

Copeland MD Aesthetics **Corporate Identity**

JULY 2022 : EDITION 1

Corporate Identity

*The Copeland Md Aesthetics Corporate Identity Manual is constantly being updated as new products and elements are created and developed. Once new information is approved it will be added to this manual.
E-mail mda@mdaesthetics.ca for more information or guidance.*

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1.1

Corporate Identity

"I have a medical history of vasovagal syncope. Which can make how my procedures go unpredictable. Dr Copeland and his staff go above and beyond to provide me the most wonderful space to feel comfortable during my procedures. As well, at times when my body has expressed my medical history I had been treated with the utmost care and felt knowledge to do so. I continue to choose and refer Dr Copeland because I have an unquestionable confidence of his skill level he holds. Alongside a massive appreciation for the extra care his staff always show me. Throughout my experience each visit I have solidified my feelings even more"

"During the COVID pandemic, MD followed strict health and safety procedures while at the same time treating me with respect. I felt comfortable and my procedure was done with care. Thanks Diane and MD."

"Every experience I've had at MD Aesthetics over the past approximately ten years has exceeded expectations. I've enjoyed the professional, friendly staff, been highly-satisfied with the treatments, and deeply-appreciative of the responsive care of Dr. Copeland. Well done all!"

"I am a long-time client of Dr. Copeland. I consistently receive outstanding service. I always recommend Dr. Copeland to anyone who is looking for a qualified professional in aesthetic treatments. He is very precise and gentle. No complaints from me!"

"I have been coming to Dr. Copeland for a several years and am extremely happy with the services he provided. Would not go anywhere else"

"Clean and friendly environment. Dianne is lovely, professional, and informative! I've gone for laser (only two treatments so far) but can see results already."

"I have had various procedures done at MD Aesthetics and have been pleased with the results every time. The care and professionalism of Dr. Copeland and his staff starts the moment you walk in the door."

Our History

Over 20 years ago, Dr. Charles Copeland and his wife, Rhonda Reid saw an opportunity to join a new movement of physicians entering the realm of Aesthetics. While the Aesthetics industry was at its infancy, they saw an opportunity to participate in this fun and potentially lucrative business opportunity. Rhonda, with her Electrical Engineering degree, naturally gravitated to lasers. She bought her first laser and started treating clients for Laser Hair Removal and Photofacials in a back room. Dr. Copeland himself became a cosmetic injector of Filler and Botox, long before it was popular. MD Aesthetics Whitby was born, appointments were written down on a piece of paper, Rhonda and Charles did the treatments, and it grew from there.

Over the years, Rhonda and Charles have built an impressive cosmetic practice. They have engaged many employees throughout the years, always bringing in experienced and like-minded people. They've invested in infrastructure, technology, and processes to support their efforts. The MD Aesthetics' name became popular, and the business continued to grow. It became evident over time that the operating principles Dr. Copeland shaped, was synonymous with the business and its core values. As the practice continued to grow, the strength and importance of the Copeland name became more prominent. Many client reviews on social media mention Dr. Copeland. The industry knows the business as Dr. Copeland's cosmetic practice. Clients come for services because it is owned and overseen by Dr. Copeland. To capitalize on this, the name Copeland was introduced into the brand in 2017. This allowed the company to 1) Advertise the name Copeland, as physicians cannot be advertised in Canada. 2) Leverage the importance of his personal reputation in the community and lastly 3) allow for growth within the family. Dr. Copeland's daughter, Andrea, specializing in plastic surgery, could possibly join the MD Aesthetics' team.

The COPELAND MD Aesthetics practice has grown to be one of the most popular and highly regarded Aesthetic practices in Durham Region, built on the founding principles that Dr. Copeland has always practiced himself, throughout his medical career. These principles are reflected in our core values.

