



International Medical
Aesthetic Association
PERSATUAN PERUBATAN KOSMETIK ANTARABANGSA
国际医学美容总会
P091-021-10 • 10120-9

IMAA BRAND GUIDELINES

International Medical Aesthetic Association

Version 1.0 · 2026

Advancing Standards.
Connecting the Industry.
Creating Opportunities.

A global professional platform bringing together people, knowledge, resources and opportunities to build a stronger and more trusted medical aesthetic ecosystem.

www.myimaa.org

01 BRAND OVERVIEW

The International Medical Aesthetic Association (IMAA) is a professional international platform dedicated to advancing standards, strengthening industry connections, encouraging responsible development and creating opportunities across the medical aesthetic ecosystem.

The IMAA brand should consistently communicate:

- Professionalism
- Internationalism
- Trust
- Excellence
- Authority
- Progress
- Collaboration

IMAA should never visually resemble a beauty salon, cosmetic retail brand or commercial aesthetic clinic.

Every brand application should feel like it belongs to a respected international professional institution.

02 BRAND POSITIONING

- Brand Essence

Advancing Standards. Connecting the Industry. Creating Opportunities.

- Brand Purpose

To build a trusted and connected global medical aesthetic ecosystem that creates value for consumers, professionals, businesses, investors and industry stakeholders.

- Brand Personality

IMAA should feel:

- Professional
- Prestigious
- International
- Established
- Intelligent
- Trustworthy
- Progressive
- Inclusive
- Confident
- Refined

IMAA should not feel:

- Trendy for the sake of being trendy
- Overly glamorous
- Feminine-only
- Beauty-salon oriented
- Cheap
- Promotional
- Flashy
- Artificially luxurious
- Aggressive
- Commercially desperate

03 OFFICIAL ORGANIZATION NAME

The official English name must always be written as:

- International Medical Aesthetic Association

Official abbreviation:

- IMAA

Official Bahasa Malaysia name:

- PERSATUAN PERUBATAN KOSMETIK ANTARABANGSA

Official Chinese name:

- ■■■■■■■■

Official registration number:

- PPM-021-10-15012018

Do not alter, shorten or recreate these names unless a specific application requires the approved abbreviation IMAA.

04 PRIMARY LOGO

The IMAA identity consists of a distinctive gold emblem combining:

- A human facial profile
- Flowing aesthetic contours
- A globe
- International symbolism

The emblem represents the convergence of:

Medical Aesthetics + Global Connectivity + Professional Excellence

The official logo should always be reproduced from approved IMAA artwork.

It must never be manually redrawn.

05 APPROVED LOGO CONFIGURATIONS

IMAA has three primary logo arrangements.

- A. Horizontal Full Logo

Preferred for:

- Website header
- Official documents
- Letterheads
- Media releases
- Partnerships
- Event backdrops
- Corporate presentations
- Email signatures
- Wide-format advertisements

Contains:

IMAA Symbol + English Name + Bahasa Malaysia Name + Chinese Name + Registration Number

- B. Vertical Full Logo

Preferred for:

- Certificates
- Formal invitations
- Award materials
- Social media
- Presentation covers
- Member certificates
- Portrait-oriented materials
- Premium institutional applications
- C. Symbol Only

The standalone IMAA symbol may be used when brand recognition is already established.

Suitable for:

- App icon
- Social media profile

- Favicon
- Membership card
- Certification seal
- Lapel pin
- Event badge
- Watermark
- Merchandise
- Presentation decoration

The symbol must not replace the full organization identity where the audience may not already know IMAA.

06 PRIMARY LOGO BACKGROUNDS

- Preferred
- Ivory / Warm White

This is IMAA's primary institutional presentation.

The gold logo should appear against clean ivory or warm-white backgrounds whenever possible.

Recommended background:

- IMAA Ivory
- HEX: #F0E9E0

Alternative:

- Institutional White
- HEX: #FFFFFF
- Dark Background

For prestigious events, presentations, digital applications and premium communications, the gold IMAA identity may appear on deep navy or black.

