

umi

Wellness Center

Brand Guidelines

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Introduction

Umi Wellness Center is a private membership community dedicated to holistic healing and wellness support. Through its unique blend of clinical services, wellness programs, and community support, Umi creates a nurturing space where individuals with complex medical conditions can find personalized care that honors the whole person - mind, body, and spirit.

Operating with the values of continuous learning, relational engagement, joyful connection, and playful spirit, Umi fosters a diverse community where members support each other's healing journey. This compassionate, community-centered approach makes Umi a transformative force in healthcare, bridging the gap between traditional medical care and holistic healing practices.

Visual Inspiration



Brand Keywords

Wellness

Community

Self-Discovery

Holistic Healing

Personal Growth

BRAND LOGO

LOGO MARK

The Umi Wellness Center logo features an elegant oval frame containing a radiant sun with asymmetrical rays extending outward and a flowing spiral form below. The design is rendered in a clean, single-weight line style that creates a modern yet welcoming feel.

Each element carries deep meaning connecting to Umi's mission and values:

- The radiating sun symbolizes hope, healing, and renewal
- The varying ray lengths represent diverse paths to wellness unique to each member
- The rays connecting with the spiral form mirror the body's connective tissue system - particularly meaningful for conditions like Ehlers-Danlos Syndrome
- The spiral suggests growth, continuous learning, and the interconnected nature of mind, body, and spirit
- The oval frame represents the safe, nurturing community space Umi provides
- The balance of geometric rays and organic spiral reflects the integration of traditional medical care with holistic healing

Together, these elements create a mark that communicates both strength and gentleness, embodying Umi's commitment to fostering an environment where healing can flourish.

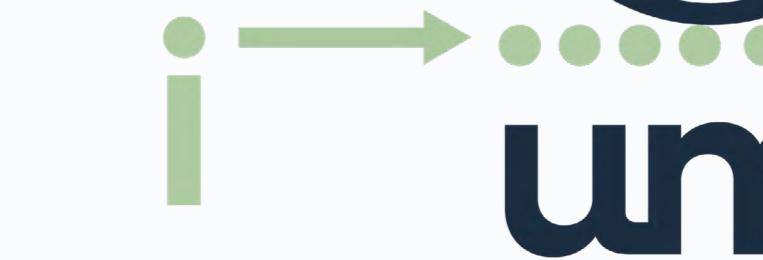




LOGO SPACING

Logo spacing utilizes the dot from the 'i' in 'umi' as the base measurement unit. A minimum clear space equal to the height of the dot should be maintained around all sides of the logo to ensure optimal visual impact. This spacing unit remains consistent across all logo variations and applications

All Logo spacing should be done with the dot of the i from UMI



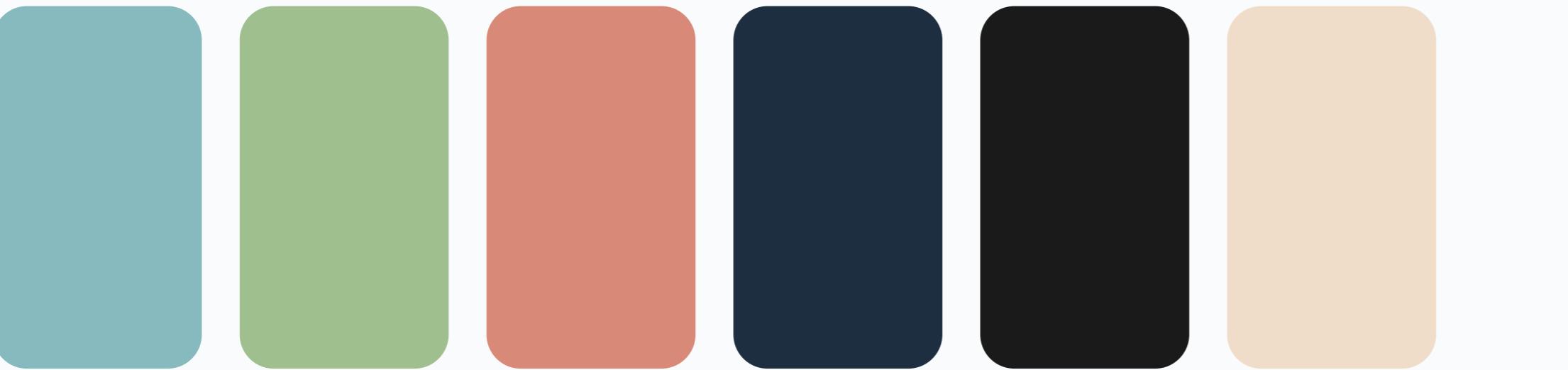
LOGO MARK

The Umi logo system adapts gracefully across our brand palette while maintaining its core symbolism. Each colorway has been carefully selected to evoke the center's values of healing, growth, and community connection. The logo maintains its strength in both light-on-dark and dark-on-light applications, ensuring versatility across all brand touchpoints. Primary usage favors our core navy blue, while alternative colorways offer flexibility for different applications while maintaining brand recognition.



