



**BRAND STYLE GUIDE**

for

Benedikte Larsen Fotklinikk

# INTRODUCTION

This brand style guide defines the visual and verbal identity for Benediktes Fotklinikk. It includes the clinic's logo in various mockups and formats, with clear guidelines for how it should be used across different platforms. The color palette, typography, and illustration style all work together to reflect the calm, caring tone of the brand.

The guide also includes a brand statement and an overview of the clinic's brand archetype: The Caregiver. Along with this, a consistent tone of voice has been defined — one that is warm, welcoming and professional. Whether the brand is applied in print, online or through digital communication, this guide ensures that everything remains cohesive and true to the clinic's identity.

# ABOUT THE BRAND

Benedikte Larsen Fotklinikk is a small, personal foot care clinic based in Kristiansand. Founded by Benedikte, a certified foot therapist, the clinic offers gentle, customized treatments with a focus on both comfort and prevention. Her goal is to make clients feel cared for – not only physically, but also emotionally.

The brand is built on values like warmth, safety, and professionalism. Each treatment is adapted to individual needs and delivered in a calming environment where clients can take a break and focus on their wellbeing. The visual identity reflects this philosophy – with soft colors, clear typography and design choices that feel approachable without being clinical.

## **Brand statement**

*At Benedikte Larsen Fotklinikk, I offer personal and professional foot care in a warm, calming environment – always tailored to individual needs, and rooted in comfort, balance and long-term wellbeing.*

# BRAND ARCHETYPE

## THE CAREGIVER

Benediktes Fotklinikk is built around the Caregiver archetype – a personality defined by empathy, support and a desire to help others feel better. This archetype is expressed through the brand’s calm tone of voice, soft visual language and focus on comfort, health and personal wellbeing.

The Caregiver makes the brand feel trustworthy, warm and approachable. It communicates a sense of safety – not through luxury or trendiness, but by offering genuine care, clear guidance and small moments of calm.



# LOGO GUIDELINES

The logo for Benediktes Fotklinikk represents the clinic's core values of personal care, comfort, and calm. The lotus flower symbolizes health, balance, and growth, while the typography combines calligraphy for a personal touch and sans-serif for a clean, professional look. The logo is designed to be approachable and professional, reflecting the Caregiver archetype and the clinic's nurturing, client-focused approach.

To maintain consistency and integrity across all platforms and materials, it is important to follow these logo usage guidelines. These rules ensure the logo is presented clearly and professionally, helping to build a strong, recognizable brand identity for Benediktes Fotklinikk.

## **Print:**

For print materials like business cards, brochures, and posters, the logo should be at least 20 mm wide. Always ensure there's enough space around the logo, keep a clear margin of 15 mm to prevent it from looking crowded. Stick to the approved color palette, and avoid any unnecessary filters or effects.

## **Digital:**

For the website, emails, and online ads, the logo should never be smaller than 100 px wide. Use the version of the logo that best suits the chosen background, either with white text and a darker lotus, or with black text and a lighter lotus.

## **Social Media:**

For social media profile icons and small images, use the lotus emblem. It's cleaner and easier to see at smaller sizes. When using the full logo in larger spaces (like cover images or stories), keep it in the corner with the 15 mm clear space around it. Avoid placing the logo over busy backgrounds or too much text.

## **Logo Mockups**

For mockups, the logo should be shown in environments that reflect the brand's calm, luxury, and wellness feel. Use soft lighting and natural textures to create an inviting, professional vibe. The images should showcase the logo on materials like business cards, websites, and social media profiles, while keeping the overall tone warm and approachable. Minimalist and clean mockups work best to highlight the simplicity and elegance of the design.

