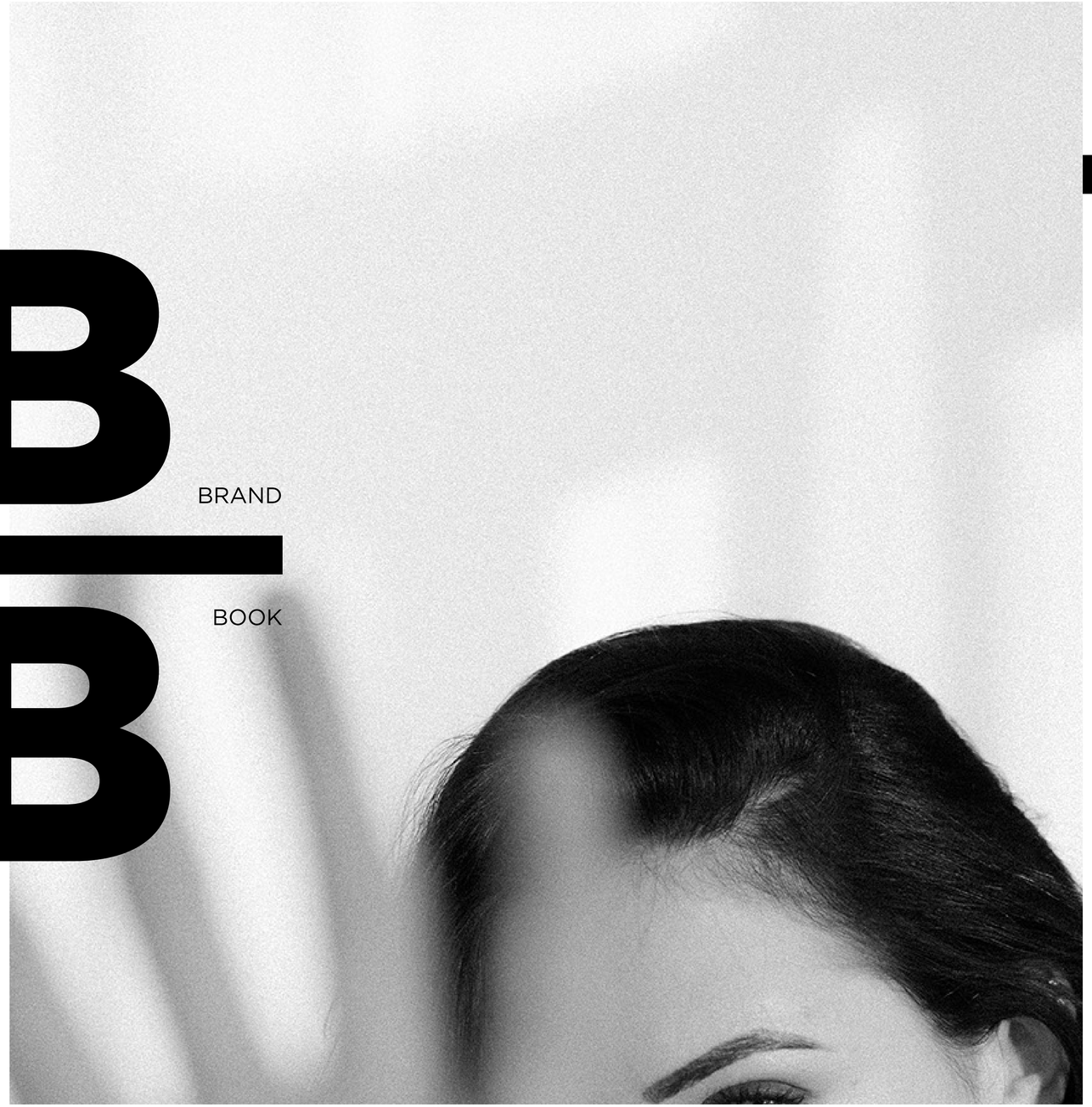
NORDETIA

BRAND BOOK



nordetia-group.com



NORDETIA

NAMING.
NORDETIA combines two names that symbolise the origin and inspiration of our company: Nordic countries and Switzerland.

INNOVATION

As an international company, **Nordetia** brings innovation to aesthetic medicine and surgery, hair loss and vascular medical treatments.

The **innovation** begins with our different client care models in exclusive, relaxing and comfortable spaces: **Clinics** (all treatments), **Walk-in** (no appointment needed), and **Hospitality** (a luxury experience with accommodation included).

High-quality products, cutting edge **technology,** and a qualified and experienced team form the cornerstone of a new concept of beauty, health and well-being based on our commitment to excellence.


LOGO

LOGO

A **simple** typeface provides a clean, unfussy visual impact. A **white cross,** characteristic of Switzerland and the Nordic countries, is subtly integrated into the brand name. This addition reflects the quality and prestige of the services and products of these European regions, which inspire and influence the company philosophy.

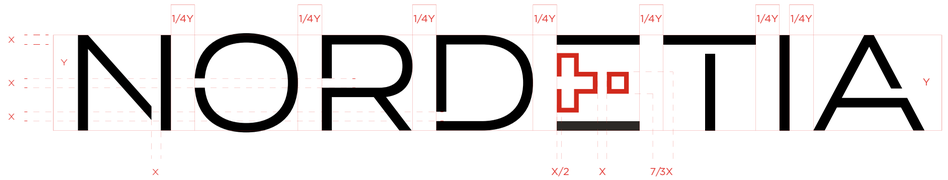
The **Nordetia** logo therefore combines the name of the company and the icon in a single visual unit.

