



OTERA  
AESTHETICS

# OTERA AESTHETICS

BRAND  
GUIDELINES

# PURPOSE



Patented logos, Company name, approved typefaces, brand identity — every part of this brand guide contributes to our identity as a brand. Following the guidelines of this booklet will enable our company to collectively speak in a same language, generate a singular voice to generate better communication, protection, expectations and strong bonds with our future partners and audiences.

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01	Brand Fundamentals
02	Core Identity
03	Brand Elements
04	Logo Dimensions + Placement
05	Name Card

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# CONTENT

Thank you for reviewing this important document  
The guidelines found within this Brand Guide will help  
maintain good company and message continuity,  
protect our logo assets and aid in building a strong  
stance, placement and relevance across the media  
and this industry.



# Brand Fundamentals

About OA

Tagline

OA Logo

01



# ABOUT O.A



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We are OTERA AESTHETICS, an aesthetic salon that pride ourselves in using non-invasive methods and modern equipment to achieve client end goals. We believe in the correlation of confidence and skin condition. By utilizing our knowledge of this industry, we aim to provide personalized formulas for problematic skin and instill confidence back to clients. We hope to make clients embrace not only their inner beauty, but exterior.

Embrace not only your  
**INNER BEAUTY** But  
**EXTERIOR.**





RELAX

REFRESH

RE-IMAGINE

We believe in the correlation of confidence and skin condition. By utilizing our knowledge and non-invasive treatments, we aim to provide personalized formulas for problematic skin and instill confidence back to clients.

SIMPLICITY AND ELEGANCE

WITH

QUALITY AND

SOPHISTICATION

The image shows the letters 'O' and 'A' in a large, bold, black serif font. The 'O' is a classic, slightly elongated shape with a thin vertical line through its center. The 'A' is a tall, narrow character with a sharp, pointed top and a small, decorative serif at the bottom right.

This logo beautifully captures the essence of our brand's philosophy and reflects the quality and sophistication of our skincare products. It is a symbol that communicates our commitment to providing exceptional skincare solutions, using only the finest ingredients, and maintaining a minimalist yet luxurious approach.

A SLEEK AND MODERN

TYPEFACE

**O T E R A  
A E S T H E T I C S**

WITH

CLEAN LINES

Each letter is meticulously crafted, with clean lines and balanced proportions, creating a harmonious visual composition. The choice of font embodies a sense of modernity while maintaining a timeless appeal, ensuring that our logo remains relevant and impactful for years to come.



# Core Identity

Our Brand Story

02



# Our Story

Our story begins in 2018, along the bustling heart of the Central Business District in Singapore. It was here that the founders, Tania and Tammy Lim, were corporate sisters specializing in different industries; business and communications. Although they were in different career paths, both sisters shared the same passion for beauty. After years of tirelessly climbing the corporate ladder, they thought it was time to chase after what they both wanted to do - stepping into the Beauty Industry.

It was then that both sisters quit their stable jobs, and made a collective decision to come together and incorporate each of their Business and Communication background and expertise to venture into this thriving industry. Starting from ground up, the pair of sisters studied for years, sat through countless of examinations to get certified, and gathered industry experience by working as beauticians. In 2021, the pair of sisters started their Research and Development process to create a formulation for their skincare line, OAR.

