

ANTEAGE®
BRAND
GUIDE

AnteAGE®
Growth Factors & Cytokines



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BRAND POSITIONING

PROFILE

While AnteAGE is relative newcomer to the health & beauty space, the brand's dynamic combination of industry leading research & development with it's fast and nimble business model have quickly turned the brand into a rising star in a generally difficult market.

AnteAGE leverages a hybrid business model, with product lines developed specifically for it's Medical Providers (AnteAGE MD®) as well as an Aesthetic line (AnteAGE®) formulated for Estheticians as well as to be sold directly to the public.

While the AnteAGE price point is significantly above the drugstore skin and hair brands, their serums and solutions fall into a competitive price point for the medical space they inhabit.

Their promise to provide those who use their products with "younger skin, from within" has been validated by those who use the products regularly, and the science that drives these results has been tested, peer-reviewed, and validated.

AnteAGE is positioned as a premium, science driven skin, hair, and beauty brand that caters primarily to an older audience looking to defy aging.

MISSION

The mission of Cellese is to create excellent, unique, and effective tools which enable health and beauty, and to deliver those tools artfully and with intention.

VISION

To execute our mission we must evolve. We will build a dream team of passionate professionals and invest in their individual success, enabling substantial growth year after year while improving the daily experience of work for everyone on our team.

VALUES

We are passionate.

We are enthusiastic about serving our customers. We contribute the best of our skills and knowledge every day. We aim to be the best at what we do. We have fun while also taking initiative.

We empower.

We consider the needs of the wider team in our decision making. We build two-way trust and camaraderie across specialties, empowering everyone to express suggestions and concerns.

We strive to achieve the highest quality.

We never simply accept the status quo. We always look for ways to improve in everything we do. We are never afraid to check our work. We proactively address problems.

We are innovative.

We are open minded. We can take calculated risks. We embrace and learn from our mistakes as part of our learning and creativity. We are curious and experimental.

We are smart, confident, and ambitious.

We take opportunities to increase our knowledge and hone our specialist skills. We take opportunities to understand our technology. We know and understand our partners in detail. We are inquisitive & ask questions. We seek and advice from specialist knowledge.

ADJECTIVES + PERSONALITY

AESTHETICS

Minimal
Upscale
Scientific
Chic
Cutting-Edge
Sophisticated
Contemporary
Harmonious

EMOTIONS

Confident
Elegant
Clean
Simplistic

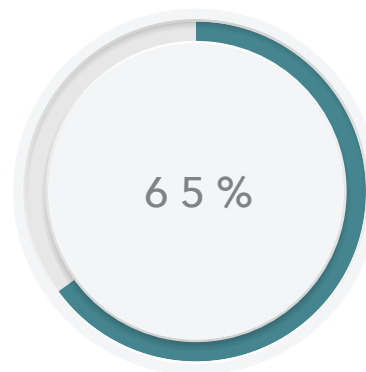
PERCEPTIONS

Authoritative
Credible
Intelligent
Innovative
Approachable
Transparent
Unapologetic