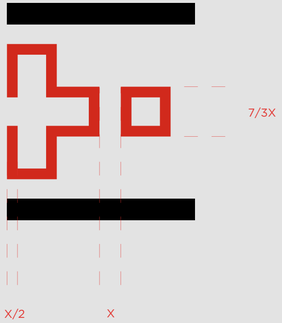


LOGO

Horizontality and straight lines are the dominant visual elements of the logo, thanks to a drystick typeface and generous character spacing. This composition conveys simplicity, visual cleanness and balance: attributes that will be translated to other manifestations of the company, such as the decoration of spaces.

To ensure proportionality and visual balance in the logo, we used the measures X and Y, with Y representing the height of the letters (N, R, D, E, T, I and A) and X representing the stroke thickness. X was also used to compose the cross and the gaps in the letters, which provide a modern aesthetic.







SYMBOL

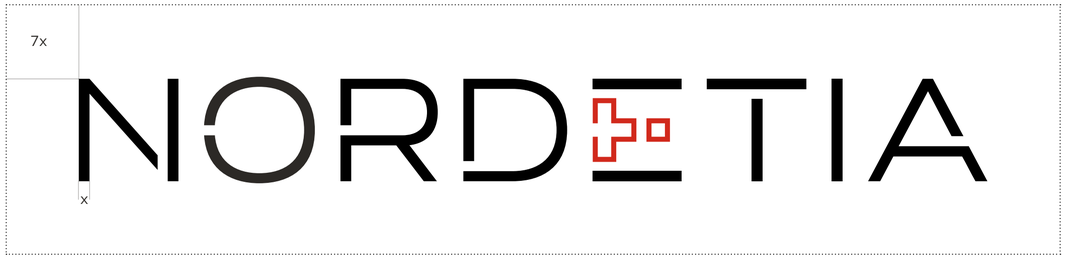
The Nordetia symbol alone captures the personality and quality of the brand. This simpler element is instantly recognisable to people from all over the world, regardless of what language they speak, with no need for linguistic or cultural adaptation.

The symbol can be used where necessary and when expressly authorised by the brand.

SAFE AREA

The logo will be surrounded by a safe area, which must be free from other graphic elements to ensure visibility and readability.

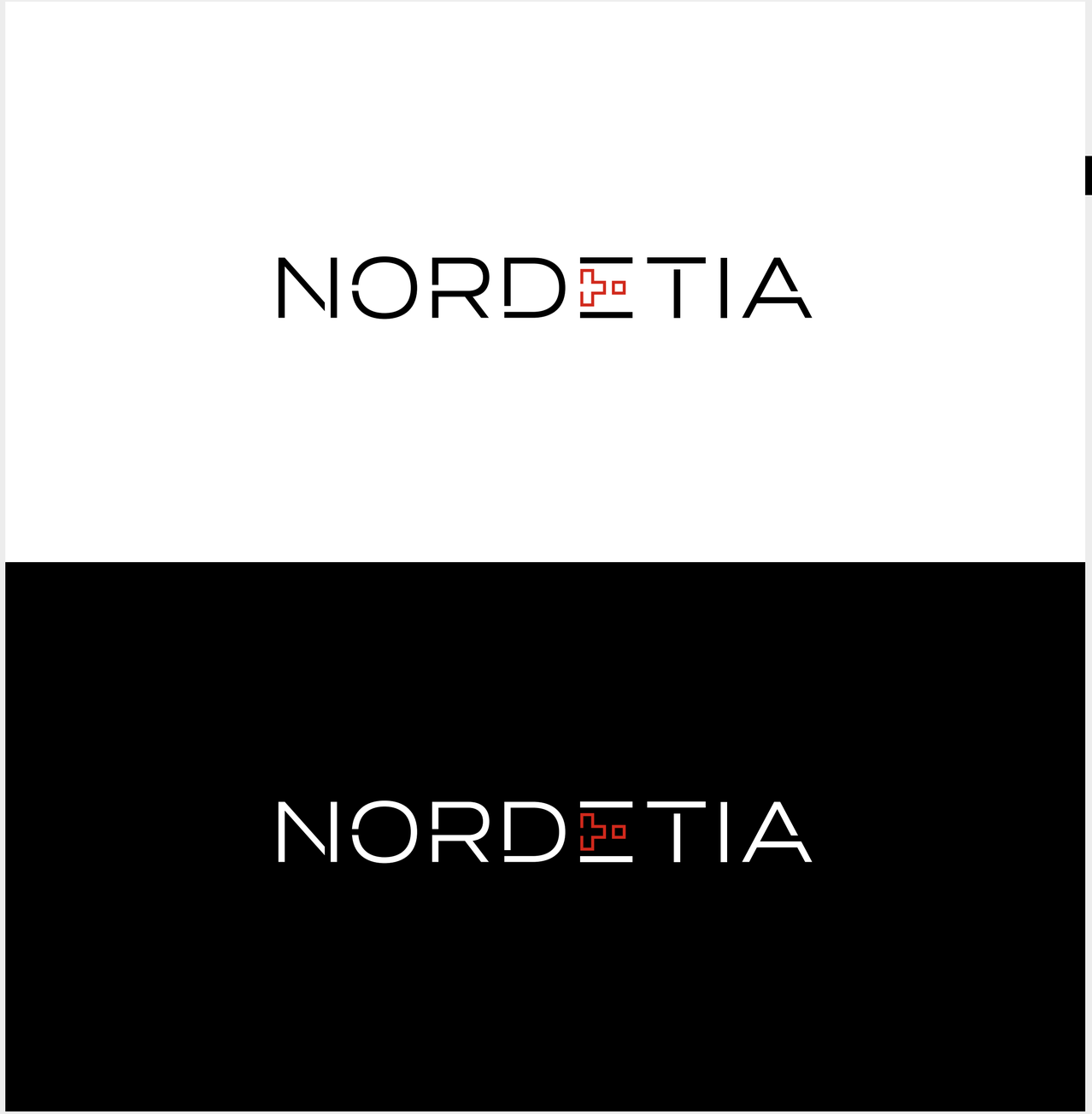
The minimum exclusion area is equal to “7X”, but the space separating the logo from the accompanying elements in the document (text and images) should be as large as possible.