Performance Driven Ingredients



Friendly Service

Medical Grade Equipment

Physician Formulated Products





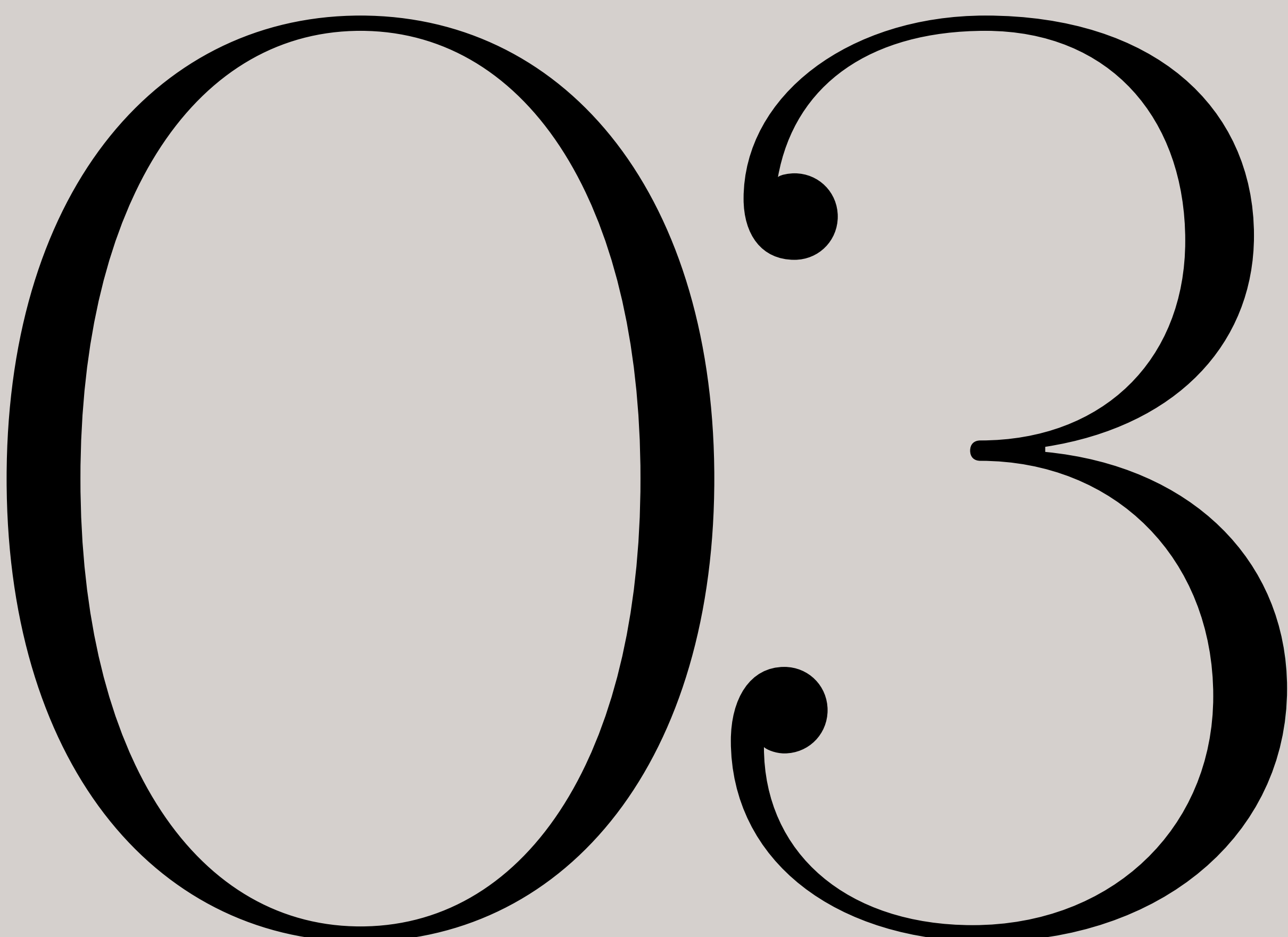


## Brand Elements

Colour Palette

Typography

Logo Usage



## #A2A392

Sage green can be connected with feelings of comfort and a refreshing ambiance. As a new brand in the industry, we hope to provide a sense of comfort to our users, enabling them to trust and connect with Otera Aesthetics. The grey aspect of sage green represents neutrality, mirroring our commitment to being a gender-neutral brand.

## #D5D0CD

Beige symbolises simplicity and comfort as we hope it provides a comforting and calming hue to our users. This subtle beige colour captivates with its delicate allure and further brings out the elegance in our brand.

