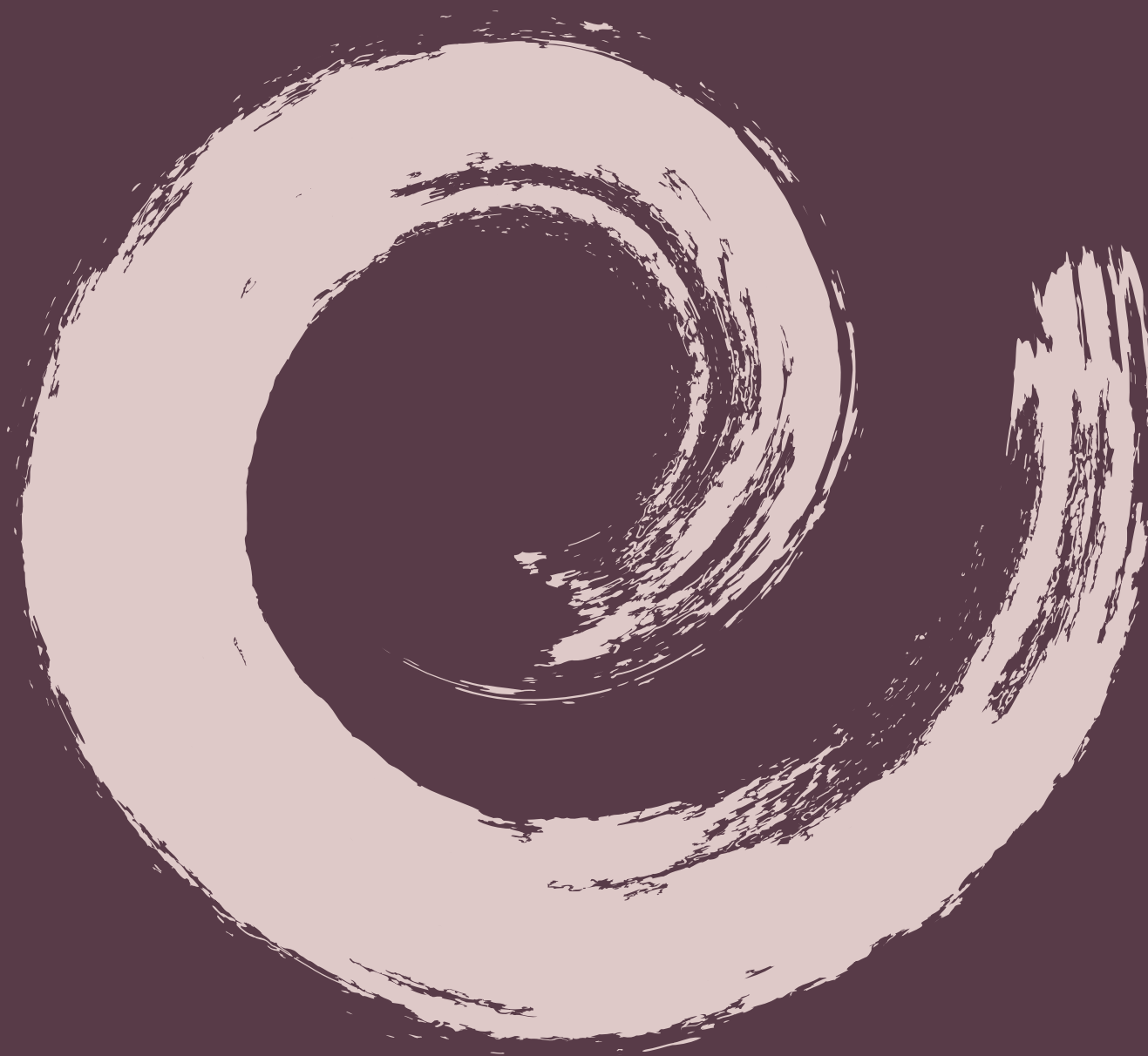


EVER BEAUTY

AESTHETIC CLINIC



Beauty, at
your own pace.

A quieter kind of presence.

Space to be
yourself.



An expressive brushstroke, clear typography and tactile materials.
This edition gives Ever Beauty a calmer, more personal presence.
The visual system makes room for the name and the individual.

ORIGINAL IDENTITY / 2022-2023

VISUAL REFINEMENT / 2026

PORTFOLIO REFINEMENT / 2026

One mark. Room to breathe.