# LOGO GUIDELINES

## PRIMARY LOGO



## LOGO ICON



## SECONDARY LOGO



## LOGO COLORS

#DCDCD1 R:220G:220B:209 C:13M:9Y:16K:0	#B9BAA2 R:185G:186B:162 C:29M:20Y:38K:0	#000000 R:0G:0B:0 C:0M:0Y:0K:100
		#FFFFFF R:255G:255B:255 C:0M:0Y:0K:0

# LOGO TYPOGRAPHY

*MissRobertson Pro*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

BROTHER 1816 BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

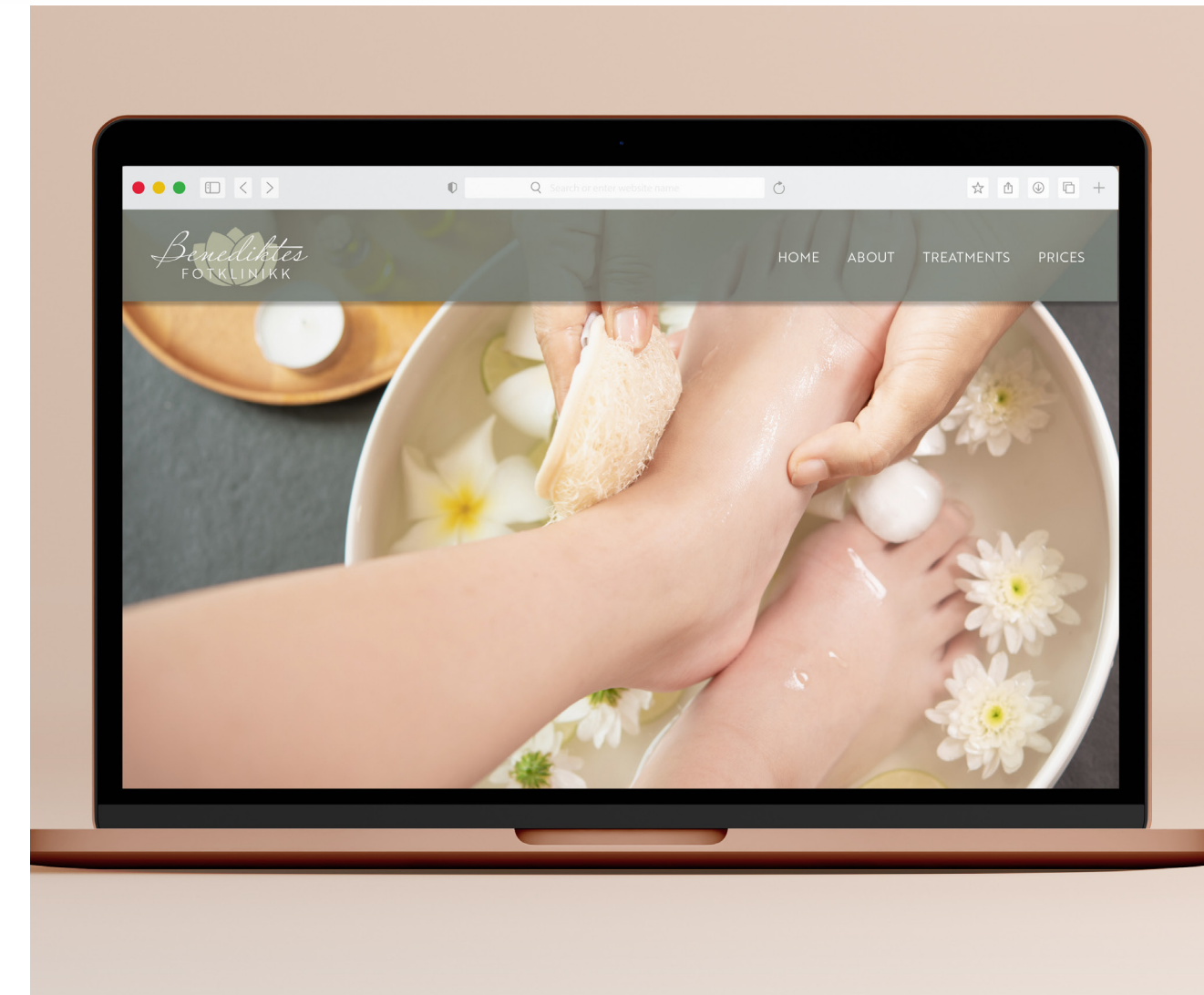
The logo uses **two typefaces** to create a balance between structure and personality. "**Benediktes**" is written in **MissRobertsonPro**, a script font inspired by vintage handwriting. It was chosen because it closely resembles Benedikte's own handwriting, and adds a personal, warm feel to the brand.

