



Brand Guidelines

Created by:
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Sarumam





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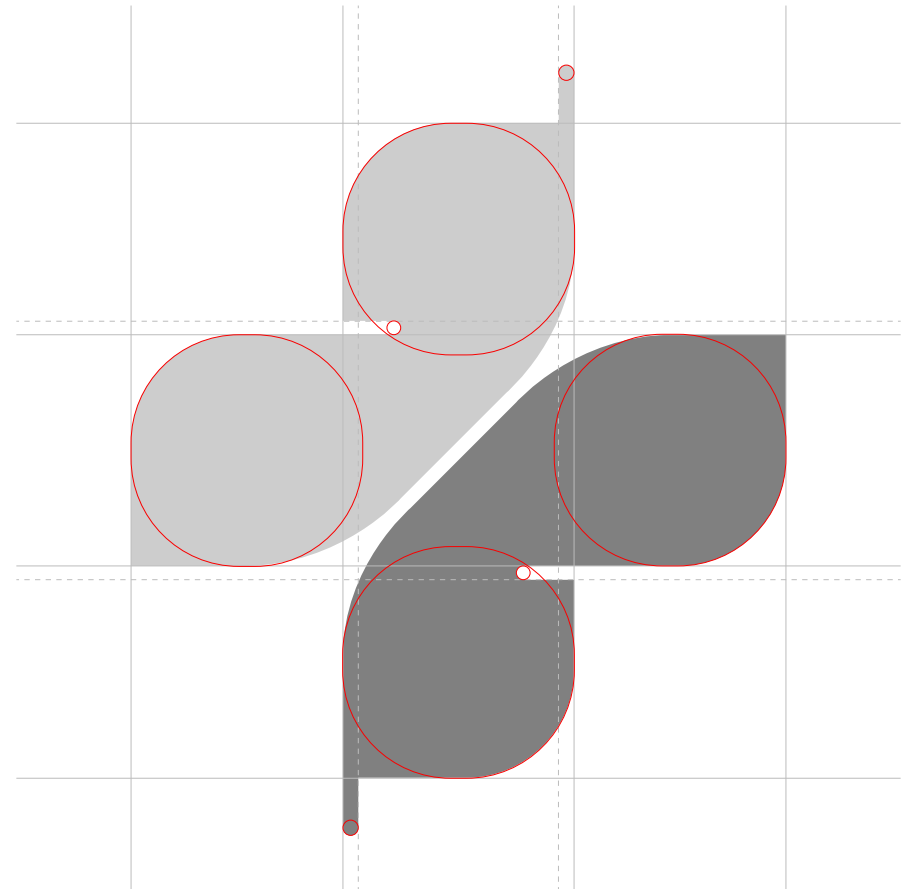
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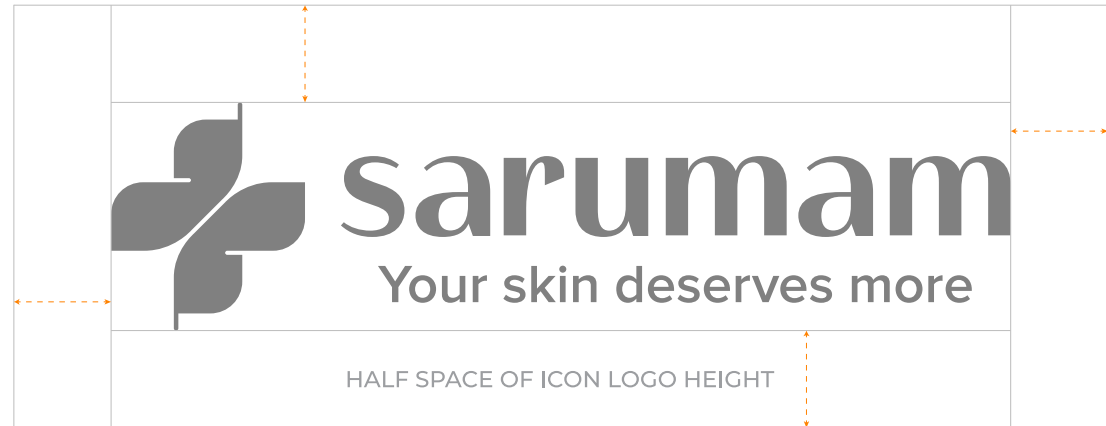
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LOGO

LOGO STRUCTURE



LOGO SPACING





PRIMARY LOGO







TAG LINE



LOGO MISUSE

TYPE

PRIMARY TYPEFACE

Inter is a free open-source neo-grotesque sans-serif typeface designed by Rasmus Andersson. Released in 2017, Inter was created to improve on-screen readability for user interface text, especially at small sizes. The typeface has since become widely used in applications and websites.

