

V SEASONS
B E A U T Y



INTRODUCTION

Welcome

These guidelines describe how V Seasons Beauty presents itself: the landmark, the colours, the typefaces, and the way the brand writes and photographs. They exist so that every card, sign, page and post is recognisably ours.

Follow them closely. Consistency is what turns an identity into a reputation.

Four seasons belong to the calendar. The fifth belongs to our clients.

V Seasons Beauty is a high-end beauty centre with a dedicated massage section. Everything in this document serves that single fact, from the numeral in the name to the last application on the last page.



INTRODUCTION

How to Use This Guide

The document moves from principles to applications. Chapters 01 to 05 are binding; chapters 06 to 08 show how the fixed elements behave in the world.

When a case is not covered here, contact the brand team before improvising.

1

FIXED ELEMENTS

The brandmark, the colour values and the typefaces never change. Reproduce them exactly as specified; nothing in this document is a suggestion.

2

FLEXIBLE ELEMENTS

Layout, photography and seasonal accents may vary within the stated limits. The rules in each chapter mark where flexibility ends.

3

GREY FRAMES

Neutral grey frames mark positions reserved for photography and final mockups. Each caption states exactly what belongs there.

00

INTRODUCTION

Contents

Eight chapters, ordered from the idea to the object. Page numbers refer to this edition.

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01

Brand Foundations

Everything in this chapter precedes design: what V Seasons is, what it promises, and how it speaks. Read it before touching any asset; every visual decision in the chapters that follow depends on it.

01

BRAND FOUNDATIONS

Brand Story

The V is the Roman numeral five. The year offers four seasons; V Seasons adds a fifth: the one a client makes for herself, in the time set aside for her own care.

The name states the promise plainly. Whatever the month, there is a season here that belongs to you. The four pictograms of our symbol carry the calendar; the complete square, held together, is the fifth.

■ SPRING

■ SUMMER

■ FALL

■ WINTER

■ AND YOURS

Positioning

V Seasons Beauty is a high-end beauty centre with a dedicated massage section. It serves clients who expect qualified specialists, unhurried appointments and consistent results, and who will pay for that standard.

We compete on expertise and setting, never on price or volume.

POSITIONING STATEMENT

For clients who treat personal care as a standing commitment, V Seasons Beauty pairs technical expertise with genuine calm, and holds that standard at every visit.

SPECIALISTS

Qualified practitioners for every treatment on the menu.

SETTING

Rooms, light and scheduling designed for quiet concentration.

CONSISTENCY

The tenth visit meets the same standard as the first.

01

BRAND FOUNDATIONS

Mission & Vision

One sentence each. If a decision does not serve the mission, it does not belong in the plan; if it does not move towards the vision, it does not deserve the budget.

MISSION

Give every client a fifth season: expert beauty and massage treatments, delivered with care in a setting built for calm.

VISION

To be the reference beauty centre in every city we enter, chosen first and recommended without hesitation.

01

BRAND FOUNDATIONS

Values & Personality

Four pillars a client can verify on a single visit, and five adjectives that govern behaviour before they govern design. If a layout, a caption or a reply at reception contradicts one of them, revise it.

VALUES

Expertise

Every treatment is performed by a qualified specialist using proven techniques and products.

Calm

Schedules, spaces and service are arranged so the client never feels rushed.

Consistency

The same standard of work and welcome at every appointment, in every location.

Care

We notice the details, from preferences to sensitivities, and we act on them.

PERSONALITY

Composed

Steady and unhurried, never theatrical.

Precise

Specific about services, durations, prices and results.

Warm

Attentive and personal without becoming familiar.

Understated

Confident enough not to raise its voice.

Honest

Clear about what a treatment can and cannot do.

01

BRAND FOUNDATIONS

Tone of Voice

V Seasons writes the way its specialists work: plainly, precisely and with warmth. Short sentences, concrete nouns, no theatre.

One rule above all: we are a beauty centre with a massage section. The word spa, and the vocabulary that trails behind it, never appears in our communications.

WE SAY

beauty centre

treatments and services

our massage section

book an appointment

clients

WE DON'T SAY

spa

rituals and experiences

wellness sanctuary

begin your journey

guests

02

Brandmark

The brandmark is the most visible asset the brand owns. This chapter defines its construction, its authorised versions, the space it needs and the sizes below which it may not go, so that it appears with the same authority on a business card and on a façade.