POSITIVE AND NEGATIVE VERSIONS

The logo will normally be displayed in its positive version, i.e., with the name in black and the cross symbol in red, all against a white background.

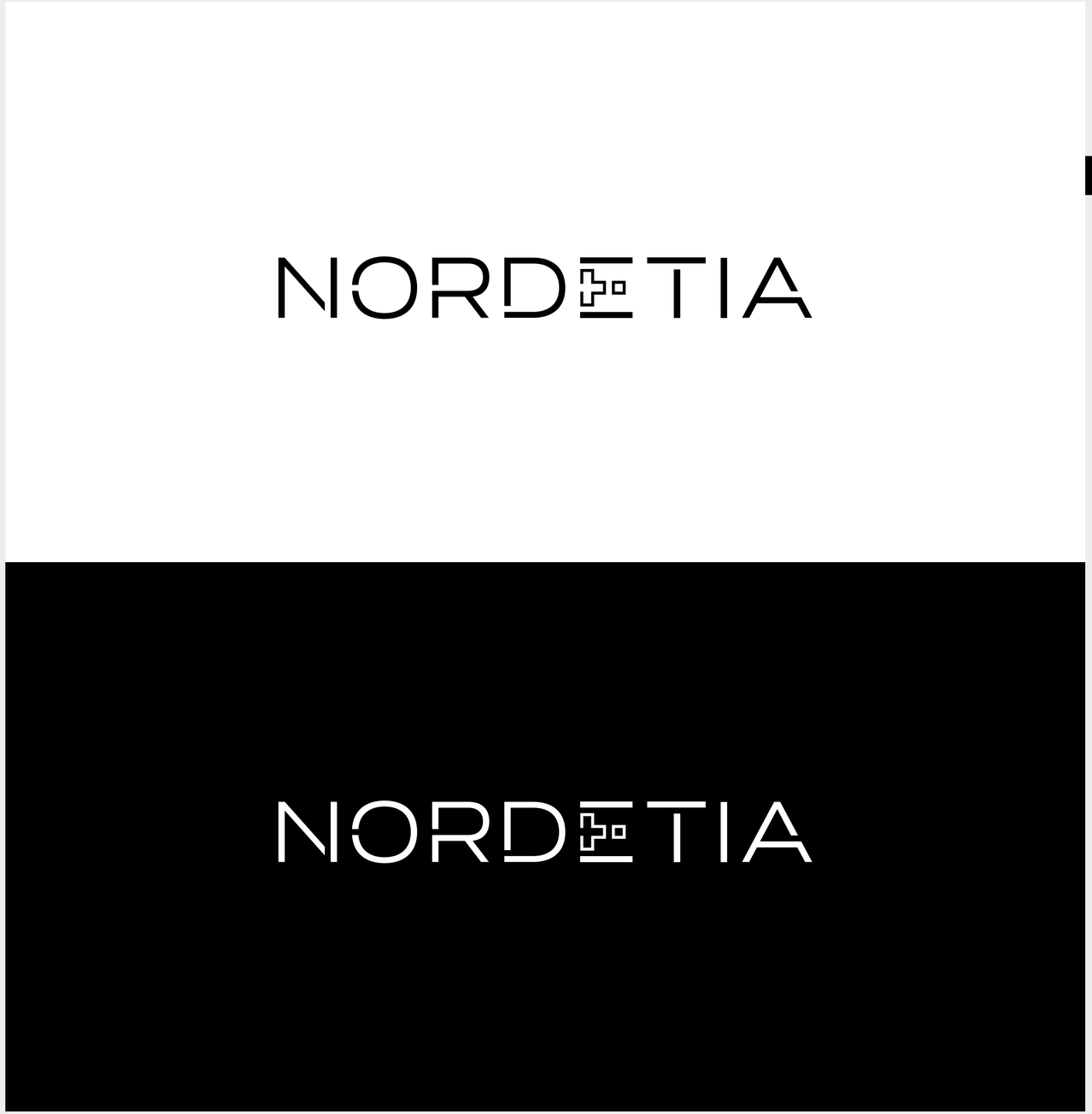
In the negative version of the logo, white text and a red cross are set against a black background.



MONOCHROMATIC VERSIONS

When the corporate identity is reproduced in a single colour, the positive version is preferable (black on white).

The negative version is white on black.



REDUCTION OF LOGO SIZE

Below we show the minimum sizes for reproducing the logo in printed and digital documents.

Minimum print size

OFFSET/SCREEN printing

Logo:



40 mm thick

Symbol:



20 mm thick

Minimum digital

WEBSITE/VIDEO/SOCIAL MEDIA screen

Logo:



100 px thick

Symbol:



50 px thick


NORDETIA
LOGOS



CLINICS • WALK-IN • HOSPITALITY

Parent Logo







Centre Logos

NORDETIA LOGOS

PARENT LOGO AND CENTRE LOGOS

The company includes three centre models: **Clinics, Walk-in and Hospitality.**

Each of these models has its own logo, comprising the company name and the descriptor of the centre.