1.2

Corporate Identity

"I had my first Ultherapy treatment at MD Aesthetics. This procedure was something I had been thinking about for a while. The service right from the initial consultation to the actual treatment was so professional. Diane, who conducted the treatment was amazing. She took the time to explain every step, checked in to see if I was doing okay and always kept me posted on the progress. I would highly recommend anyone thinking about this treatment to reach out to MD Aesthetics"

"Terrific experience; everyone at the clinic was very nice and pleasant; excellent customer service. Dr. Copeland was very patient, willing to explain the procedure in detail and an awesome conversationalist. I would recommend this clinic."

"The staff here are amazing. They know what they are doing. There is never a moment of being nervous because Dr. Copeland makes you feel so comfortable. They are all accommodating and nice. I would not go anywhere else for fillers, botox, facials and anything medical. Signed a happy lifetime customer."

"Doctor Copeland is an awesome doctor. I see him for Botox and he knows his stuff! Something I love though, is that if he doesn't feel you need something he will tell you and he doesn't try to push anything on you either. It's not all about the money."

"I have been going to MD aesthetics for about 13 years. I researched many services before I decided on them and I have never been sorry. I travel 3 hours once or twice a year for treatments and I have become friends with a lot of the staff, who bend over backwards to be helpful. I trust Dr Copeland and his staff and recommend them highly."

"Even though his schedule was full, Dr Copeland helped me out in a last-minute problem. He took the time to meet me at his clinic in the evening. He helped me immensely and explained in detail what needs to be done. Then he called me at home to follow up. He is an excellent doctor who truly cares about his patients! His staff is amazing as well!"

Our Core Values

The industry has grown by leaps and bounds since Rhonda was treating clients in a back room. More and more Medical Spas opened with no supervision by Professional Doctors. Technology and laser development exploded and soon, we saw an introduction of technology that did not work. It did not take long to see that the everyday consumer was and still is, being duped by the spas and Doctors and Spa owners being duped by technology providers.

The pivotal idea of TRUST in the industry quickly eroded among all stakeholders. As new spas continued to open on every street corner, snake oil promised to solve all aging issues, the most important pillars to building TRUST with our client became more evident.

Today. We are a customer centric organization that our clients TRUST. That means, our client is at the core to all we do and 5 core values shape: who we are, what we sell, how we sell, who we hire, what we say and how we comport and manage ourselves at Copeland MD Aesthetics.

1 We do no harm. A client's health and safety come first. Treatment protocols are designed to protect this principle. We are effective, methodical, and careful in all we do. We are always familiar with a client's history and health before treating them. We do not put our clients at risk of injury. We do everything we can to make treatments comfortable. A client is informed and consents to treatment. If injury occurs, we deal with it honestly, and do everything in our power to care for the client. We are a medical clinic first and foremost and differentiate ourselves as such. The care our clients receive is under the guidance of a physician. The importance of the MD in our name is front and centre. A client's privacy is protected under the Health Act. The importance of cleanliness, disinfection protocols are well established and followed.

Corporate Identity

"Doctor Copeland is an awesome doctor. I see him for Botox and he knows his stuff! Something I love though, is that if he doesn't feel you need something he will tell you and he doesn't try to push anything on you either. It's not all about the money"

"I went in for a consultation and met with Lisa. She was very professional and a pleasure to talk with. Dr. Copeland even took time out of his busy schedule to meet with me. They are very honest and open, and I look forward to working with them in the near future."

"The staff here are wonderful. Always excellent service, and friendly."

Always considerate of your needs. DIANE IS THE BEST hands down. You will not be disappointed"

"I met Lisa for a consultation. She was warm, friendly, and professional. She made me feel at ease and makes a wonderful first impression for this business I just finished 3 IPL TX and notice a great improvement!!! I decided to treat myself to a lip filler for thin lips. The girls are wonderful!!! Lisa ,Tamara and Heddy are so personable, friendly, and knowledgeable! They make you feel at ease. Dr. Copeland is amazing! His work is meticulous. He is honest and makes suggestions at what he believes is best for the individual. I wouldn't go anywhere else. Highly recommend this company!!"