BRAND COLOR

COLOR PALETTE



**Umi
Blue**

HEX# 86BABF
CMYK 48 12 23 0
R=134 G=186 B=191

**Umi
Green**

HEX# 9FBF8F
CMYK 40 11 53 0
R=159 G=191 B=143

**Umi
Coral**

HEX# D98977
CMYK 13 54 50 0
R=217 G=137 B=119

**Umi
Navy**

HEX# 1D2E40
CMYK 89 73 50 51
R=29 G=46 B=64

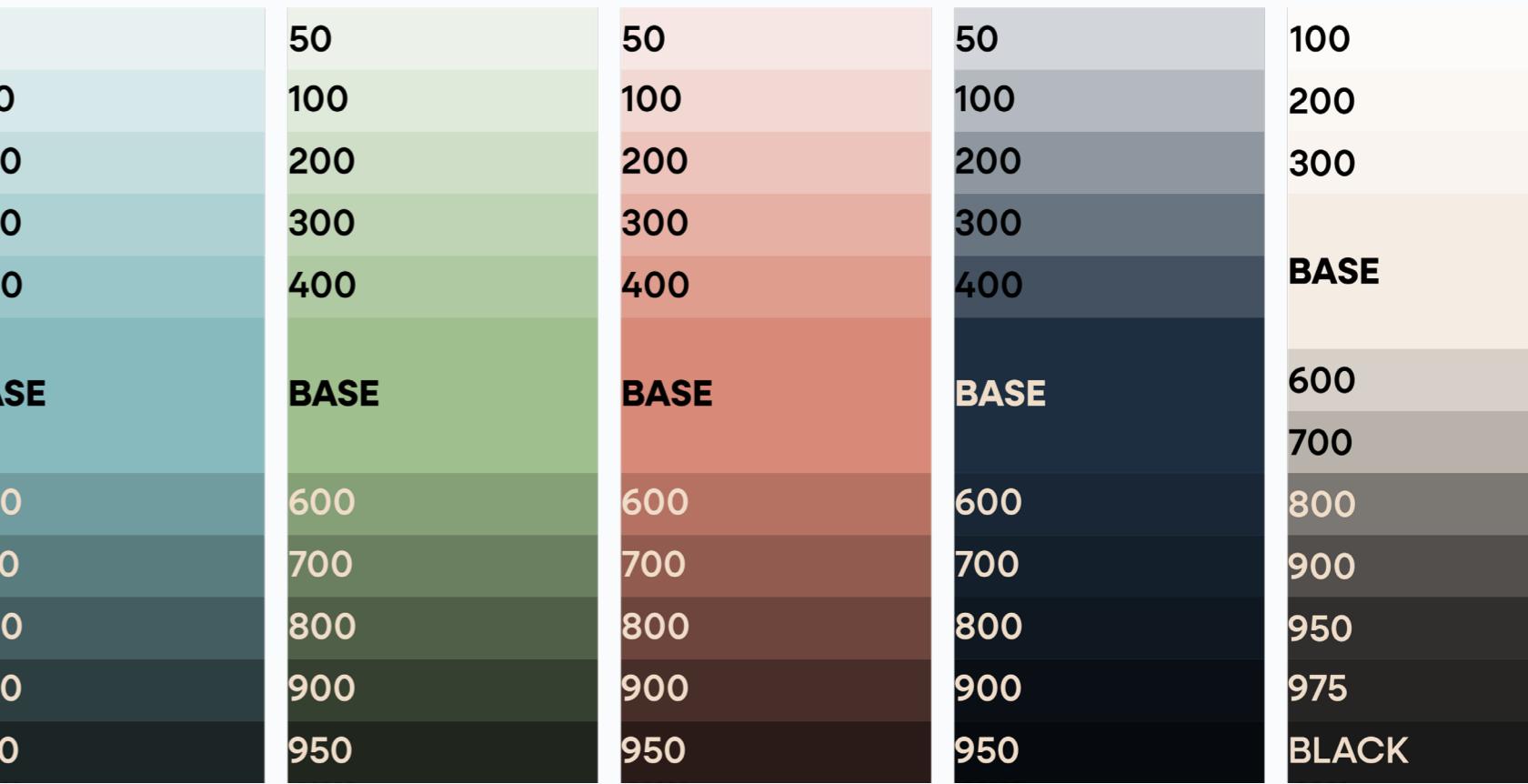
**Umi
Black**

HEX# 1A1A1A
CMYK 73 67 65 77
R=26 G=26 B=26

**Umi
Beige**

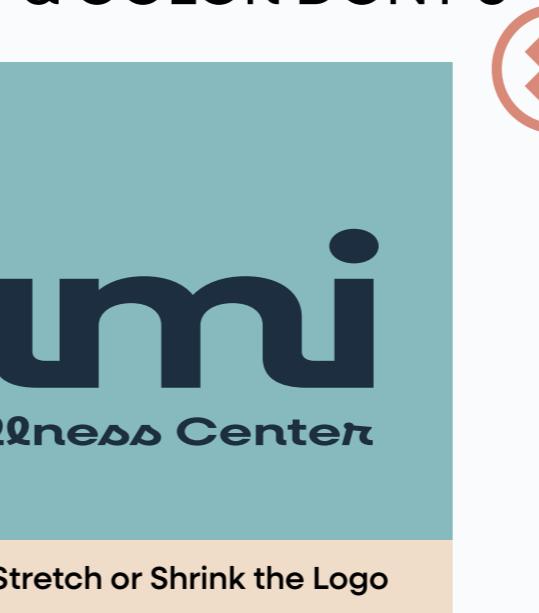
HEX# F0DDC9
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R=240 G=221 B=201

