
SONORA
MED SPA · SCOTTSDALE, ARIZONA
SAMPLE WORK | Sonora is an illustrative spa
Brand Identity
Volume I · 2026



The McDowell Mountains, twenty minutes after sunset.

The second visit begins at the door.

Sonora is a small med spa in Scottsdale with two injectors, one front desk and four new neighbors within two miles. Every one of those neighbors posts the same bright room and the same smile. The calendar fills once. It rarely fills twice.

This book is the answer we chose: a spa that feels like a place, not a procedure. Low light, honest materials, a pace that never hurries anyone. Guests remember the room, the tea, the quiet on the way out, and they come back to the room they remember.

Everything that follows (the mark, the colour, the type, the pictures, the voice) exists to make that room recognisable from a phone screen, a printed card, or the door itself.

01	The position	3
02	The mark	4
03	Wordmark & lockups	5
04	In place & misuse	6
05	Palette	7
06	Type system	8
07	Type in use	9
08	Photography	10
09	Art direction	11
10	Voice	12
11	Voice in use	13
12	The Sample Work seal	14
13	Applications	15
	Colophon	16

Four spas within two miles. Only one should feel *like a place.*

The field

Scottsdale's newest med spas share a look: white walls, ring lights, bright pastel feeds, the same stock smile. Side by side in a phone's grid they are indistinguishable, so guests choose on price and drift on to whoever posts next.

The position

Sonora takes the opposite ground. Desert-modern, unhurried, made of plaster, stone and linen. Where the field is loud we are low and warm; where it shows procedures we show the room. A guest scrolling past knows it is us before reading a word.

The promise

We promise an experience, never an outcome: an hour that runs at the guest's pace, a team who remembers how they take their tea, a room that holds the light. That promise is our brand and our legal floor at once, and we keep both.

i.

Unhurried

Nothing in the system rushes. Wide margins, slow sentences, one idea per frame.

ii.

Material

Plaster, travertine, clay, linen. If a surface can be touched, we show its texture.

iii.

Ritual

Arrival tea, warm water, the folded robe. Small repeated acts make a visit memorable.

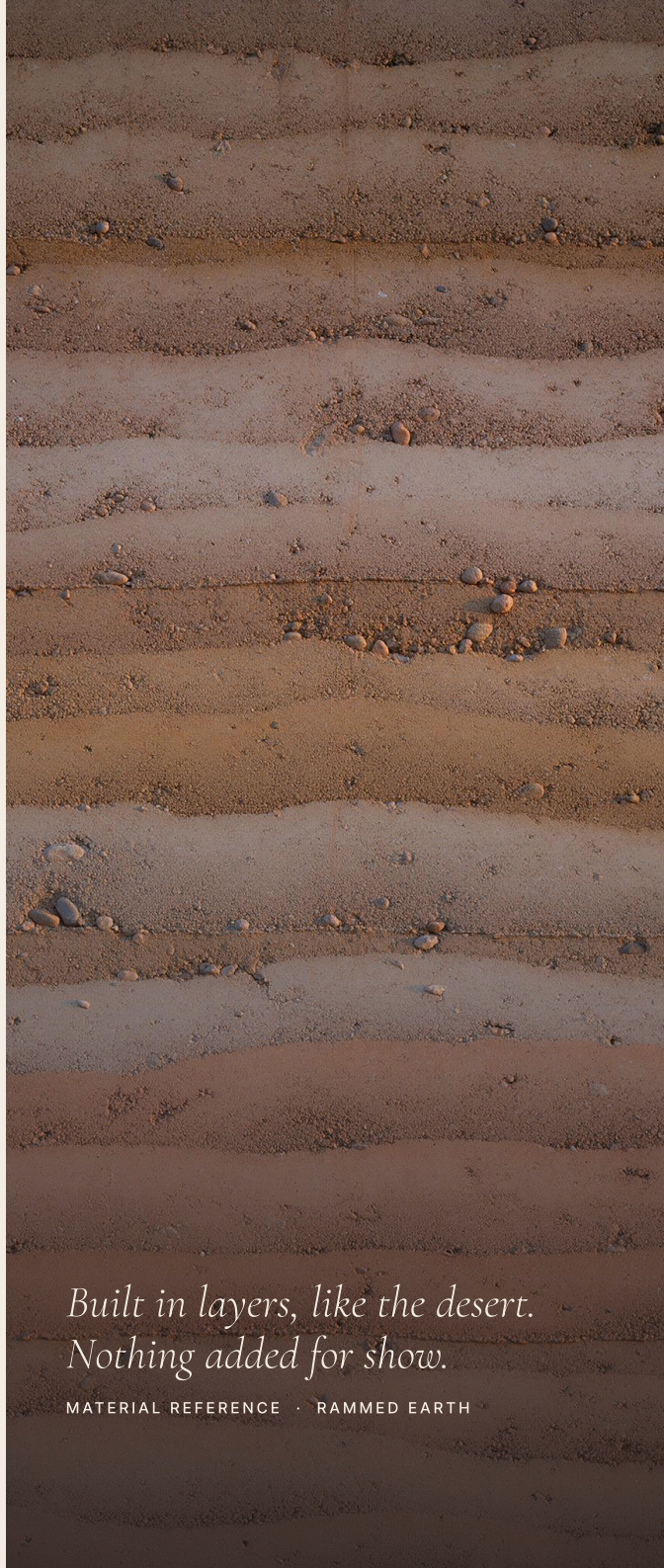
iv.

