HALDEN

PLASTIC SURGERY

EDITION 01 / IDENTITY SYSTEM

The work nobody can *name.*

THE HALDEN IDENTITY SYSTEM / NOVEMBER 2026



Facial, breast and body surgery, quietly, in Hyde Park.

Quiet around the decision.

Halden is Dr. Mira Halden's surgical practice in Hyde Park, South Tampa: facial, breast and body surgery from one consultation room, with a short list of procedures and no rush. The brand is the calmest voice in a loud category. It never sells; it explains, and then it waits.

01

Measured, never more

Every decision, in surgery and in design, stops one step before too much.

02

Nothing you can name

People look rested and like themselves. The brand never shows or claims a result.

03

An honest hour

The consultation is the product. Say plainly what happens and what surgery cannot do.

The name, set well.

HALDEN

PLASTIC SURGERY

Use the signature whenever Halden is introduced: HALDEN in classical capitals over a quiet secondary line. No symbol to decode. In a category full of swooshes and silhouettes, the most assured thing a surgeon can do is sign her work plainly.

Real type, carefully spaced.

HALDEN

PLASTIC SURGERY



NAME

Cormorant Garamond Medium, capitals, tracked +200, set from the font with its own kerning

SECONDARY

Jost Regular, capitals, tracked +420, cap height 21 percent of the name, centered

SPACING

Gap between the lines: 42 percent of the name's cap height

MONOGRAM

The same H from Cormorant Garamond Medium, unaltered, at 44 percent of a thin circle, ring 1.5 percent of its diameter

USE

Favicon, app icon, embroidery, small labels. Never beside the full name.

The right expression for the space.

HALDEN
PLASTIC SURGERY

PRIMARY / INK

HALDEN
PLASTIC SURGERY

PRIMARY / REVERSED

H
HALDEN
PLASTIC SURGERY

HALDEN

STACKED / WORDMARK ALONE

H H H H

MONOGRAM / APP ICON / FAVICON 32 AND 16

Give the name room to breathe.



X = THE CAP HEIGHT OF HALDEN

CLEAR SPACE

Keep at least X on every side of a mark or signature, measured from the artwork, never the SVG canvas.

SCREEN MINIMUMS

Signature 200 px wide. Below that, the wordmark alone, down to 110 px. Monogram 24 px; the solid favicon at 16 to 32 px.

PRINT MINIMUMS

Signature 40 mm wide, wordmark 25 mm, monogram 8 mm. Embroidery and deboss: monogram at 18 mm or larger.

Skin and stone, in soft light.

Linen
Ground. The page, the paper.

Shell
Second surface, bands, card stock.

Stone
Hairlines, frames, text on Ink.

Nude
Warmth. Accents on Ink only.

Umber
Italic accents, links, labels.

Taupe
Secondary text on Linen.

Ink
Type, the mark, dark grounds.

Restraint gives color meaning.

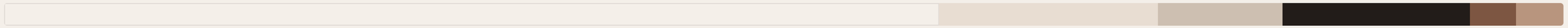
HALDEN

PLASTIC SURGERY

Begin with *an hour.*

BOOK A CONSULTATION →





WORKING BALANCE

Mostly Linen and Shell, one Ink band per page, Umber only for italic accents and links.

ACCESSIBLE PAIRINGS

Ink on Linen 14.7 : 1. Umber on Linen 5.6 : 1. Taupe on Linen 5.3 : 1. Stone on Ink 9.4 : 1. Nude on Ink 6.1 : 1.

An editorial serif and a quiet sans.

Cormorant

Aa Bb Cc Dd Ee Ff Gg *Hh Ii Jj Kk*

0123456789 & , . “ ”

Light 300 for display and the giant capitals. Italic 400 for captions and accent words. Its sister Cormorant Garamond carries the logo.

Jost

PROCEDURES / THE HOUR / VISIT

Surgery is never booked sooner than two weeks after the consultation.

0 TO 20 MIN · (813) 555-0142

WORDMARK

HALDEN

Cormorant Garamond Medium, outlined from the font. Use the artwork; never retype it.

Scale sets the pace.

GIANT / 120 TO 290

HYDE PARK

DISPLAY / 56 TO 88

Sixteen procedures, *and no more.*

HEADING / 28 TO 40

She measures, and is honest.

CAPTION / 20 TO 34

Plastic surgery, quietly, in

BODY / 16 TO 17

Bring your medications and a few photographs from ten years ago.

LABEL / 11 TO 12

THE CONSULTATION / 0 TO 20 MIN

Calm. Specific. Unhurried.

Between looking *rested* and looking *done*, there are only a few millimeters.