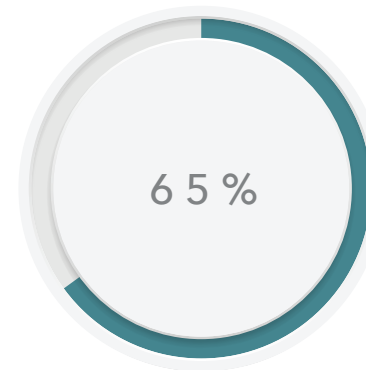
A U D I E N C E

CHARACTERISTICS

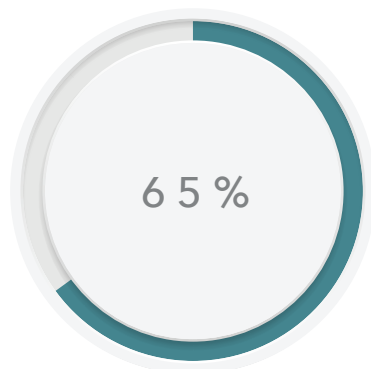
GENDER



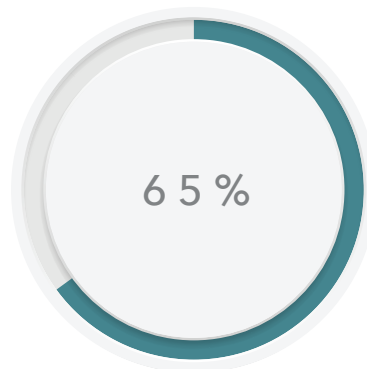
AGE



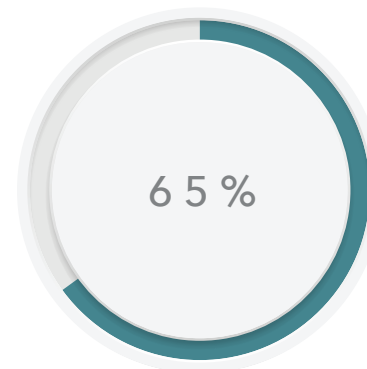
NATIONALITY



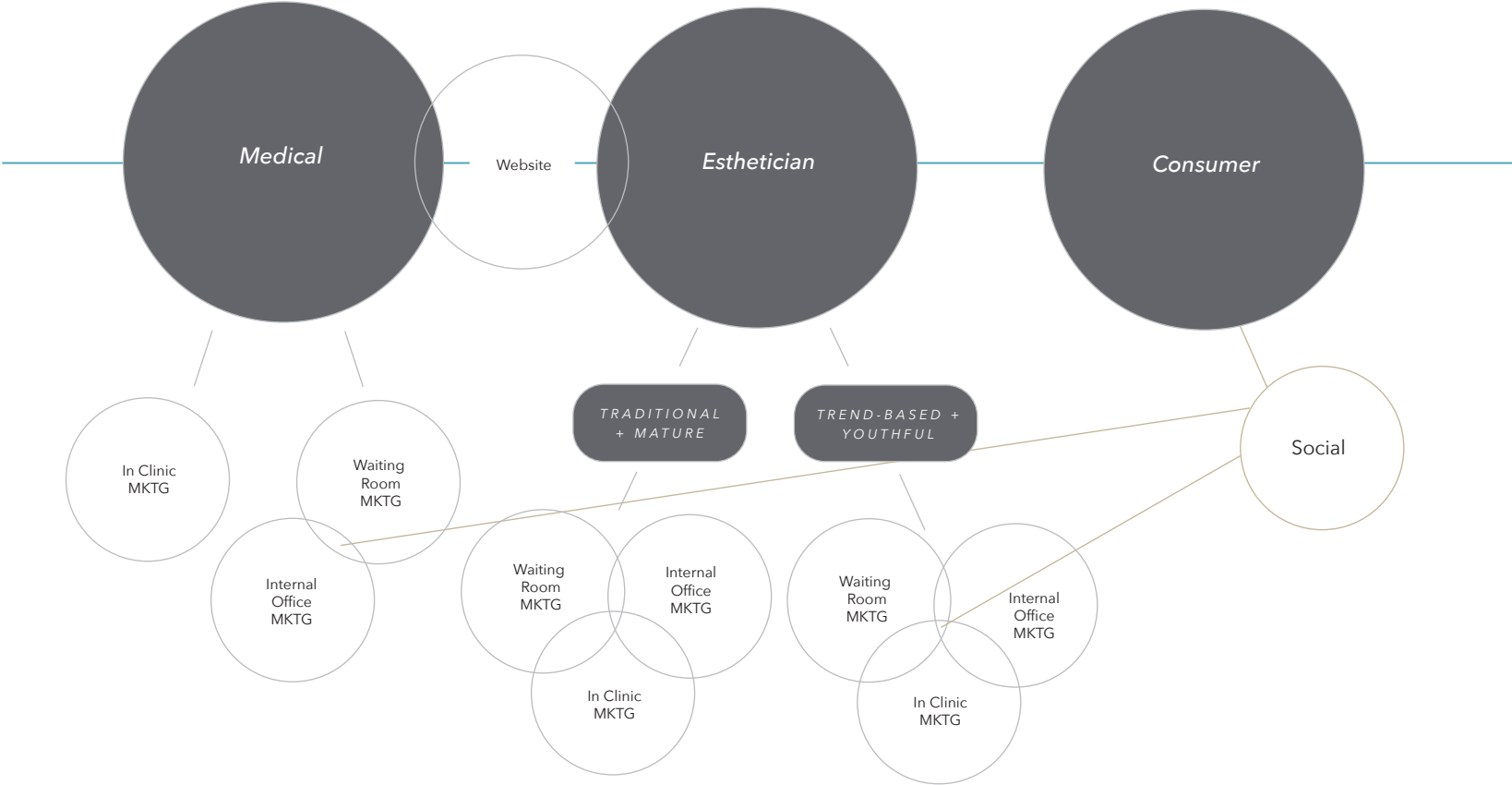
AFFLUENCE



PRODUCT LINE



AUDIENCE BUCKETS



IDEAL CLIENTS

DOCTOR



DR. VIRSHIN
PLASTIC SUREGON

Dr. Virshin is a well-known plastic surgeon with offices in Chicago and Los Angeles. He refuses to perform surgeries without also exceeding all expectations, so he is always looking to implement smart brands into his operations and post-care that offer bonus effects that complement his work.



DR. IRSCHMA
DERMATOLOGIST

Dr. Irschma is a dermatologist mainly serving suburban neighborhoods in a populous state. She prides herself on offering treatments and skincare that heals the skin as efficiently as possible while also simplifying her clients' busy family lives and shopping habits with easy, straightforward skincare routines.

DOCTOR'S PATIENT



CARLA DOMINICI
AGE 54

Carla is a affluent, retired professional who has always had a penchant for aesthetic treatments and medical-grade skincare. She visits her dermatologist for treatments regularly and is always looking to supplement her homecare skin routine with products to combat wrinkles and texture issues.



SEAN WILLIAMS
AGE 47

Sean is a married tech executive whose receding hairline had started to bother him more than it did in his thirties. While it was his wife who suggested he see her specialist, Sean was impressed by the smart science behind AnteAGE hair regeneration and took the plunge to hack his follicles back into gear.

ESTHETICIAN



CAMILA MARTÍN
ESTHETICIAN, AGE 49

Camila is an advanced, successful esthetician who runs a high-traffic medspa in New York City with ambitions of opening a sister spa in LA. She is always looking for that extra element to add to her services that will convert in dermatologist devotees and give her brand an upscale, scientific backing.



MARISA CLARINS
ESTHETICIAN, AGE 29

Marisa is an esthetician who just opened her first rented beauty suite space and is looking to distinguish herself from her competition. She has that millennial quirk of research + value investing in brands she believes in. She is now requiring all microneedling treatments to include an AnteAGE solution so that her results will speak for themselves.

ESTHETICIAN'S CLIENT