INTER

Inter Regular

0123456789@#\$\$%&*+!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Inter Semibold

0123456789@#\$\$%&*+!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Inter Bold

0123456789@#\$\$%&*+!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPO
GRAPHY

Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

SECONDARY TYPEFACE

Quicksand is a geometric sans-serif font, designed by Andrew Paglinawan, known for its rounded terminals. It was initially created in 2008 and has since been updated for improved quality. While primarily designed for display purposes, it remains legible even at smaller sizes.

QUICKSAND

Quicksand Regular

0123456789@#\$\$%&*+!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Quicksand Semibold

0123456789@#\$\$%&*+!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Quicksand Bold

0123456789@#\$\$%&*+!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TYPO
GRAPHY

Light
Regular
Medium
SemiBold
Bold

SPECIAL TYPEFACE

Inspired by 18th-century designs, it boasts high contrast strokes, delicate curves, and a touch of sophistication. But Playfair Display's beauty is more than just skin deep. This versatile font offers a range of weights and styles, making it incredibly adaptable to various design needs.

PLAYFAIR DISPLAY

Playfair Display Regular

0123456789@#\$\$%&*+!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Playfair Display Semibold

0123456789@#\$\$%&*+!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Playfair Display Bold

0123456789@#\$\$%&*+!
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPO
GRAPHY