Return

Every touchpoint is designed for the second visit: the welcome back, not the first sale.

IN ONE LINE

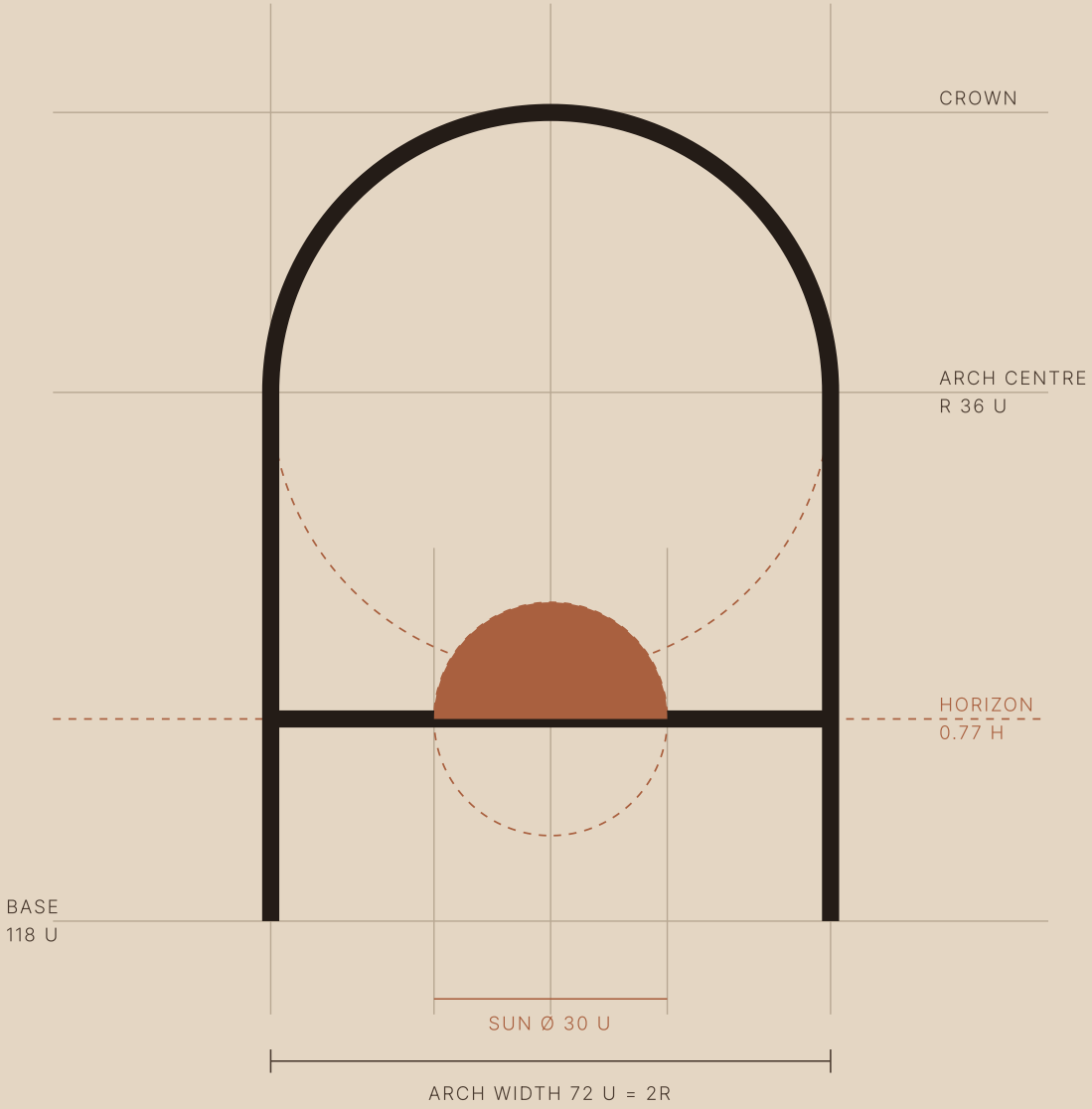
For Scottsdale guests who want care without the clinic, Sonora is the desert-modern spa where the visit itself is the point, and the room is worth coming back to.