## #F8F4E3

Still following the neutral and subtle tones, dusty pink brings out a pop of colour. Dusty pink is often associated with affection and timeless elegance and OA hopes to bring about that approachable and caring personality to our users.

## #856A5D

Light brown is a versatile colour that can evoke feelings of comfort, reliability, and approachability. It can be employed to create a welcoming and down-to-earth atmosphere. As it is often associated with nature, it emphasises the use of natural ingredients in our skincare products, aligning with the brand's commitment to provide products that are derived from natural sources.

#A2A392

RGB:

162

163

146

CMYK:

39%

30%

43%

1%

#D5D0CD

RGB:

213

208

205

CMYK:

16%

14%

15%

0%

#F8F4E3

RGB:

248

244

227

CMYK:

2%

2%

11%

0%

#856A5D

RGB:

133

106

93

CMYK:

44%

54%

59%

18%

Primary Font

MAGINIA

REGULAR

Your Skin Is Our  
Number One  
——— Priority.

Maginia adds a touch of sophistication and elegance to the design, while the use of negative space helps to ensure maximum impact and legibility. This results in a design that is both minimalistic and striking.

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  
0123456789

RALEWAY THIN

THIN REGULAR

Be Confident

In ————— Your

Own Skin.

Raleway is a clean and sharp font captivates your audience and is excellent for headers and body text. The range of variations of Raleway makes this font versatile can be used for any type of text.

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  
0123456789



MONTSERRAT

LIGHT

Shine You Like

Never Have

Before.

Montserrat light pairs well with Raleway and it is great for creating a simple and sleek design. Montserrat light is highly visible and legible, so it helps to convey the message with clarity. It is used for body text and captions.

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  
0123456789

# MONTSERRAT

MEDIUM

Embrace Your  
Inner &  
Exterior Beauty.

Montserrat light pairs well with Raleway and it is great for creating a simple and sleek design. Montserrat light is highly visible and legible, so it helps to convey the message with clarity. It is used for body text and captions.

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  
0123456789

# Logo VARIATIONS

Please stick to only the black and white versions when using our logo in print, or digital copies. Use the black version if the background is white and the white version when the background is black.