Regular
Medium
SemiBold
Bold
ExtraBold
Black

COLOUR

PRIMARY COLOUR



SECONDARY COLOUR



COLOUR VALUE

RGB: 0, 145, 160
CMYK: 95, 20, 36, 1
HEX: 0091A0
PANTONE: 7711 C



RGB: 255, 138, 0
CMYK: 0, 55, 100, 0
HEX: FB8A00
PANTONE: 715 C

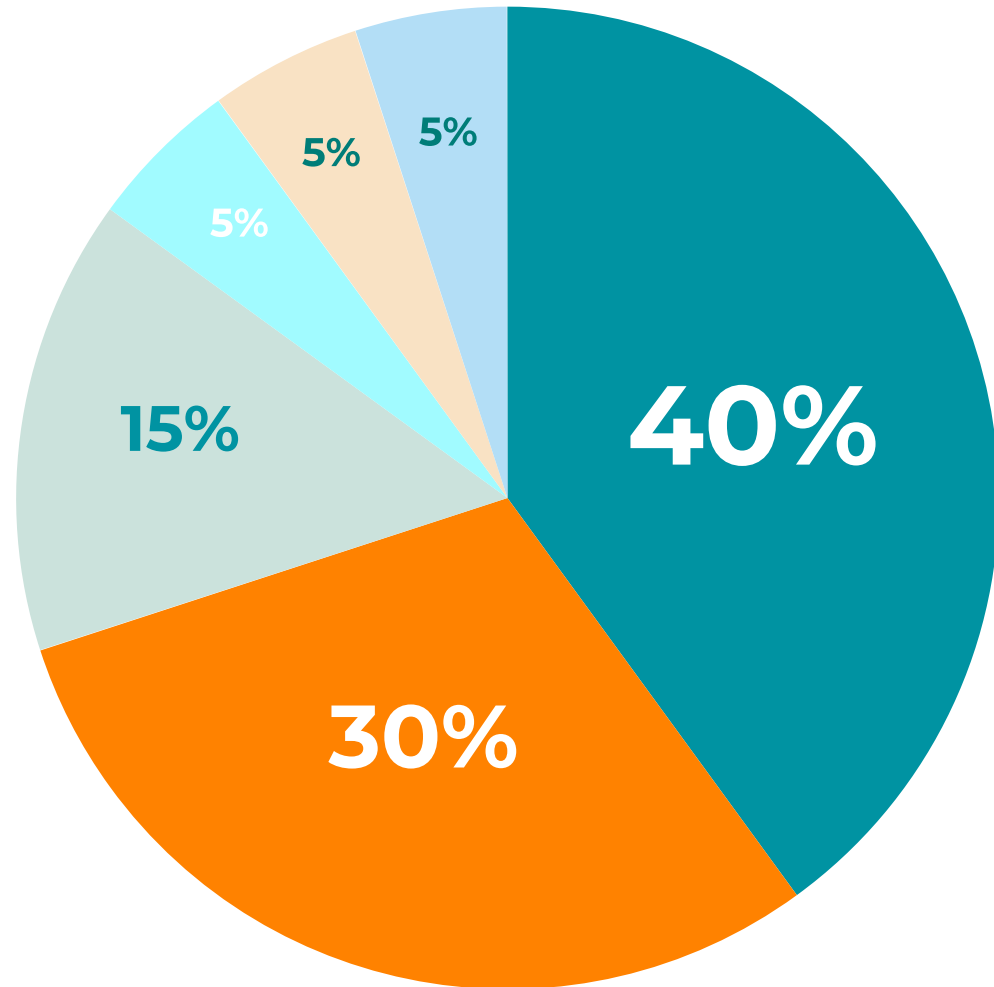
COLOUR PALETTE

RGB: 0, 145, 160 CMYK: 95, 20, 36, 1 HEX: 0091A0 PANTONE: 7711 C	RGB: 255, 138, 0 CMYK: 0, 55, 100, 0 HEX: FB8A00 PANTONE: 715 C	RGB: 196, 225, 218 CMYK: 26, 0, 16, 0 HEX: C4E1DA
RGB: 161, 251, 255 CMYK: 39, 0, 9, 0 HEX: A1FBFF	RGB: 249, 226, 196 CMYK: 0, 12, 25, 0 HEX: F9E2C4	RGB: 129, 226, 219 CMYK: 32, 0, 0, 0 HEX: B3DEF6