"I absolutely love everything about this clinic. The services, the extremely knowledgeable and friendly people who work there, and the atmosphere. They are very honest and they don't try to get you to buy services that you don't need. That's extremely important to me. Thank you, Dr. Copeland, Diane, Heddy and Marilyn, for always taking such good care of me. I truly appreciate it."

Our Core Values

2 Our services and products are backed by science. We only use technology and service protocols that are based on independent, scientific research with proven results. Only Medical grade products are sold. Only Medical grade technology is used. Only Medical grade protocols are established and followed.

3 Clients are guaranteed respect. We are empathetic. We create an environment where the client feels comfortable. We only sell them what they need. We respect their personal objectives and unique issues. We communicate honestly, with the intent they understand why we are recommending a course of action and how they will benefit from their investment. We help guide clients in their cosmetic decisions.. We have the courage to refuse to do a service if it's not in the client's best interest. We recognize that not all clients are right for us and have the courage to stop treating clients that prevent us from operating within our core values.

4 Our Customer Service is Unwavering: We go above and beyond. We are responsive to customers' issues. We reach out to them even if we are closed. We make it easy and comfortable for clients to express themselves. We treat their complaints with respect and humility. We celebrate their accolades with joy. We listen through the customer's lens. We remain respectful, and respond quickly to their issues.

Corporate Identity

"I also love their other staff members as well. They are all so nice! Especially Heddy!!! She is amazing; the jack of all trades. I love her for Laser and she is just so friendly and makes you feel at ease"

"I've been going to Dr. Copeland for several years now and have only had positive experiences. He is extremely detailed, kind, and knowledgeable. He is happy to answer any questions I may have and never pushes other services. He is a true professional! Wouldn't trust anyone else with my face."

"Heddy is amazing for facials, she takes the time to explain everything and makes your skin feel great!!"

Our Core Values

5 We never stop learning. As the industry continues to grow, technology expands, techniques improve, we too do the same. Knowledge and experience are paramount to our brand. Dr. Copeland continues to invest in his knowledge, skill set and understanding of new services. He is at the forefront of learning and employees follow his lead. All employees are asked to learn and grow, improve, and fine tune skills.

From Amni Canada "With over 25 years of experience, Dr. Copeland has successfully treated thousands of patients using non-surgical methods. With a less-is-more approach, Dr. Copeland's mission is to help his patients look and feel their best while removing any pressure and discomfort. When visiting MD Aesthetics, you'll be greeted by a team of professionals known not only for their kindness and compassion, but also for their high standards towards ethics, safety, ongoing education, and utmost attention to detail."

2.1

Corporate Logo

The Copeland Md Aesthetics trademark is the main element in the company corporate identity and is used to represent it in all communications.

For the corporate identity program to reflect the company in an effective and positive way, it must be applied consistently.

This manual will help ensure consistency by providing standards and specifications for the use of Copeland MD's corporate identity in a variety of situations. The manual should be followed for all printed and multi-media communications, including stationery, forms, web sites, publications and signage.

The Copeland Md Aesthetics logo is a registered trademark that is protected by the Trademarks Act of Canada.

The Copeland MD Aesthetics Logo



2.2

Corporate Logo

The Logo Colour can change due to production restrictions, background colours and other aspects but it may respect the variations shown on this section. Variations other than those provided here are not permitted.

Logo Colour Variations

Single Colour:



Behaviour over the palette colours:



Black & White:

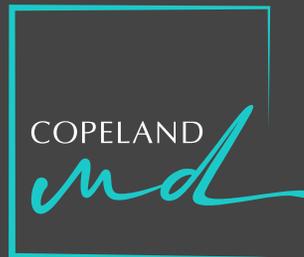


2.3

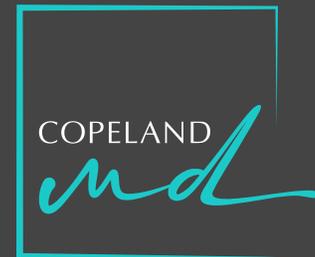
Corporate Logo

It's allowed to change the logo tagline in order to specify sub-brands to differentiate services and products. The taglines must follow the same rules applied to the main logo.