**OTERA  
AESTHETICS**



**OTERA  
AESTHETICS**



# ACCEPTABLE

## Logo Usage

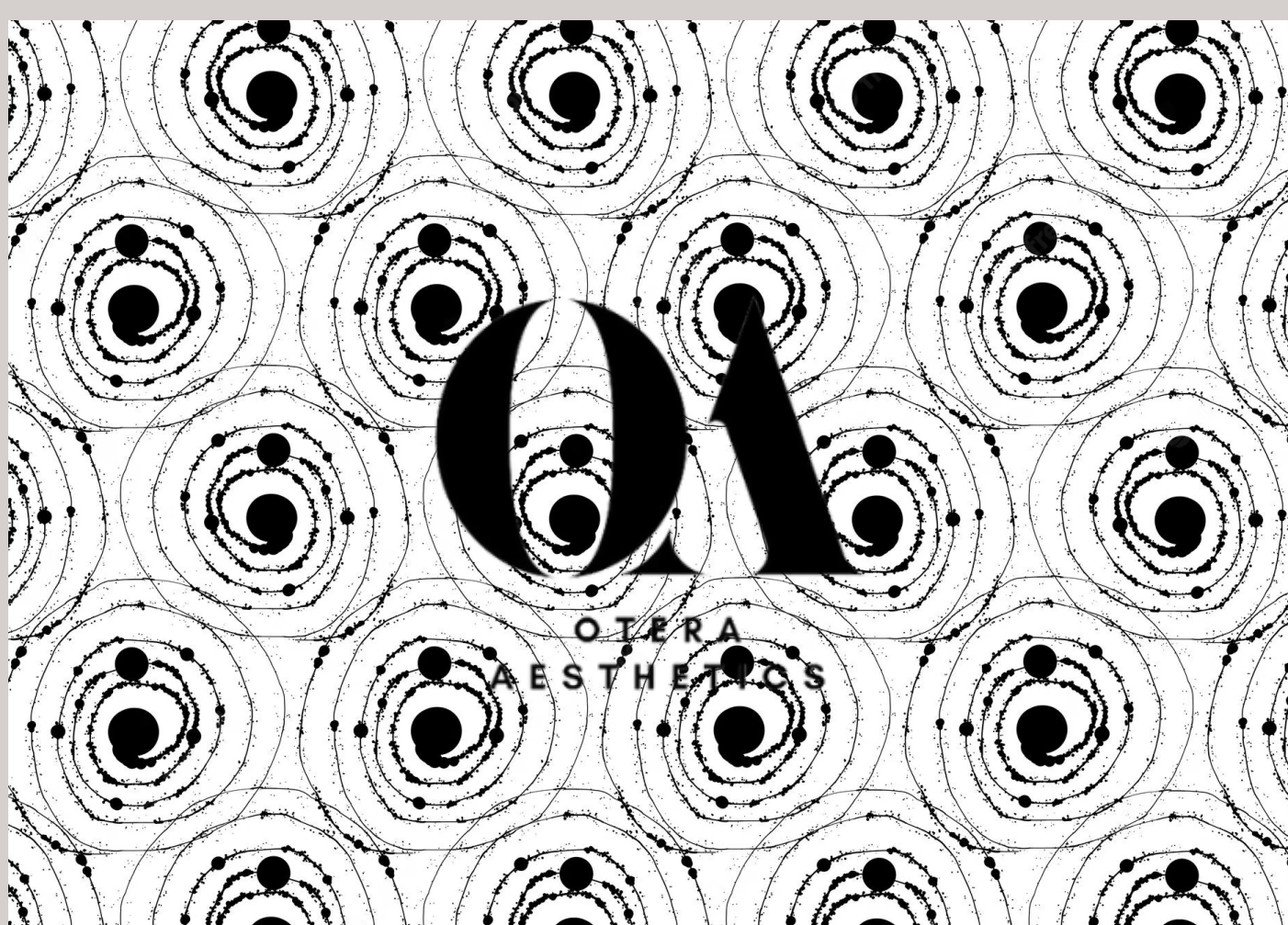
