

THE BRAND BOOK *Uncover*  
*your* **original**

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A field manual for our visual language — the logo, color, typography, and voice that carry the practice across every surface where someone meets us.



A MEDICAL PRACTICE  
FOR IRIS  
RECOLORATION

VOLUME ONE  
ISSUED APRIL 2026  
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# A statement of *intent*.

Before we touch a logo, a color, a single letter — we begin with the why. The brand is not a wrapper. It is the set of decisions that allow a clinical practice to feel as considered as the work itself.

*We are not changing eyes. We are revealing the iris that was always meant to look out at the world. Every surface, every word, every vector should honor that quiet, precise act of revelation.*

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PRACTICE ESTD.	2026
DISCIPLINE	Medical iris recoloration
POSTURE	Clinical precision, quiet luxury
VOICE	Editorial, measured, never decorative
AUDIENCE	The thoughtful, the considered
TAGLINE	Uncover your original.

# The aperture logo.

A radial composition of fine vector strokes — luminous inner tones radiating to deep outer rings — set beside a wordmark in which IRIS is the focus and NICE its quiet preface. Both letters share the same cap-height; only the stroke separates them.

## — PRIMARY LOCKUP

001 · PRIMARY · COLOR · LIGHT GROUND

A1



## — VARIATIONS

002 · GREYSCALE · SINGLE INK · A2



003 · KNOCKOUT · DARK GROUND · A3



004 · IRIS GROUND · A4

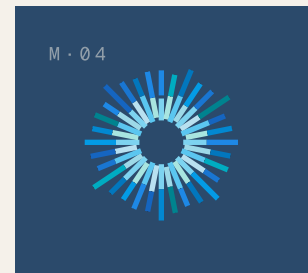
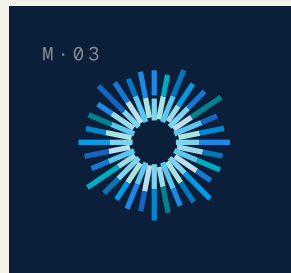
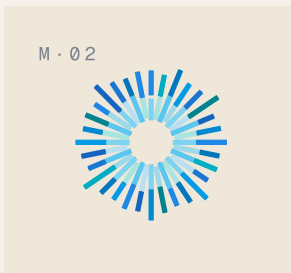
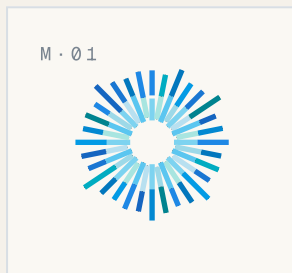