COLOR TINTS



LOGO & COLOR BEST PRACTICE

LOGO & COLOR DONT'S



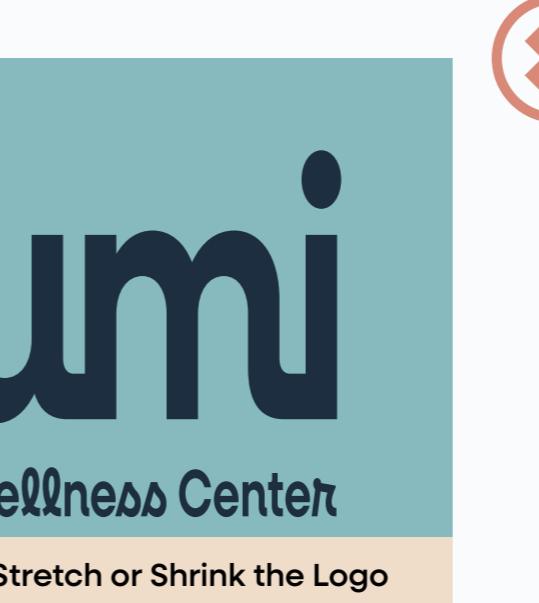
Don't Stretch or Shrink the Logo



Don't Outline the Logo



Don't Alter Logo Proportions