JENNIFER JOHNSON
AGE 48

Jennifer is a professional, working mother of three college kids who uses her newly disposable income to keep up on anti-aging treatments with her local esthetician. Her primary skin concerns include fighting wrinkles and evening out her glow before weekend barbecues with friends.



CAROL WANG
AGE 28

Carol is an up-and-coming creative professional who wants to finally get rid of her young adult acne scarring for good without breaking the bank or signing up for a medical plan. She is visiting a local esthetician regularly who is skilled specifically in acne scar eradication.

CONSUMER



DONNA PINKUS
AGE 64

Donna is a spunky, semi-retired organic foods entrepreneur who lives too far away from a reputable dermatologist to be bothered to go on a regular basis (plus she prefers to do her own research and self-diagnose anyway). She is looking for a high-science skincare brand to invest in without the bad ingredients in those Sephora brands.



ESME DIAZ
AGE 36

Esme is a (newly) middle-aged successful marketer in an urban area. She is smart enough to recognize a quality ingredient list when she sees it, but will really just can't stand to have skin product FOMO by missing out on what could be the next big thing. Home Microneedling Kits? She's in.

STYLE GUIDE

LOGO

LOGO

The AnteAGE logo has two expressions with separate, intentional use cases.

The **General logo** works as the primary visual representation of the AnteAGE brand, and should be used for direct to consumer applications, Pro Provider applications, and any mixed-use scenario, including the website, e-mails, social media, etc.

The **MD logo** is to be used only in two scenarios. The first being when the logo will only be seen by AnteAGE MD Providers or their patients, and the second whenever a clear distinction is looking to be made between the Pro and MD product lines. Key examples include trade show displays, product packaging, product marketing collateral, etc.

When in doubt, the safest course of action is to apply the General logo.

Both logo options must be used in their entirety – the byline should never be cropped. It must always be produced exactly as shown and in the defined Pantone solid coated colors or CMYK colors.

AnteAGE[®]
Growth Factors & Cytokines

General Logo

AnteAGE MD[®]
Growth Factors & Cytokines

MD Logo

CLEAR AREA

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.