Recommended:

- IMAA Midnight Navy
- HEX: #071E36
- IMAA Formal Black
- HEX: #050505

07 LOGO CLEAR SPACE

Always maintain sufficient clear space around the logo.

The minimum clear space should equal approximately:

- the width of the globe inside the IMAA symbol on all four sides.

No:

- Text
- Photography
- Borders
- Other logos
- Decorative graphics

should enter this protected area.

For premium applications, use even greater spacing.

IMAA branding should always have room to breathe.

08 MINIMUM LOGO SIZE

To preserve readability:

- Full Horizontal Logo

Digital:

- Minimum width: 260 px

Print:

- Minimum width: 55 mm
- Vertical Full Logo

Digital:

- Minimum width: 180 px

Print:

- Minimum width: 40 mm
- Symbol Only

Digital:

- Minimum width: 32 px

Print:

- Minimum width: 10 mm

When the full registration information becomes unreadable, use an approved simplified logo rather than compressing the full logo.

09 LOGO MISUSE

Never:

- Stretch the logo
- Compress the logo
- Rotate the logo
- Change its proportions
- Replace the gold with random colours
- Add drop shadows
- Add neon effects
- Add outlines
- Place it inside unapproved shapes
- Recreate the symbol
- Change the woman's facial profile
- Remove elements from the emblem
- Rearrange the official text
- Change the registered organization name
- Add decorative effects behind the emblem
- Place the gold logo over a visually busy image
- Use low-resolution logo files

Do not use the logo as a decorative pattern repeatedly across an entire page.

The logo represents institutional authority and should therefore be used with restraint.

10 BRAND COLOUR PALETTE

IMAA's visual identity is built around:

- Gold · Ivory · Deep Navy · White
- PRIMARY GOLD

Gold represents:

- Excellence
- Recognition
- Achievement
- Leadership
- Prestige
- Institutional authority

The official logo contains metallic gradients rather than one flat colour.

Recommended digital gold family:

- Champagne Highlight
- #F9E99F
- Light Gold
- #E8C774
- IMAA Gold
- #D2AE62
- Heritage Gold
- #B48732
- Deep Gold
- #735012

When creating a metallic gradient:

- #F9E99F → #E8C774 → #B48732 → #F1D986

Use gradients selectively.

Body copy should never be rendered using complex metallic gradients.

- PRIMARY NAVY
- IMAA Midnight Navy
- HEX: #071E36

Recommended uses:

- Corporate presentations
- Event backdrops
- Member portal
- Digital interfaces
- Premium communications
- Footer
- Navigation
- Certification materials
- SECONDARY NAVY
- HEX: #102E4F

Suitable for:

- Cards
- Buttons
- Secondary sections
- UI components
- IVORY
- IMAA Ivory
- HEX: #F0E9E0

This should be the primary light background.

It creates a warmer and more prestigious appearance than pure white.

- WARM WHITE
- HEX: #FAF8F4

Suitable for:

- Website backgrounds
- Documents
- Presentations
- Reports
- CHARCOAL
- HEX: #22252A

Use for:

- Body copy
- Reports
- Long-form reading

11 COLOUR BALANCE

For most IMAA communications:

- Light Institutional Design
- 70% White / Ivory
- 20% Navy / Charcoal
- 10% Gold

For premium dark designs:

- 70% Deep Navy
- 20% White / Ivory
- 10% Gold

Gold should remain an accent of authority.

Avoid filling entire pages with bright metallic gold.

Too much gold reduces the premium effect.

12 TYPOGRAPHY

IMAA typography combines traditional institutional authority with contemporary readability.

- Primary Display Typeface
- Cormorant Garamond

Recommended weights:

- SemiBold
- Medium
- Regular

Use for:

- Major headings
- Cover titles
- Vision statements
- Formal certificates
- Institutional statements

Examples:

- OUR VISION
- GLOBAL PRESENCE
- INTERNATIONAL MEDICAL AESTHETIC ASSOCIATION

13 SECONDARY DISPLAY TYPEFACE

- Cinzel

Recommended for:

- Certification titles
- Award titles
- Small institutional headings
- Formal labels
- Section titles

Examples:

- CERTIFICATION
- EDUCATION
- LEADERSHIP
- HONORARY PRESIDENT

Use sparingly.