02

BRAND MARK

Primary Brandmark

The primary brandmark is the vertical lockup: the four-pictogram symbol above the V SEASONS wordmark, with the descriptor BEAUTY letterspaced beneath.

Use it whenever space allows. The alternatives on the next page exist only for formats that cannot hold it.



PRIMARY BRANDMARK · VERTICAL LOCKUP ·
FIFTH SEASON MINT ON SOFT WHITE

SYMBOL

Four pictograms in a 2×2
chequered square.

WORDMARK

V SEASONS set in Rogie
Regular capitals.

DESCRIPTOR

BEAUTY in wide-tracked capitals,
matching the wordmark width.

02

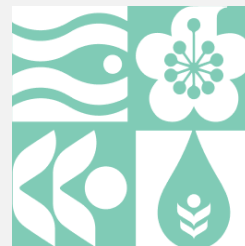
BRANDMARK

Brandmark Versions

Two authorised versions. The vertical lockup is the default everywhere space allows. The symbol stands alone only where the full name is impractical or already present.



01 · VERTICAL LOCKUP · THE DEFAULT EVERYWHERE



02 · SYMBOL ALONE · SEE CHAPTER 03

02

BRAND MARK

Clear Space

The unit X is the height of one pictogram, half the height of the full symbol. Keep a margin of at least 1X free on all four sides of the brandmark.

Nothing enters this zone: no text, no imagery, no page edge, no other mark. When in doubt, give more.



X = the height of one pictogram
of the symbol

02

BRAND MARK

Minimum Size

Below these sizes the pictograms lose their drawing and the descriptor fills in. Measure the height of the full lockup, print in millimetres, screen in pixels.

If a format cannot respect the minimum, switch to the symbol alone rather than shrinking the lockup.



VERTICAL LOCKUP

Minimum height 24 mm in print · 130 px on screen.



SYMBOL ALONE

Minimum height 6 mm in print · 32 px on screen.

02

BRANDMARK

Brandmark on Backgrounds

Two rules decide every case: the mint version lives on Soft White, and the Soft White version lives on mint, Deep Black or a single seasonal colour.

On photography, use the Soft White version over a calm, dark area of the image. If no such area exists, choose another image.



MINT ON WHITE



SOFT WHITE ON MINT



SOFT WHITE ON DEEP BLACK



SOFT WHITE ON ONE SEASONAL COLOUR



MINT ON SOFT WHITE

02

BRANDMARK

Incorrect Usage

Nine ways to damage the brandmark, shown once so they never happen again. The artwork is always reproduced from the master files, unaltered.

If a layout seems to demand one of these, the layout is wrong, not the rule.



Do not stretch or condense the brandmark.



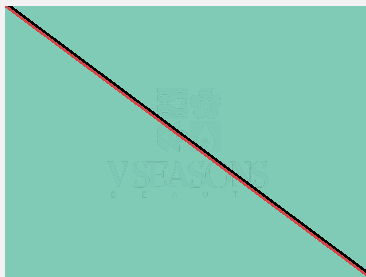
Do not rotate or tilt it.



Do not recolour it outside the approved colourways.



Do not add shadows, outlines or any effect.



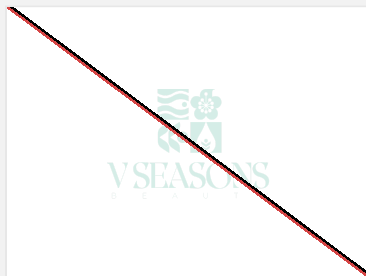
Do not place mint on mint or any low-contrast pairing.



Do not set it over busy imagery or patterns.



Do not crop the lockup or detach its elements.



Do not screen it back or use it at reduced opacity.



Do not place it on gradients or mixed-colour fields.

03

The Symbol

When the full lockup is too much, the symbol carries the brand alone. This chapter explains what the four pictograms mean, where the symbol may stand by itself, and how it repeats as a pattern without wearing thin.

