

Vellum

Brand guidelines

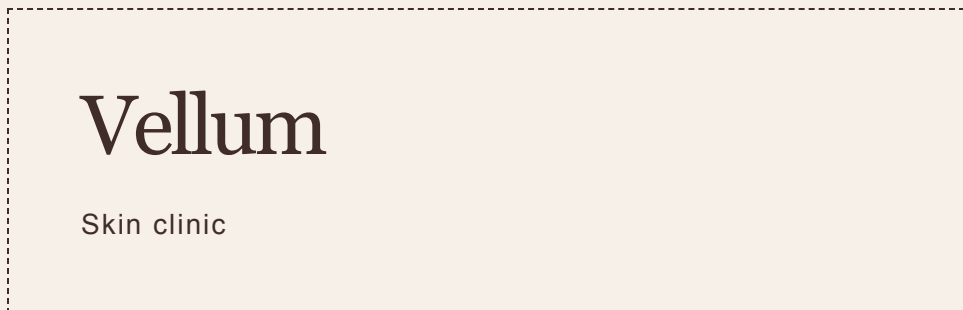
A considered identity that gives skin-care information room to breathe.

Identity · Colour · Typography
Applications · Voice



AI-assisted identity application mockup.

A recognisable signature.



The dashed boundary illustrates clear space, not a printed element. Use the editable SVG supplied with this guide.

- Use the serif wordmark in title case and keep the descriptor secondary.
- Keep one capital-V height clear around the wordmark. Minimum width: 100 px digitally or 25 mm in print.
- Use espresso on pearl or blush; reverse to pearl on espresso.
- Never add cosmetic sparkles, shadows or outlines, and do not narrow the letterforms.

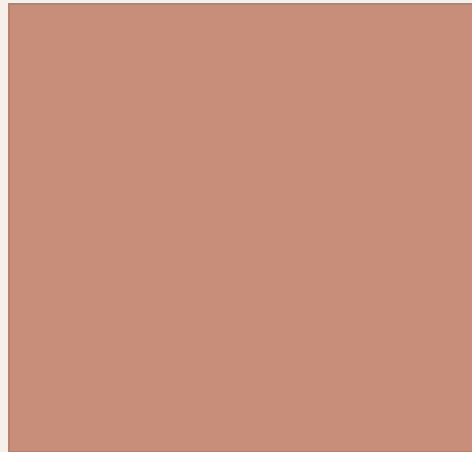
A colour for every role.



Espresso

#402D2A

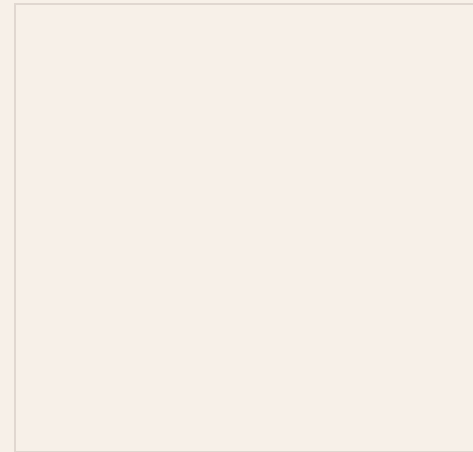
Wordmarks, principal headings and body copy.



Clay

#C98E79

Cards and accent panels with espresso text.



Pearl

#F7F0E8

Consultation folders, brochures and reading surfaces.



Blush

#ECD4CB

Quiet secondary surfaces and presentation details.

Use the hex values for digital work. For print, ask the production partner to convert with the intended stock and colour profile, then approve a physical proof. Keep small text on a high-contrast solid surface.

Type gives the brand its voice.

Aa

Considered care. Clearly explained.

Georgia / Display

Use for the wordmark and principal headlines. Keep sentence case and a clear hierarchy. Avoid decorative effects.

Arial / Supporting text

Use for body copy, labels and practical details. Start at 16 px for digital body text and adjust for the context; use comfortable line spacing.

One clear headline.

A short introduction.

Then the detail that helps someone act.

The editable wordmark references Georgia. Install the typeface before editing; outline the final approved lettering for production.

The system in everyday use.



Application mockup: a visual study of materials and placement.

A single fine rectangular frame defines the edge of a cover. Leave wide margins and avoid layering frames over photography or text.

Consultation folder

A pearl cover with a fine frame creates an organised home for appointment information and clinician-approved documents.

Patient information

Use short sections, readable type and generous margins. Keep treatment explanations separate from promotional headlines.

Cards & clinic signage

Warm clay cards and frosted signage extend the same wordmark proportions and quiet spacing into physical materials.

Stay consistent. Stay human.

Voice principles

- Explain consultation choices and the process in direct, balanced language.
- Use calm descriptions without judging the reader's appearance.
- Avoid perfect-skin promises, beauty pressure and unsupported treatment claims.

Editorial precision with a human touch. Fine framing, warm paper tones and concise language create a consistent visual experience.

Before you publish

01 / Check the wordmark proportions and clear space.

02 / Use the specified colour roles and readable contrast.

03 / Keep text clear of patterns and photographs.

04 / Confirm names, dates and contact details.

05 / Proof printed materials at their actual size.

Vellum is a fictional practice created for an independent Branding Pioneers identity study; it is not a commissioned client project. Visual mockups are AI-assisted; this document defines the editable identity system. Edition 1.0 / October 2026.