

dermalogica

brand trust communications | October 2022

CONFIDENTIAL | ONLY FOR BUSINESS PARTNERS

name card template



front



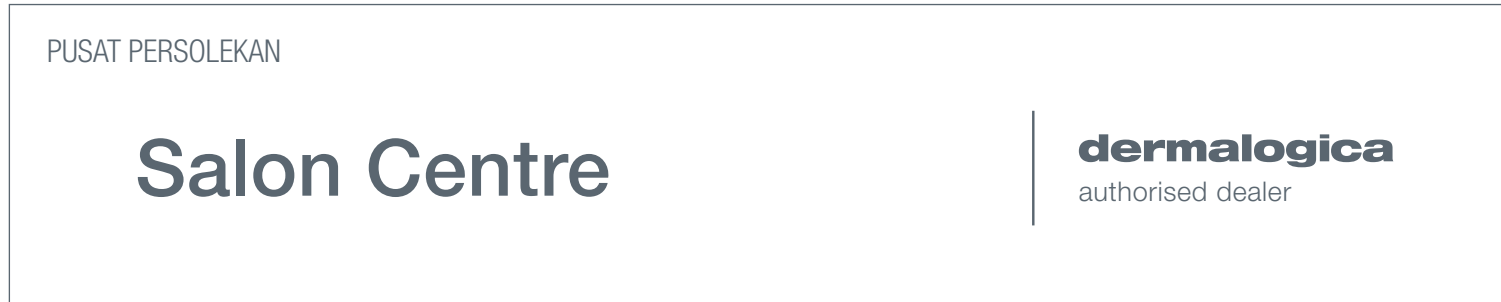
back

size: **W** 9 cm x **H** 5.5 cm

 PANTONE 431 C

front door signage template

white version



layout for short salon name



layout for long salon name

size: **W** 20 ft x **H** 4 ft

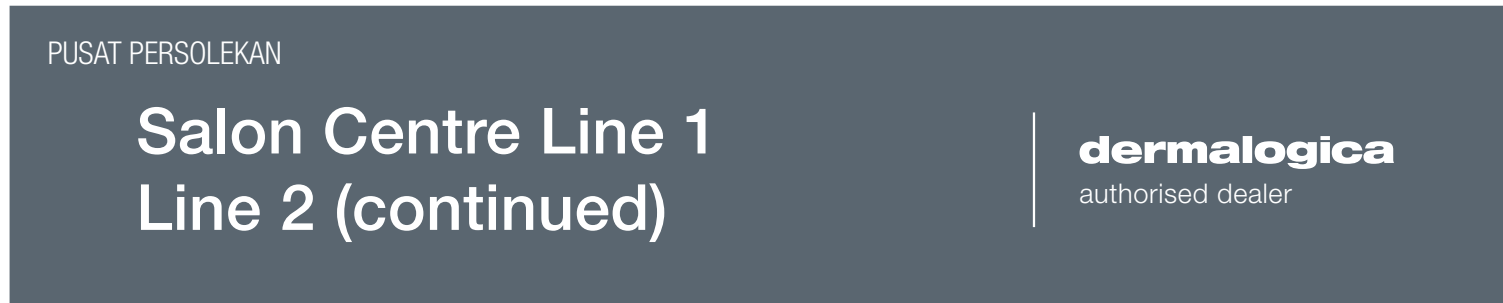
■ PANTONE 431 C

front door signage template

grey version



layout for short salon name



layout for long salon name

size: **W** 20 ft x **H** 4 ft

■ PANTONE 431 C

side signage template

W 2.5 ft x H 1.25 ft



white version



grey version

W 2.5 ft x H 1.25 ft



white version



grey version

diameter 2.5 ft



signature in-store image



model usage expiry:
Jan 2024



model usage expiry:
Mar 2024



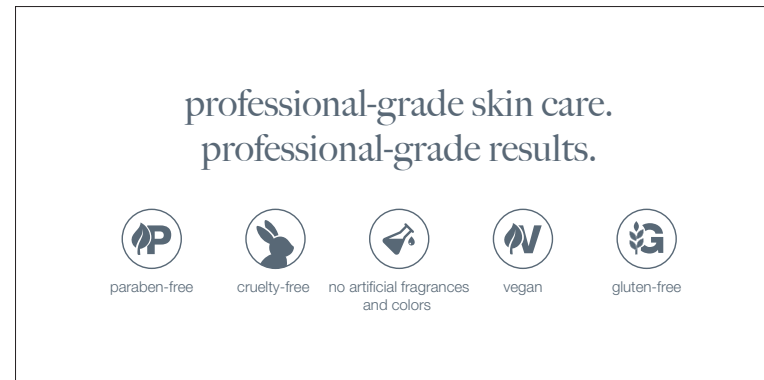
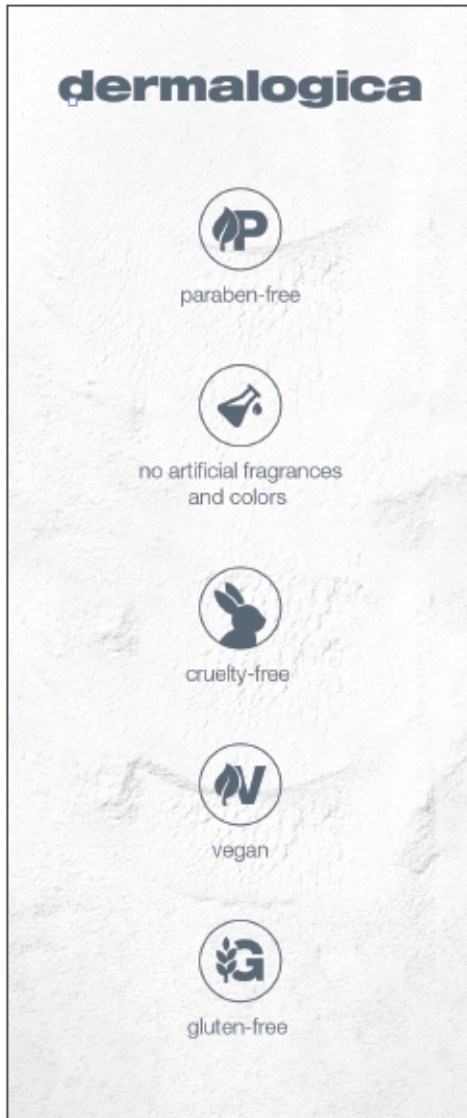
model usage expiry:
Mar 2024



model usage expiry:
Mar 2024

above visuals approx: **W** 9 ft x **H** 10 ft

sustainability logo



expertise messaging



expertise messaging

professional-grade skin care.
professional-grade results.



face mapping



model usage expiry:
Morguinn, Feb 2025



model usage expiry:
Morguinn & Meg, Feb 2025

size: **W** 60 in x **H** 94 in

expertise messaging (model + product)



The advertisement is contained within a black rectangular border. On the left, there are two vertical photographs of women's faces. The top photograph shows a woman with her eyes closed, her hand gently touching her forehead, with a dewy, glowing skin texture. The bottom photograph shows a woman smiling, with her hand applying a cream to her cheek. To the right of these images is a product shot of three Dermalogica items: a tube of Ultra Calm, a bottle of Acne Control, and a bottle of Skin Resurfacer. Below the product shot, the text reads 'professional-grade skin care. professional-grade results.' followed by the 'dermalogica' logo in a bold, lowercase font.

model usage expiry:
Mika (1st model), August 2024
Brittany (2nd model), January 2024

clean touch decal & certs



expert certs



thank you

CONFIDENTIAL | ONLY FOR BUSINESS PARTNERS