PRIMARY

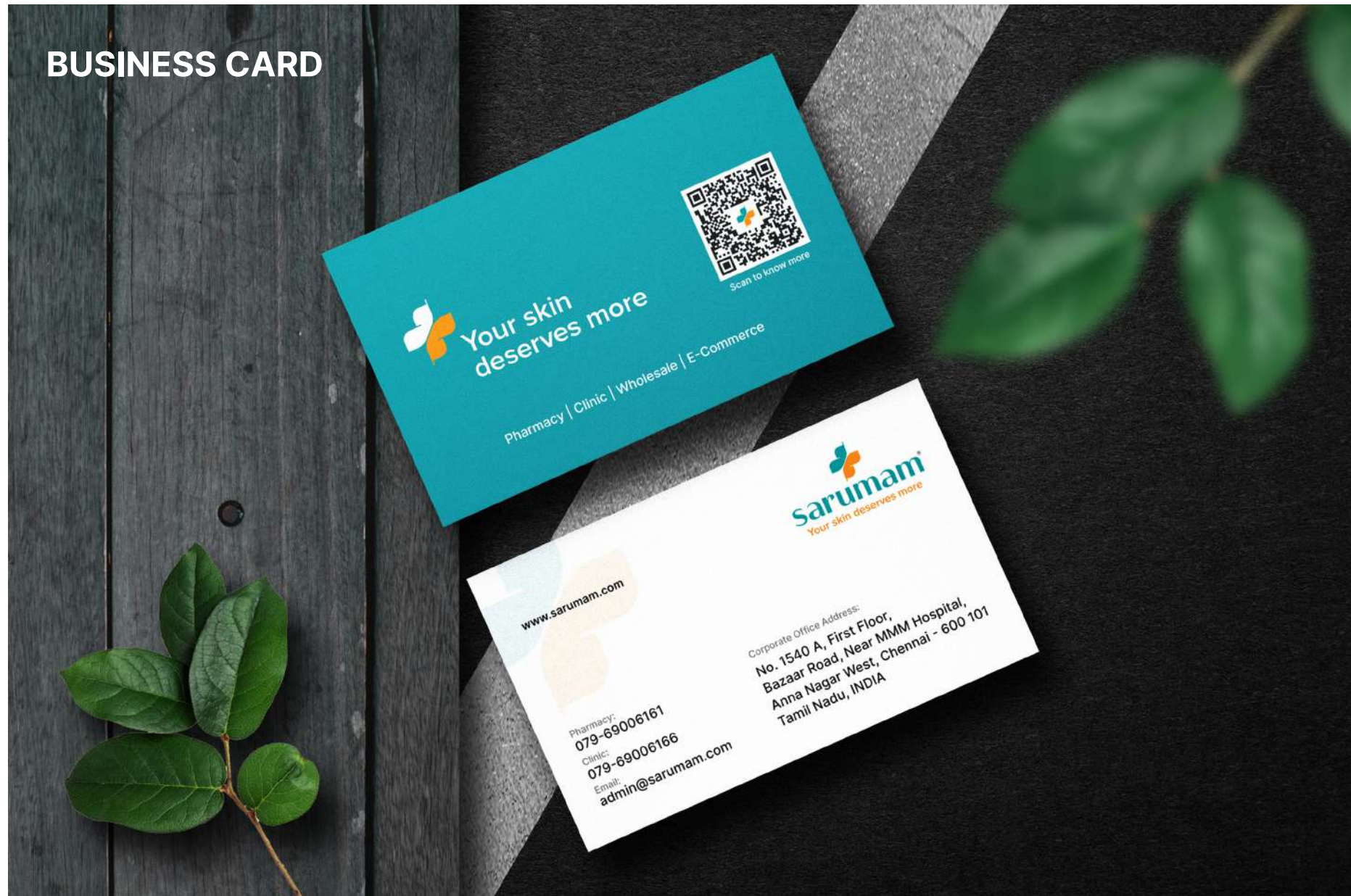
SECONDARY

COLOUR RATIO



STATIONERY

BUSINESS CARD



LETTERHEAD



ENVELOPE

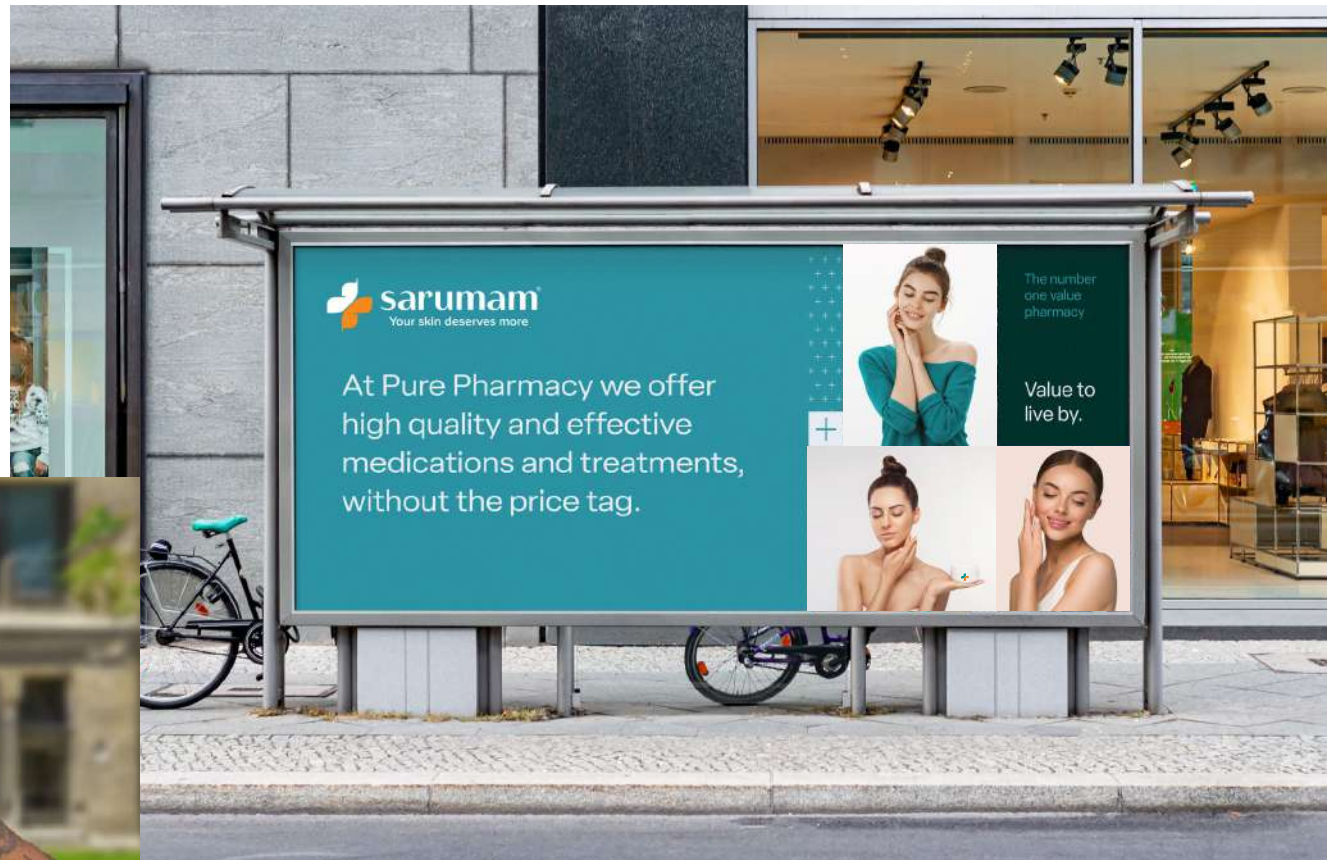


ID CARD



IMAGERY

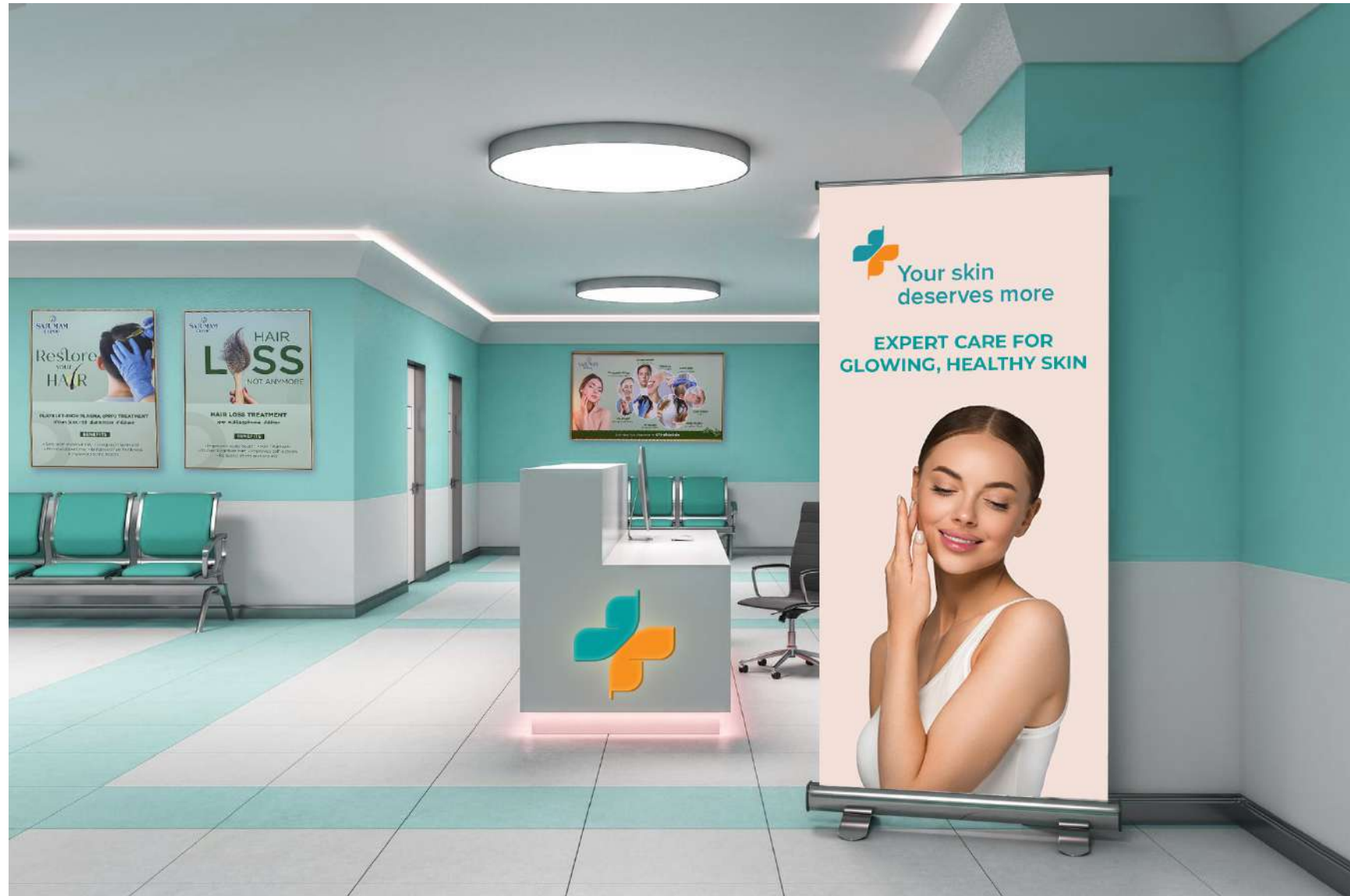
IMAGE DIRECTION



Our imagery reflects clean, clinical care with a touch of natural beauty. Every photo should evoke trust, wellness, and skin confidence.

MODEL IMAGES





CREATIVES

POSTERS



SOCIAL
MEDIA POST

New Skin Care

NATURAL

