



BRAND GUIDE 2022

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MISSION STATEMENT

Jan Marini Skin Research is Transformative.

We Transform Your Skin.

We Transform Your Business.

We Transform Your Life.

"Transform your skin"

PHILOSOPHY

TRANSFORM YOUR SKIN

As the winner of more NewBeauty Awards than any other company, and backed by multiple peer-reviewed studies published in medical journals, JMSR is committed to ensure our products deliver results. By holding our products to this higher standard, we create products that not only transform your skin, but that you'll want to use, thereby increasing compliance and maximizing results.

TRANSFORM YOUR BUSINESS

In an ever-changing world, you need more than just top-tier products to help your business thrive. Jan Marini Skin Research is consistently the first to innovate and adapt, providing you with the strategies, tools and support necessary to succeed both in-office and online. By pairing an unparalleled online channel with a dedicated price integrity, including 100% price-compliance on Amazon.com, we help your business benefit from every purchase made.

TRANSFORM YOUR LIFE

Effective product solutions can truly impact lives - from changing the skin of a long-time acne or rosacea sufferer to enhancing confidence and satisfaction with skin by reducing the appearance of wrinkles or discoloration. Similarly, providing strategies and tools for businesses to succeed, even in challenging times, can help change the lives of many. We are dedicated to not only Transforming Your Skin and Business; our products, tools, service and support can truly Transform Lives.

TARGET AUDIENCE

B2C - CONSUMERS

When we create content for direct consumers we tend to offer a more simplified description of ingredient technologies and tend to have more of a seasonal influence to increase engagement. At all times, we encourage consumers to learn all they want from our website to our social media platforms, but we also always encourage purchases to be made at an “authorized reseller” and refer to the “locator” section of our website.

B2B - PHYSICIANS

When we create content for physician accounts, our voice is typically at its most clinical and least trendy. We refer to their customers as patients or on occasion, consumers and use more complex, scientific data to support our solutions. Physicians also run a spectrum from clinical dermatologists to cosmetic plastic surgeons to non-core physicians operating med spas. We strive to use more clinical support and scientific terminology, but with language that appeals to all audiences.

B2B - WHOLESALE

When we create content for wholesale accounts we use a voice that is somewhat of a mixture between what we would use with a physician and what we would use with an end consumer (clinical vs. trendy). We refer to their customers as clients or customers/consumers and the language is more sophisticated, in-depth and complex than what we would present to a consumer, but without some of the scientific language we might emphasize with physicians.

BRAND VOICE

From skin care products to business building programs, Jan Marini Skin Research is the industry leader.

We are empowering. We empower people to have the confidence to face the world and love the skin they are in. We empower business owners to succeed.

We are real. We strive to share personal stories of how, through skin care, we give real people, real results.

We are passionate. We are passionate about providing skin care solutions to treat concerns that plague millions of people every year. We're also passionate about providing business solutions to drive the success of our resellers.

We are innovators. We aren't afraid to challenge the status quo and adapt to market shifts in order to provide the best products and tools for professional skin care businesses to thrive.

We are confident. Our products deliver results and our business solutions are unmatched in the space. The Skin Care Management System has won NewBeauty Awards than any other product and our company has won more than any other company. We take great pride in the clinical validation of our solutions through independent physician studies and before and after photos.

We are thoughtful. We don't just make products with buzzword ingredients. Each product we make is thoughtfully formulated with proven results.

We are educators. We focus on providing education through all facets of the business, from skin care education to end consumers, training to skin care professionals and business best practice knowledge to managers and owners.

We are supportive. We understand that no one can do it for you, but you don't have to do it alone.

BRAND LOGO

CLEAR SPACE

The clear space around the logo element is equal to the height of the 'M' on all sides.

This space should be left empty to allow for proper legibility and aesthetics of the logo element.



MINIMUM SIZE

The logo should never be smaller than 1/4 inch in height when printed.



LOGO USAGE

ALTERNATE LOGOS

Other variations of the primary logo may be used when there is a need for a more horizontal version.



INCORRECT LOGO USAGE

FOLLOW THESE GUIDELINES:

1. The logo should always have "Marini" in black or white. The "Jan" should not be a color outside of the brand palette or the same color as "Marini". The "Jan" and the line element should be the same color.
2. Never break up the logo element to create a partial logo. Only the full logo variations should be used.
3. When one color printing is required the logo can be all white or all black. The "Jan" can be at 80% white or black.



PRIMARY FONT

GOTHAM

GOTHAM is the official brand font for Jan Marni Skin Research. All weights of the font family may be used.

WEB FONT

For use on the web, the font to be used is: Montserrat. This font also has multiple weights to use and should be used in the same manner as Gotham.