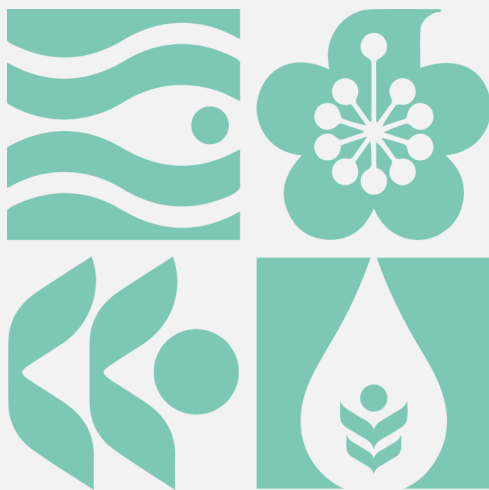
03

THE SYMBOL

Icon Grid

Four pictograms on a strict 2x2 grid, alternating like a chequerboard: solid square, open square, open square, solid square. Each quarter stands for one season; the complete square is the fifth.

The flower carries five petals, a quiet echo of the numeral in the name.



■ TOP LEFT · WAVES

Water in motion. Summer, and the water present in every treatment.

■ TOP RIGHT · FLOWER

A five-petal bloom. Spring, and the numeral five made botanical.

■ BOTTOM LEFT · LEAVES

Turning foliage. Fall, and the renewal that follows every cycle.

■ BOTTOM RIGHT · DROP AND SEED

A drop holding a seed head. Winter, rest, and stored nourishment.

03

THE SYMBOL

Standalone Use

The symbol stands alone only where the full name is impractical or already present: interface icons, small formats, and tactile finishes such as embossing.

It never replaces the landmark on covers, signage or advertising.



FAVICON - 32 PX



APP ICON - ROUNDED MASK APPLIED BY THE PLATFORM

04

Colour

Colour is how V Seasons is recognised before a single word is read. One mint leads; four seasonal accents support it in strict moderation. This chapter gives the exact values, the proportions and the pairings that keep text legible.

04

COLOUR

Primary Colour

Fifth Season Mint is the colour of the brand. It appears on every application, as the landmark itself, as a field, or as a rule. Its value is #80CBB6 everywhere, without exception.

CMYK and Pantone references are working values; confirm them against a physical swatch book before any print run.



HEX

#80CBB6

RGB

128 / 203 / 182

CMYK

50 / 0 / 35 / 0

PANTONE

337 C

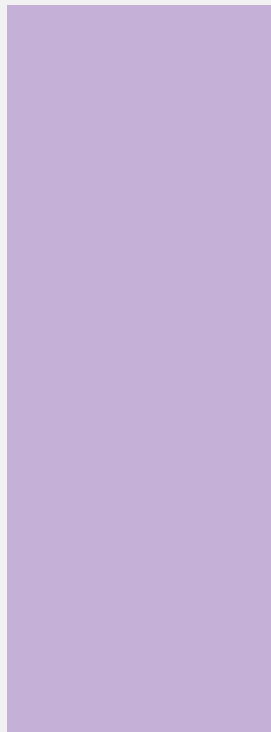
04

COLOUR

Seasonal Palette

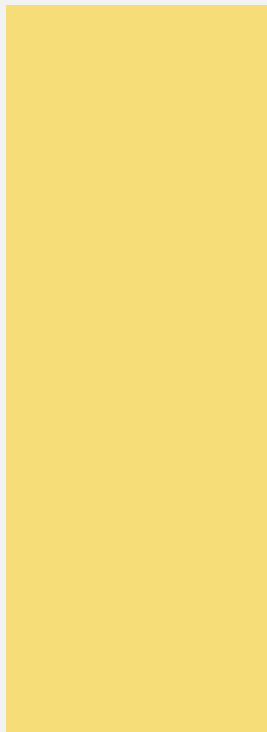
Four accents, one per season, for campaigns, gift cards and limited editions. They are never used all together at equal weight, and never replace mint as the lead colour.

CMYK and Pantone references are working values; confirm them against a physical swatch book before any print run.