Lorem ipsum uter uterujing one mi ternuter uterujing ail dy ipsuuni chay mai isukka tgb rem ipsuuni nert dy ipsuhay maunter uti.

Visit our Center:
Manhattan, NY City
+001 783 56 24

DISCOUNT ON FIRST CONSULTATION

20% OFF

Innovative treatments

www.sarumam.com





SPECIAL TREATMENTS

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SKIN CARE

www.Sarumam.com

Visit our Center:
Manhattan, NY City
+001 783 56 24





Skin Care

THERAPY

Lorem ipsum uter uterujing one ma ternuter uterujing ail dy ipsuuni chay mai isukka tgb rem ipsuuni nert dy ipsuhay maunter uti.

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DISCOUNT ON FIRST CONSULTATION

20% OFF





Visit our Center: Manhattan, NY City

www.sarumam.com

+001 783 56 24

100% quality

Natural Beauty...
VEGAN PRODUCTS

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Visit our Center:
Manhattan, NY City

www.sarumam.com

Beauty
DO YOU WANT
TO SHOW OFF
PERFECT SKIN?

RECEIVE 40% DISCOUNT

Lorem ipsum uter uterujing one ma ternuter uterujing ail dy ipsuuni chay mai isukka tgb rem ipsuuni nert dy ipsuhay maunter uti.