The core idea. Talk in minutes, days and weeks, never in outcomes. Say what surgery cannot do. Never use a before and after, a review, a discount or a deadline.

INTRODUCE

Begin with an hour.

Lead with the consultation, not the procedure.

EXPLAIN

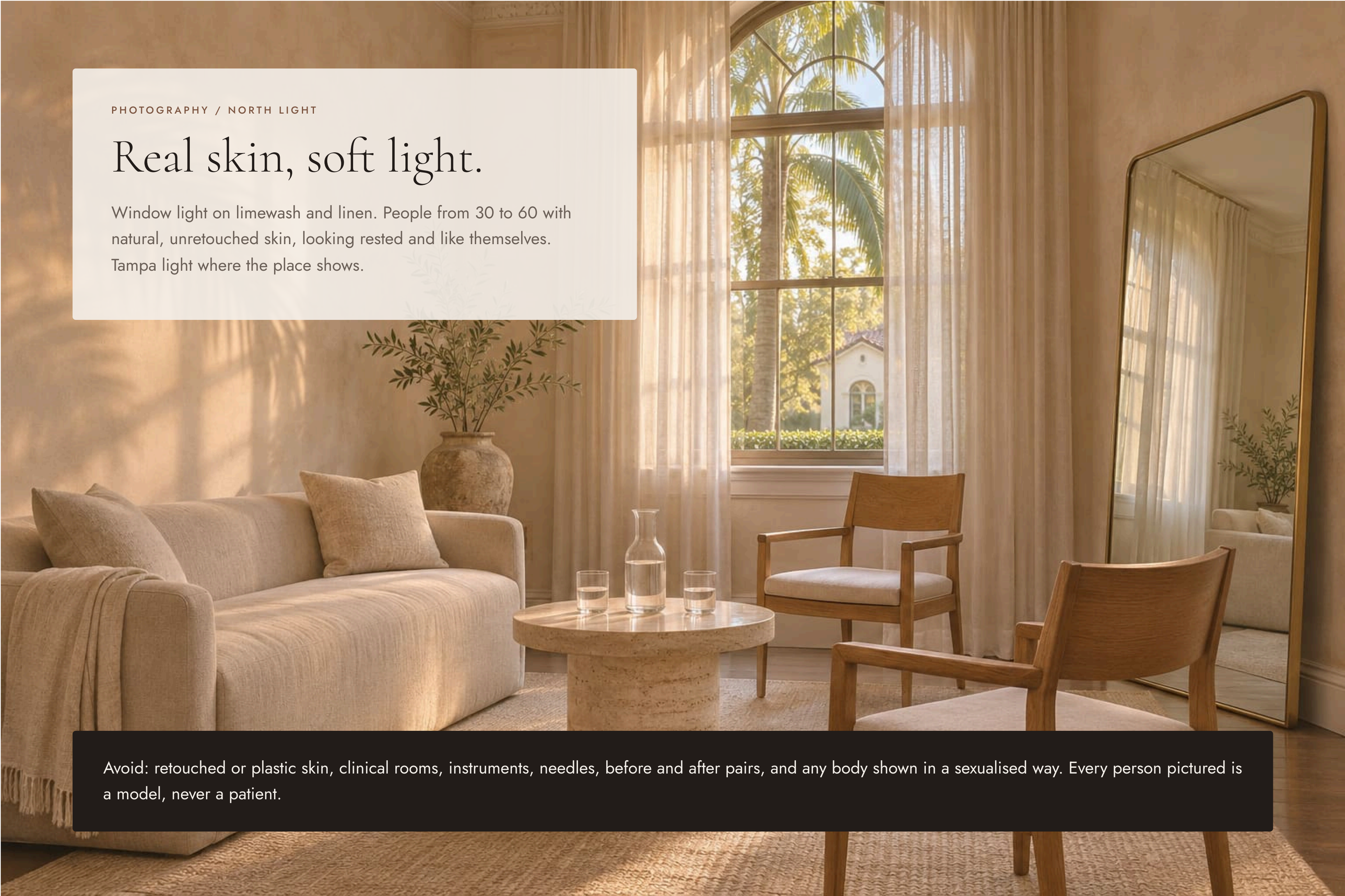
A written plan goes home.

Concrete steps and real timings.

REASSURE

Nobody asks you to book on the day.

Remove pressure, plainly.



PHOTOGRAPHY / NORTH LIGHT

Real skin, soft light.

Window light on limewash and linen. People from 30 to 60 with natural, unretouched skin, looking rested and like themselves. Tampa light where the place shows.

Avoid: retouched or plastic skin, clinical rooms, instruments, needles, before and after pairs, and any body shown in a sexualised way. Every person pictured is a model, never a patient.

