



VPSI

VEGAS PLASTIC SURGERY INSTITUTE

BRAND GUIDELINES



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WHO WE ARE

PROFILE

Vegas Plastic Surgery Institute is a full-scope plastic and reconstructive surgery practice located in Las Vegas and attracting patients from across the nation. Our practice is distinguished first and foremost by our extensive experience with the most complex surgeries in the field, and the advanced training of our two doctors, Dr. Brosious and Dr. Goldman. Both are well-regarded for taking on the highest volume of microsurgeries in Nevada and other complex procedures, including breast reconstruction, extremity salvage, and gender-affirming surgeries. In addition to our high-level clinical acumen, our team is notable for creating a judgment-free and inclusive environment where all people and body types are welcomed.

BRAND POSITIONING

VPSI is an industry-leading plastic surgery practice offering both head-to-toe reconstruction and cosmetic surgery. Our doctors at VPSI approach every reconstructive patient with the artistry of aesthetic surgery, and every cosmetic case with the skill and technique required of advanced reconstruction. The ultimate goal is to guide patients to achieve the best version of themselves.

BRAND PERSONALITY

Inclusive, welcoming, deliberate, professional, precise, sophisticated, clinically advanced, innovative, comprehensive, cutting-edge, authentic, compassionate



REASONS WHY

- Advanced training pedigree allows both doctors the skill to create breasts or noses from virtually nothing.
- Able to say “yes” to all patients who come to the practice, including those who have been turned away by other doctors.
- Treat every single patient like family.
- Judgment-free zone for all genders and backgrounds.
- Highest volume of microsurgery cases in all of Nevada for breast reconstruction and limb salvage related to severe trauma and cancer
- More than a decade of experience in advanced wound care and complex burn reconstruction.
- Only practice in Nevada that offers vaginoplasty or male to female genital affirmation surgery.
- Advocates on behalf of gender-expansive and breast cancer communities.
- Over 200 chest surgeries a year for both transfeminine and transmasculine patients.

REASONS TO BELIEVE

- This Way to Your Best Self
- Guiding Your Journey to Enhance Natural Beauty
- Redefining Plastic & Reconstructive Surgery with Clinical Excellence
- Redefining Plastic Surgery (#RedefiningPlasticSurgery)
- Unparalleled Care for Even the Hardest Cases
- Inclusive Care in a Judgment-Free Zone
- Authenticity and Uniqueness of Our Doctors



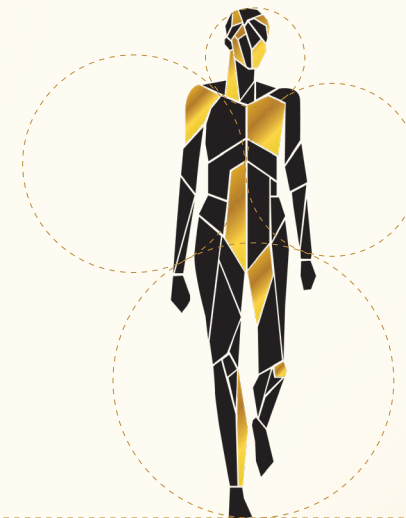


THE ANATOMY OF OUR LOGO

BEHIND THE LOGO

Silhouette Imagery: The silhouette represents a non-binary person with the shards and shattered pieces being replaced with gold ones to symbolize completion or reconstruction in someones journey.

Typography: The silhouette is paired with a strong bold font, portraying a feeling of professionalism and cutting edge design.



VPSI

VEGAS PLASTIC SURGERY INSTITUTE

LOGO COLORS



The Gold

HEX #0b723b

R 11 G 114 B 59

C 89% M 31% Y 99% K 20%

Representation:

Wealth, Wisdom, and Luxury



The Black

HEX #4f4e4e

R 79 G 78 B 78

C 65% M 58% Y 57% K 36%

Representation:

Neutrality, stability, prestige,
elegant, formal, serious.