14 BODY TYPEFACE

- Lato

Recommended:

- Regular
- Medium
- SemiBold

Use for:

- Website content
- Reports
- Descriptions
- Forms
- Captions
- Information pages
- Member portal

Lato provides modern readability without competing with IMAA's formal display typography.

15 NUMERIC & UI TYPEFACE

- Montserrat

Recommended:

- Medium
- SemiBold
- Bold

Use for:

- Pricing
- Statistics
- Buttons
- Years
- Membership numbers
- Dashboard UI
- Navigation

Examples:

- RM 3,000
- 2026
- 50+ COUNTRIES

16 TYPOGRAPHIC HIERARCHY

Recommended hierarchy:

- H1
- Cormorant Garamond SemiBold
- H2
- Cormorant Garamond Medium
- H3
- Cinzel / Lato SemiBold
- Body
- Lato Regular
- Button / Navigation
- Montserrat SemiBold
- Statistics
- Montserrat Bold

Avoid mixing more than three visible typefaces on one page.

17 PHOTOGRAPHY STYLE

IMAA photography should feel:

International. Professional. Human. Credible. Aspirational.

Preferred subjects:

- Medical professionals
- Doctors
- Therapists
- Researchers
- Educators
- Business leaders
- Clinics
- Hospitals
- Laboratories
- Conferences
- Training
- International delegations
- Professional networking
- Industry collaboration

18 PEOPLE & DIVERSITY

As an international association, IMAA imagery should represent professionals across different countries, cultures and backgrounds.

Where appropriate, imagery should include a balanced representation of:

- Asian professionals
- Malay / Muslim professionals
- Chinese professionals
- Indian / South Asian professionals
- European professionals
- African professionals
- Middle Eastern professionals
- Different age groups
- Men and women

Diversity should appear natural and professional.

Do not create imagery that feels artificially tokenistic.

19 MEDICAL PROFESSIONAL APPEARANCE

Preferred:

- White medical coats
- Navy medical scrubs
- Business attire
- Clean professional styling
- Natural smiles
- Confident posture
- Authentic medical environments

Avoid:

- Overly glamorous makeup
- Fashion-model posing
- Sexualized imagery
- Cosmetic-clinic clichés
- Excessive beauty retouching
- Unrealistic skin

- Overly staged stock-photo expressions
- IMAA represents the industry, not merely beauty.

20 PHOTOGRAPHIC COLOUR TREATMENT

Preferred palette:

- Warm ivory
- Natural white
- Deep navy
- Soft beige
- Champagne highlights
- Controlled gold accents

Images should generally feel:

- Bright · Clean · Premium · International · Cinematic

Avoid:

- Oversaturated colours
- Heavy filters
- Neon blue
- Purple cyberpunk aesthetics
- Extreme HDR
- AI-looking skin
- Excessive gold glow

21 GLOBAL VISUAL LANGUAGE

A recurring IMAA visual motif may include:

- World maps
- Global connections
- Network nodes
- Subtle geographical lines
- International city skylines
- Global business environments
- International conferences

These elements communicate IMAA's role as an international platform.

They should remain secondary to the primary message.

22 ICONOGRAPHY

IMAA iconography should be:

- Clean
- Minimal
- Institutional
- Consistent
- Easily recognizable

Preferred styles:

- Light Design
- Gold line icons
- Premium Dark Design
- Gold 3D icons or refined metallic icons

Core icon categories may include:

- Doctors
- Clinics
- Hospitals
- Therapists

- Academies
- Brands
- Manufacturers
- Distributors
- Investors
- Government
- Education
- Certification
- Research
- Innovation
- Networking
- Business
- Leadership
- International Collaboration

Never mix multiple unrelated icon styles on one page.