In either case, the Clear Space is defined by the height of the logo's byline text.

MINIMUM WIDTH

The minimum General logo width for print is 25mm and 75px for digital. The minimum MD logo width for print is 35mm and 100px for digital. The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.



ALTERNATE VERSIONS

The reversed logo can effectively be used over an image and is the preferred choice of logo for this application. When this is done, however, the underlying image must be simple and not overly detailed.



INCORRECT USAGE

Here are some examples on how not to use AnteAGE brand logos.

AnteAGE®
Growth Factors & Cytokines
MD

Do not alter or mix logos in any way.

AnteAGE®
Growth Factors & Cytokines

Do not rotate the logo.

AnteAGE®
Growth Factors & Cytokines

Do not distort or skew the logo.

AnteAGE®
Growth Factors & Cytokines

Do not use drop shadow or effects on the logo.

AnteAGE®
Growth Factors & Cytokines

Do not use a white logo on a light colored background.

TYPOGRAPHY

TYPOGRAPHY

To ensure the integrity of the AnteAGE brand, consistent typography is to be used throughout all communications. When typed, the first letter and last three letters of the word "AnteAGE" should be capitalized.

HEADER 1 A

Avenir Next Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@:;,"

HEADER 1 B

TERMINA REGULAR

CAPITALS • TRACKING 250+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ 1234567890!@:;,"

TERMINA MEDIUM

CAPITALS • TRACKING 250+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ 1234567890!@:;,"

SUBHEADER

AVENIR NEXT REGULAR

CAPS | TRACKING 250+
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@:;,"

PARAGRAPH

Avenir Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@:;,"

* Subheaders can vary in weight when visibility or overall balance concerns are at play.

SAMPLE TEXT FORMATTING

ANTEAGE MD (SUB)

The quick brown fox jumped over the lazy dog. (H1A)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

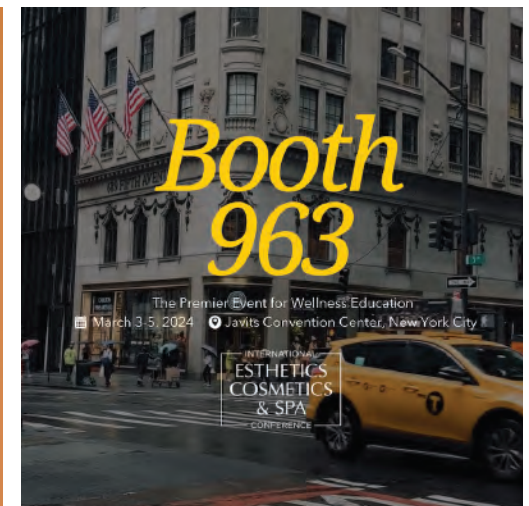
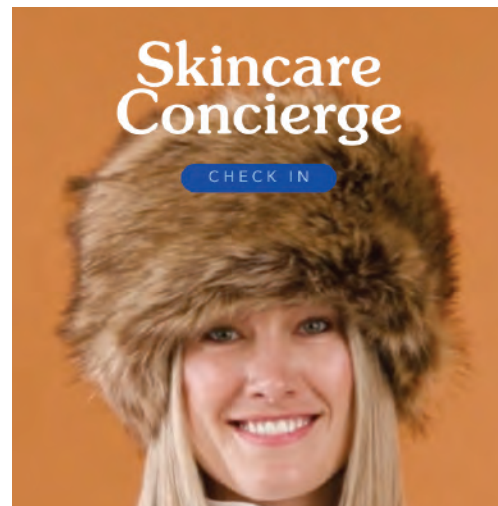
ANTEAGE (SUB)

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG (H1B)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SPECIALTY TYPE

Specialty typography can be used on social or during seasonal, campaign times or the like for collateral that does not fall under the “evergreen” category.



COLOR

COLOR PALETTE

The AnteAGE color palette consists of a primary and expanded color palette.

In order to maintain a high-end appeal, color should be used sparingly across the entire AnteAGE brand, but especially when designing for the MD brand.