"**FOTKLINIKK**" is written in all caps using **Brother 1816 Book**, a modern sans-serif that gives the logo a clean and professional look. I set the **kerning to 210** to improve spacing and make the word easier to read, especially at smaller sizes.

---

*Benediktes*  
FOTKLINIKK

# LOGO MOCKUPS



# TONE OF VOICE

The tone of voice for Benediktes Fotklinikk is warm, personal and calming. The goal is to make the client feel seen and taken care of, whether they're reading a caption or exploring the website. The language is simple, clear and rooted in everyday words.

Because the clinic is run by one person, the brand uses "I" to reflect its personal and direct nature. It also speaks to the reader using "you", creating a warmer and more engaging tone. The voice is soft, friendly and professional, with a focus on clarity, care and comfort.

## **Example (website):**

*Hos Benedikte Larsen Fotklinikk er jeg opptatt av å tilby personlig og profesjonell fotpleie som får kundene mine til å føle seg vel.*

**EN:** *At Benedikte Larsen Fotklinikk, I offer personal and professional foot care that helps my clients feel their best.*

## **Example (Instagram):**

*Du trenger ikke vente til du får vondt. Fotpleie handler om å forebygge – roe ned og ta vare på seg selv før problemene oppstår. Hos meg handler det ikke bare om føttene dine – men om hvordan du har det.*

**EN:** *You don't have to wait until something hurts. Foot care is about prevention – slowing down and taking care of yourself before problems arise. With me, it's not just about your feet – it's about how you feel.*

## **Wrong tone:**

*Benediktes Fotklinikk tilbyr markedets beste fotpleie og rabatterte priser for nye kunder. Bestill time i dag!*

**EN:** *Benediktes Fotklinikk offers the best foot care on the market and discounted rates for new clients. Book now!*

The voice should always reflect care – not pressure. It's about inviting the reader into something good for them, not selling something at them.

# TYPOGRAPHY IN GENERAL

## TYPOGRAPHY IN USE

The brand primarily uses **Brother 1816** as its core typeface across all platforms – including the website, brochures, social media, and printed materials. It is used for headings, body text, menus, buttons and general communication.

**Garnet** is used sparingly as a secondary typeface, mainly to highlight key words or phrases. It appears in places where a slightly more expressive touch is needed – such as pricing, names in testimonials, or accent details on social media posts. This helps create visual rhythm and adds a personal feel without compromising clarity

BROTHER 1816 BOOK/**REGULAR/BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*Garnet*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

---

*Mitt navn er Benedikte Larsen*

“Veldig hyggelige timer har jeg hatt hos Benedikte. Alltid hyggelig å komme tilbake. Hun kan virkelig jobben sin. Og vil absolutt anbefale henne videre.

*Terese*

*Enkel Fotpleie*

Pris: 600,- | 30 min

# TYPOGRAPHY IN GENERAL

## FONT SIZES ACROSS MATERIALS

Font sizes are adapted to each format and purpose, while maintaining a clear and consistent typographic system. The brand primarily uses Brother 1816, with Garnet and MissRobertsonPro used for emphasis and personality in selected elements. On mobile, all font sizes are reduced by approximately 5 pt to optimize readability and spacing on smaller screens.

