

Medical Spa Show 2024 / Brand Guidelines

LOGO (with "presented by" tag)



LOGO (with dates)



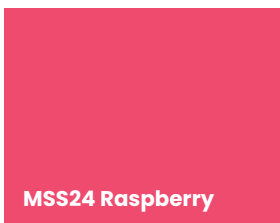
LOGO (no tag)



LOGO (reverse)

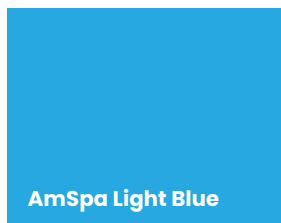


COLOR PALETTE



MSS24 Raspberry

hex: ef4b6f
rgb: 239-75-111
cmyk: 0-86-39-0



AmSpa Light Blue

hex: 2aa9e0
rgb: 42-169-224
cmyk: 70-16-0-0

FONTS

Poppins Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0