There is also a parent logo that encompasses all three centre models and is used when referring to the company as a whole.

NORDETIA

CLINICS • WALK-IN • HOSPITALITY

Parent Logo

NORDETIA
clinics

NORDETIA
walk-in

NORDETIA
hospitality

Centre Logos

NORDETIA LOGOS

PARENT LOGO
AND CENTRE LOGOS

Below we see the negative version of the logos.

NORDETIA MONOCHROMATIC LOGOS

PARENT LOGO
AND CENTRE LOGOS

Below we show the range of monochromatic logos in positive. The colour used is black.



CLINICS • WALK-IN • HOSPITALITY

Parent Logo







Centre Logos



Parent Logo







Centre Logos

NORDETIA MONOCHROMATIC LOGOS

PARENT LOGO AND CENTRE LOGOS

Below we show the range of monochromatic logos in negative. The colour used is black.



Positive version



Negative version

NORDETIA LOGO DESCRIPTOR

LOGO WITH DESCRIPTOR FOR GENERAL COMMUNICATION MATERIALS

The text accompanying the logo describes the different types of centres, which meet different client needs:

NORDETIA
clinics - walk-in - hospitality

In some cases, the following descriptor will be used:

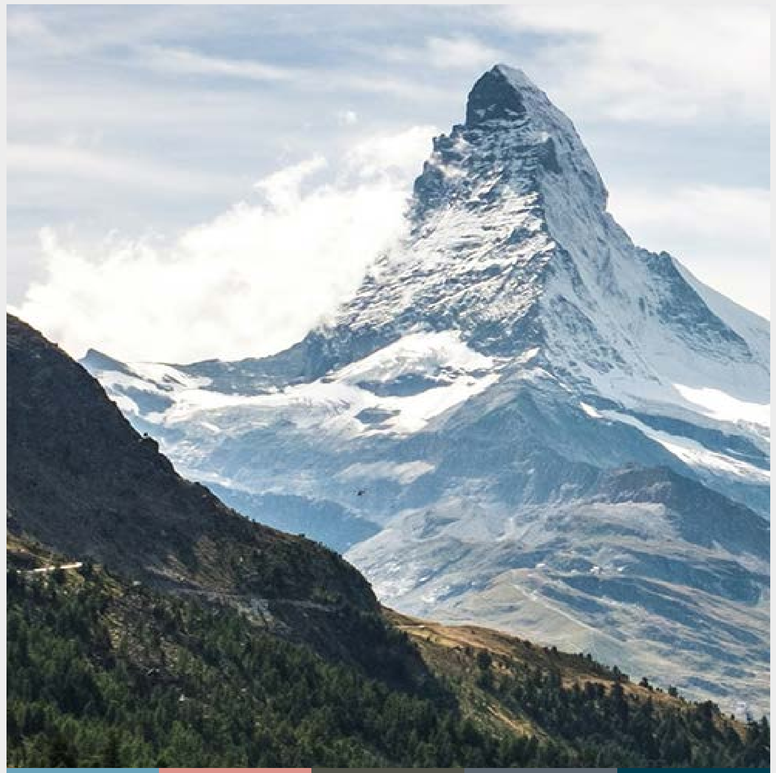
NORDETIA
commited to excellence


NORDETIA
COLOURS

NORDETIA COLOURS







WHITE

CMYK **0, 0, 0, 0**
RGB **255, 255, 255**
ffffff

BLACK

PANTONE **BLACK C**
CMYK **0, 0, 0, 100**
RGB **0, 0, 0**
000000

P320C

PANTONE **320 C**
CMYK **100, 0, 37, 1**
RGB **0, 156, 166**
009CA6

P485C

PANTONE **485 C**
CMYK **0, 100, 100, 0**
RGB **210, 41, 28**
DA291C

P549C

PANTONE **549 C**
CMYK **61, 22, 21, 3**
RGB **105, 163, 185**
69A3B9

P7606C

PANTONE **7606 C**
CMYK **12, 51, 39, 2**
RGB **218, 144, 137**
DA9089

P418C