Built in layers, like the desert. Nothing added for show.

MATERIAL REFERENCE · RAMMED EARTH

SAMPLE WORK | Sonora is an illustrative spa



STROKE 2.2 U · 1 U = 1/100 OF THE MARK'S WIDTH · OPTICAL SIZE ABOVE 24 MM

02 · THE MARK

The Threshold

An arched door, a low horizon, and the sun resting on it. The hour Scottsdale is most beautiful, seen from inside a room you would like to return to.

The arch is the door a guest walks back through. The horizon is the moment of arrival, when the day outside drops away. The sun is the only colour we allow ourselves: Clay, low and warm, never at noon. Together they say the one thing the brand must say before any word is read: *this is a place.*

The arch

Desert-modern architecture's oldest gesture. A door, a niche, a frame for light.

The horizon

Set at 77% of the height: the floor line of the room and the edge of the desert.

The low sun

A half disc, always resting, never rising. The single warm note in the system.

MINIMUM SIZE
8 mm wide in print · 24 px on screen

CLEAR SPACE
Half the arch width on every side

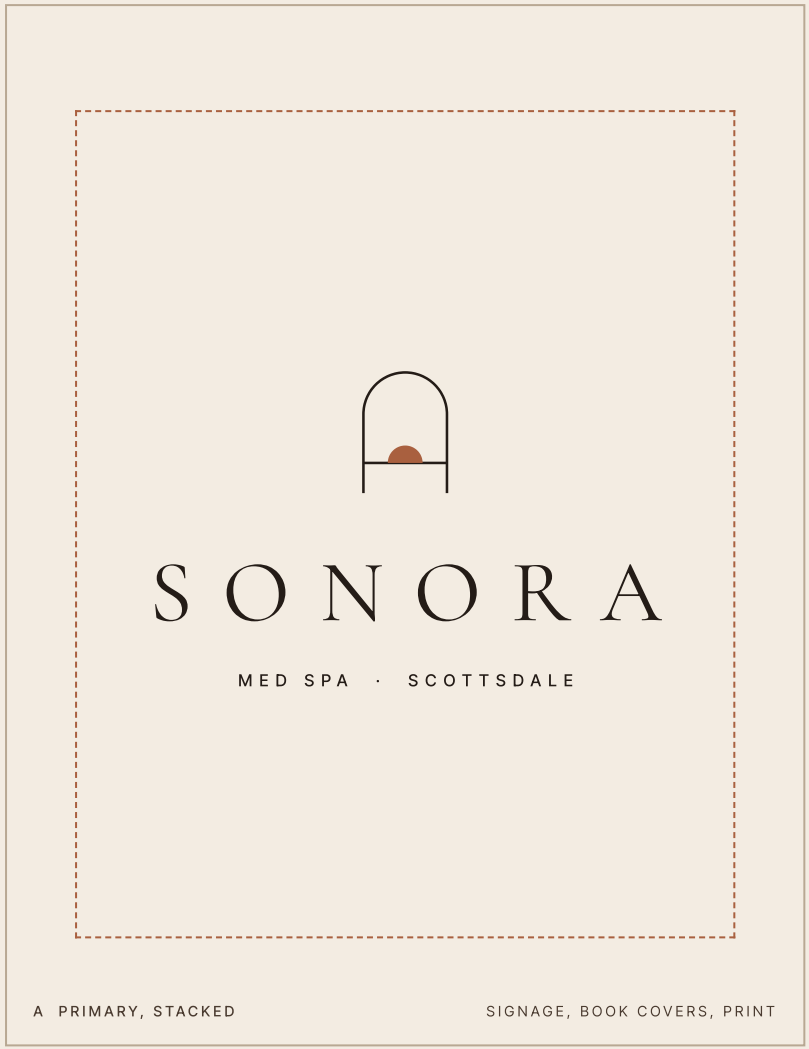
COLOURWAYS
Ironwood + Clay, Caliche + Clay, one-colour Ironwood

