

BRAND KIT · SEPTEMBER 2026



THE AUDREY AESTHETIC

Brand kit *and asset library*

*Everything a collaborator needs to represent the brand correctly:
logos, color, type, voice, and imagery direction.*

THE BRAND AT A GLANCE

AI as *infrastructure*, not novelty.

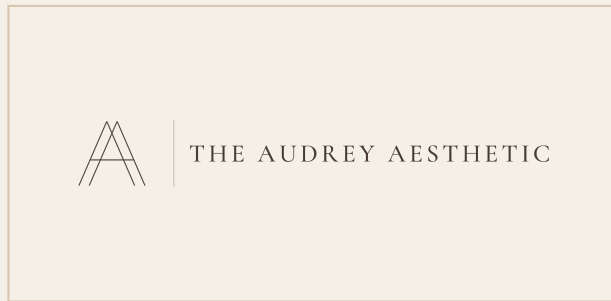
An independent consulting practice and editorial platform helping aesthetic practices put AI to work as a system, not a trend.

NAME	The Audrey Aesthetic
FOUNDER	Audrey Campbell, MPH
POSITIONING	AI as infrastructure, not novelty. Vendor-agnostic and independent in its editorial stance.
VOICE IN A LINE	Calm authority. Declarative and analytical. HBR meets a modern tech startup.
AUDIENCE	Med spa, plastic surgery, dermatology, and wellness practices, including multi-site and private-equity-backed groups. Addressed as owners, CEOs, and founders.
PALETTE	Bone & Camel. Warm neutrals only.
TYPE	Cormorant Garamond for display. Inter for text.

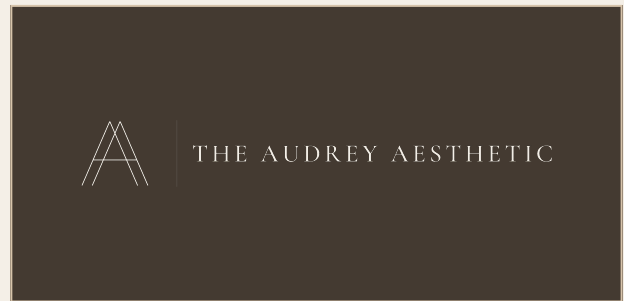
LOGO SUITE

The marks

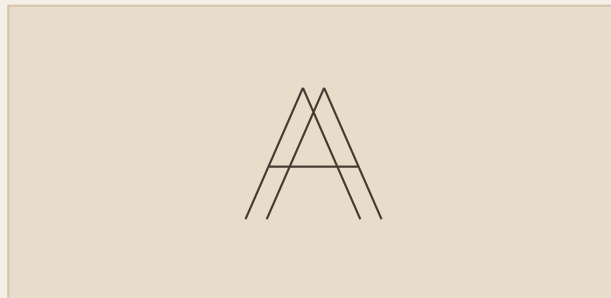
The wordmark is the primary signature. The monogram carries the brand where space is tight. The handle lockup is for social profiles. The ghost mark sits quietly on photography and closing slides.



PRIMARY WORDMARK · ESPRESSO ON LIGHT



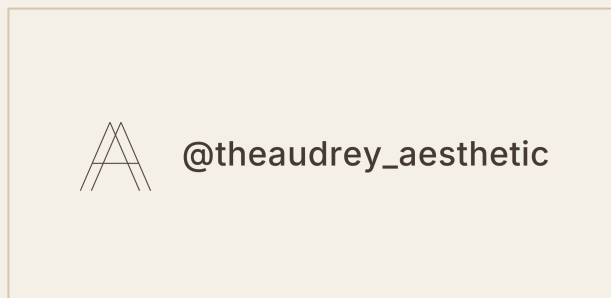
PRIMARY WORDMARK · PORCELAIN ON ESPRESSO



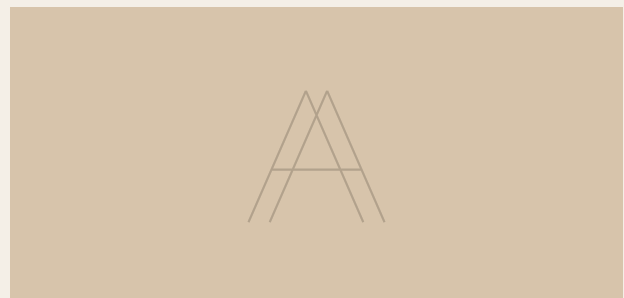
MONOGRAM · SMALL SPACES, AVATARS, FAVICON



MONOGRAM · REVERSED



HANDLE LOCKUP · SOCIAL PROFILES



GHOST WATERMARK · PHOTOGRAPHY, SLIDES

Clear space, size, *and misuse*

DO

- Keep clear space on all sides equal to the height of the monogram.
- Use the espresso mark on Porcelain, Oat, or Camel.
- Use the porcelain mark on Espresso only.
- Use the monogram or handle lockup where the full wordmark would be too small to read.
- Place the ghost mark over photography instead of the solid mark.
- Keep the wordmark at least 1.6 inches wide in print, 160 pixels wide on screen. Keep the monogram at least 32 pixels.