### WEBSITE (DESKTOP):

**Menu items:** Brother 1816 – 20 px

**Hero section:** Brother 1816 Bold – 20 px (main statement),  
Brother 1816 Regular – 20 px (supporting line)

**Section headings:** Brother 1816 Bold – 20 px

**Paragraph headings / subheadings:** Brother 1816 Semi Bold – 18 px

**Body text / descriptions:** Brother 1816 Regular – 18 px

### MOBILE VERSION:

All sizes reduced by ~5 px for improved responsiveness and layout balance

### BROCHURE 420 x 210 MM, FOLDS TO 105 MM PANELS):

**Front cover headline:** Brother 1816 Bold – 30 pt

**Section headers:** Brother 1816 Bold – 20 pt

**Body text:** Brother 1816 Regular – 12 pt

### BUSINESS CARD (85 x 55 MM):

**Name / header:** Brother 1816 – 12 pt

**Contact info:** Brother 1816 – 8 pt

### MENU CARD (A5):

**Treatment names:** Garnet – 25 pt

**Price & duration:** Brother 1816 – 11 pt

**Descriptions:** Brother 1816 – 10 pt

### THANK YOU CARD (105 x 105 MM):

**Greeting / header:** Brother 1816 – 17 pt

**Body text:** Brother 1816 – 10 pt

**Name (signature):** MissRobertsonPro – 20 pt

# COLORS

## COLOR USAGE

The color palette for Benediktes Fotklinikk consists entirely of natural, muted shades of green — supported by black and white. These tones are chosen to reflect the clinic's calm, clean and caring identity, while staying cohesive across both digital and printed materials.

The lighter green tone **#B9BAA2** is often used for backgrounds and large sections, creating a soft and welcoming feel. Mid-tones such as **#6E7365** and **#95988D** are used to add variation and depth, for example in backgrounds, panels, or product highlights. The darkest green **#63685D** is used for key text elements, buttons and other places where higher contrast is needed, while still maintaining a natural tone.

Black and white are used functionally, to ensure clarity and readability — especially in headings, body text and form fields. The palette avoids bright or overly saturated colors, and instead focuses on creating a sense of calm and balance throughout all brand touchpoints.

# COLORS

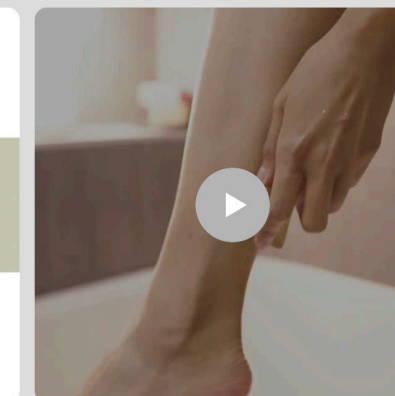
HVA MANGE IKKE VET  
OM FØTTENE

TYPISKE PLAGER SOM  
RAMMER FØTTENE

Send inn



HER KAN DU FØLGE MED PÅ OPPDATERINGER OG NYHETER



#### KONTAKT

Telefon: [+47 45 25 94 11](tel:+4745259411)

Adresse: [Havreveien 78 D, Kristiansand](#)

E-post: [kontakt@benediktesfotklinikk.no](mailto:kontakt@benediktesfotklinikk.no)



#### HURTIGE LINKER

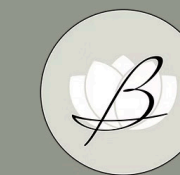
[Hjem](#)

[Om](#)

[Tjenester & Priser](#)

[Produkter](#)

[Kontakt](#)



#63685D  
R:99G:104B:93  
C:60M:47Y:59K:23

#6E7365  
R:110G:115B:101  
C:57M:44Y:58K:17

#95988D  
R:149G:152B:141  
C:44M:33Y:43K:2

#B9BAA2  
R:185G:186B:162  
C:29M:20Y:38K:0

#DCDCD1  
R:220G:220B:209  
C:13M:9Y:16K:0

#000000  
R:0G:0B:0  
C:0M:0Y:0K:100

#FFFFFF  
R:255G:255B:255  
C:0M:0Y:0K:0

# IMAGERY & ILLUSTRATIONS

The visual style of Benediktes Fotklinikk is calm, soft and rooted in natural tones. Imagery plays an important role in supporting the brand's identity – not just visually, but emotionally. Across both digital and printed materials, the focus is on creating a sense of care, balance and wellbeing.