Spring

HEX #C5B0D7
RGB 197 / 176 / 215
CMYK 23 / 31 / 0 / 0
Pantone 2635 C



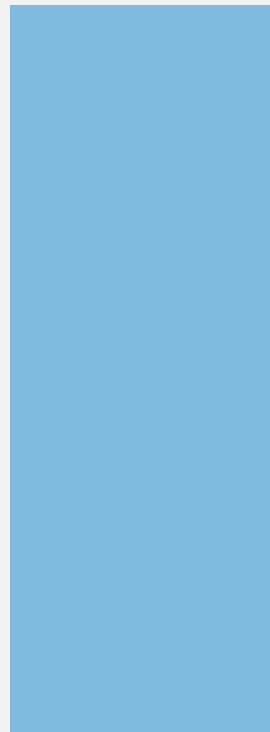
Summer

HEX #F7DD77
RGB 247 / 221 / 119
CMYK 4 / 10 / 62 / 0
Pantone 121 C



Fall

HEX #FFAC74
RGB 255 / 172 / 116
CMYK 0 / 38 / 55 / 0
Pantone 1565 C



Winter

HEX #7EBBDF
RGB 126 / 187 / 223
CMYK 50 / 14 / 4 / 0
Pantone 542 C

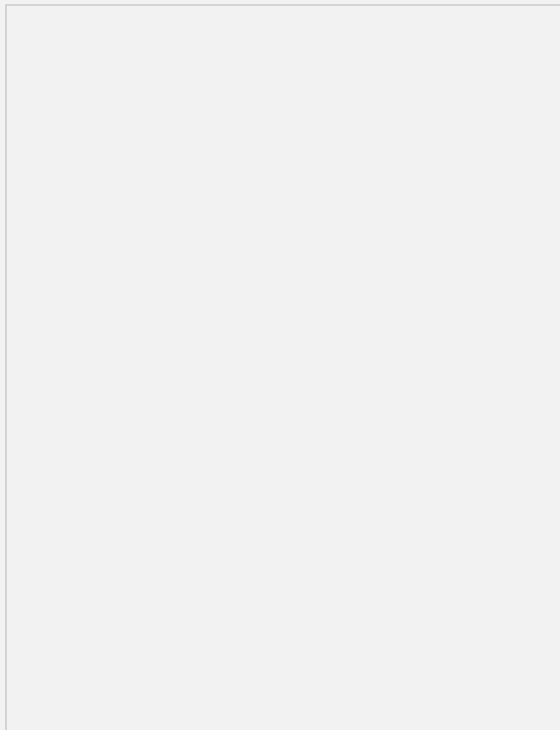
04

COLOUR

Neutrals

Soft White is the default background of the brand; Deep Black is the default for text. Neither is a pure value: both are softened a step so the pages feel calm rather than clinical.

CMYK and Pantone references are working values; confirm them against a physical swatch book before any print run.



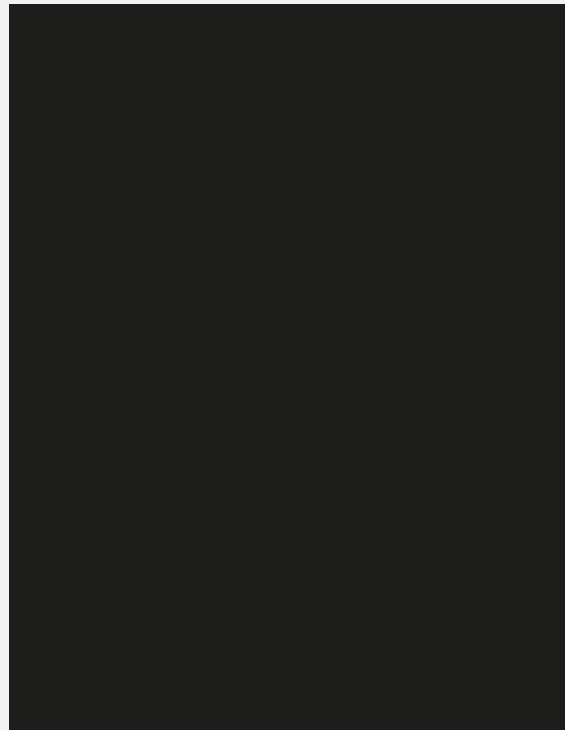
Soft White

HEX #F2F2F2

RGB 242 / 242 / 242

CMYK 4 / 3 / 3 / 0

Pantone Cool Grey 1 C (closest)