005 · WORDMARK · TYPE-ONLY · A5



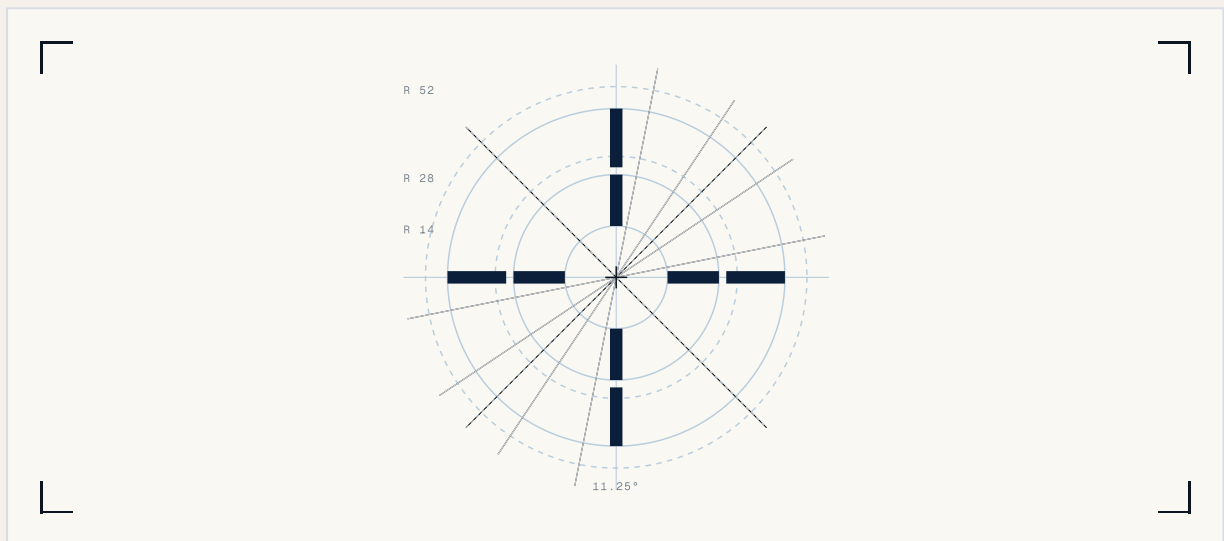
# The mark, *standalone.*

When the wordmark cannot be used — small scales, social avatars, watermarks, embossed or foil-stamped applications — the radial mark stands on its own. Always reproduce in full color, single-color black, or the bone knockout. Never recolor outside the approved palette.



# Built on a radial grid.

Sixty-four spokes — thirty-two inner, thirty-two outer — at exact eleven-and-a-quarter-degree intervals. The geometry is fixed. The variation comes from stroke weight and color.



## SPECIFICATIONS · MARK

SPOKES (INNER)	32 × 11.25°
SPOKES (OUTER)	32 × 11.25°
STROKE WIDTH	3.4 units
PUPIL RADIUS	14 units
INNER RING	14 – 33 units
OUTER RING	30 – 52 units
CONSTRUCTION GRID	120 × 120 units

## SPECIFICATIONS · WORDMARK

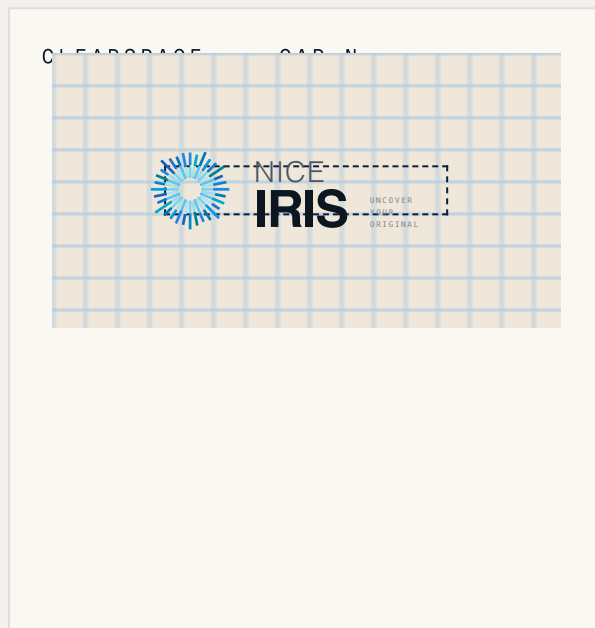
TYPEFACE

Schibsted Grotesk

NICE - SIZE	36 pt · 56% of IRIS
NICE - WEIGHT	300 · Light
NICE - COLOR	Slate · #4A5560
NICE - TRACKING	+0.04 em
IRIS - SIZE	64 pt · the anchor
IRIS - WEIGHT	700 · Bold
IRIS - COLOR	Ink · #0B1620
IRIS - TRACKING	-0.03 em
STACK GAP	10 px · NICE → IRIS
TAGLINE · FACE	Geist Mono · UPPER
TAGLINE · SIZE	9.5 pt
TAGLINE · TRACKING	+0.22 em
TAGLINE · ALIGNMENT	flush to IRIS baseline