ANTEAGE
BLUE



HEX #538a94
RGB 83 138 148
CMYK 76% 30% 38% 3%

ANTEAGE
DARK TEAL



HEX #24565d
RGB 36 86 93
CMYK 86% 52% 52% 29%

ANTEAGE
GREY

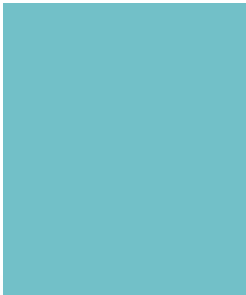

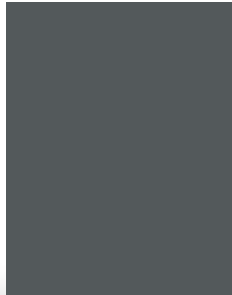
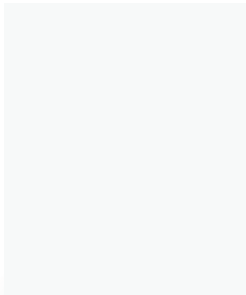
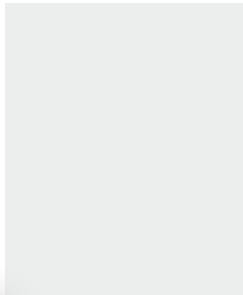
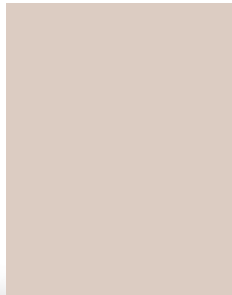


HEX #454545
RGB 69 69 70
CMYK 67% 60% 58% 43%

EXPANDED PALETTE

Expanded color palette should be used sparingly at the designer's discretion to create visual interest and separation between key information, sections, etc.

These expanded palettes work great for creating dynamic, legible content on social collateral and the like.

		
CRYSTAL HEX #72BFC9 RGB 114 191 201 CMYK 54% 6% 20% 0%	STONE HEX #9A9A9A RGB 154 154 154 CMYK 42% 34% 35% 1%	SLATE HEX #545859 RGB 79 134 142 CMYK 78% 32% 40% 4%
		
CLOUD HEX #F6F7F7 RGB 246 247 247 CMYK 2% 1% 1% 0%	PEBBLE HEX #EBECEB RGB 235 236 235 CMYK 7% 4% 5% 0%	SAND HEX #D9CDC3 RGB 217 205 195 CMYK 13% 17% 21% 0%

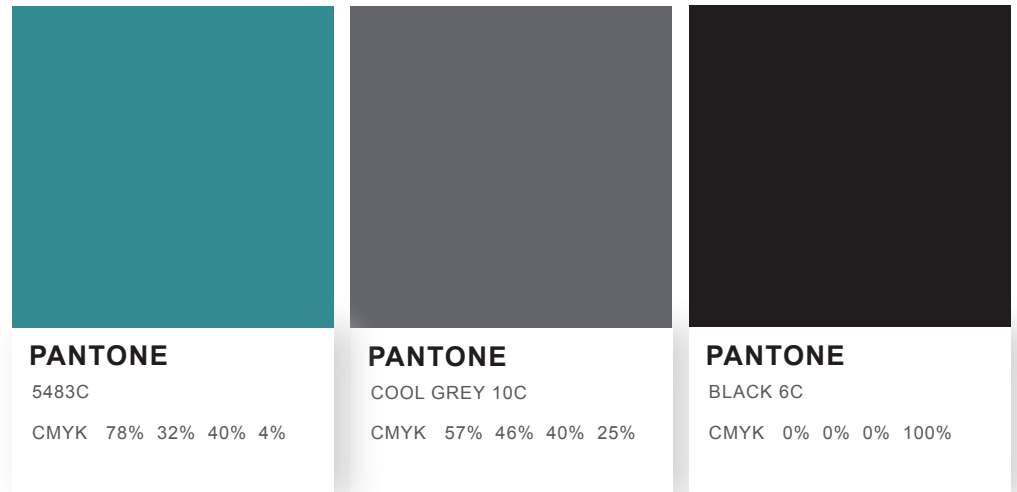
COLOR BALANCE

Within the visual frame of a standard presentation, marketing piece, etc., the color should aim to maintain a fairly neutral balance, allowing the use of color to truly pop.



PACKAGING

The AnteAGE packaging is generally printed on white pearl coated paper with PMS brand color converts in accents and text.



DESIGN

While the specifics of each collateral piece will be determined by its end use, market and season, AnteAGE marketing should be instantly recognizable by its underlying continual motifs. This is applied in both the AnteAGE MD line and the AnteAGE "Pro" line of products.