FILE
identity/sonora-mark.svg

Five arrangements, *and no others.*

The wordmark is Cormorant Garamond Regular in capitals, tracked +340. The wide spacing is the brand's breath: it should feel set by hand in stone, never typed. It is always the full word, never abbreviated, never in lower case.

The descriptor line, MED SPA · SCOTTSDALE, is Inter Tight Medium tracked +380 at one ninth of the wordmark's cap height. Clear space around any lockup is the height of the letter O. The dashed line in A shows it on the primary.



A PRIMARY, STACKED — SIGNAGE, BOOK COVERS, PRINT



B HORIZONTAL — WEB, EMAIL



C WORDMARK — CAPTIONS, FILM



D MARK ALONE — AVATAR, SEAL, STAMP



E REVERSED — IRONWOOD, NIGHT PLATES

SAMPLE WORK | Sonora is an illustrative spa



IN PLACE

The mark was drawn from the door. On photography it sits in the calm third of the frame, reversed to Caliche, the sun lifted to a paler clay so it holds against the plate.

The mark is quiet. *Keep it that way.*

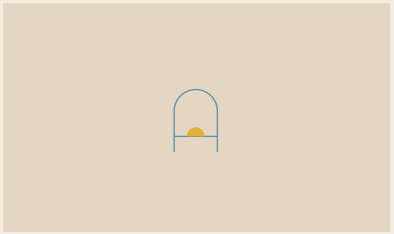
Most identities are ruined by decoration added later. These six are the ones we see most often in our category. None of them is ever acceptable, on any surface, at any size, for any campaign.



i. Never stretch, condense or re-track the wordmark.



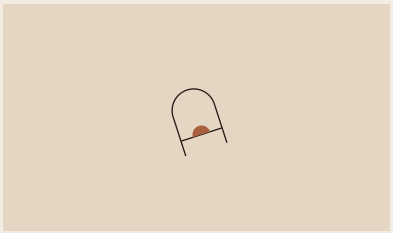
ii. Never put the wordmark in a box, badge or circle.



iii. Never recolour the mark outside the palette.



iv. Never add shadows, glows, gradients or foil effects.



v. Never rotate, tilt or animate the sun rising.



vi. Never set it on busy pattern or a cluttered photo.

On a photograph

WHERE
In the calmest third: open plaster, sky, linen. Never across an object or an edge of light.

HOW
Reversed to Caliche, sun at #D9A07F. A 40% Ironwood scrim when the plate is brighter than Sand.

HOW BIG
The wordmark spans no more than a third of the frame width. Smaller is almost always better.

Caliche

The pale mineral crust under desert soil. Paper, walls, the page itself.

Print on warm, uncoated stock, never bright white. On screen, Caliche replaces white everywhere: backgrounds, cards, the inside of the robe tag. Pure #FFFFFF never appears in the system.

Sand

Washes and wash basins. The second ground.

18%
#E4D6C3
RGB 228 214 195

Stone

Travertine in shade. Hairlines, quiet type.

8%
#B8A893
RGB 184 168 147

Sage

Creosote after rain.

4%
#8B907A
RGB 139 144 122

Mesquite

Old wood, warm in hand. Body type.

7%
#4A3B30
RGB 74 59 48

Ironwood

The densest tree in the desert. Night, display type.

9%
#241C17
RGB 36 28 23

Clay

The low sun. Accent only.