SIGNAGE



PACKAGING DESIGN



FLYER DESIGN

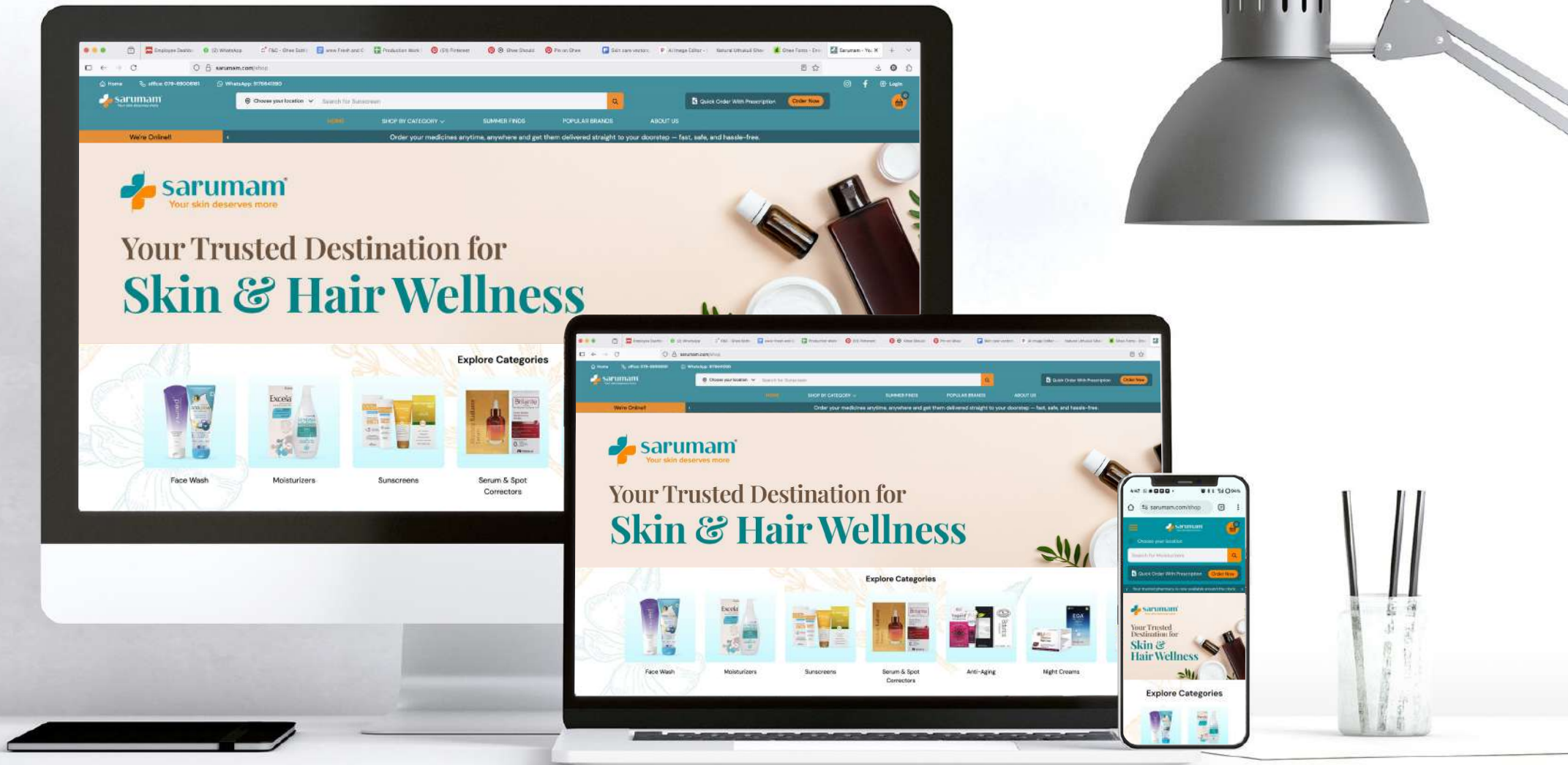


DANGLER DESIGN



WEB / APP

WEBSITE



APP ICON



ICONS

ICONS



INSTORE BRANDING



APP BANNER



A banner featuring a grid of 15 brand logos on the left: Garnier, Mamaearth, Candio, Dermoflow, L'Oréal, UV Doux, Cetaphil, DermDOC, Dr. Bredy's, Nivea, SehaMed, Vaseline, Himalaya, Mintop, and Minimalist. To the right of the logos, the text reads "Your Trusted Destination for Skin & Hair Wellness". Further right, the text "Always 18" is displayed in a large, stylized font. To the right of this, the text "Glow like '8-TEEN' with our 18% OFF!" is shown, with "18% OFF!" in a large, bold font. Below this, it says "Valid on all Products on 18th of Every Month". On the far right, there is a photograph of a woman's face.



A banner featuring a photograph of a woman's face on the left. To the right of the photo, the text "Always 18" is displayed in a large, stylized font. To the right of this, the text "Glow like '8-TEEN' with our 18% OFF!" is shown, with "18% OFF!" in a large, bold font. Below this, it says "Valid on all Products on 18th of Every Month". On the far right, there is a photograph of a smartphone displaying the Sarumam app interface, with the text "Shop by Category" above it. To the right of the phone, the text "DOWNLOAD THE APP" is shown, followed by two buttons: "Get it on Google Play" and "Download on the App Store".