PANTONE **418 C**
CMYK **60, 48, 57, 46**
RGB **2, 83, 74**
52534A

P431C

PANTONE **431 C**
CMYK **64, 47, 40, 28**
RGB **91, 102, 112**
5B6670

P3035C

PANTONE **3035 C**
CMYK **100, 62, 45, 43**
RGB **0, 62, 81**
003E51

NORDETIA COLOURS



SPECIAL USE:
Use in signage outside the centres
Main use in logo and backgrounds

P549C

PANTONE **549 C**
CMYK **61, 22, 21, 3**
RGB **105, 163, 185**
69A3B9

Main use
in logo, backgrounds and coloured supports

WHITE

CMYK **0, 0, 0, 0**
RGB **255, 255, 255**
ffffff

Main use
in logo, backgrounds and coloured supports

BLACK

PANTONE **BLACK C**
CMYK **0, 0, 0, 100**
RGB **0, 0, 0**
000000

Main use
in logo, backgrounds and coloured supports

P320C

PANTONE **320 C**
CMYK **100, 0, 37, 1**
RGB **0, 156, 166**
009CA6

Main use
in logo, backgrounds and coloured supports

P485C

PANTONE **485 C**
CMYK **0, 100, 100, 0**
RGB **210, 41, 28**
DA291C

Secondary use
in backgrounds and coloured supports

P7606C

PANTONE **7606 C**
CMYK **12, 51, 39, 2**
RGB **218, 144, 137**
DA9089

Secondary use
in backgrounds and coloured supports

P418C

PANTONE **418 C**
CMYK **60, 48, 57, 46**
RGB **2, 83, 74**
52534A

Secondary use
in backgrounds and coloured supports

P431C

PANTONE **431 C**
CMYK **64, 47, 40, 28**
RGB **91, 102, 112**
5B6670

Secondary use
in backgrounds and coloured supports

P3035C

PANTONE **3035 C**
CMYK **100, 62, 45, 43**
RGB **0, 62, 81**
003E51



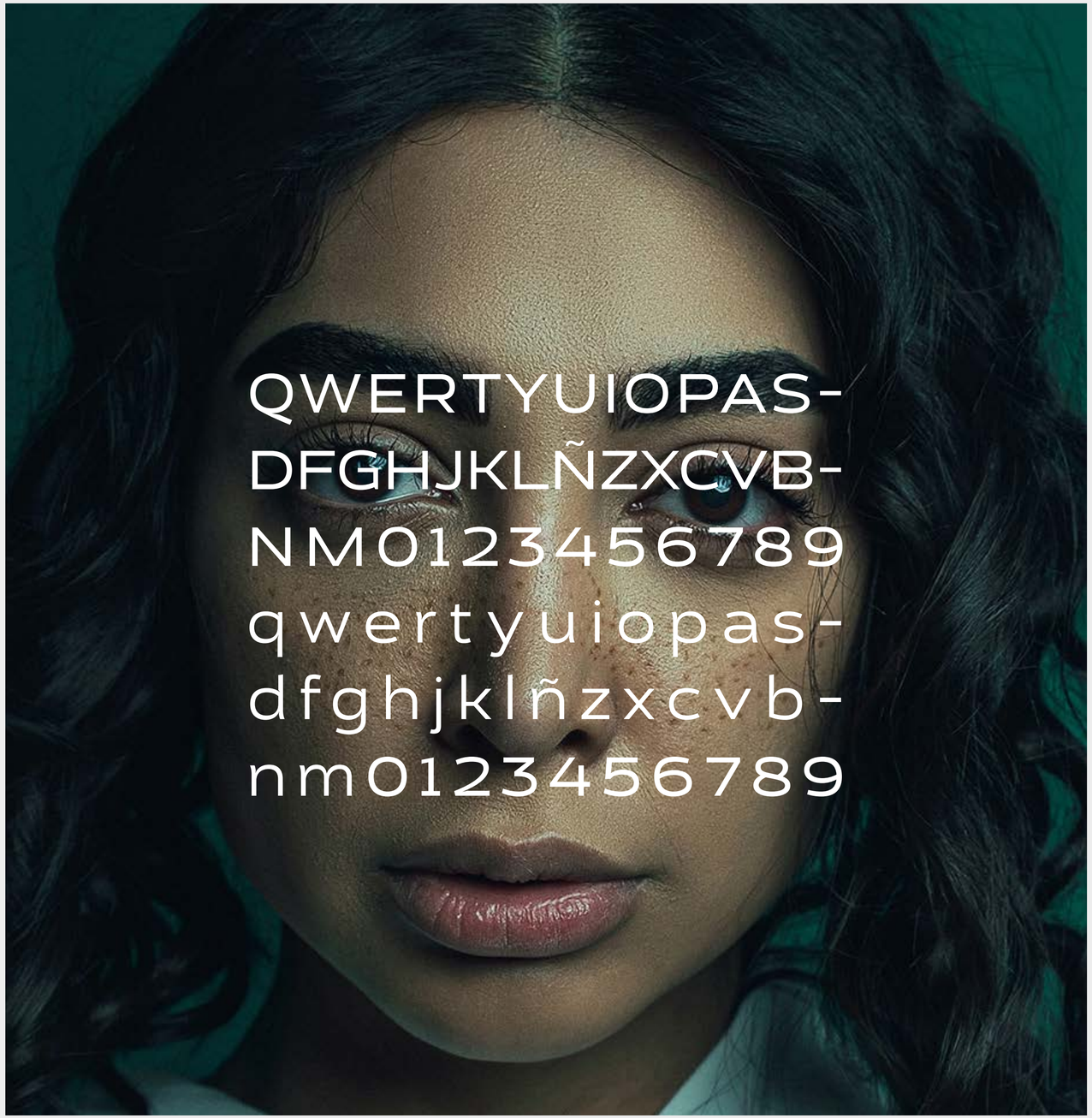
NORDETIA
TYPEFACES

CEDRA 4F WIDE

MAIN TYPEFACE

The corporate typeface of the company is **Cedra 4F Wide** in its Thin, Light and Regular versions, as well as its italic versions.