4%
#A9603F
RGB 169 96 63

50%
#F3ECE2
RGB 243 236 226

Caliche to Ironwood, *with one warm note.*

Bar widths are the share of any surface each colour should hold. Clay is the sun in the mark and nothing more: a single word, a rule, a numeral. Never a background for body text, never a button fill on Ironwood.

Aa	Ironwood on Caliche	14.3 : 1	All type	Aa	Ironwood on Stone	7.2 : 1	All type
Aa	Mesquite on Caliche	9.1 : 1	Body text	Aa	Ironwood on Sage	5.1 : 1	Labels, body
Aa	Mesquite on Sand	7.5 : 1	Body text	Aa	Clay on Caliche	4.0 : 1	Display only, 18 pt +

THREE APPROVED PAIRINGS

The page

The night

The room card

Aa

Cormorant Garamond *Light, Regular, Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz & 0123456789

A Garamond cut for display: long, fine serifs and an open italic that reads like handwriting on a place card. It carries the wordmark, headlines and every line we want the guest to hear rather than read. Never below 12 pt, never in bold.

TEXT & LABELS

Aa

Inter Tight Light, Regular, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 · $ % ( ) : ;

The quiet companion: a narrow, even grotesque that keeps body copy calm and labels crisp at small sizes. Light for reading, Medium for tracked capitals. It never sets a headline.

DISPLAY	Cormorant Light · 44/46 pt · −0.5%	The room holds the light.
HEADLINE	Cormorant Regular · 22/26 pt	An hour that runs at your pace
LEDE	Cormorant Italic · 13/17 pt	*Tea is poured before anyone asks a question.*
BODY	Inter Tight Light · 8.6/13.3 pt	Arrive ten minutes early, or don't. The courtyard is open and the bench is in the shade.
LABEL	Inter Tight Medium · 6.6 pt · caps +220	TUESDAY · 4:40 PM · THE COURTYARD ROOM



The first *ten minutes*

Before a single question, there is tea, a warm cloth, and somewhere to sit where the light is soft. We think the visit begins long before the room.

Most first visits are rushed at exactly the wrong moment. A guest arrives a little anxious, fills a form standing at a counter, and is led down a bright hallway before the day outside has left them. At Sonora the first ten minutes belong to nobody but the guest.

The front desk greets by name, walks them to the courtyard bench and pours a cup of creosote and citrus tea. The linen is warm from the cabinet. The paperwork waits on a travertine tray, with a pen that writes well.

Only when the cup is finished does anyone say the word appointment. By then the room is ready, the blinds are half drawn, and the light on the plaster is the colour of the hour. Guests tell us that is the part they remember, and the reason they book the next one before they leave.

10’ Ten unhurried minutes, every visit. It costs us nothing but attention, and it is the thing no neighbour copies.

OPEN	ARRIVE	YOUR ROOM
Tuesday through Saturday *nine until six*	Ten minutes early *for tea, not forms*	The Courtyard Room *west light, after four*

LABEL
Inter Tight Medium 6.6, caps, +220

DISPLAY
Cormorant Light 34, roman with italic turn

LEDE
Cormorant Italic 13/17, Ironwood

INITIAL
Cormorant Regular, Clay, two lines

BODY
Inter Tight Light 8.2/13, two columns, 6 mm gutter

NUMERAL
Cormorant Italic, Clay. The only place Clay meets text.

PLACE CARD
Label over Cormorant Regular 14, hairline rules in Stone

Light, material, ritual, *feeling*.

We photograph what a guest will touch, smell and remember, never what is done to them. No faces mid-appointment, no needles, no gloves, no equipment, and no comparison photographs of any kind. If a frame could belong to any spa in Scottsdale, it does not belong to Sonora.



Light *i.*

Low, warm, from one side. The first two hours after sunrise or the last hour before sunset. Shadows are subjects.



Material *ii.*

Clay, travertine, plaster, water, linen. Close enough to read the grain; never so close it turns abstract.



Ritual *iii.*

The small, repeated acts: tea poured, cloth folded, door held. Shot from above or at table height, unposed.



Feeling *iv.*

People appear at rest, turned from the lens, after the appointment. Never a face being worked on.

Never in frame

Faces during an appointment · needles, syringes, gloves, devices · comparison or progress photographs · ring lights and bright white rooms · stock smiles to camera · pastel props and neon signs · any product label or third-party logo · anything that promises how someone will look.