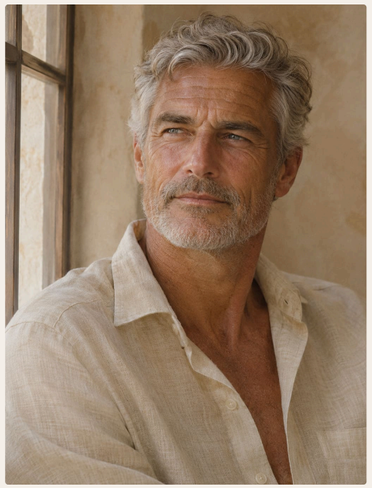
One light, one grade, one calm.



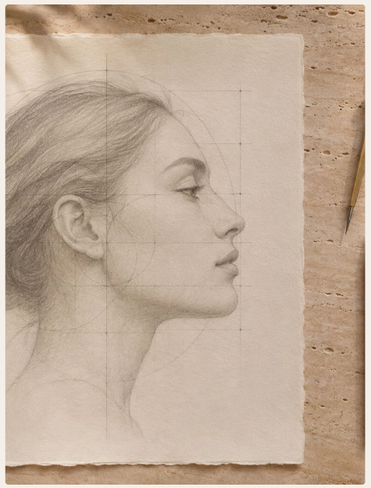
People



People



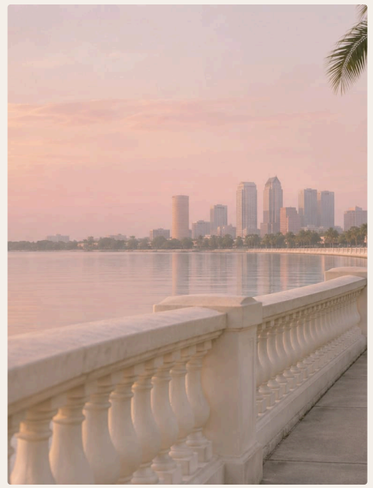
People



The plan



Materials



Place

LIGHT

North window light, late morning or late afternoon.

LENS

50 to 105 mm, eye level, shallow depth.

GRADE

Warm, low contrast, lifted shadows, fine grain.

SUBJECT

Faces, rooms, materials, Tampa light.

Things arrive; nothing performs.

Between looking *rested* and looking *done.*

0 MS — 1400 MS

A SHORT UMBER RULE GROWS FROM ITS CENTER ONCE, UNDER THE OPENING STATEMENT.

REVEAL

900 ms, 14 px of rise and a 6 px blur clearing, 110 ms between lines. Once per element.

PHOTOGRAPHS

The hero settles from 106 percent; full-bleed plates drift 2 percent with scroll.