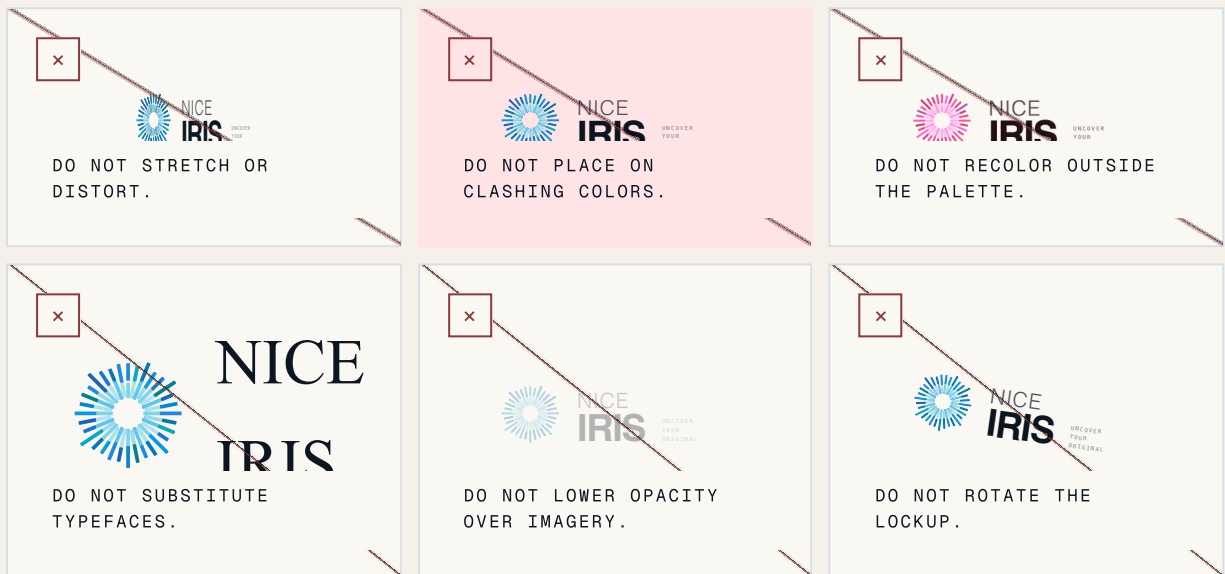
# Give it room to *breathe*.

Clearspace equal to the cap-height of the letter "N" on every side. Below the minimums, switch to the mark alone — never compromise legibility of the wordmark.



# Things not to do.

The mark is engineered for precision. Recoloring, distorting, or rearranging it weakens the brand and undermines the clinical credibility of the practice.



# A spectrum of blues.

Every shade is anchored in the iris itself — luminous sky at the pupil's edge, deep navy at the outer rim. Bone neutrals provide editorial structure. Burnished gold appears once, never more.

## — PRIMARY & ACCENT

PRIMARY · 01

*Iris Deep*

#0B1F3A · RGB 11 31 58

CMYK 96 75 42 48 · Pantone 2767 C

ACCENT · 01

*Burnished*

#C9A961

PAPER · 01

*Bone*

#F5F1EA

## — IRIS SPECTRUM

01	02	03	04	05	06
<b>Iris Deep</b> #0B1F3A	<b>Iris Blue</b> #2B4A6B	<b>Iris Mid</b> #5A7A99	<b>Iris Sky</b> #5BC6F0	<b>Iris Pale</b> #B8CDDD	<b>Iris Mist</b> #E8EEF3

— NEUTRALS

N · 01	N · 02	N · 03	N · 04	N · 05	N · 06
<b>Ink</b> #0B1620	<b>Slate</b> #4A5560	<b>Mute</b> #7A8590	<b>Line</b> #D8DEE4	<b>Bone</b> #F5F1EA	<b>Paper</b> #FAF8F3

— USAGE RATIO · EDITORIAL SURFACE

60		18	14	6	2
<b>BONE · 60%</b> SURFACE	<b>INK · 18%</b> TYPE, HAIRLINES	<b>IRIS DEEP · 14%</b> BRAND MOMENTS	<b>MUTE + GOLD · 8%</b> CAPTIONS, SINGLE ACCENTS		

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# Typography in *three voices*.

Schibsted Grotesk speaks for the practice — geometric, modern, with subtle character in its terminals. Fraunces appears once per surface, italic, never more. Geist Mono handles data, captions, and the technical voice.