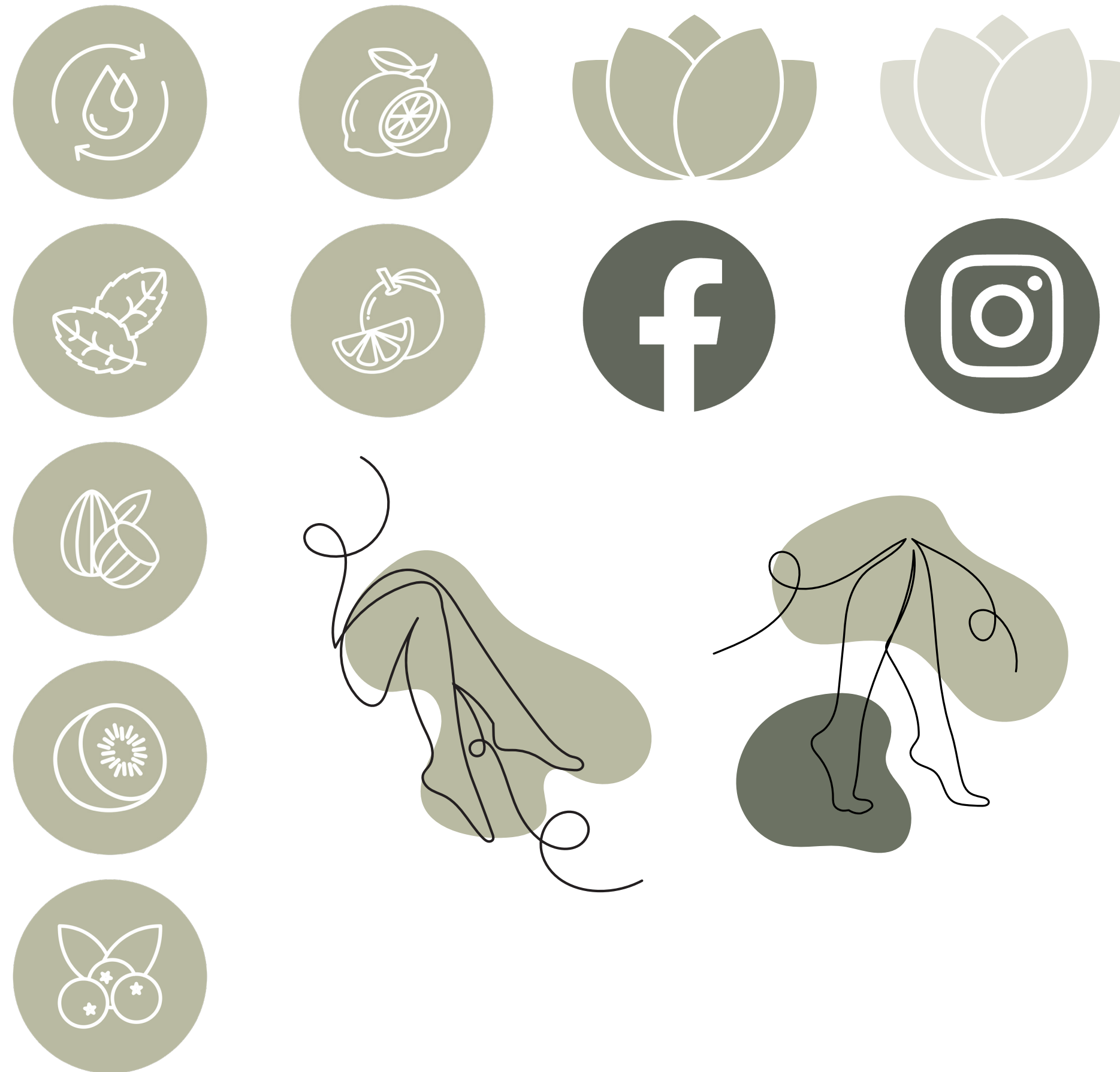
All imagery used on the website and in printed materials has been carefully selected or created to reflect this. AI-generated images are used in place of original photography, with natural lighting, muted tones and spa-like settings that reflect the clinic's atmosphere. Images are chosen or generated to feel personal and approachable – never overly polished or clinical.

Illustrations are kept minimal and consistent. A single-line drawing of a foot, paired with abstract organic shapes, is used throughout the visual identity – appearing on print materials such as the brochure and thank you card. These line illustrations echo the gentle and understated nature of the brand and help tie together the visual language.

In addition to still imagery, the brand also uses video to add subtle movement and atmosphere. The homepage features a looped AI-generated video of a woman gently applying cream to her feet, filmed in soft natural lighting. The purpose is not to show a treatment, but to evoke a sense of calm and care – making the website feel more alive without becoming distracting.

# IMAGERY, VIDEO & ILLUSTRATIONS

## ICONS/ILLUSTRATIONS



## VIDEO/IMAGES