LOGO FONTS

AA

Lovera - Regular

Main Logo Text

Sed do eiusmod tempor incididunt ut labore et dolore

magna aliqui Quis ipsum suspendisse

AA

POPPINS – REGULAR

SUB LOGO TEXT

Sed do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Quis ipsum suspendisse. Risus commodo viverra
maecenas accumsan lacus vel facilisis.



VP
SI
VEGAS PLASTIC SURGERY INSTITUTE

FULL COLOR LOGO

Horizontal Orientation



Vertical Orientation



DUAL COLOR WHITE LOGO

Horizontal Orientation



Vertical Orientation



DUAL COLOR BLACK LOGO

Horizontal Orientation



Vertical Orientation



White Border
(Transparent)



Pieces of the silhouette
can be used as accent
features on designs.



INCORRECT LOGO USAGE

Never use colors outside of the color palette



Never stretch or distort the logo disproportionately



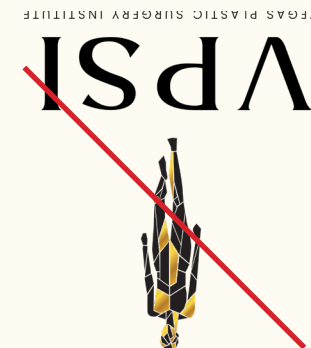
Never rearrange the logo or move components out of order



