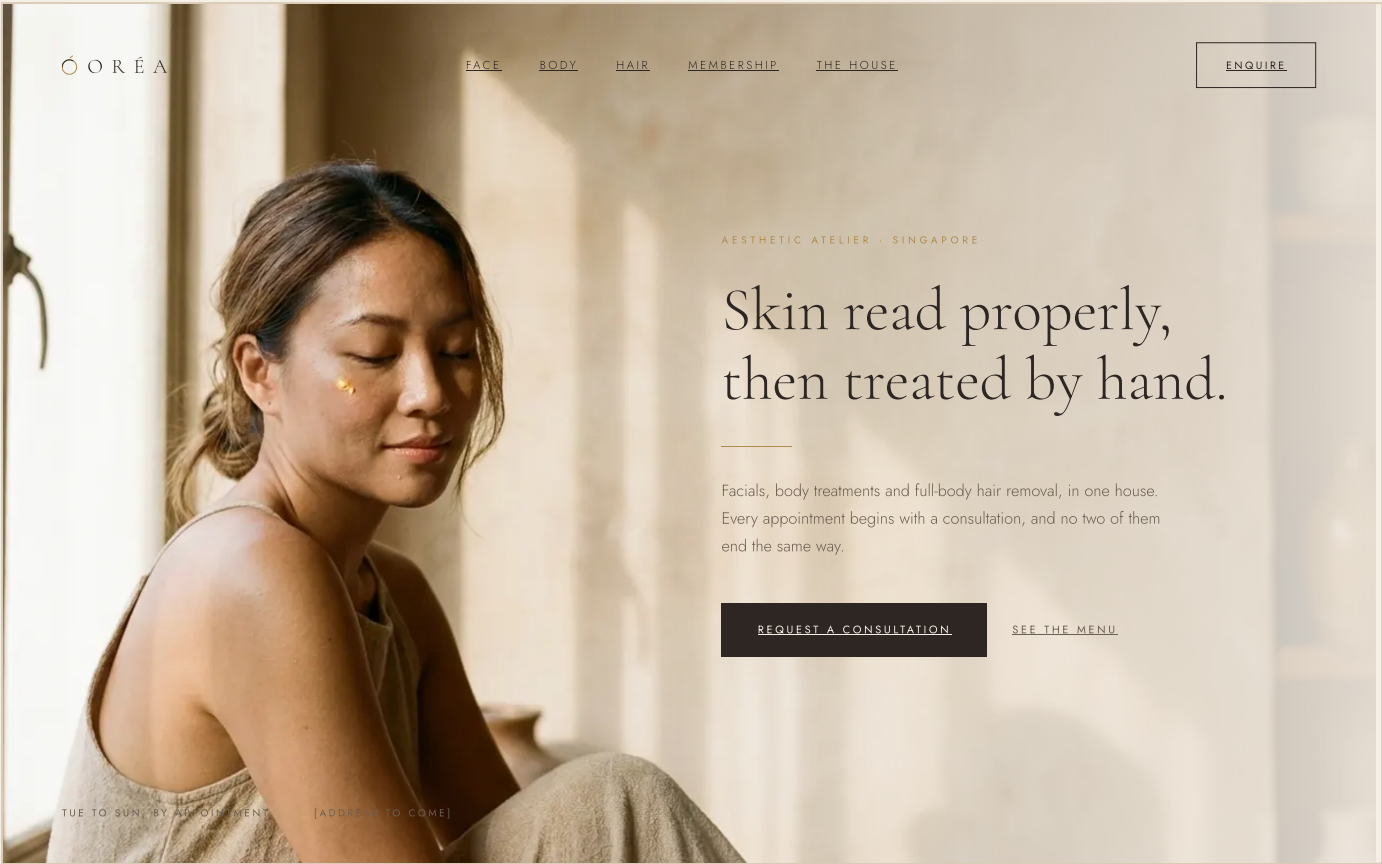
Ring light, flash, or any studio sweep

Smoothed, poreless retouching

Centred, symmetrical, catalogue framing

Stock imagery of women in towels

HOMEPAGE, MOBILE AND SIGNATURE



oréa.sg

Profile avatar · app icon · favicon

EMAIL SIGNATURE

[NAME]

[ROLE]

ORÉA

[PHONE] · oréa.sg



Skin read properly,
then treated by hand.

REQUEST A CONSULTATION

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

Uncoated cream board, letterpress deboss, no foil.
Where brass appears it is real metal, never printed gold.

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

Uncoated cream board with a blind deboss, brushed brass lids. Nothing glossy, anywhere.

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 OREA-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.