DO NOT

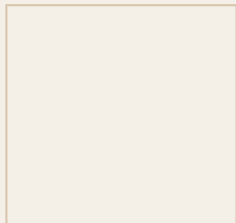
- Recolor the mark outside the palette.
- Stretch, condense, or distort it.
- Rotate it or set it on an angle.
- Add shadows, glows, gradients, or outlines.
- Place the solid mark on a busy photo.
- Rebuild the wordmark in a different typeface.
- Crowd the mark against other elements.

File guide. Use SVG for anything digital that can scale. Use the high-resolution PNG masters for raster placements. Every mark is supplied in an Espresso version for light backgrounds and a Porcelain version for the Espresso background.

COLOR

Bone & Camel *palette*

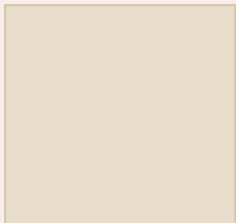
Warm neutrals, used with restraint. Espresso is the only dark surface and appears sparingly, on closing slides and footers. Type on Espresso renders in Porcelain.



Porcelain

#F4EFE7

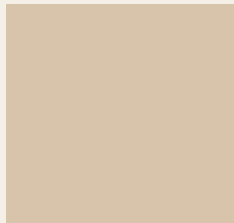
Primary surface, lead background



Oat

#E8DCCB

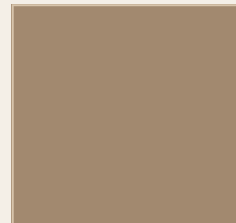
Secondary surface, banner fills



Camel

#D7C4AB

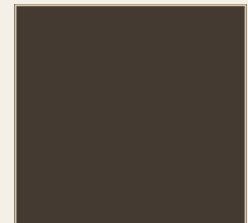
Rules, borders, dividers, hairlines



Pecan

#A2896F

Accent, eyebrows, labels, numerals, italic emphasis



Espresso

#443A31

Primary text and only dark surface



Ink on light #6E5945
Small labels on light backgrounds



Label on dark #E2D4C2
Light labels on the Espresso surface

Never use gray, greige, gold, cool tones, or pure black. The warmth of the neutrals is the brand.

Two typefaces, *clear roles*

Cormorant Garamond

DISPLAY · GOOGLE FONTS · WEIGHTS 300–600 INCL. ITALICS · FALLBACK GEORGIA

Aa Bb Cc The Audrey
Aesthetic

Light Regular Medium **SemiBold** *Italic*

Headlines, cover titles, italic emphasis, framework numerals, and tool names in italic.

Inter

TEXT · GOOGLE FONTS · WEIGHTS 300–600 · FALLBACK HELVETICA OR ARIAL

Aa Bb Cc Operator-grade clarity

Light Regular Medium **SemiBold**

Body copy, eyebrows, labels, buttons, copyright, and the handle. Eyebrows and labels are uppercase with wide letter-spacing.

VOICE

Calm, declarative, *analytical*

Lead with the insight. One idea per unit. Write with a point of view rather than a menu of options. The tone is a trusted colleague who has seen the operation up close.

PRINCIPLES

- Open on the observation or the misconception.
- State the recommendation plainly.
- Address readers as owners, CEOs, or founders.
- Never call the audience "operators" in reader-facing copy.
- Cite specifics. Avoid hype and aspiration.

AVOID

- Em dashes.
- Exclamation points.
- Rhetorical questions.
- The words ecosystem, at scale, stakeholder, seamless, transformative.
- Filler that does not answer why the reader should care.

Always on. The copyright line © Audrey Campbell 2026 appears on every deliverable: bottom-left on carousel slides, in the document footer on long-form and PDFs.

IMAGERY

Real work, *not luxury stock*

USE

- Real work artifacts: laptops, iPads, printed scorecards, typing hands, phones.
- On-screen content kept defocused.
- Bone & Camel palette only.
- A different background per topic.
- 9:16 framing for Reels.

AVOID

- Editorial-luxury props: marble, pearls, silk, arches.
- People or faces in b-roll.
- Cool tones or high-gloss color grades.
- Readable client data on any screen.
- Repeating the same backdrop across topics.

On-camera direction. Calm and still. Minimal facial movement, natural slow blink, no hand gestures. Direct eye contact. Authoritative and understated.

CONTACT AND LINKS

Where to *find the brand*

WEBSITE	theaudreyaesthetic.com
SUBSTACK	theaudreyaesthetic.substack.com
INSTAGRAM	@theaudrey_aesthetic
YOUTUBE	youtube.com/@theaudreyaesthetic
LINKEDIN	linkedin.com/in/audrey-c-ampbell
EMAIL	audrey@theaudreyaesthetic.com
BRAND KIT PAGE	theaudreyaesthetic.com/brand

Questions about brand use or a request for a format not included here can go to **audrey@theaudreyaesthetic.com**. The living version of this kit, with downloadable assets, stays at theaudreyaesthetic.com/brand.