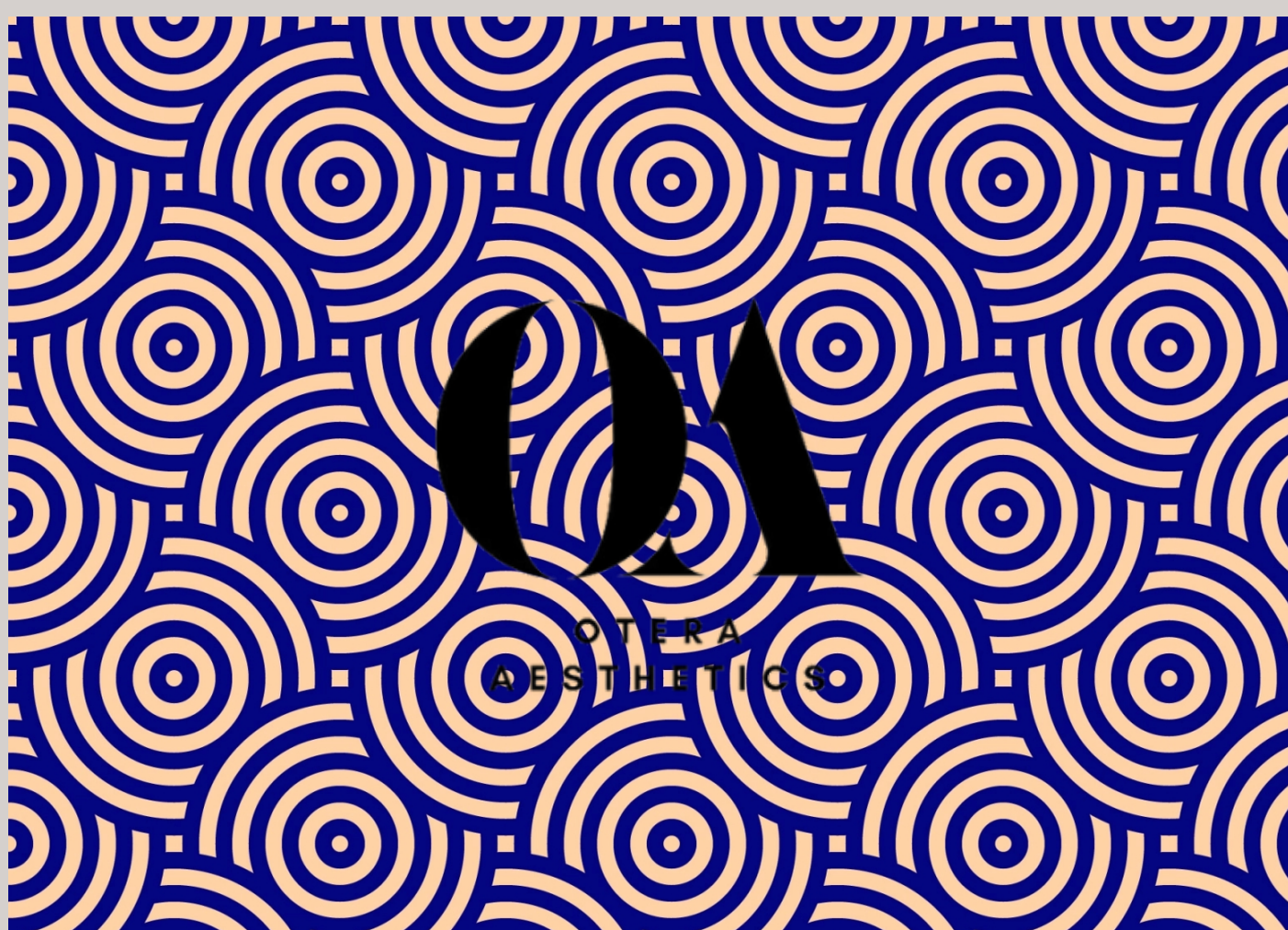
When using OA's logo against a background, use simple and clean backgrounds that allow our logo to stand out.