CEDRA 4F WIDE
CEDRA 4F WIDE ITALIC
CEDRA 4F WIDE LIGHT
CEDRA 4F WIDE LIGHT ITALIC
CEDRA 4F WIDE ULTRA LIGHT
CEDRA 4F WIDE ULTRA LIGHT ITALIC
CEDRA 4F WIDE THIN
CEDRA 4F WIDE THIN ITALIC

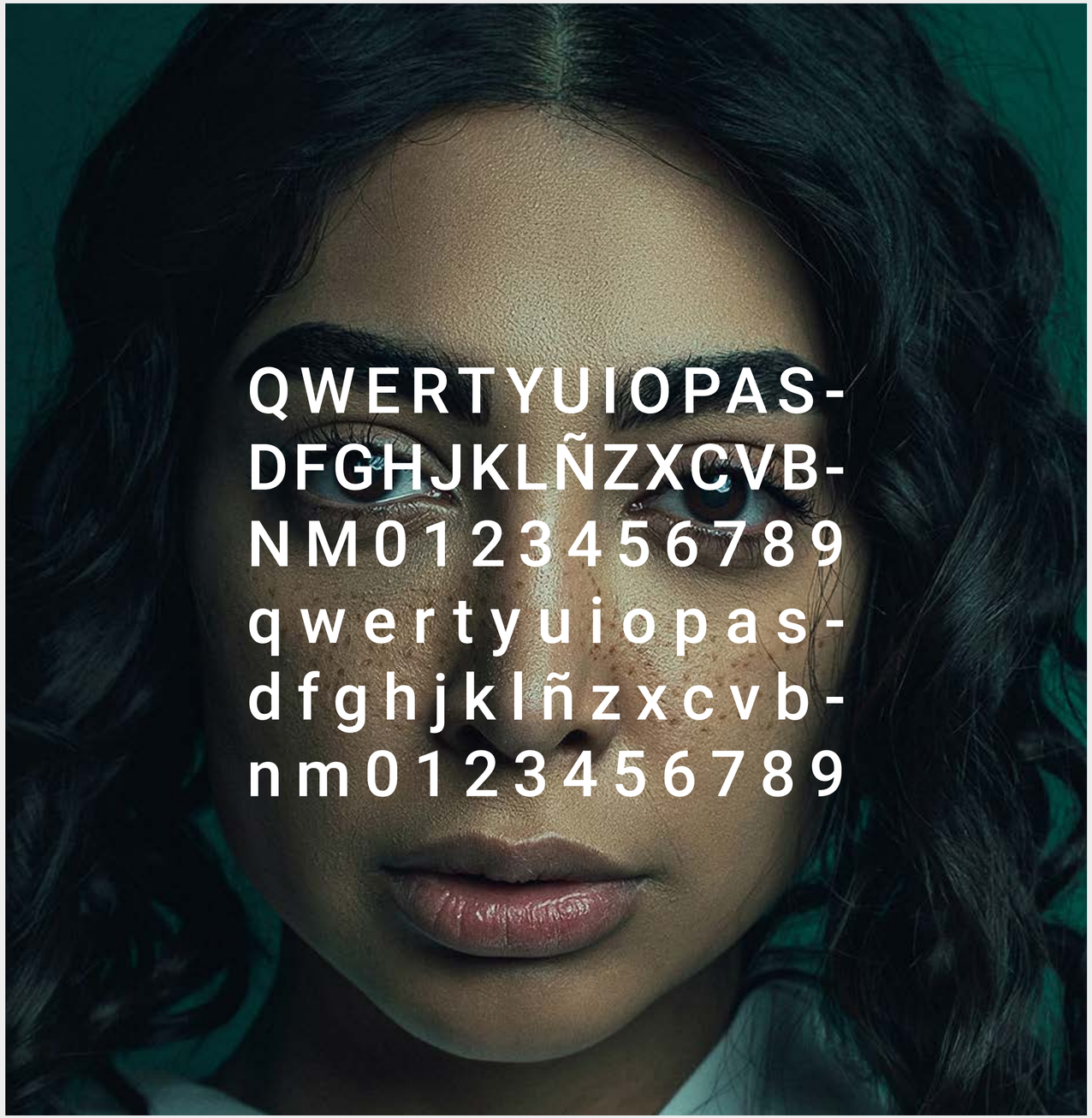


ROBOTO

COMPLEMENTARY
TYPEFACES

Roboto is the font used for subheadings and bodies of text in printed and digital communication materials.

ROBOTO BLACK
ROBOTO BLACK ITALIC
ROBOTO BOLD
ROBOTO BOLD ITALIC
ROBOTO MEDIUM
ROBOTO MEDIUM ITALIC
ROBOTO REGULAR
ROBOTO ITALIC
ROBOTO LIGHT
ROBOTO LIGHT ITALIC
ROBOTO THIN
ROBOTO THIN ITALIC