Deep Black

HEX #1D1D1B

RGB 29 / 29 / 27

CMYK 72 / 66 / 65 / 75

Pantone Neutral Black C

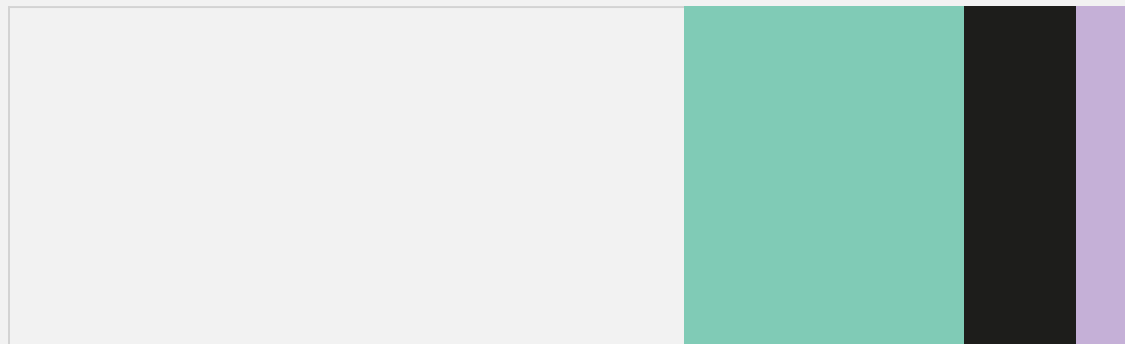
04

COLOUR

Colour Ratios

A page, a room or a post should read as Soft White first, mint second, everything else a long way behind. Hold roughly these proportions and any layout will feel like V Seasons.

One seasonal accent at a time. Two is a warning sign; four is a carnival.



60%

Soft White: backgrounds, space, silence.

25%

Fifth Season Mint: landmark, fields, rules.

10%

Deep Black: text and fine detail.

5%

One seasonal accent, chosen for the occasion.

04

COLOUR

Colour Accessibility

Text is always Deep Black or Soft White. Mint and the seasonal colours are too light to carry reading text on light grounds: their contrast against Soft White fails every WCAG threshold.

Ratios below follow WCAG 2.1. AA requires 4.5:1 for body text and 3:1 for large display text.

Deep Black on Soft White	14.8:1	PASS - ALL TEXT
Soft White on Deep Black	14.8:1	PASS - ALL TEXT
Deep Black on mint	9.0:1	PASS - ALL TEXT
Mint on Deep Black	9.0:1	PASS - ALL TEXT
Mint on Soft White	1.7:1	FAIL - DECORATIVE USE ONLY
Soft White on mint	1.7:1	FAIL - BRANDMARK AND DISPLAY ONLY

04

COLOUR

Brandmark Colour Use

The brandmark exists in three colourways only: Fifth Season Mint, Soft White, and Deep Black for one-colour print such as fax-grade forms, laser engraving or newsprint.

It is never set in a seasonal colour, in a tint, or in more than one colour at a time.



FIFTH SEASON MINT · THE DEFAULT



SOFT WHITE · ON DARK AND COLOUR
GROUNDS



DEEP BLACK · ONE-COLOUR PRINT ONLY

05

Typography

Two Latin typefaces and one Arabic family cover every need the brand has. This chapter fixes the scale, the weights and the setting rules that keep text recognisably V Seasons in both scripts.

05

TYPOGRAPHY

Headline Typeface

Rogie Regular sets every headline and display line. Its high stroke contrast gives the brand its editorial character; it is never used for body text or below 20 pt.

ROGIE REGULAR · DISPLAY SPECIMEN

The fifth season

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

USE FOR

Headlines, section titles, pull quotes, numerals on openers.

NEVER FOR

Body text, captions, prices, or anything below 20 pt.

SETTING

Sentence case or capitals; capitals always tracked wide.

05

TYPOGRAPHY

Body Typeface

Montserrat carries everything Rogie does not: body text, captions, labels, menus and interfaces. Three weights are licensed: Thin, Light and Regular. Nothing heavier enters the brand.

