

artemis.



Brand Guidelines

Who should use this guide?

This guide is for anyone producing written and visual communications that are intended to be seen by people outside of our organization.

This includes website copy, blog posts, press releases, articles, newsletter and marketing emails, social media posts, presentations, brochures, booklets and many other channels.

Why should you use it?

Consistency is absolutely vital to building a recognizable brand and earning the trust of our client base. This applies to what we stand for, what we say and how we say it, as well as using correct colors, fonts and logo. When these elements are combined, all of our communications will have a distinct feel.

How should you use it?

Please use this guide to become familiar with our principles, message and writing style. You can regularly refer back to it to ensure you are using the correct colors and fonts, or to get some inspiration on how to use the design elements.

Vision and purpose

Artemis Distribution brings today's top aesthetic and wellness devices to the U.S. market with the aim of building a community of successful entrepreneurs who empower their clients to be confident in their own skin.

We are partner obsessed and outcome focused, meaning we're driven to provide quality resources to ensure our partners' success. We aim to make our partners feel confident and proud of their businesses, and our customers confident and proud of their bodies.

Values

We believe that strong values build strong companies. Our core values support our vision and shape our culture, they are the essence of our identity, principles, beliefs and philosophy.

Be true

Our products work and we will always tell you how it is.

Think different

Always be at the cutting edge of technology and find new ways for us and our partners to be successful.

Have fun

We maintain a positive forward thinking culture and we pass that positivity on to our audience at every opportunity.

Keep improving

There are always things we can do better and we are dedicated to bringing only the best products and services to our partners.

Keep it simple

We aim to make it easy to work with us at every step or interaction.



Taglines

Make Every Body Proud.

This is our guiding principle which informs everything we do, as it closely aligns with our product brands. We strive to support our partners and customers alike to help them feel comfortable and confident in themselves and all they do.

Your Aesthetic and Wellness Partner.

This is who we are as a brand--our identity. It is a definitive statement, a descriptor, that aligns with our company brand and points to Artemis as the go-to distributor for aesthetic and wellness devices.

Brand

Artemis Distribution is a B2B brand, and as such, needs to retain a professional human style.

This section contains the basic principles and guidelines that help us to write in a way that reflects our values and represent who we are as a B2B brand. It allows us to write with character and personality, but more importantly it allows us to write in a consistent style.

Wordmark

Our wordmark is the face of our business. Keeping it consistent and dignified is linked to our reputation.

The wordmark uses the Kalista Pro typeface. This is the only place that Kalista Pro should be used.

The following pages show how the wordmark system should be used.

Wordmark

This is our main wordmark and the primary visual form in which Artemis will be experienced externally and internally.

The full stop communicates a sense of authority and certainty. Artemis is the definitive choice for manufacturers, partners, and customers alike. Success begins and ends with Artemis. Period.

We use the wordmark in teal, salmon, deep sea or pistachio on a white background.

artemis.

artemis.

artemis.

artemis.

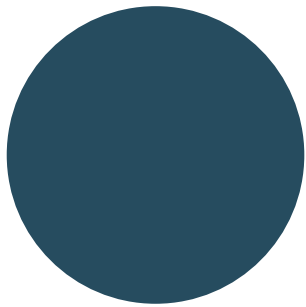
Artemis vs. Artemis Distribution

Our full name, Artemis Distribution, should be used in all formal settings and on official documents, as well as in email signatures.

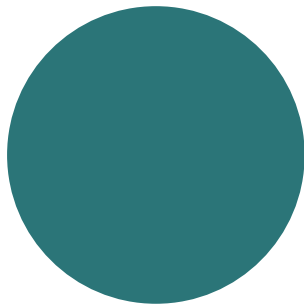
In more informal settings, use Artemis when referring to our brand. Think of it as our nickname.

Color palette

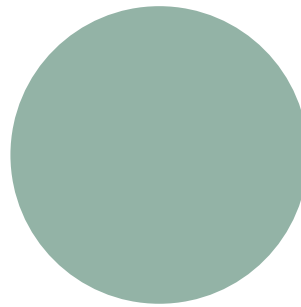
This palette uses muted and nude tones to create a feeling of elegance, beauty, and comfortability while portraying professionalism and neutrality.