23 GRAPHIC ELEMENTS

Approved supporting visual elements:

- Thin champagne-gold lines
- Flowing gold curves
- Subtle world maps
- Network connections
- Soft gradients
- Circular ecosystem diagrams
- Fine geometric structures
- Generous white space

Avoid:

- Heavy frames
- Excessive ornamentation
- Large gold borders
- Decorative baroque graphics
- Neon effects
- Excessive lens flares
- Particle overload

The visual language should remain contemporary institutional luxury.

24 PRESENTATION STYLE

Official IMAA presentations should use:

- 16:9 Horizontal

Recommended dimensions:

- 1920 × 1080 px

Presentation style:

- Large photography
- Strong editorial headlines
- Limited copy
- Clear hierarchy
- Ivory / navy alternating pages
- Gold accents
- Premium serif headlines
- Consistent page numbers

Recommended visual reference:

International institutional report + premium corporate presentation

Not conventional PowerPoint.

25 PRESENTATION PAGE NUMBER

Page numbers should appear consistently in the upper-left corner.

Recommended treatment:

- Thin gold square outline

Gold two-digit number:

- 01
- 02
- 03

etc.

Do not change page-number placement throughout the same presentation.

26 WEBSITE DESIGN

The IMAA website should feel like an international professional organization rather than a commercial beauty website.

Primary website palette:

- Warm White / Ivory + Midnight Navy + IMAA Gold

Recommended page structure:

- Large editorial title
- Clear institutional copy
- Large photography
- Structured cards
- Generous spacing
- Minimal decorative clutter

27 WEBSITE BUTTONS

Primary CTA:

- Navy background
- White text

Examples:

- JOIN IMAA
- APPLY NOW
- MEMBER LOGIN

Secondary premium CTA:

- Gold background
- Midnight Navy text

Tertiary CTA:

- White background
- Navy outline

Maintain consistent rounded corner radius across the site.

28 MEMBER PORTAL

The IMAA Member Portal may use a darker and more digital visual environment than the public website.

Recommended:

- Midnight Navy + White + Gold

Portal functions should visually prioritize usability.

Gold is used to identify important actions, status and membership recognition.

Do not sacrifice readability for decoration.

29 CERTIFICATION VISUAL IDENTITY

IMAA Certification must feel authoritative and distinct.

Recommended:

- Midnight Navy
- Gold
- Ivory
- Official IMAA emblem
- Individual certificate number
- QR verification
- Issue date
- Expiry date
- Certification category

Certification should visually resemble professional accreditation rather than a promotional award.

Categories include:

- Certified Clinic
- Certified Doctor
- Certified Therapist
- Certified Trainer
- Certified Academy
- Certified Brand

30 CERTIFICATION SEAL

An approved circular IMAA Certification Seal may be developed using:

- IMAA emblem
- Certification wording
- Gold outer ring
- Midnight Navy centre
- Unique certification category

The seal must never be used by organizations or individuals without active certification.

31 MEMBERSHIP VISUAL IDENTITY

Member-facing assets may include:

- Membership Card
- Digital Membership Card
- Membership Certificate
- Member Directory Badge
- Member Portal identity

Recommended colours:

- Individual Member
- Ivory + Gold
- Corporate Member
- Navy + Gold
- Fellow
- Deep Navy + Premium Gold
- Honorary
- Champagne Gold + Ivory

Student membership may use:

Navy + Ivory with restrained gold.

32 FOUNDING MEMBER IDENTITY

If IMAA officially introduces Founding Member recognition, it should receive a distinctive identifier.

Suggested:

- FOUNDING MEMBER

with:

- Gold laurel
- IMAA emblem
- Founding year

The status should only be used according to IMAA's official eligibility criteria.

33 SOCIAL MEDIA

Recommended formats:

- Instagram / Facebook Feed
- 1080 × 1350
- Vertical 4:5
- Story / Reel
- 1080 × 1920
- Vertical 9:16
- LinkedIn
- Professional horizontal or 4:5 formats
- Event / Website Banner
- 16:9

Social media should maintain the same:

- Gold
- Ivory
- Navy
- Typography
- Logo
- Photography style

Avoid changing IMAA's design system merely to follow temporary social-media trends.