A room, *not a clinic.*

Every frame should feel like a suite in a small desert hotel at four in the afternoon. If a guest saw it on a phone, they should want to sit in it, not wonder what happens in it.



Time

The long hours

Sunrise to 9 a.m.; 4 p.m. to last light. Midday only indoors, with blinds half drawn. Never on-camera flash.

Light

One side, warm

3,200–4,500 K. Single source, window or doorway. Let a third of the frame fall into shadow. Shadows of leaves are welcome.

Frame

Eye level, still

35–90 mm equivalents. Verticals true. Generous negative space in one third for type. No dutch angles, no fish-eye, no wide selfies.

Styling

Five objects, at most

Stoneware, travertine, linen, water, one desert cutting. No product labels, no logos, no florist bouquets, no props that need explaining.

Grade

Warm, low contrast

Lift blacks into Mesquite, roll highlights into Caliche. Skin true, never smoothed. Fine grain. Saturation under the world's, never over.

FIRST TWELVE FRAMES

The arch at first light · the courtyard bench at four · tea poured on the tray · linen out of the warming cabinet · Room Two, blinds half drawn · the shelf of members' cups · water into the basin · the brass courtyard key · Wren's book, closed · a robe on the hook · the fire bowl at the solstice table · the door at blue hour.



THE HOUSE LINE

An hour, kept.

Once per surface, never more.

Sonora speaks the way the room feels: *unhurried, specific, and glad you came.*

1 The room, never the result.

We describe what happens in the hour: the cup, the light, the chair, the conversation. Never what happens to a face afterwards.

2 Short sentences. Periods do the work.

Calm is a rhythm. No exclamation marks, no ellipses. A colon or a new sentence before a dash.

3 Name the thing.

Travertine, washed linen, a cup thrown by hand. Specific nouns carry the money; announcing adjectives give it away.

4 Invite. Never urge.

No countdowns, no scarcity, no "book now." The door is open and the light is good. They decide.

5 Care is remembered detail.

First names, how you take your tea, the slot you liked. Signed by a person: Wren, Inés, Theo.

6 The desert is a place, not a theme.

Creosote after rain, low winter light, Camelback at dusk. Never "oasis," never a cactus as a joke.

WHERE THE VOICE SITS

Quiet	●	*Loud*
Specific	●	*General*
Warm	●	*Cool*
Inviting	●	*Urging*
Plain	●	*Poetic*

The floor beneath every word

Never write, in any form, on any surface:

~~reduces · treats · removes · corrects · eliminates · cures · results · clinical claims · younger · transform · erase · fix · guaranteed~~

No promise about how anyone will look or feel after an appointment. No then-and-now. No claim about a product's or a technique's power.

Write instead about the room, the ritual, the service, the time, the people and the feeling of the hour itself.

Read it aloud *at the pace of Room Two.*

FIRST VISIT	~~Ready for a transformation? Book your first appointment today and see the difference our expert team can make!~~	Your first visit is a conversation. Forty minutes, seated, with a pot of tea and nothing decided in a hurry. Some people book something that day. Many don't. Both are the right answer.
A QUIET WEEK	~~Last-minute openings this week! Grab one before they're gone.~~	The calendar is quiet this week and the afternoon light is long. If you've been meaning to come in, this is the week we can give you the 4:40.
A MISSED HOUR	~~We noticed you missed your appointment. Please note our cancellation policy.~~	We missed you at 2:00 and hope the day simply got away from you. Nothing to fix. Would Saturday morning suit, or Tuesday at 4:40?
MEMBERSHIP	~~Join our VIP club and save 20% on every visit, plus exclusive perks!~~	A standing hour is the oldest kind of luxury: time that is yours before you ask for it. Your cup goes on the shelf. Wren keeps your hour. That's the Standing.

The swap table

"Treat yourself"	An hour that's yours
"See the difference"	Come and see the room
"Look refreshed"	Leave by the courtyard door, in no hurry
"Expert injectors"	Inés and Theo, our two injectors
"Our most popular service"	The hour people ask for by name
"Book your glow-up"	Wren will find you a good hour

Mechanics

Case	Sentence case, headlines too
Times	7 a.m. · 4:40 · Tuesday through Saturday
Emoji, hashtags	None in captions
Sign-off	A first name, never "the team"
Money	Stated plainly, once; never "only"

SMALL WORDS, IN THE BUILDING

THE DOOR

Please come in.
Tea is on the bench.