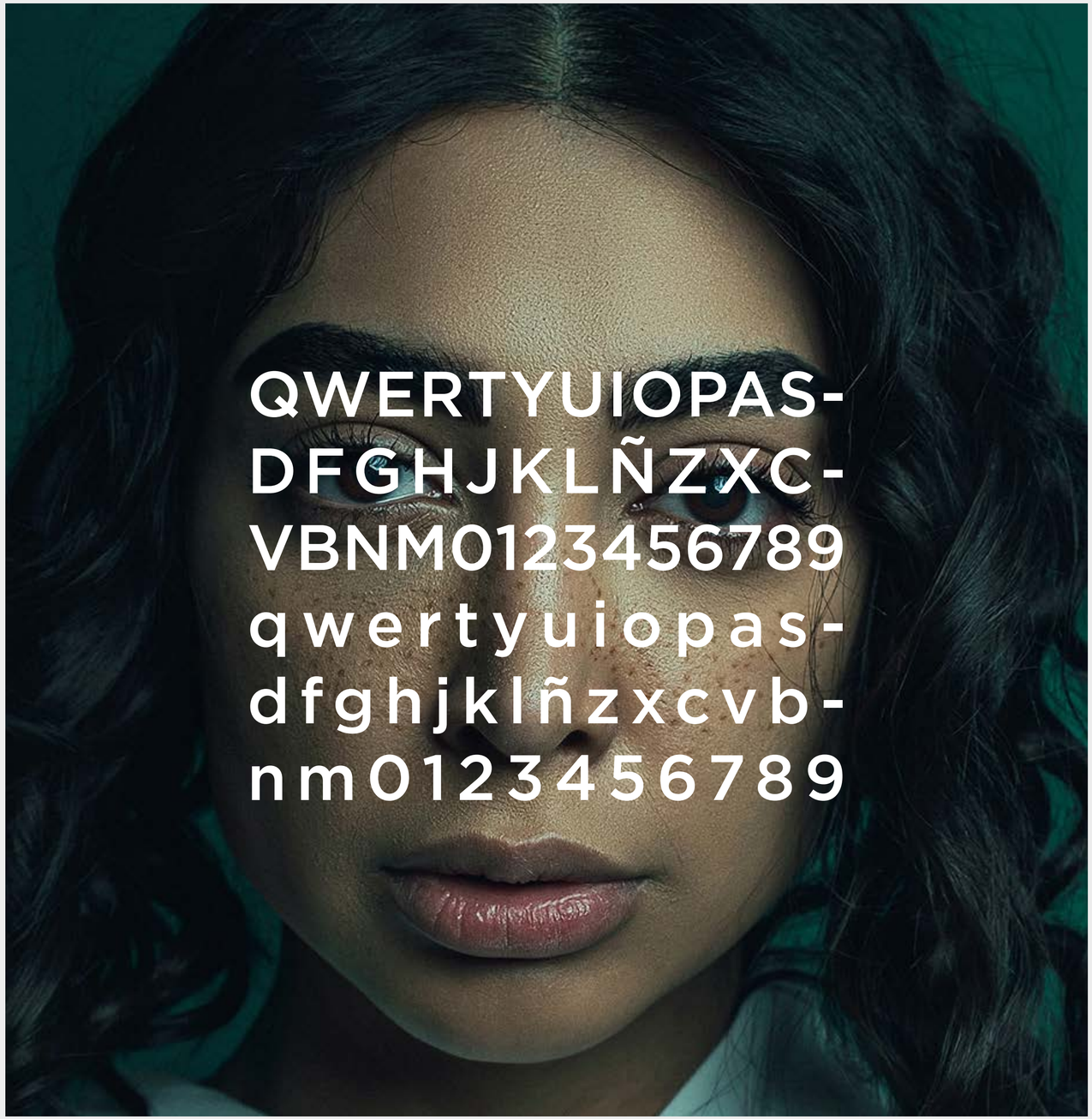


GOTHAM

COMPLEMENTARY
TYPEFACES

Gotham is used in large bodies of text in more corporate materials, though it may also be used in communicative materials as a complementary typeface.

GOTHAM ULTRA
GOTHAM ULTRA ITALIC
GOTHAM BLACK
GOTHAM BLACK ITALIC
GOTHAM BOLD
GOTHAM BOLD ITALIC
GOTHAM MEDIUM
GOTHAM MEDIUM ITALIC
GOTHAM BOOK
GOTHAM BOOK ITALIC
GOTHAM LIGHT
GOTHAM LIGHT ITALIC
GOTHAM EXTRA LIGHT
GOTHAM EXTRA LIGHT ITALIC
GOTHAM THIN
GOTHAM THIN ITALIC



ARIAL

SYSTEM
TYPEFACE

Arial is the font used to compose internal communication documents or for digital corporate stationary, as these situations require a system typeface that can be read by all devices.

ARIAL BLACK
ARIAL BOLD
ARIAL BOLD ITALIC
ARIAL REGULAR
ARIAL ITALIC





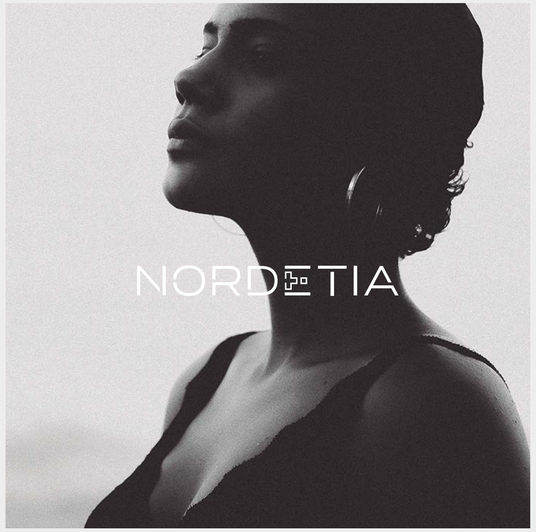
A

APPLICATIONS

THE LOGO ON PHOTOGRAPHS

Below we show examples of the logo applied to photographs.









STATIONARY

NOTEPAPER, ENVELOPES AND CARDS

Below we show examples of brand stationary. Final artworks of these and other corporate materials are available. Here we show only the basic stationary.



A4 note paper



Front
Business card
85x55 mm



Back
Business card
85x55 mm



Envelope 220x110 mm

SIGNAGE

Below we show examples of the brand applied to signage material.

For the materials

displayed on the outside of the centres, the colour PANTONE 549C will be used, as it prints clearly in these types of materials.