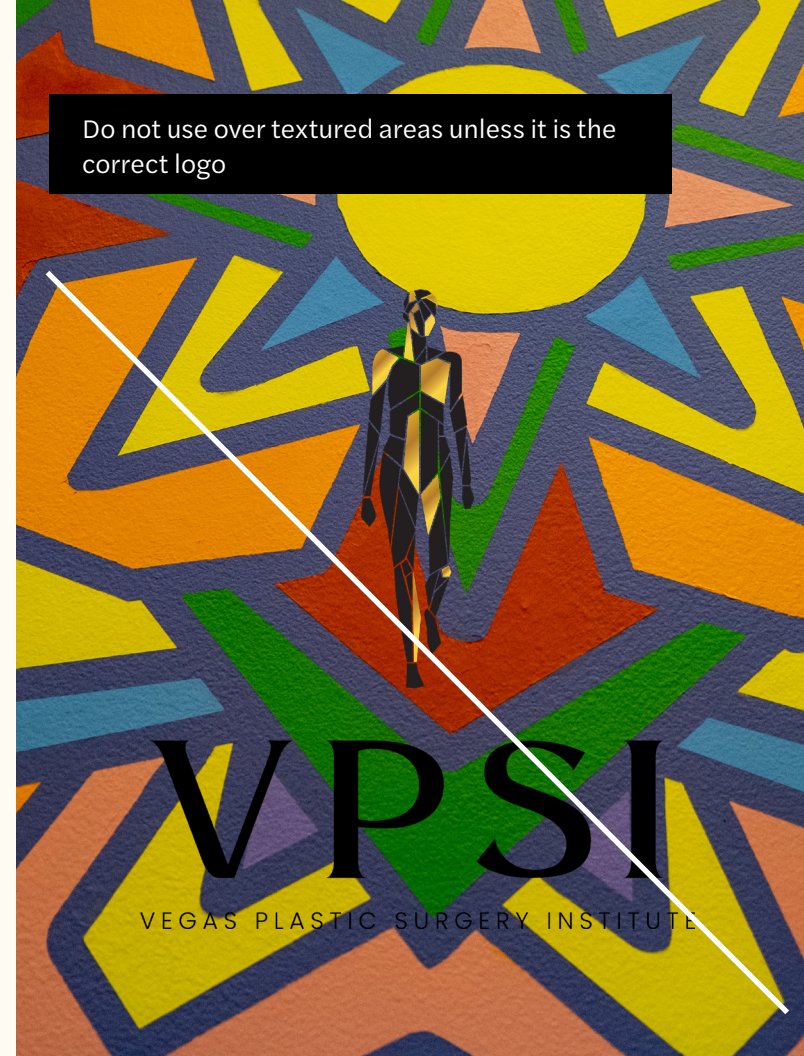
Never remove logo components



Always make sure the logo is not upside down or the wrong orientation

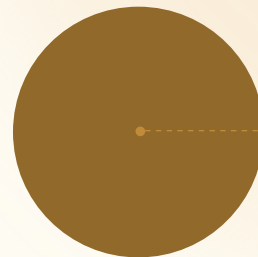


Do not use over textured areas unless it is the correct logo

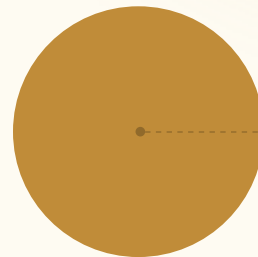




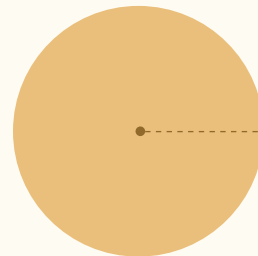
OUR COLORS



COFFEE
HEX #916A2C
R 145 G 106 B 43
C 36% M 53% Y 97% K 20%

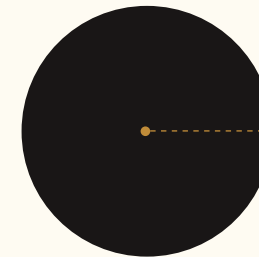


ESPRESSO
HEX #BF8B38
R 191 G 139 B 56
C 24% M 45% Y 92% K 4%

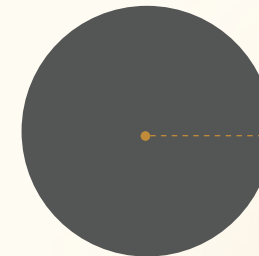


CREAM
HEX #EABF7B
R 234 G 191 B 123
C 8% M 25% Y 59% K 0%

PRIMARY COLORS



BLACK
HEX #1A1818
R 26 G 24 B 24
C 71% M 67% Y 65% K 79%



GREY
HEX #555556
R 85 G 85 B 86
C 64% M 56% Y 55% K 31%



OUR FONTS

AA

APERTURA REGULAR

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua Quis ipsum suspendisse. Risus commodo viverra maecenas.

AA

APERTURA REGULAR

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua Quis ipsum suspendisse. Risus commodo viverra maecenas.

AA

HALYARD TEXT BOOK

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua Quis ipsum suspendisse. Risus commodo viverra maecenas.

AA

HALYARD TEXT MEDIUM

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua Quis ipsum suspendisse. Risus commodo viverra maecenas.

AA

HALYARD TEXT BOOK ITALIC

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua Quis ipsum suspendisse. Risus commodo viverra maecenas.

AA

HALYARD TEXT SEMIBOLD

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua Quis ipsum suspendisse. Risus commodo viverra maecenas.

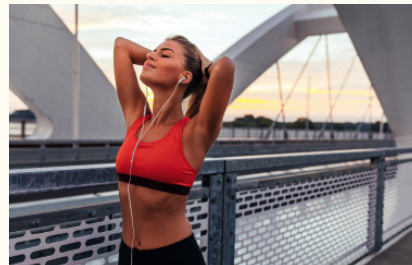


OUR MEDIA



STOCK PHOTOGRAPHY

Stock photography should include people of varying ages and ethnicities. Stock photography should lean towards a more warm look and feel, with the models in a lifestyle setting, nothing that looks too staged. Backgrounds ***preferably*** should be somewhat plain, with minimal elements.





ORIGINAL PHOTOGRAPHY



ORIGINAL PHOTOGRAPHY CONTINUED





OUR DESIGN ELEMENTS

LINES

HEX #bf8a3a

Used as an accent in the background



BLACK

HEX #1a1819


Primary Icon Color

TAN ACCENT




HEX #bf8a3a

Secondary Icon Color





VPSI
VEGAS PLASTIC SURGERY INSTITUTE

 (702) 727-8500

REQUEST CONSULTATION

ABOUT

SERVICES

GALLERY


PATIENT INFO


REVIEWS

PRICING


CONTACT


CONTACT US
FOR MORE
INFORMATION

 » (702) 727-8500

 341 N Buffalo Drive Ste. B,
Las Vegas, NV 89145

» GET DIRECTIONS





*** indicates required fields

First Name*

Last Name*

Phone*

Email*

Procedure Of Interest*

Select a procedure ...