34 EVENT BRANDING

IMAA event branding may introduce event-specific graphics while retaining the master identity.

Every official event should contain:

- IMAA logo
- Event title
- Date
- Location
- Official brand palette
- Appropriate IMAA attribution

Examples:

- IMAA Global Medical Aesthetic Congress
- IMAA International Forum
- IMAA Leadership Summit
- IMAA Networking Night

35 INTERNATIONAL DELEGATIONS

Delegation materials should communicate:

Professional Diplomacy + Global Collaboration + Industry Opportunity

Recommended imagery:

- Airports
- Delegations
- International cities
- Business meetings
- Institutions
- Conferences
- Professional exchanges

Avoid making international delegations resemble travel-tour advertisements.

36 REGULATORY CONTENT

IMAA uses the term:

- Global Regulatory Reference Network

When displaying regulatory bodies, government departments or authorities for reference purposes, their logos must not be displayed in a way that falsely implies partnership or endorsement.

Where a formal partnership does not exist, use the following disclaimer:

- Regulatory Reference Disclaimer

The organizations and regulatory authorities listed are provided for industry reference purposes. Their inclusion does not imply partnership, endorsement, affiliation or authorization of IMAA unless expressly stated otherwise.

37 PARTNER LOGOS

Partner logos should:

- Maintain original proportions
- Use official supplied artwork
- Receive equal visual treatment
- Be arranged cleanly
- Never overpower the IMAA identity

Partners should be clearly classified where applicable:

- Official Partner
- Strategic Partner
- Supporting Organization
- Industry Partner
- Academic Partner
- Media Partner
- Reference Organization

Never categorize an organization as an official partner without documented authorization.

38 CO-BRANDING

For IMAA-led initiatives:

IMAA should normally appear first or receive equal visual authority.

Recommended:

- IMAA × PARTNER

Maintain sufficient separation between logos.

Never combine two logos into one new logo.

39 WHITE PAPERS & REPORTS

All IMAA research publications should use a consistent editorial system.

Cover:

- IMAA logo
- Report category
- Large report title
- Year
- Strong institutional image / data visual

Recommended title treatment:

- IMAA INDUSTRY INTELLIGENCE
- or
- IMAA WHITE PAPER SERIES

Inside:

- Executive Summary
- Key Findings
- Research
- Data
- Recommendations
- Sources
- About IMAA

40 OFFICIAL DOCUMENTS

For:

- Letters
- Agreements
- Certificates
- Memoranda
- Appointment letters
- Official notices

Use:

- Warm white / white background
- Gold logo
- Midnight Navy / Charcoal text
- Minimal decoration

Avoid photography unless specifically appropriate.

41 CERTIFICATES

Recommended style:

- A3 or A4 Landscape / Portrait depending on purpose

Visual direction:

- Ivory
- Champagne gold
- Deep navy where required
- Elegant serif typography
- Generous white space
- Official signature
- Date
- Certificate number
- QR verification where applicable

The design should resemble an international academic or professional institution.

42 EMAIL SIGNATURE

Recommended structure:

- Full Name
- Position
- International Medical Aesthetic Association
- T: +60 11-1006 0160
- E: secretariat@myimaa.org
- W: www.myimaa.org

Small horizontal IMAA logo.

Avoid large promotional banners in formal email signatures.

43 OFFICIAL CONTACT INFORMATION

- International Medical Aesthetic Association
- 52, Jalan BP 7/8
- Bandar Bukit Puchong
- 47120 Puchong
- Selangor, Malaysia
- T: +60 11-1006 0160
- E: secretariat@myimaa.org
- W: www.myimaa.org

44 BRAND VOICE

IMAA communicates with authority without arrogance.

The writing should feel:

- Clear
- Professional
- Constructive
- Knowledgeable
- International
- Inclusive
- Forward-looking

45 WRITING PRINCIPLES

Prefer:

Advancing professional standards across the medical aesthetic ecosystem.