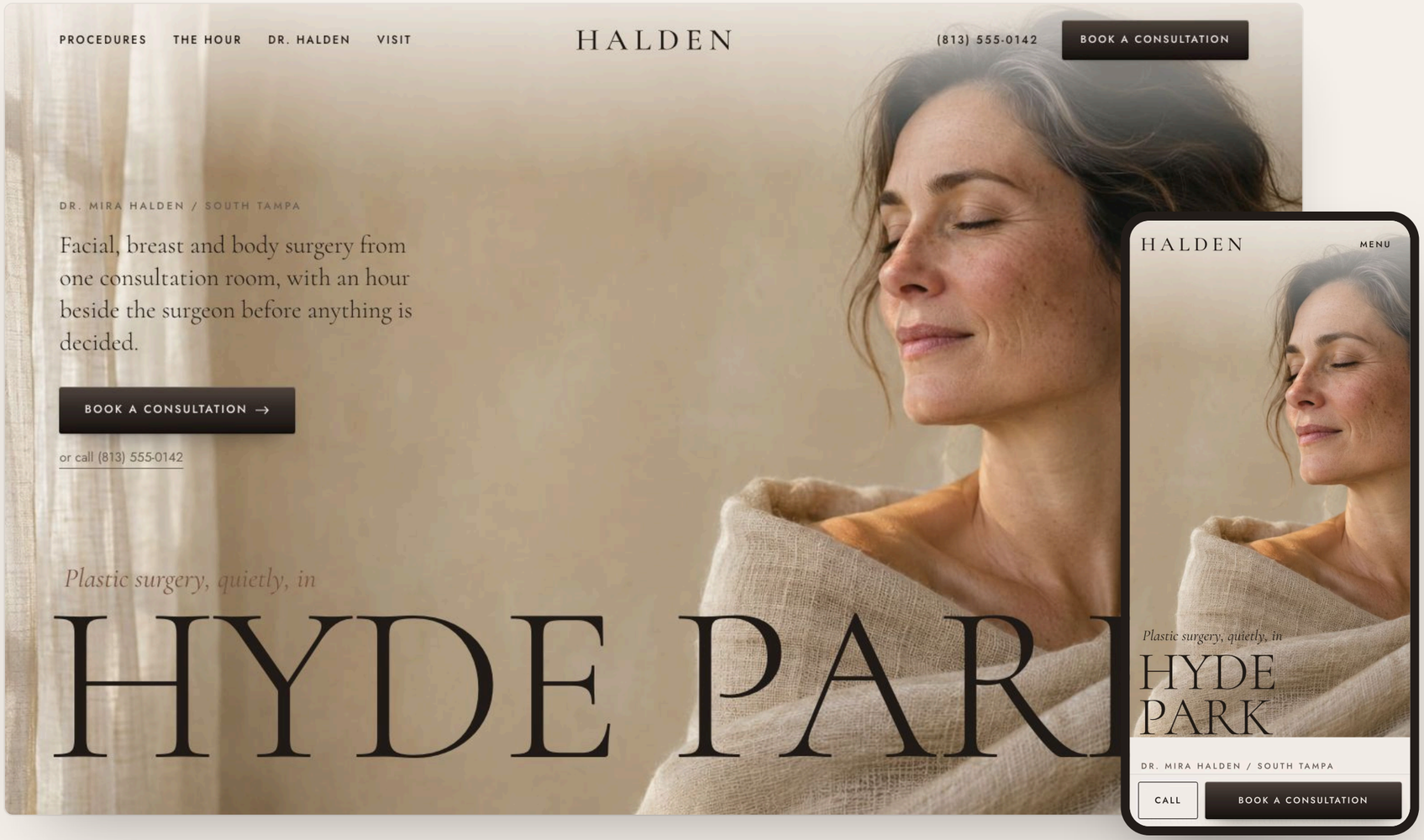
BUTTONS

An ink plate with a warm bevel. A nude-gold sheen crosses on hover.

REDUCED MOTION

Everything is complete and still. Nothing depends on animation.

The brand, at full scale.



COMPOSITION

A full-bleed portrait with giant light capitals of the place, then ten sections that each change scale: a statement, an atlas, a room, an hour.

PHONE

Designed for 390 first: the giant capitals break onto two lines, cards sit below their photographs, and a Call and Book bar stays in reach.



What goes home, *in writing.*

The written plan leaves in an uncoated ivory folder with the signature small and centered, and an appointment card in the same stock.

PRODUCTION STARTING POINT

Uncoated 400 gsm board, one ink in Ink. Signature 60 mm wide on the folder, 32 mm on the card.

GENERATED PHOTOGRAPHY / ART DIRECTION



The first week, *packed.*

A rigid stone box with the monogram printed small on the lid. Inside: garments, an eye mask, the balm and a card with Dr. Halden's number.

PRODUCTION STARTING POINT

Wrapped rigid board in Stone. Monogram 40 mm, one-color print or deboss with Ink fill. Approve a physical proof.



Yours, *for the day.*

An oatmeal waffle robe with the monogram embroidered on the pocket in Umber thread. The only branding a patient wears.

PRODUCTION STARTING POINT

Monogram at 22 mm minimum. Digitize from the vector master; hold the ring at 0.6 mm for thread.



A quiet *arrival.*

The signature etched into the glass at eye level on the side entrance. Frosted, never colored; the light does the work.

PRODUCTION STARTING POINT

Etched or frosted vinyl. Signature 420 mm wide, centered 1500 mm from the floor.

GENERATED PHOTOGRAPHY / ART DIRECTION



Pressed *into paper.*

Letterhead, envelope and cards in cotton stock with the signature letterpressed in Ink. The impression is the finish.

PRODUCTION STARTING POINT

Cotton 600 gsm cards, 120 gsm letterhead. One-color letterpress in Ink. No foil.



Small things, *done properly.*

The candle in the waiting room and the balm sent home carry only the monogram, small, in Umber.

PRODUCTION STARTING POINT

Monogram 14 mm on the vessel, 10 mm on the label. Pad print or one-color label in Umber.

HALDEN

PLASTIC SURGERY

Ready to use.

One identity with enough discipline to stay recognizable, and enough quiet to let people feel at ease.

LOGOS

Signature, stacked signature, wordmark, monogram

Ink and reversed

Favicon and app icon, SVG and PNG

TYPE AND COLOR

Cormorant Garamond, Cormorant and Jost, SIL OFL

Seven named colors

Checked pairings

APPLICATIONS

Ten site photographs

Six object photographs

Prompts and provenance in CREDITS.md