Message

☐ I accept the [terms and conditions.](#)

REQUEST CONSULTATION

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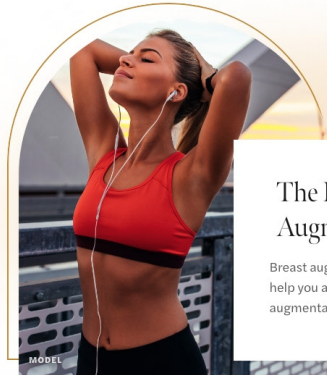
[SITEMAP](#) | [ACCESSIBILITY](#) | [PRIVACY POLICY](#)



Breast Augmentation Las Vegas, NV

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Are you on a journey to find your best self? Our doctors have unmatched experience and artistic skill in performing breast augmentation in the Las Vegas, NV area. If you want to enlarge your breasts, increase fullness, and elevate your breasts, we offer different options to achieve your aesthetic goals, including implants or fat transfer.



The Benefits of Getting a Breast Augmentation

Breast augmentation can enhance the volume of your breasts and help you achieve a natural-looking result. The benefits of breast augmentation include:



Increased breast size and volume



Greater proportionality to overall shape



Added fullness and shape to the breasts

Read Our Patient Reviews



"Dr. Brosious was amazing from the first consultation to the post op. I received top surgery last week and he made sure to hear all my concerns and preferences. Him and his staff always called me by my pronouns and were very kind, professional, and always followed up. It was really comforting to work with him and I highly recommend his services! Thank you!!"

– D.



[» READ MORE REVIEWS](#)



Google facebook realself.

Am I a Good Candidate for a Breast Augmentation?

The first step in the breast augmentation process is having a private consultation with one of our surgeons. When you come to VPSI, you enter a judgment-free zone, and regardless of your body type or your aesthetic goals, we will talk with you about different options and potential treatments.

A Breast Augmentation is a Great Choice if:



There is a desire to enhance the volume of their breasts



The nipples are in the appropriate place



There is good overall health



There is no ptosis or breast drooping

How Old Do I Have to Be to Get a Breast Augmentation?



Advanced Reconstructive Surgery



Gender Affirming Surgery



Aesthetic Surgery



Qualifications & Education

- Plastic Surgery Residency, University of Nevada
- M.D., Indiana University School of Medicine
- B.S., University of Notre Dame

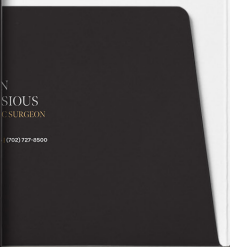
Membership & Affiliations

- Diplomate, American Board of Plastic Surgery
- Member, American Society of Plastic Surgeons
- Clinical Assistant Professor of Plastic Surgery, Kirk Kerkorian School of Medicine at UNLV
- Executive Director & Co-Founder, Nevada Gender Affirming Healthcare Program (NGAHP)



OUR COLLATERAL







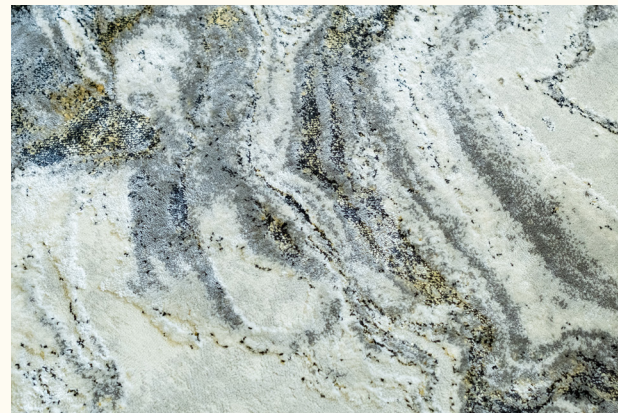
SOCIAL MEDIA





OUR OFFICE







VPSI

VEGAS PLASTIC SURGERY INSTITUTE