PANTONE **549 C**
CMYK **61, 22, 21, 3**
RGB **105, 163, 185**
69A3B9



Example of façade

Example of façade banner





Example of opening hours sign

DIGITAL

APPLICATION IN DIGITAL MATERIALS

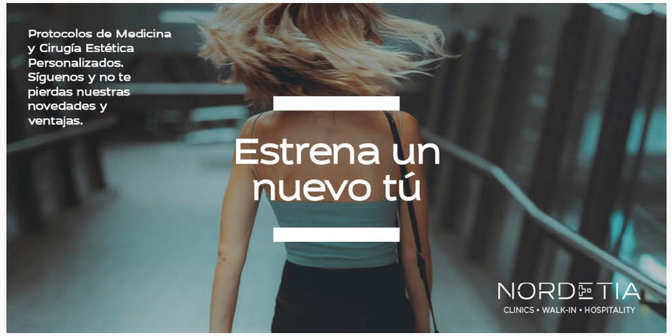
Below we show examples of digital applications.

Example of social media header

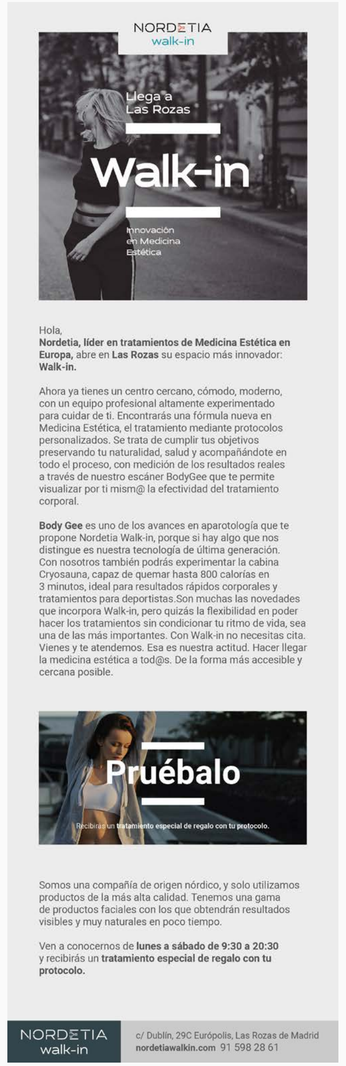




Example of social media profile



Example of social media banner or post

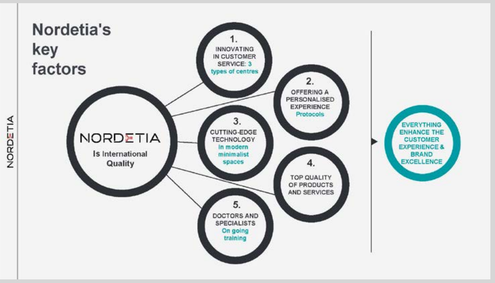


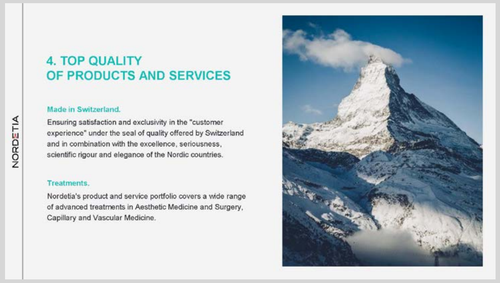
Example of email

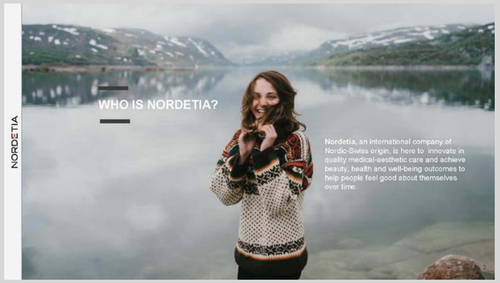
CORPORATE PRESENTATION

Here we show an example of some pages of the corporate presentation of the company.

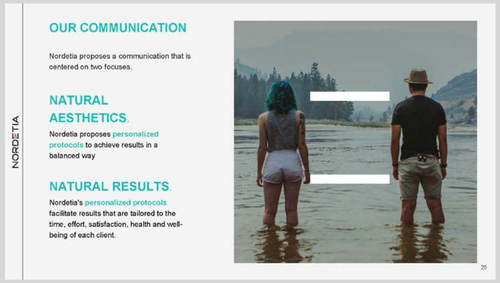


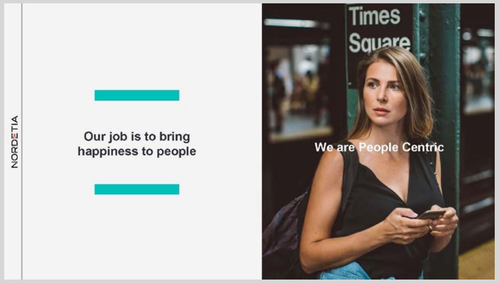


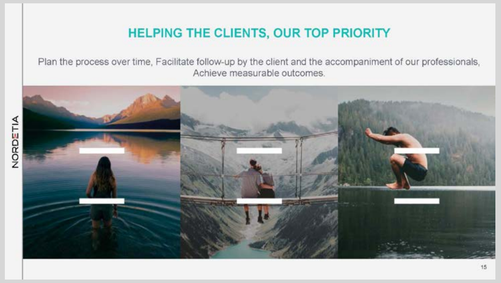














EMAIL SIGNATURE

NORDETIA

CLINICS • WALK-IN • HOSPITALITY

Nombre Apellido

Cargo o Departamento

+34 000000000
nombre.apellido@nordetiagroup.com

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28000 Madrid
nordetiagroup.com

NORDETIA

marketing@nordetia-group.com