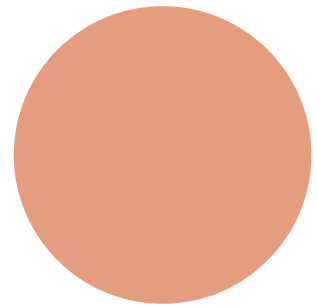
Deep Sea
#264c5f



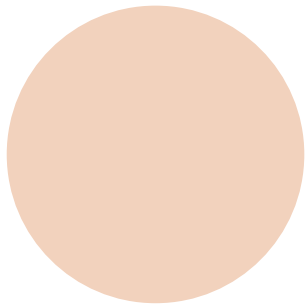
Teal
#2b7578



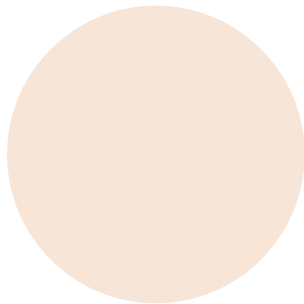
Pistachio
#93b3a6



Salmon
#e59c7f



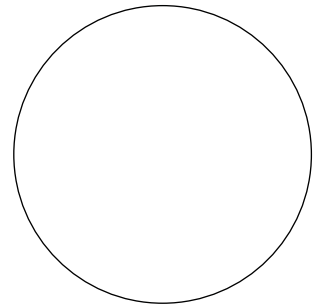
Peach
#f2d2bd



Nude
#f7e6d7



Light Gray
#ecec



White
#ffffff

Color palette do's and don'ts

Do:

Use Deep Sea as the main color and use Teal, Pistachio, and Salmon as secondary colors.

Use Deep Sea for most headlines, and utilize the secondary colors as alternatives in text-heavy designs to create variety.

Use Peach, Nude, and Light Gray as accent colors.

Don't:

Use the accent colors as text colors on white.

Use the secondary colors as text colors on a Deep Sea background.

Deep sea

When using a dark background with white type, only use deep sea as the background color. This is to remain ADA compliant as we highly value equality and equal opportunity for all.

White space

White space isn't always a bad thing. In fact, we embrace it. Allowing white space to exist in our collateral gives us a minimalistic and clean look.

Avoid overcrowding of copy and/or design elements by leaving plenty of white space. This will place emphasis on the content we use by giving it the full spotlight, whether that be on our website, marketing collateral, or social media content.

Fonts

The use of fonts in branding are crucial to maintaining a professional and concise brand image.

On the next pages you will our sleek and professional fonts and where to use them.

Fonts

These fonts should be used for all collateral created for both internal and external use in order to maintain a cohesive brand image.

DM Serif Display

Aa Headline Font: DM Serif Display

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Lato

Aa Body Font: Lato Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Tone of voice

Because sometimes it's not what you say,
but how you say it.

Vibrant and humorous

Artemis is about distributing devices that give people the tools they need to achieve the body they want, to feel their best in their own skin. For this reason we keep our tone fun and uplifting.

Although we don't take ourselves too seriously, we never want to belittle the insecurities and struggles of others. Show empathy wherever possible, always aiming to make our audience feel good.

Sincere

Artemis products work, so we have nothing to hide. Cellulite and fat loss treatments have a long history of being ineffective; to help build trust with our audience, avoid exaggerated claims. For example, "some" should not become "most" and "sometimes" should not become "always." The results from Artemis products are great, so have the confidence to be straightforward, upfront and honest.

Relatable

We may be a beauty technology company, but our focus is always on people and the benefits. We are informed and knowledgeable. Keep your writing style human and sincere by speaking in an informal and conversational manner.

There is a time and a place for technical terminology but avoid using too much jargon in general communications. This is especially important when helping our audience to understand the science behind the products.

Confident and inspiring

A conversational and informal writing style can still be concise. People are usually busy and want to quickly grasp the point.

Always have a clear purpose in mind when writing. This will ensure our communications are useful and therefore valuable.

Grammar and punctuation

For the majority of our communications we want to use the correct grammar, after all we want our audience to take what we are saying seriously. However, there are a few areas where we break the rules.