Instead of:

We are the world's best medical aesthetic organization.

Prefer:

Connecting professionals, organizations and opportunities across markets.

Instead of:

We have the strongest network in the world.

Prefer evidence and specific achievements over exaggerated claims.

46 LANGUAGE

Primary international language:

- English

Where appropriate, IMAA may also communicate in:

- Bahasa Malaysia
- Simplified Chinese
- Traditional Chinese

Other languages relevant to local chapters or programmes

Translations should preserve meaning and institutional tone rather than translating word-for-word where this creates unnatural language.

47 TERMINOLOGY

Use consistently:

- medical aesthetic

when referring to the industry as an adjective.

Examples:

- Medical aesthetic industry
- Medical aesthetic professionals
- Medical aesthetic ecosystem

Use:

- IMAA Member
- IMAA Certified Clinic
- IMAA Certified Doctor
- IMAA Fellow

Avoid creating unofficial designations without approval.

48 BRAND CLAIMS

All statistical and performance claims must be verifiable.

Examples:

- XXX+ Members
- XX+ Countries
- RMXX Million in Transactions Facilitated
- XX White Papers Published

should only be published when supported by internal records.

Never artificially inflate association achievements for promotional purposes.

49 AI-GENERATED VISUALS

AI-generated visuals may be used for:

- Conceptual communication
- Editorial illustrations
- Future scenarios
- Generic international professionals
- Marketing backgrounds

They must never falsely represent:

- Actual IMAA members
- Actual government partnerships
- Actual conferences
- Actual clinics
- Actual certifications
- Real transaction outcomes

unless clearly identified or based on the real subject.

Real achievements should use real imagery whenever possible.

50 ACCESSIBILITY

IMAA communications should remain readable and accessible.

Ensure:

- Sufficient contrast
- Legible font sizes
- Clear hierarchy
- Alternative text for important website imagery
- Buttons are easy to identify

Gold text is not used on light backgrounds when contrast is insufficient

Prestige should never compromise usability.

51 BRAND ASSET PACKAGE

The official Media Kit should provide:

- Logos
- IMAA Horizontal Logo — PNG
- IMAA Horizontal Logo — transparent PNG
- IMAA Vertical Logo — PNG
- IMAA Vertical Logo — transparent PNG
- IMAA Symbol — PNG
- IMAA White / Reversed Logo
- Vector Logo — SVG / EPS where available
- Brand Documents
- IMAA Brand Guidelines PDF
- IMAA Corporate Presentation
- IMAA Fact Sheet
- Media Assets
- Official Association Profile
- Leadership Photos
- Approved Event Photos
- Official Contact Details

52 FILE NAMING STANDARD

Use consistent file names.

Examples:

- IMAA_Logo_Horizontal_Gold.png
- IMAA_Logo_Vertical_Gold.png
- IMAA_Symbol_Gold.png
- IMAA_Logo_White.png
- IMAA_Brand_Guidelines_2026.pdf
- IMAA_Corporate_Profile_2026.pdf

Avoid:

- logo-final-final2.png
- newlogo.jpg
- latest-logo-use-this.png

53 DESIGN APPROVAL

Any external agency, sponsor, partner or supplier creating materials featuring the IMAA identity should use approved brand assets.

Major applications involving:

- Government
- International partnerships
- Certification
- Awards
- Official appointments
- Major events
- Media campaigns

should be reviewed by the IMAA Secretariat prior to publication.

54 CORE BRAND RULE

Every IMAA communication should answer one question:

Does this make IMAA appear more trusted, professional and internationally respected?

If the answer is no, simplify it.

IMAA should never need excessive decoration to communicate prestige.

Authority comes from clarity.

Prestige comes from consistency.

Trust comes from standards.

55 MASTER BRAND STATEMENT

- INTERNATIONAL MEDICAL AESTHETIC ASSOCIATION

Advancing Standards.

Connecting the Industry.

Creating Opportunities.

A global professional platform bringing together people, knowledge, resources and opportunities to build a stronger and more trusted medical aesthetic ecosystem.

- www.myimaa.org