ROOM TWO

A quiet hour
is in progress.

THE HOLD CARD

Your next hour is pencilled in:
Tuesday, 4:40. Wren

ON THE WAY OUT

Leave by the courtyard,
in no hurry.

Honest by design, *in the house hand.*

Sonora is an invented spa, made to show what this kind of identity can do. Every public surface in the kit says so, plainly, with one seal drawn from the brand itself: the arch and horizon without the sun, a hairline frame, and two short phrases. It should be noticed by anyone who looks, and never compete with the work.

SAMPLE WORK | Sonora is an illustrative spa

a arch *b* label, Inter Tight Medium, +220 *c* note, Inter Tight Light *d* 0.5 pt frame

SAMPLE WORK | Sonora is an illustrative spa — STANDARD · MESQUITE ON LIGHT

SAMPLE WORK | Sonora is an illustrative spa — REVERSED · CALICHE ON DARK, PLATES

SAMPLE WORK — COMPACT · FILM CORNERS, SMALL TILES

Always

On every public surface, every page of a document, every frame of a film. Bottom left, or top right where the bottom is taken. Clear space twice the label's cap height. Label at least 6 pt in print, 10 px on screen.

Never

Removed, cropped, rotated or faded below full strength. Set in Clay. Larger than the wordmark. Placed across a face of type or a product. Translated into a sticker, a ribbon or a watermark across the image.

SMALLEST ALLOWED IN PRINT, ACTUAL SIZE

SAMPLE WORK | Sonora is an illustrative spa

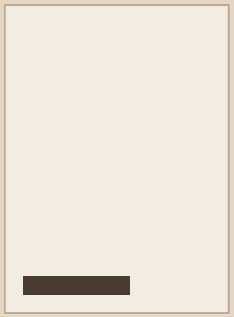
SAMPLE WORK

SAMPLE WORK | Sonora is an illustrative spa

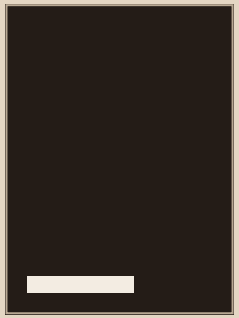
PLACEMENT ACROSS THE KIT



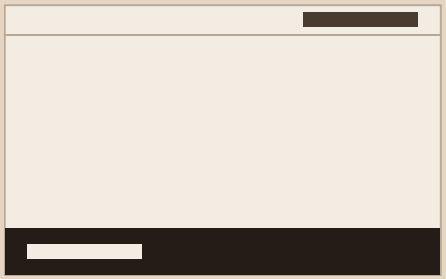
IDENTITY BOOK
Bottom left on every page, in the folio. Reversed over plates.



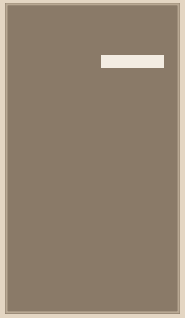
CONTENT CALENDAR
Bottom left of each page, in line with the folio.



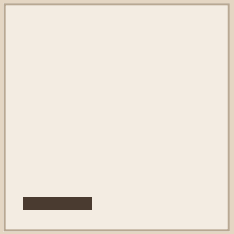
MEMBERSHIP FLYER
Bottom left on both faces. Reversed on Ironwood.



WELCOME PAGE
Top right of the header and again in the footer. Never hidden on the phone.



VERTICAL FILMS
Compact seal top right for the whole film, below the platform's top 15%. Full seal on the end card.

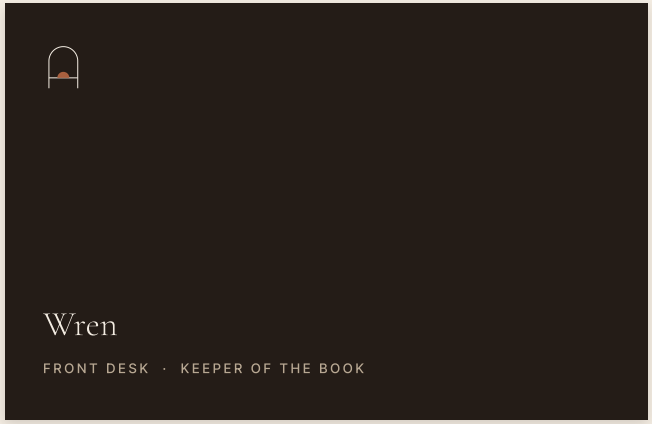


SOCIAL TILES
Compact seal bottom left on every square and carousel card.