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY FONT

Northwell

Quincy

Northwell and Quincy are additional fonts that can be used as supportive elements to give hierarchy to compositions and to add personality.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALETTE

PRIMARY COLORS

The primary colors for JMSR are the grey, black & white. This is prevalent in product packaging and evergreen designs.

PRIMARY COLORS



C = 47 R = 143
M = 35 G = 150
Y = 35 B = 153
K = 1

8F9699

PANTONE SPOT
= COOL GRAY 7



C = 0 R = 0
M = 0 G = 0
Y = 0 B = 0
K = 100

000000

PANTONE SPOT
= PROCESS BLACK



C = 0 R = 255
M = 0 G = 255
Y = 0 B = 255
K = 0

FFFFFFFF



C = 66 R = 61
M = 0 G = 192
Y = 25 B = 199
K = 0

3DC0C7

PANTONE SPOT
= 7709 C

SECONDARY COLORS

The secondary colors should be used to create hierachy and add depth to a design.

The use of any additional colors is not best practice and should only be used if defined as part of a specific campaign. Gradients using multiple brand colors is acceptable. Any brand color can be used in any opacity % as well.

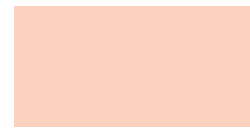
SECONDARY COLORS



C = 26 R = 187
M = 4 G = 218
Y = 16 B = 213
K = 0

BBDAD5

PANTONE SPOT
= 5513 C



C = 0 R = 236
M = 20 G = 195
Y = 21 B = 178
K = 0

ECC3B2

PANTONE SPOT
= 489 C

TAGLINES

B2C MESSAGING

JMSR's main tagline is 'Transform Your Skin' for the consumer facing message to be used across all channels.

The tagline should always be used in the following format.

- ALL CAPS
- 2 font weights
- Tracking = 50

B2B MESSAGING

The tagline is adapted for internal B2B messaging to speak to JMSR resellers.

TRANSFORM YOUR SKIN.



GOTHAM MEDIUM

GOTHAM LIGHT

The second portion of the can be in teal to add emphasis.

TRANSFORM YOUR BUSINESS.

TRANSFORM YOUR SUCCESS.

TRANSFORM YOUR EXPECTATIONS.

MARINI MEMBER REWARDS

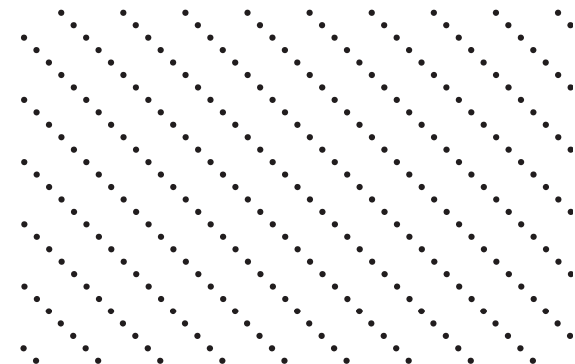
Members receive exclusive perks and earn points for buying JMSR products.

Teal is the brand color that highlights the rewards program.

LOGO LOCKUP



PATTERN & ICONS



PACKAGING LOOK & FEEL

Our larger boxes make use of the JMSR teal while the individual cartons are primarily white with teal accents.

CONSUMER PACKAGING



PACKAGING LOOK & FEEL

Our professional packaging shares the same color scheme as our commercial packaging just with slight variations in design.

PROFESSIONAL PACKAGING



PHOTOGRAPHY STYLE

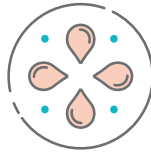
Photography is primarily shot in-house. Use of stock imagery is not preferred. Photography style is bright and crisp. It is common to show hands holding our product for that human element. White, grey, teal, and peach backgrounds are used. Emphasis is on high gloss reflections and texture.



ICONOGRAPHY

The primary brand focus is on photography, however there are instances where icons can be very useful for visual storytelling. Icons should be as consistent as possible in style and line weight.

SKIN TYPES



OILY



COMBO



DRY



NORMAL



SENSITIVE

OTHER



ILLUSTRATIONS

These illustrations are used to call out the categories for different types of products on our website. They are also meant to be used as supplemental imagery for other marketing and social media assets.

- Stickers
- Postcards
- Patterns

Illustrations may also use tones outside of the brand colors in order to compliment a campaign or specifically to represent diverse skin tones.

BODY PARTS



FACE



EYES



LIPS



NECK



HANDS



BODY

TERTIARY COLORS



#FEE0C8

R254 G254 B200

C0 M13 Y20 K0



#FCD0BE

R252 G208 B190

C0 M21 Y21 K0



#DEA172

R222 G161 B114

C12 M40 Y60 K0



#B4733A

R180 G115 B58

C25 M58 Y88 K9



#583019

R88 G48 B25

C41 M74 Y88 K55

BEFORE & AFTER TEMPLATE

Our before & after photos are very impactful pieces for our consumers and resellers to see the true results that our products can offer.