Don't Stretch or Shrink the Logo

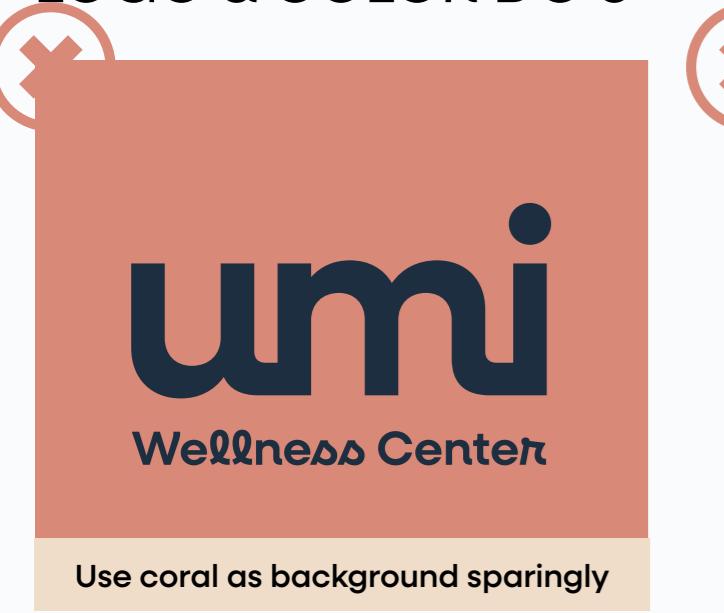


Don't use random fonts for Logo



Always leave white space around Logo

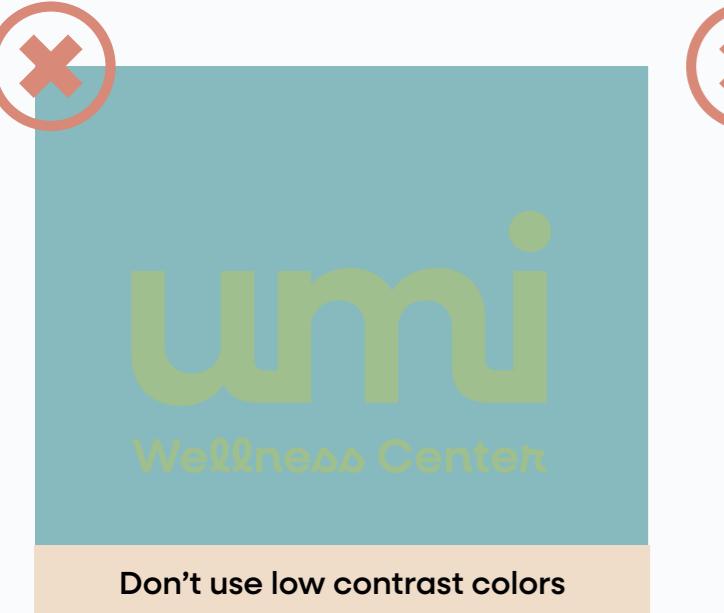
LOGO & COLOR DO'S