MONTSERRAT THIN · DISPLAY SIZES ONLY

A season of your own, kept by
appointment.

MONTSERRAT LIGHT · DEFAULT BODY TEXT

Treatments are booked by appointment and confirmed the day before. Our
specialists prepare each room before the client arrives.

MONTSERRAT REGULAR · LABELS, CAPTIONS, EMPHASIS, SMALL SIZES

OPENING HOURS · MASSAGE SECTION · LEVEL TWO

05

TYPOGRAPHY

Arabic Typography

The Arabic typeface is DIN Next LT Arabic. Heavy and Black set headlines; Medium and Regular set running text. Its geometry sits comfortably beside Montserrat without imitating it.

DIN NEXT LT ARABIC BLACK · HEADLINES

خمسة فصول للجمال

DIN NEXT LT ARABIC HEAVY · SUBHEADINGS

قسم المساج · بمواعيد مسبقة

DIN NEXT LT ARABIC REGULAR · RUNNING TEXT

في سيزونز بيوتي مركز تجميل راقٍ يضم قسماً خاصاً بالمساج،
ويستقبل عملاءه بمواعيد مؤكدة وعناية ثابتة في كل زيارة.

05

TYPOGRAPHY

Type Scale

One scale for print, quoted in points; multiply by 1.33 for on-screen pixel sizes. Tracking is given in thousandths of an em, as in standard layout software.

STYLE	TYPEFACE & WEIGHT	SIZE	LEADING	TRACKING
H1	Rogie Regular	48 pt	52 pt	+10
H2	Rogie Regular	28 pt	33 pt	+10
H3 / LABEL	Montserrat Regular, capitals	12 pt	18 pt	+300
Body	Montserrat Light	10 pt	16 pt	+10
Caption	Montserrat Regular	8 pt	12 pt	+50
Legal	Montserrat Regular	6.5 pt	9 pt	+25

05

TYPOGRAPHY

Typographic Rules

Six habits that keep every page composed. They cost nothing to follow and everything to break.

CAPITALS BREATHE

Any line set in capitals carries wide tracking, +250 or more. Tight capitals are not the brand.

SHORT MEASURES

Body text never exceeds 70 characters per line. Two narrow columns beat one wide one.

NO ITALICS, NO BOLD

Emphasis comes from Montserrat Regular, capitals or space, never from synthetic styling.

LEFT ALIGNED

Text aligns left, ragged right. Centring is reserved for the brandmark and short display lines.

NO MINT SMALL TEXT

Mint never carries reading text on light grounds; use it for rules, fields and display only.

NO HYPHENATION IN DISPLAY

Headlines break at natural phrase boundaries; rewrite the line rather than hyphenate it.

05

T Y P O G R A P H Y

Bilingual lockups

Where both scripts appear, Arabic sits right and reads first for Arabic-speaking audiences; Latin sits left. Match the two by optical size, not point size, and share one baseline grid.

Arabic is never letterspaced: the script connects, and tracking breaks it. Wide spacing belongs to the Latin capitals only.

M A S S A G E S E C T I O N
B Y A P P O I N T M E N T

قسم المساج
بمواعيد مسبقة

ORDER

Arabic right, Latin left, separated by a mint hairline where space allows.

OPTICAL SIZE

DIN Next LT Arabic runs large; set it one step smaller than the Latin point size.

HIERARCHY

Both languages hold equal weight; neither is a footnote to the other.

06

Photography

Photography shows the centre as it is: real rooms, real hands, real light. This chapter defines the look subject by subject, from interiors to retail shelves, and closes with a short list of what we never shoot.



06

PHOTOGRAPHY

Photography Principles

Every image answers one question: would a client recognise this place and this standard of work? Share this page with every photographer before the first frame is shot.

DO

Shoot in the real centre, in daylight or soft continuous light.

Keep skin texture and true tones; retouch lightly if at all.

Leave negative space for type; one subject per image.

Show technique: hands, tools, product.

Hold one grade across the whole set.

Photograph clients and staff only with written consent, always draped and composed respectfully.

DON'T

Buy generic stock imagery of any kind.

Smooth faces into plastic or whiten teeth.

Fill every frame edge to edge.

Stage posed smiles at the camera.

Apply trend filters, HDR or heavy vignettes.