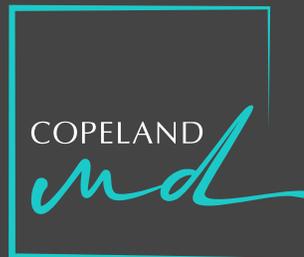
Logo Tagline Variations



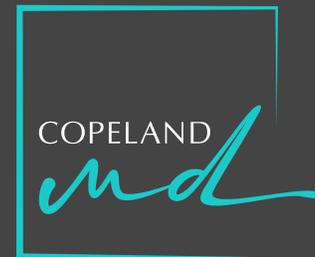
ULTHERAPY



LIPSONIX



INJECTIONS



CLEAR &
BRILLIANT

2.4

Corporate Logo

Protective Space

Always maintain the minimum protective space around the logo to maintain visual clarity and to provide maximum impact. The minimum protective space is 15% of the full width of the logo. This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.

Minimum Size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

Logo Spacing

Protective space:



Minimum size:



2.5

Corporate Logo

Avoid any instances which causes any of the Copeland MD Aesthetics logos to become altered or modified in any way.

The following are some examples of situations to avoid.

Approved electronic files can be provided by contacting

xxx@mdaesthetics.ca.

Improper Use



Colour
Do not use the Logo in any one colour other than specified in this Brandbook;



Colour
The colour of the Logo should never be altered from what is outlined in 2.3.1 of this document.



Colour
Use only the approved colours outlined in 2.3.1 of this document.



Typeface
Do not alter the typeface of the Logo



Size
Do not alter the size of any of the elements of the Logo



Position
Do not alter the position of any of the elements of the Logo



Combinations
Do not mix any kind of elements with the Logo



Shadow & effects
The Logo should not appear with drop shadows or any other visual effect.



Outline
Never create an outline around the Logo



Scaling
The horizontal and vertical scale should always change proportionately.



Axis
The axis of the Logo should never be skewed.



Contrast
Do not position the Logo on backgrounds with insufficient contrast.

3.1

Colour

Colour is a strong and communicative element to any corporate identity. The Copeland MD Aesthetics Colour Palette is bold and dynamic.

The harmonious blend of colours provides great flexibility and will bring vibrance and recognition to all communication materials.

The Colour Palette

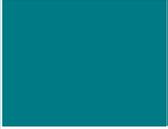
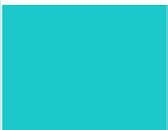
| <i>Primary</i> | | <i>Secondary</i> | |
|---------------------------------------|--|---------------------------------------|--|
| CMYK 67-0-27-0 | CMYK 67-60-59-44 | CMYK 0-0-0-0 | CMYK 0-0-0-100 |
| RGB 28-201-202 | RGB 68-68-68 | RGB 255-255-255 | RGB 0-0-0 |
| HEXADECIMAL # 1cc9ca | HEXADECIMAL # 444444 | HEXADECIMAL # ffffff | HEXADECIMAL # 000000 |
| PANTONE COATED PANTONE 319C | PANTONE COATED PANTONE 446 C | PANTONE COATED OPAQUE WHITE | PANTONE COATED PROCESS BLACK C |

3.2

Colour

Colour is used as one of the key elements to define the look of our Corporate Identity. We use a tone-on-tone approach of compatible colour combinations. They are neighbours on the colour wheel and live harmoniously. The Secondary Colour Palette is designed to support and complement the Primary Colour Palette. These colours enable flexibility and variety in design