Every visit resets the glow
That's how 8-TEEN becomes your forever!



sarumam
Your skin deserves more

**Your Trusted Destination for
Skin & Hair
Wellness**

- Exclusive App for Skin & Haircare
- Endorsed by Leading Dermatologists
- 10,000+ Premium Skincare & Haircare Products
- Nationwide Accessibility with Pan-India Shipping

Always 18

Glow like "8-TEEN" with our
18% OFF!
Valid on all Products on
18th of Every Month

STORE LOCATIONS:
Near Karattur @ Paki @ Mogappair @ Ambattur
Visit us: www.sarumam.com

BRANDS: GARNIER, mamaearth, candido, Dermadow, L'OREAL, sebamed, DERMDOC, Cetaphil, UV Doux, Dr.Reddy's VENUSIA, Himalaya HERBALS, Vaseline, MINTOP, Minimalist, NIVEA

DOWNLOAD THE APP
GET IT ON Google Play
Download on the App Store



sarumam
Your skin deserves more

**Grand
OPENING**
@ AMBATTUR

**1st Speciality Pharmacy for
Skin and Hair Care**

29th June, 2025 11 AM to 12 Noon
No. 38B, Redhills Road, Ambattur, Chennai - 600 053
(Next to Rakki Cinemas)

Inauguration by:
DR. A. FAROOK MBBS, DD, DNB
Eminent Dermatologist, Founder of SKIN CLINIQ

079-69006161
care@sarumam.com

The banner features a woman with dark hair and a serene expression, her hand gently touching her face. The background is a soft, ethereal gradient of light blue and purple, with a few white feathers floating in the air. The Sarumam logo, a stylized orange and teal cross-like shape, is positioned at the top left. The main headline is in a large, bold, teal font. Below it, a tagline in a smaller, dark font reads 'Your Trusted Destination for Skin and Hair Care'. A list of four benefits is presented with orange circular icons: an app icon for 'Exclusive App for Skin & Haircare', a doctor icon for 'Endorsed by Leading Dermatologists', a product box icon for '10,000+ Premium Skincare & Haircare Products', and a map of India icon for 'Nationwide Accessibility with Pan-India Shipping'. At the bottom left, under the heading 'STORE LOCATIONS:', four locations are listed with orange location pin icons: 'Near Korattur', 'Padi', 'Mogappair', and 'Ambattur'. Below this, the website 'www.sarumam.com' is provided. At the bottom center, there is a smartphone displaying the app, a QR code, and the text 'DOWNLOAD THE APP'. To the right of the QR code are two buttons: 'Get it on Google Play' and 'Download on the App Store'.

FRONT WALL BANNER



The banner features a woman's face on the left, with her hand gently touching her cheek. The background is a soft gradient of blue and orange. The Sarumam logo is at the top right, with the tagline "Your skin deserves more". Below the logo, the text "The 1st Speciality Pharmacy for Skin & Hair Wellness" is displayed. A list of five benefits follows, each with an icon: Exclusive App for Skin & Haircare, Endorsed by Leading Dermatologists, Home Delivery Available, 10,000+ Premium Skincare & Haircare Products, and Nationwide Accessibility with Pan-India Shipping. At the bottom left, store locations are listed: Near Karattur, Padi, Mogappair, and Ambattur, with a website link. At the bottom right, there are icons for downloading the app from Google Play and the App Store, along with a QR code.

sarumam
Your skin deserves more

The 1st Speciality Pharmacy for Skin & Hair Wellness

- Exclusive App for Skin & Haircare
- Endorsed by Leading Dermatologists
- Home Delivery Available
- 10,000+ Premium Skincare & Haircare Products
- Nationwide Accessibility with Pan-India Shipping

STORE LOCATIONS:
Near Karattur Padi Mogappair Ambattur
Visit us: www.sarumam.com

DOWNLOAD THE APP
Get it on Google Play
Download on the App Store



BACK WALL BANNER



Thank You

Created by:
Madras Creatives

Sarumam