Use hard flash or coloured gels.

06

PHOTOGRAPHY

Retail & Product Photography

Products stand on Soft White or mint seamless backgrounds with soft, single-source shadows. Group shots hold to three items or fewer; crops are 3:4 for shelf and web listings, 1:1 for social.

No props that suggest another category: no candles, no stones, no towels twisted into swans.



HANDS AND SKIN DETAIL - CLOSE CROP, SOFT DAYLIGHT



BACK PORTRAIT - TIGHT CROP, NATURAL LIGHT



SINGLE PRODUCT ON SOFT WHITE SEAMLESS

07

Brand Applications

Applied consistently, the identity does the work of advertising. This chapter carries the landmark, palette and typography through the objects and spaces a client actually touches.

07

BRAND APPLICATIONS

Packaging

Boxes are Soft White outside and mint inside, so opening one reveals the brand colour. The symbol appears as a blind emboss on lids; the full brandmark prints once, on the front face only.

Seasonal editions may swap the interior colour for one seasonal accent.



SHIPPING BOXES · SOFT WHITE AND MINT FACES



SHIPPING BOX, MINT-LINED INTERIOR



BOX LID, BLIND-EMBOSSED SYMBOL

07

BRAND APPLICATIONS

Gift Cards

The standard card is mint with the Soft White brandmark, at standard bank-card size, 85.6 × 54 mm. Four seasonal editions carry one accent colour each; this is the palette's one authorised set-piece.

The reverse holds terms in Montserrat Regular at caption size, in both languages.



STANDARD CARD IN MINT WITH THE SOFT WHITE REVERSE · SEASONAL EDITIONS FOLLOW THE SAME LAYOUT

07

BRAND APPLICATIONS

Stationery

Letterhead and envelopes stay Soft White with the mint brandmark and Deep Black text. The business card is the one exception: mint on the reverse, symbol centred.

Paper is uncoated, 120 gsm for letterhead, 350 gsm for cards.



A4 LETTERHEAD WITH ENVELOPE



BUSINESS CARDS · SOFT WHITE FRONT, MINT BRANDMARK · MINT REVERSE, SOFT WHITE SYMBOL

07

BRAND APPLICATIONS

Signage & Interior

Interior signage uses dimensional lettering in Fifth Season Mint, fixed proud of the wall so shadow does the reading. Wayfinding uses Montserrat Regular capitals with the bilingual rules from chapter 05. On the façade, the vertical lockup is backlit Soft White lettering on the building material itself; no light-box panels.

The symbol may appear once as an interior feature, in relief or paint, at generous scale.



INTERIOR SIGNAGE, DIMENSIONAL LETTERING



INTERIOR SYMBOL FEATURE WALL

07

BRAND APPLICATIONS

Merchandise

Towels, robes and bottles carry the brandmark in one colour, tone on tone where the fabric allows. Quality is the message: fewer items, better made, restocked rather than multiplied.

Seasonal accents may colour the item itself, one accent at a time; bands and packaging stay Soft White.



ROLLED TOWELS, PRINTED PAPER BAND



COTTON TOTE BAG, SCREEN-PRINTED LOGO



WATER BOTTLE, SCREEN-PRINTED SYMBOL

08

Assets

Master files, formats and the people to ask. Two pages that make everything before them enforceable: which file to use where, and who supplies it.

08

ASSETS

File Formats

SVG for web, app and interface use; PNG for presentations, documents and placement in layouts. Files are named by a fixed convention so the right version is always identifiable at a glance.

Example: VSB_brandmark_vertical_mint_RGB.png

FORMAT	USE	COLOUR MODE
SVG	Web, app and interface use	RGB / HEX
PNG	Presentations and office documents, transparent background	RGB
PDF	Approval proofs and this guideline document	As supplied

08

ASSETS

Downloads & Contact

All master files are held by the V Seasons brand team and supplied on request, in the format the job requires. Do not redraw, retype or export assets from this document.

Any application not covered by these guidelines needs written approval from the brand team before production.

BRAND TEAM

[EMAIL]

[TELEPHONE]

Master files supplied on request.



V SEASONS BEAUTY · BRAND GUIDELINES · SECOND EDITION · 2026

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