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DISPLAY · 128  
/ 96

SCHIBSTED  
GROTESK  
LIGHT 300  
TRACKING  
-0.04EM

Uncover  
*your original.*

---

HEADLINE · 56  
/ 60

SCHIBSTED  
GROTESK  
SEMIBOLD 600  
TRACKING  
-0.025EM

Medical iris recoloration,  
refined to a craft.

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SUBHEAD · 36  
/ 40

SCHIBSTED  
GROTESK  
REGULAR 400  
TRACKING  
-0.02EM

A consultation begins with listening — to your reasons, to your history, to the iris you remember.

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EYEBROW · 11

A MEDICAL PRACTICE - MMXXVI

GEIST MONO  
REGULAR 400  
TRACKING  
+0.32EM

---

BODY · 17 /  
28

SCHIBSTED  
GROTESK  
LIGHT 300  
MEASURE 56 CH

Our practice combines clinical precision with editorial restraint. Every consultation, every procedure, every printed material is designed to honor the originality of your eyes — and the trust you place in our care. **This is the work.**

**MONO · 13 /  
21**  
GEIST MONO  
REGULAR 400  
FOR SPECS,  
CAPTIONS, DATA

PROCEDURE  
DURATION  
ANESTHESIA  
RECOVERY  
PIGMENT

IRIS RECOLORATION  
12 ± 2 MIN / EYE  
TOPICAL  
24 – 48 H  
BIO-COMPATIBLE

— SCHIBSTED GROTESK · WEIGHT LADDER

**300**  
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

**400**  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

**500**  
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

**600**  
SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

**700**  
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

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# A measured tone of voice.

We speak the way a careful surgeon writes a note — direct, precise, never decorative. Confidence without volume. Warmth without indulgence.

## + WE SAY IT LIKE THIS

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- 01 An iris is a fingerprint. We treat it as one.
- 02 Twelve minutes per eye. Topical anesthesia. No incisions.
- 03 Your originality is not a starting point. It is the work.
- 04 Every consultation begins with listening.
- 05 We are a small practice. That is on purpose.

## - NEVER LIKE THIS

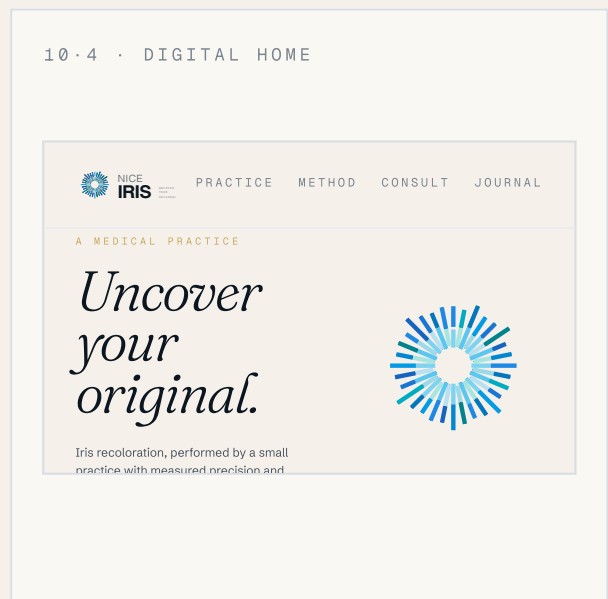
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- 01 Transform your look with stunning new eye color!
- 02 Our revolutionary breakthrough technology delivers.
- 03 Unlock the eyes you've always dreamed of.
- 04 Click here to book your beauty appointment.
- 05 Game-changing. Life-changing. World-changing.

*"We do not promise transformation. We promise care, precision, and a result that looks as if it was always meant to be there."*

# Application across surfaces.

The system holds together because every surface follows the same rules — generous bone ground, hairline rules, single moments of iris deep, and a wordmark that reads instantly across formats.





— *colophon* —

Set in Schibsted Grotesk and Fraunces, with technical detail in Geist Mono. Drawn on a 12-column grid. Printed in bone & iris deep. Designed for NICE IRIS — a medical practice for iris recoloration. All design, copy and the aperture mark herein are the intellectual property of Maximilian A. Grimm.

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GRIMM