Files: identity/sample-work-seal.svg · identity/tokens.css (.sonora-seal, --reversed, --compact)

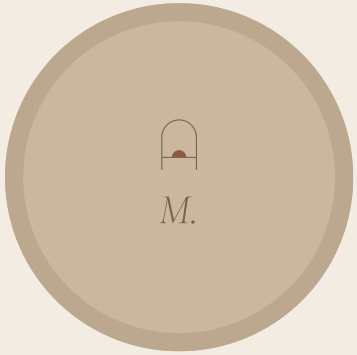
The things *a guest keeps.*

Cards are shown at actual size. Every printed piece is on warm uncoated stock, 600 gsm duplexed, edges painted Clay. The mark is blind-debossed where possible; ink is reserved for words.

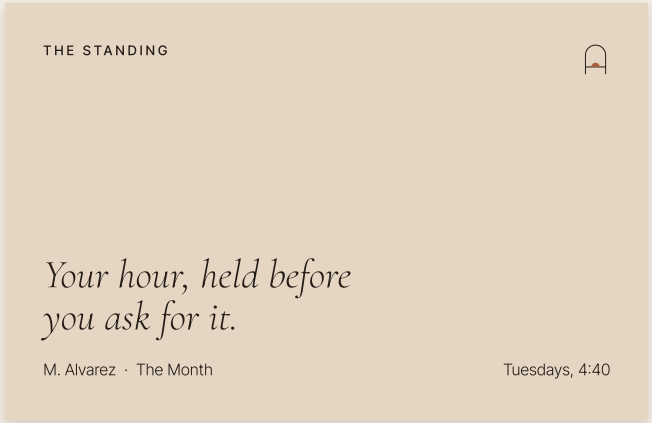


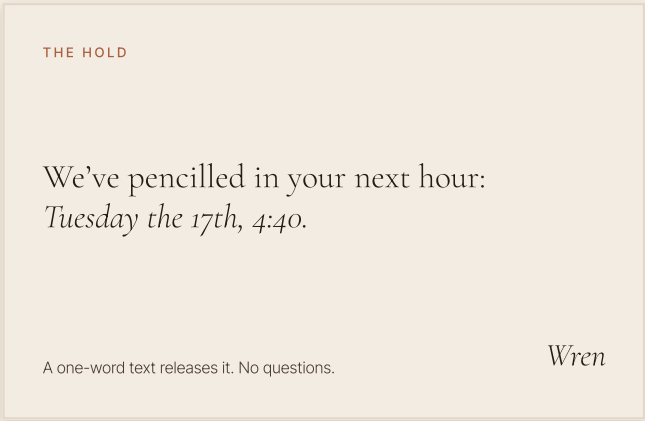


DESK CARD, FRONT AND BACK



THE CUP
The member's initial and the mark pressed into the foot of a hand-thrown cup. It waits on the shelf at every visit.





MEMBER CARD · THE HOLD, TUCKED IN THE BAG AFTER A FIRST VISIT



TYPOGRAPHIC TILES, SET BETWEEN PHOTOGRAPHS IN THE FEED





TRAVERTINE DOOR PLATE, ENGRAVED · ENTRY SIGN, IRONWOOD STEEL

SAMPLE WORK | Sonora is an illustrative spa



An hour, kept.

SONORA

COLOPHON

Sonora Brand Identity, Volume I. Set in Cormorant Garamond and Inter Tight. Palette Caliche to Ironwood, one warm note of Clay. Composed for print at 297 × 210 mm.

PHOTOGRAPHY

Every plate in this volume was made for this book to the art direction on pages 10 and 11. None is stock; no image appears twice.

FILES

identity/tokens.css
identity/sonora-mark.svg
identity/sample-work-seal.svg

SAMPLE WORK

Sonora is an illustrative spa. Its team, rooms, membership and prices are invented to show a brand system at work. It is not a real business and nothing here is an offer.