Secondary Colour Palette

| | | | |
|---|---|---|--|
| Our Care Is All About You. |  | CMYK 100-40-50-0 RGB 0-123-132 | HEXADECIMAL # 007b84 PANTONE COATED PANTONE 332 C |
| |  | CMYK 76-12-35-1 RGB 28-166-169 | HEXADECIMAL # 1ca6a9 PANTONE COATED PANTONE 320 C |
| |  | CMYK 67-0-27-0 RGB 28-201-202 | HEXADECIMAL # 1cc9ca PANTONE COATED PANTONE 319 C |
| |  | CMYK 30-0-8-0 RGB 174-224-232 | HEXADECIMAL # aee0e8 PANTONE COATED PANTONE 290 C |

| | | | |
|---|---|---|---|
| Our Care Is All About You. |  | CMYK 67-60-59-44 RGB 68-68-68 | HEXADECIMAL # 444444 PANTONE COATED PANTONE 446 C |
| |  | CMYK 50-40-40-40 RGB 93-96-97 | HEXADECIMAL # 5d6061 PANTONE COATED PANTONE 425 C |
| |  | CMYK 40-30-25-25 RGB 126-131-139 | HEXADECIMAL # 7e838b PANTONE COATED PANTONE 430 C |
| |  | CMYK 25-15-10-10 RGB 173-183-194 | HEXADECIMAL # adb7c2 PANTONE COATED PANTONE 5435 C |

4.1

Typography

Typography is a strong extension of our Brand's personality and plays a major role in creating a consistent look across all communications and promotional materials.

OPTIMA is a typeface that is both legible and aesthetically pleasing. Classic and elegant the use of this typeface will leave the impactful and clean impression that will make our designs look different.

The integrity of the font should be maintained at all times. No vertical or horizontal scaling, no added stroke, etc. To ensure consistency please, make sure you use OPTIMA.

Primary Typeface

Optima Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Optima Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

4.2

Typography

Open Sans has been selected as the complementary typeface for its versatility and legibility for large amounts of body copy. Neutral and with friendly appearance it pairs well with OPTIMA.

Secondary Typeface

Open Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Open Sans Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Open Sans Bold Italic
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Extrabold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans Extrabold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

5.1

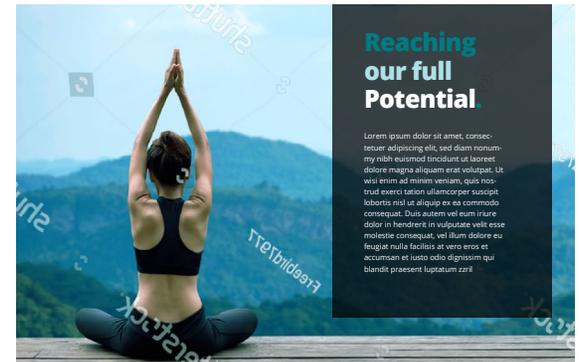
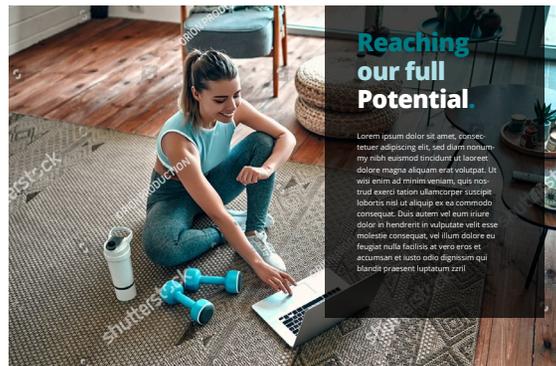
Corporate Identity In Use

When using colour with photography, the use of colour should always feel complementary to the image.

To achieve this, choose a dominant colour in the selected photograph that is closest to the colour from the full palette.