Ultimately, the brand utilizes design not only to communicate its message and educate effectively, but to position it within a larger lifestyle landscape championing simplicity and intelligence. This can be achieved by keeping the following design motifs in mind.

MOTIFS

Airy Feel

Wealthy Margins

Thin Lines for Plane Breakup

Empty Space

Organic Shapes only at a Minimum

Texture

Elements that Nod to Scientific References

Intentional Distribution of Color

IMAGERY

MOODBOARD

Minimal
Upscale
Scientific
Chic



Cutting-Edge
Sophisticated
Contemporary
Harmonious

PHOTOGRAPHY

PHOTOGRAPHY

Imagery and photography should always align with the AnteAGE core brand personality.

Images should portray a feeling of confidence, and authority. They should keep a “scientific feel” without coming across as cheesy or on-the-nose. Photo style should also emulate a forward-thinking, up-to-date aesthetic to echo the brand’s ongoing commitment to research and innovation.

Product photos should look “perfect,” without looking overly airbrushed or Photoshopped - maintaining a realism to their general aesthetic.

MD imagery specifically should tend towards a more clinical, monochromatic aesthetic, while general images can afford to play more with color and tone.

Pro and MD product lines should rarely be photographed alongside one another, unless it is for the sake of clarity and differentiation between the product lines.

Models should look “age & race ambiguous,” allowing the customer to imagine themselves as the hero.



E-COMMERCE

Product photography plays a key role in the AnteAGE brand since many customers only have a chance to interact with the brand online prior to making their first purchase.

Product photos are lit with a hard, strong key light about 45 degrees above and to the left of the product, with a diffused kicker about 10 degrees above and 45 degrees to the right, which results in a long, clean shadow with defined edges.

Products should be horizontally centered with enough room on the left and right to see the shadow's edge. An approximate 10-15% margin should be left on all sides, and the background should be solid in the "cloud" brand color.

Products should fill as much of the frame as possible while adhering to these framing guidelines.

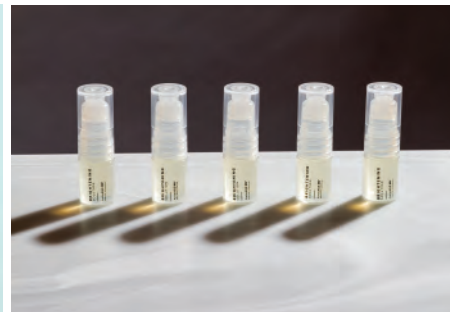


EDITORIAL + PRODUCT PHOTOGRAPHY

Product photography is the preeminent tool at the brand's disposal to add character, echo trends and push the limits of its traditional, core aesthetic. This is encouraged.

However, in general the following stays fluid throughout the brand's photography -

- hard shadows
- intentional, usually flat color in background use
- commodity fetishism / ultra-still life
- geometrical, puzzle-like flat lay family shots
- various layers of viewpoints
- shaped shadows and light-play (i.e., holiday ornament shadow casting)
- ultra crisp resolution



STOCK

When not using in-house generated content, sincere attention to stock photo utilization is of the utmost importance.

Stock images should resemble the style of in-house generated content as closely as possible and/or alternatively mimic the latest trends in product or editorial style photography.

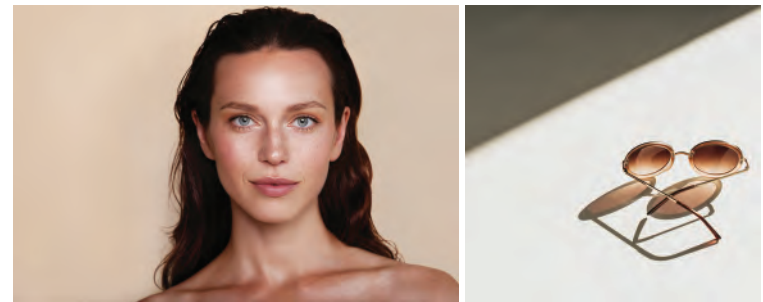
This especially applies to photos used for lifestyle marketing purposes (e.g. social media) rather than instructional or medically necessary images.