# UNACCEPTABLE

## Logo Usage

Refrain from using patterned or dark backgrounds that does not allow our logo to be seen.





UNACCEPTABLE

# Logo usage



Do not shear it.



Do not rotate it.



Do not distort it.



Do not reflect it.



Do not change its colour.



Do not change word mark.



Do not rearrange it.



Do not add new elements.





# Logo Dimensions + Placement

Logo Dimensions

Clear Space

Logo Placements



LOGO

# DIMENSIONS

117mm

107mm



Measurements are in Millimeters.

Image is not scaled to size.

The logo follows the **measurements** shown above.  
Please adhere to the **ratio and sizing** of the respective  
elements in the logo.

# CLEAR SPACE

10mm

9mm



Measurements are in Millimeters.

Image is not scaled to size.

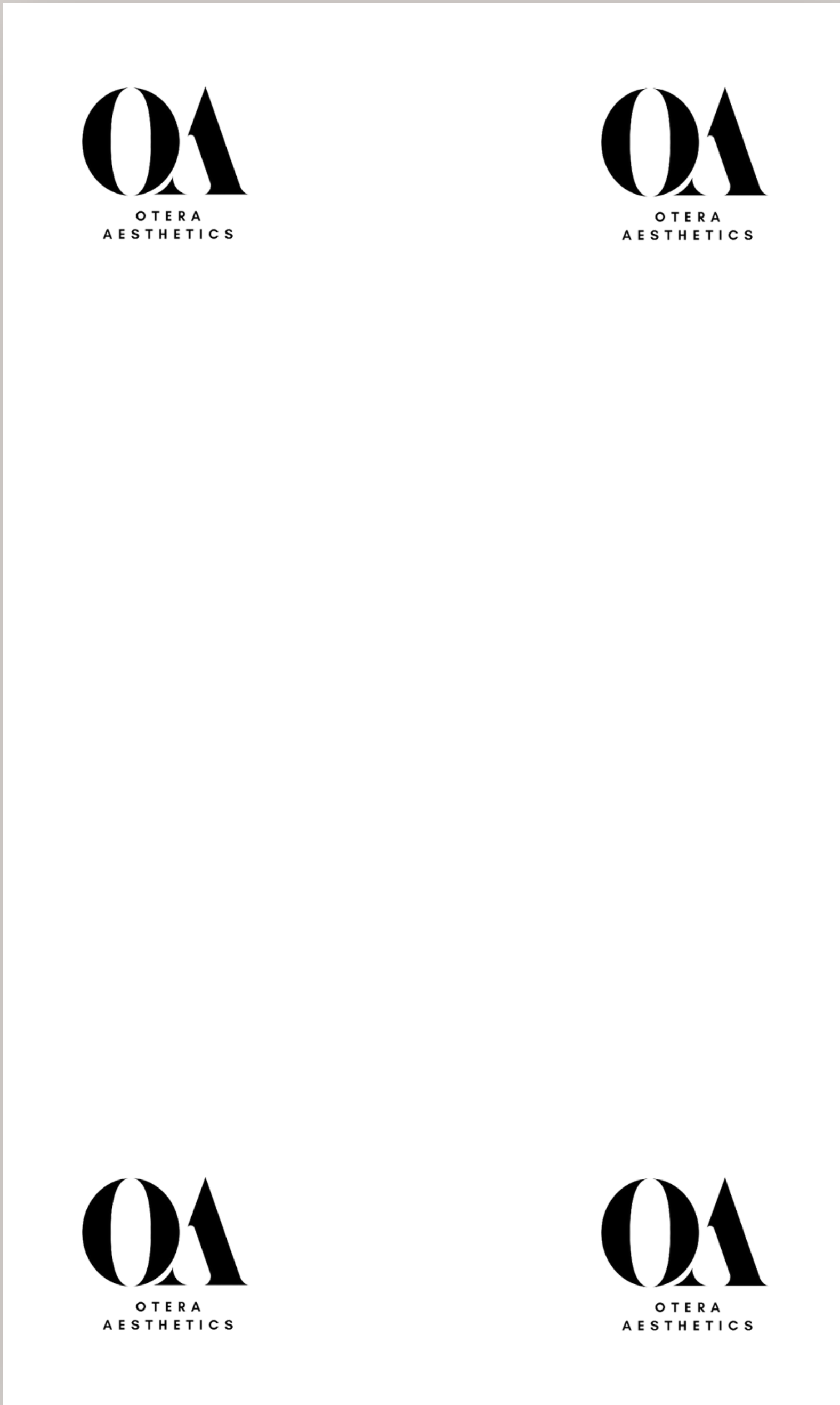
Clear space surrounding the logo should be **kept free from any additional visual elements**, such as other logos, symbols, or text. Having clear space around the logo helps ensure that it remains **easily identifiable and recognisable** in all forms of communication.