Use screens of colours where needed to provide contrast to backgrounds

Colour with Photography

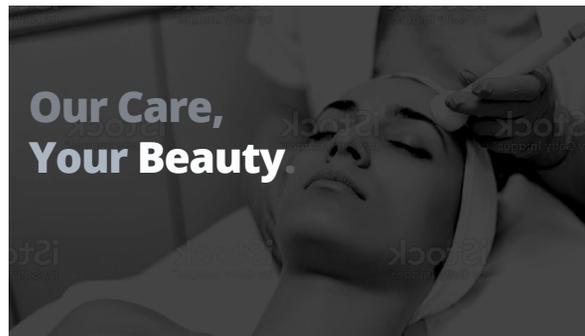
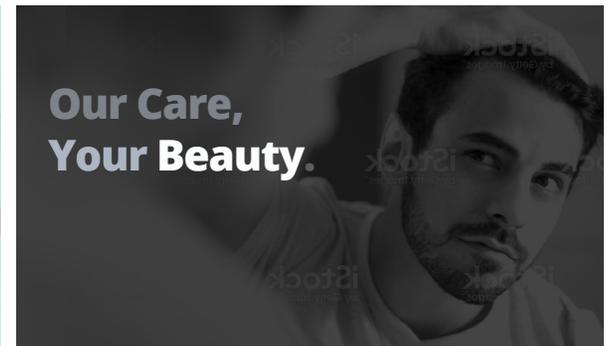


5.2

Corporate Identity In Use

Overlaid colour on photography is another way to bring the colour palette to life in applications. Use of colour should always feel complementary to the image. Use colours for type that have adequate contrast to the background or photograph.

Colour with Photography

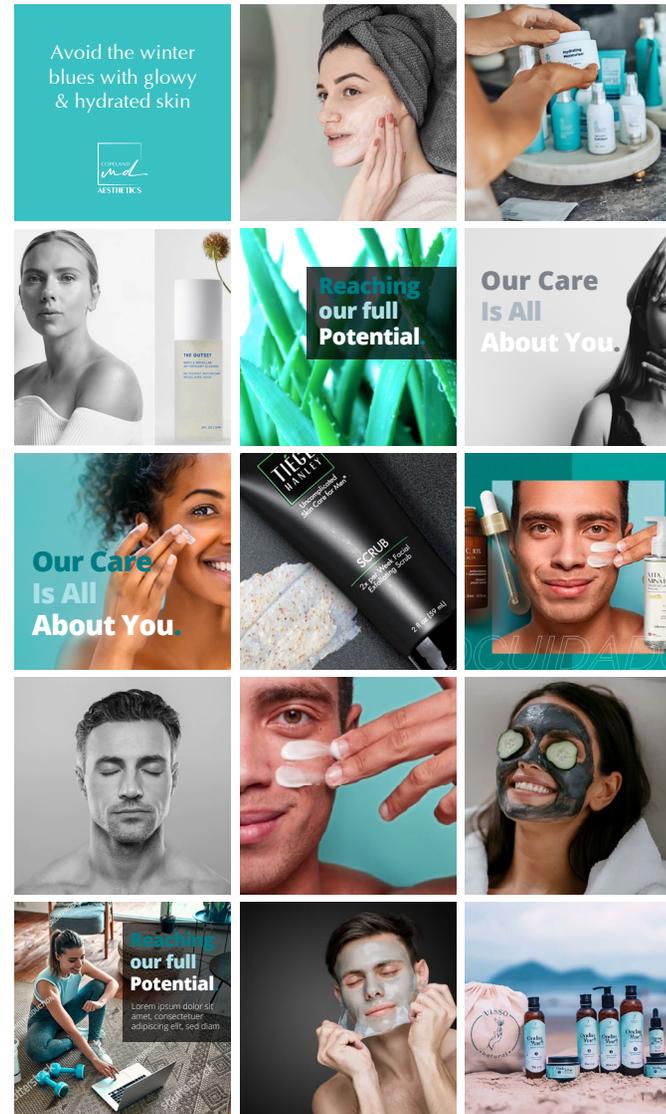


5.3

Corporate Identity In Use

Following an example of corporate identity elements working together to achieve a distinctive identity and harmonization to the communications.

Social Feed Harmonization



6.2

Print And Stationery

Business Card model.
Approved electronic files can be provided by
contacting
mda@mdaesthetics.ca.

Business Card



6.3

Print And Stationery

Appointment Card model.
Approved electronic files can be provided by
contacting
mda@mdaesthetics.ca.

Appointment Card



6.4

Print And Stationery

Gift Card model.
Approved electronic files can be provided by
contacting
mda@mdaesthetics.ca.

Gift Card