Avoid abbreviations

To portray our professionalism, avoid using abbreviations for larger words such as “info” for “information,” “appt” for “appointment,” or “zip” for “zip code.” Such abbreviations can depict a tone that is too casual.

Exclamation points

We’re not averse to using exclamation points, but we use them sparingly and appropriately. We prefer to use exclamation points in more informal communications, such as testimonials and Instagram captions. Never use more than one at a time. The same goes for using emojis.

Emojis

Like exclamation points, emojis should also only be used in informal communications, such as testimonials and social media captions. Limit the number of emojis to one or two to not overuse, rather to help exaggerate the post with the use of emojis and text.

Hashtags

Hashtags can be used within social media posts and should be adaptive, relevant, and encompass content relating to Artemis. Top trending and Artemis product specific hashtags are recommended.

A few general pointers

- Always refer to ourselves in the first person.
- Where appropriate address the reader personally as though you are having a one-to-one conversation.

Social media

We maintain a tone on social media that stays true to our tone of voice and brand identities. There are a few things to remember when interacting with our partners and customers on social media.

Be friendly

Use a friendly and upbeat greeting to address who you're speaking to, and use a first name when able. This depicts our positivity and personalizes our interactions.

Be professional

While we want to be friendly and approachable for our followers, we also want to maintain that we are professionals who know what we're doing. It's important to maintain a balance between friendliness and professionalism so that we are taken seriously.

Be strategic

We don't want false claims and comments to negatively impact opinions of Artemis or the products we distribute. It is important to debunk this false information in a manner that is polite and informative, rather than aggressive.

It is also important to distinguish which comments are worth ignoring, such as hateful comments that are meant to provoke others.

Email signatures

Email is a key channel when representing brand identity to partners. Artemis begins with our staff, and individually we represent the Artemis brand. Here's a template of an Artemis email signature.

artemis.

Name | Position

C: (cell #) | W: artemis.co

Artemis Distribution | Your Partner in Aesthetics and Wellness

Refer your colleagues to [Cryoskin](#) or [Endosphères](#) (referral programs linked)

Any questions, please contact (department email)

Make every body proud.

Please don't

The quickest way to cheapen a brand image is to distort it or use it in a way that it's not meant to be used. Here are a couple of examples of how the logo should not be used.



Use the wordmark in non-standard colors.

artemis.

Stretch or distort the wordmark.

Design elements

These are the design elements which make the Artemis brand visually unique.
They form our design toolkit.

Overlaps

Overlaps are simply solid colored backgrounds which have an image overlapping the divide between the color and the whitespace. This gives a visually interesting intersection between the color, whitespace and image. Overlaps should be a 60/40 split, meaning either 60% color and 40% white, or 40% color and 60% white.



Borders

Our brand makes use of offset borders. The offset border is like a colorful shadow. The rectangle which sits behind the image is the same size as the image but shifted right and down by 8% of the width of the image.

For example the image width is 150 pixels. 8% of 150 pixels is 12. So the rectangle is shifted 12 pixels right and 12 pixels down.



8%

8%

Photography

Artemis photography should be portrait-focused with a center on neutral tones, although pops of our brand colors are welcomed and encouraged. Here are some examples of strong Artemis photography.



Iconography

Having cohesive iconography can elevate branding and can serve as a useful tool to illustrate and highlight important points of information.

Solid Colors

Icons should be filled in with solid color. One-color icons should be deep sea, salmon, pistachio, or teal. Two-toned icons should use a lighter tint of the main color, and should be used as an accent. For example, two-tone salmon icons should use nude as an accent color for icon details.

Thin stroke

To portray a clean and sleek look, the line stroke should be thin. The stroke should be 1-2px on a 3x3 canvas, scaled evenly on larger canvases, and adjusted as needed to achieve a pleasing aesthetic.

Rounded caps and corners

Lines should have a rounded cap, and corners should be rounded as well to soften sharp corners.

Overlapping lines

Lines in the solid space should be white (or an accent color in two-toned icons) to show detail while maintaining a clean and simple look.

Geometric style

Icons should be as simplified as possible, utilizing a geometric style of shapes and lines to build one cohesive shape or design.

artemis.

Created June 2021.