# PRINT

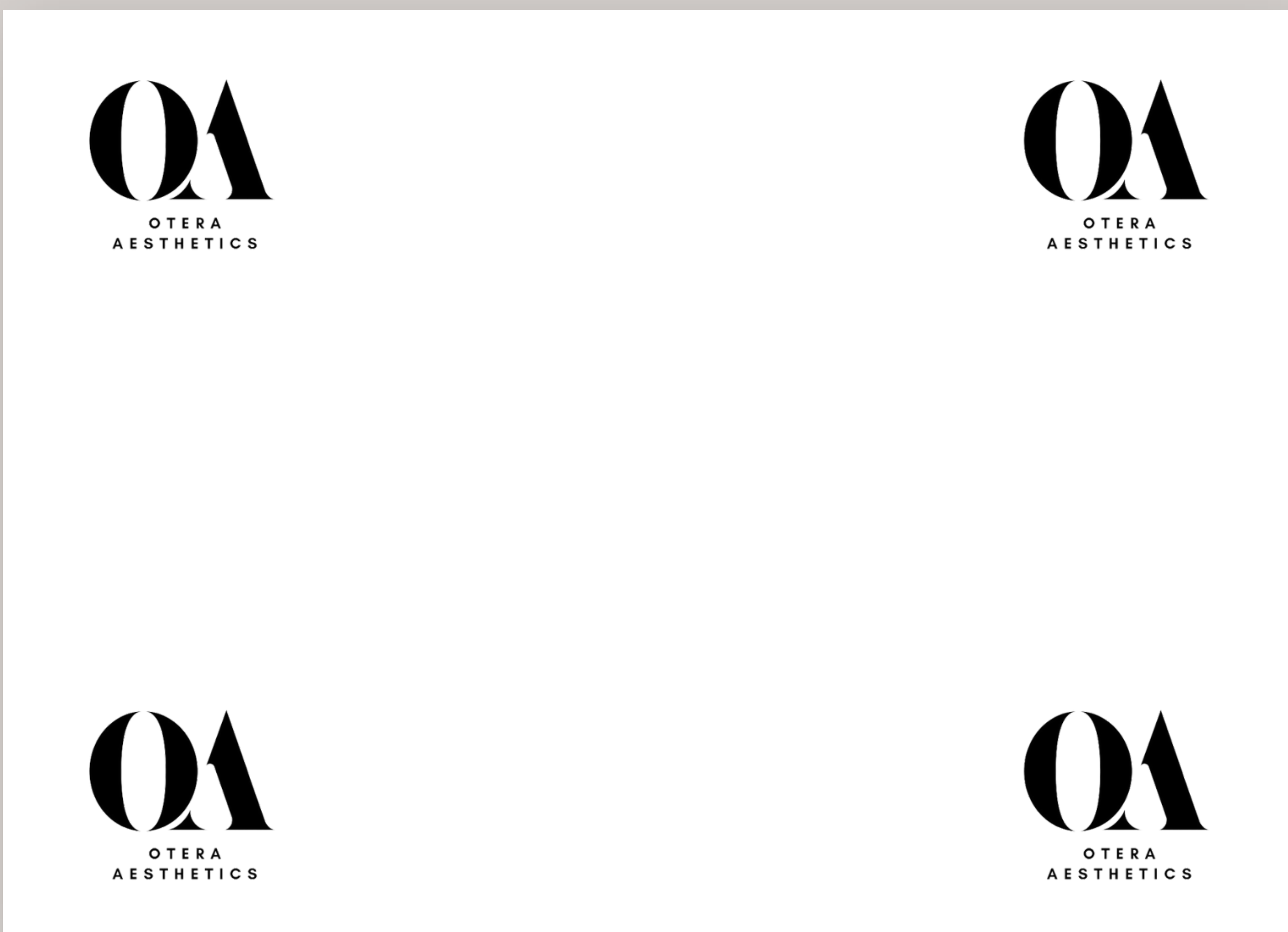
# LOGO PLACEMENT

Please adhere to the following placement of logos when using them in print.

## Portrait



## Landscape



# SOCIAL MEDIA

# LOGO PLACEMENT

Please adhere to the following placement of logos when using them on social media.

Square - Instagram Post



Banner - Facebook Banner