EASEL BACK SIGN

Focus is the Before & After image with secondary focus on the products used.

Credit should always be given if photo was supplied by a source outside of JMSR.

FOR OTHER USE PURPOSES:

If used on the website, or part of a larger design project, the full template would not be used, however the treatment of the photos should remain the same.

EASEL BACK LAYOUT



- White background
- Product image always on left *include award seal if applicable
- Before pic on left after pic on right
- Standard logo is always on the right
- Product name
Type: All Caps
Font: Gotham Bold

WEBSITE LAYOUT



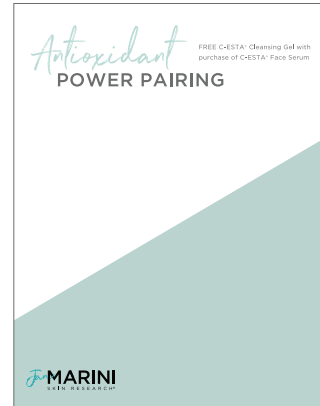
- Grey background

POINT OF SALE SIGN TEMPLATE

DISPLAY INSERT - 8X10

The standard display insert is designed to be inserted into the acrylic display stand. The product does not need to be in the artwork. The product should be displayed sitting on the stand. The JMSR logo does not need to be included as it is on the display stand.

DISPLAY INSERT



EASEL BACK SIGN - 8X10

The standard easel back is designed to be free standing on a counter, in a treatment room, or on a shelf for the consumer to see. The product should be shown in the artwork. The physical product may not be nearby. The JMSR logo needs to be included in the layout.

EASEL BACK



SOCIAL MEDIA

Jan Marini Skin Research connects regularly with both our resellers, and our end consumers through our social media channels. Social posts that are shared on our official social channels are encouraged to be re-shared. We want to make our products relate-able, and our social media channels are a place for product users to ask questions, share their experiences.

IN-FEED POSTS

All Things Hyperpigmentation
with Jan Marini

EPISODE 63
The Treatment Room with Tess Zolly

[Listen Today!](#)

Love
the skin
you're in!

JAN MARINI
SKIN RESEARCH™

REJUVENATE & PROTECT

Green tea extract and alpha bisabolol provide enhanced antioxidant benefits

Powerful antioxidant cocktail, featuring Vitamin C and DMAE

Weightless universal tint and microscopic oil absorbing particles for oil control and matte finish

Reduce the appearance of fine lines and wrinkles and uneven skin texture

BRIGHTEN, REFINE & BALANCE!

Antioxidants, peptides and a selective oil capture system balance the skin for a matte finish

Brightens, refines and balances dry, oily and combination skin types for all day perfection

Enhances makeup application for a smooth complexion

★★★★★
Mary M.

Transformation Face Cream delivers all it says it will. My skin was suffering from winter dryness. **Within two applications, this product snapped my skin back with moisture** (without clogging or greasy feeling). My fine lines looked less visible and my daughter asked what did I do to make my skin look so soft. I love the results!

**AGE INTERVENTION®
DUALITY™**

Ultra-Micronized Benzoyl Peroxide

Retinol, Anti-Aging Peptides & Antioxidants

JAN MARINI
SKIN RESEARCH™

BRANDED SOCIAL ICONS



SOCIAL MEDIA CONTENT STYLE

The photography and illustration used on the Jan Marini Skin Research social channels should feel:

- CLEAN
- LIGHT
- BRIGHT
- POSITIVE
- RELATABLE

THE IMAGERY WILL HIGHLIGHT:

- USE OF PEOPLE & HANDS
- LAY FLAT AND LIFESTYLE PRODUCT SHOTS
- TEXTURE SUCH AS PRODUCT SMEARS

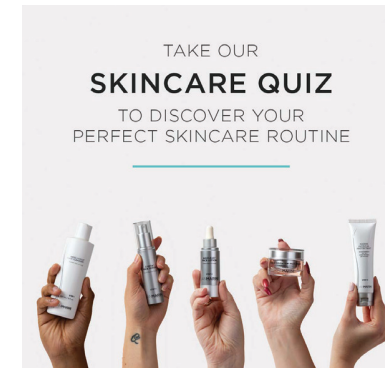
THE USE OF ILLUSTRATIONS SHOULD FEEL:

- FUN
- EDUCATIONAL
- BRIGHT

CONTENT MIX:

- PHOTOGRAPHY
- ILLUSTRATIONS
- UGC
- VIDEOS

SAMPLE POSTS



HIGHLIGHT SECTION ICONS