“Hard” Stock images (typical of the aesthetics industry) to avoid include photos with

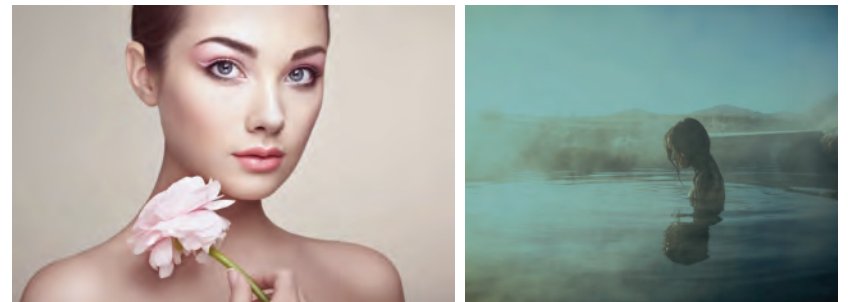
- high saturation
- high contrast
- disproportionate shadowing
- excessive use of Photoshop (i.e. shiny skin)
- ambiguous backgrounds
- excessive use of pastel and Easter palettes

In cases of model stock photography, subject shouldn't emulate a depressed, confused or blank look. Overall mood of imagery should never emulate a dark, insidious tone.

ON BRAND



OFF BRAND



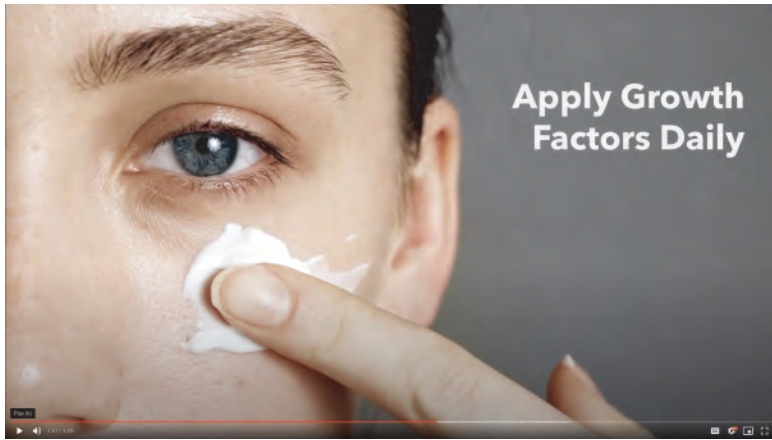
VIDEO

VIDEO

Video content should strive to be intentional, authoritative and smart while combating notions of artifice typical of the aesthetics industry.

Stylistically, video content should capitalize on trends in upscale marketing such as simplicity, happy surprises, texture leverage, intentional color palettes and tasteful risks.

- Video should not resemble stock content
- Overall mood of video should be positive and uplifting
- Outdated commercial effects typical of the aesthetics industry should be kept at a minimum (i.e., hard glow)
- Clunky transitions should be avoided (i.e. spinning) while upscale transitioned should be capitalized on (i.e., fading)
- Content should be brightly lit with ample viewing space of subject



Stock video to be crisp and believable
Empty space + text use to be clean and legible



Minimal text per slide



Texture use where possible to aestheticize science



Effects should be smart and intentional (i.e., lighting textures, clipping mask text, etc.) rather than cheesy or over-captivating (i.e. clip art, light flares)

ANIMATION

ANIMATION

Animation is a critically important tool within the AnteAGE brand as it is the quickest, easiest opportunity to educate the buyer on the value of their purchase through scientific explanations and processes.

Animation style may vary depending on the audience of the end use case, however the following should generally apply:

- dark, heavy lines should be featured at a minimum
- unless explicitly called for, animations should not seem gimmicky in the nature or overly cartoonish in their visual style
- when possible, cell and biology imagery should be tasteful, aiming to incite wonder and interest
- text featured per slide should be kept to a minimum
- controlled and complementary but scientifically accurate color palettes should take priority

M E S S A G I N G

tone & diction

AnteAGE has firm foundations to back up its claims, ingredients, and science. With such a solid science background, the AnteAGE tone should never be “fluffy” or “bubbly.”

Instead, the brand speaks with confidence, authority, and is itself a center for education and advancement. The brand is honest and trustworthy, as it is built entirely on the integrity of its science and research.

other

- “Skincare” to be written as one word
- Refrain from logo use as title
- Refrain from hyphen use during line breaks
- Intentional line breaks to assist in reading comprehension
- Utilize spaces between dashes (for example, apply cream - wait 5 minutes *rather than* apply cream-wait 5 minutes)
- Capitalization of Title as follows: AnteAGE MD® and AnteAGE®
- Registered Trademark to always accompany Title