EVER BEAUTY

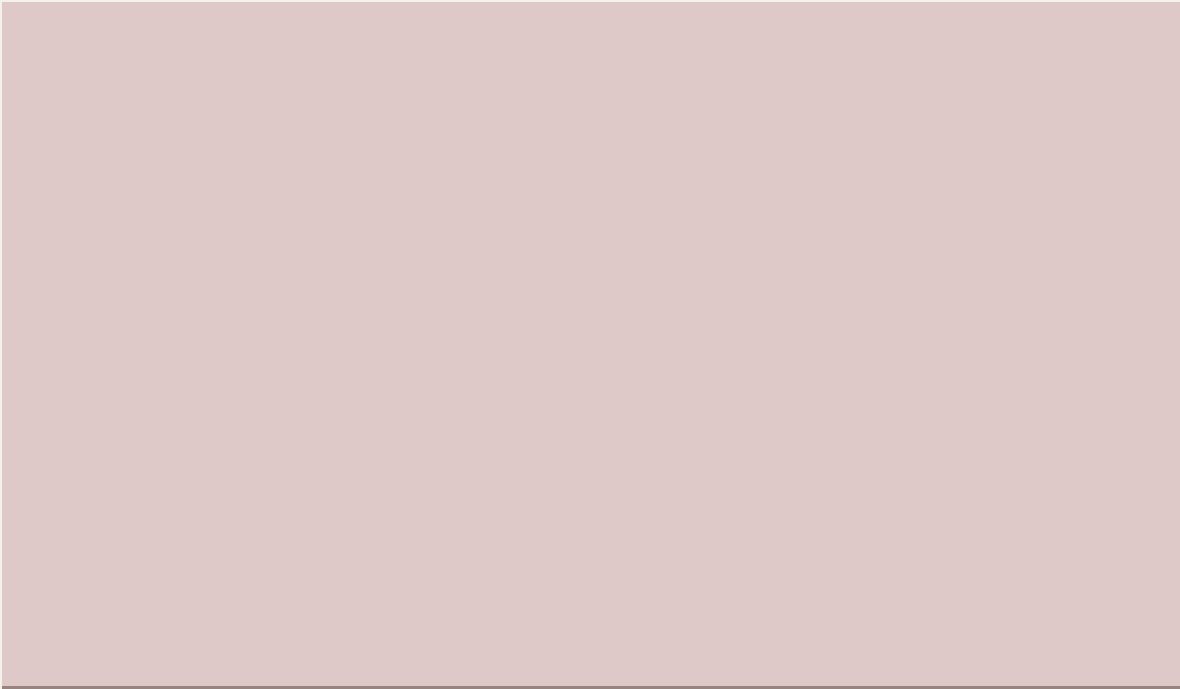
AESTHETIC CLINIC

恒美医疗美容诊所

The original vector brushstroke is retained, including its texture.
The name, descriptor and Chinese line have a new hierarchy.
Use the complete mark with generous space around it.

Softness, with depth.

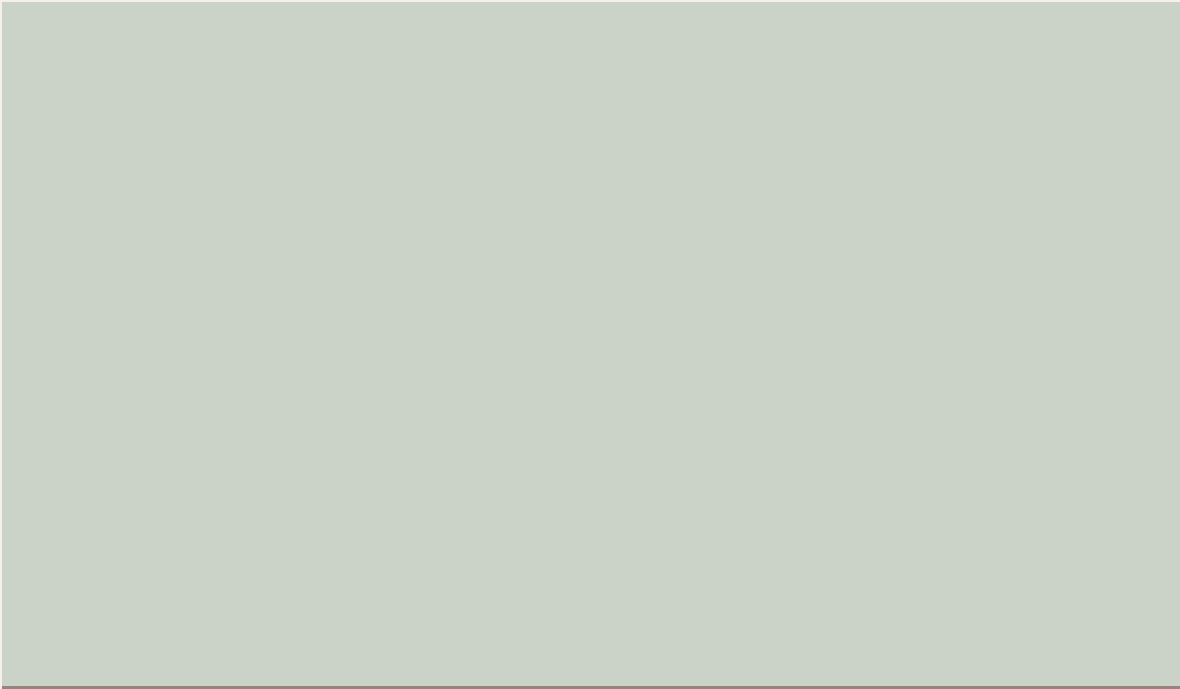
SHELL
#F5F1E9



ROSE
#DEC9C8



PLUM
#583B48



SAGE
#CBD3C8

Plum gives definition. Pale tones give it space.

Character in the details.

DIDOT / DISPLAY

Ever, beautifully.

A moment for you.

AVENIR NEXT / INFORMATION

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

CHINESE / ARIAL UNICODE

美，自有节奏。

A considered welcome.



01
Welcome



02
Member



03
Gift

An everyday rhythm.



Print.
Carry.
Keep.

A consistent identity across cards, bags and paper.

The brushstroke becomes both a signature and a repeating motif.

About this edition.

SOURCE

2022-2023 original design archive.

Original EverBeauty_LOGO.pdf supplies the retained brushstroke.

Original campaigns, card studies, bag and tissue files inform scope.

NEW WORK

Typography, palette, layout, copy and applications developed in 2026.

This is a portfolio refinement; client adoption is unconfirmed.

Cards and stationery are illustrative visual concepts.

No current treatment information, prices or benefits are specified.

EVER BEAUTY
AESTHETIC CLINIC