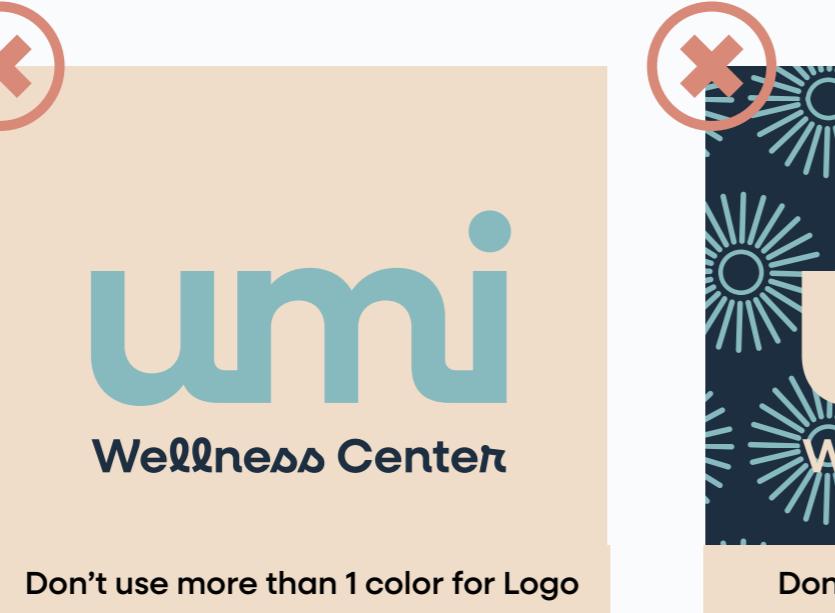
Use coral as background sparingly



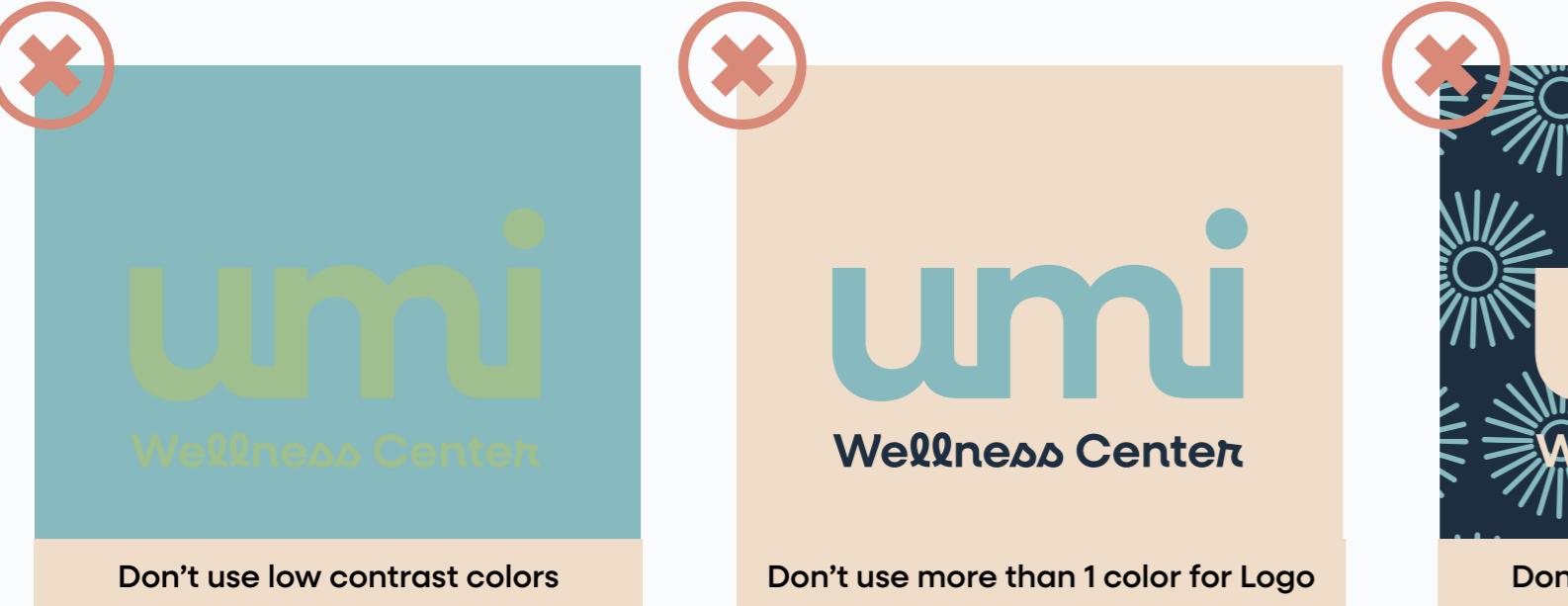
Don't use navy and black together



Don't use low contrast colors

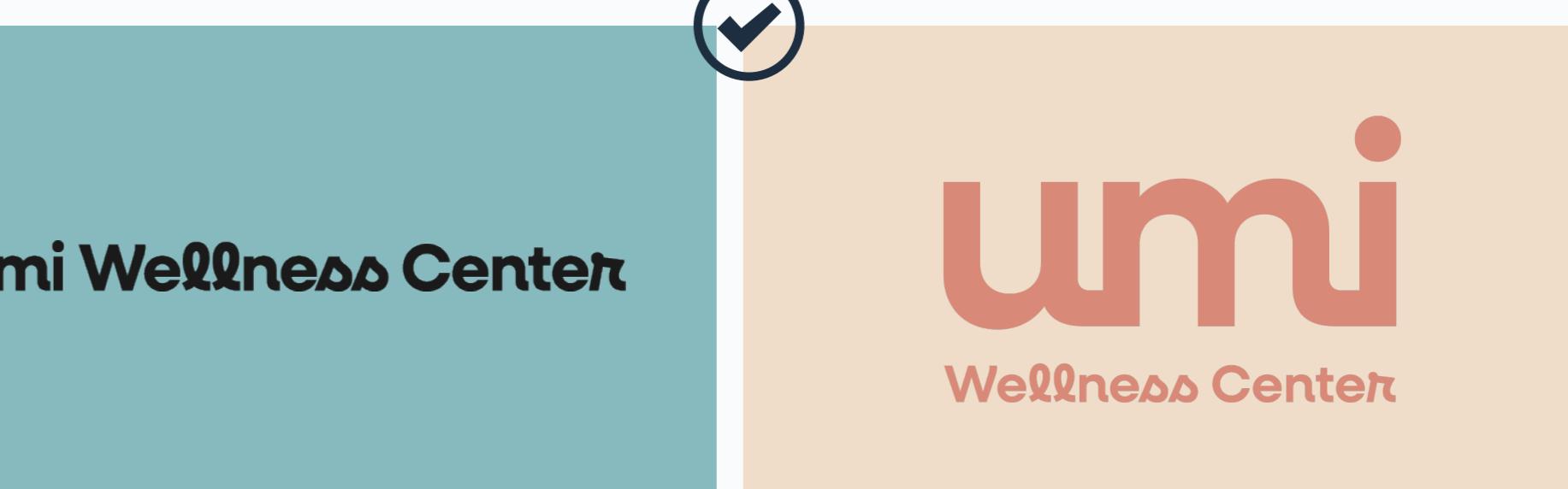
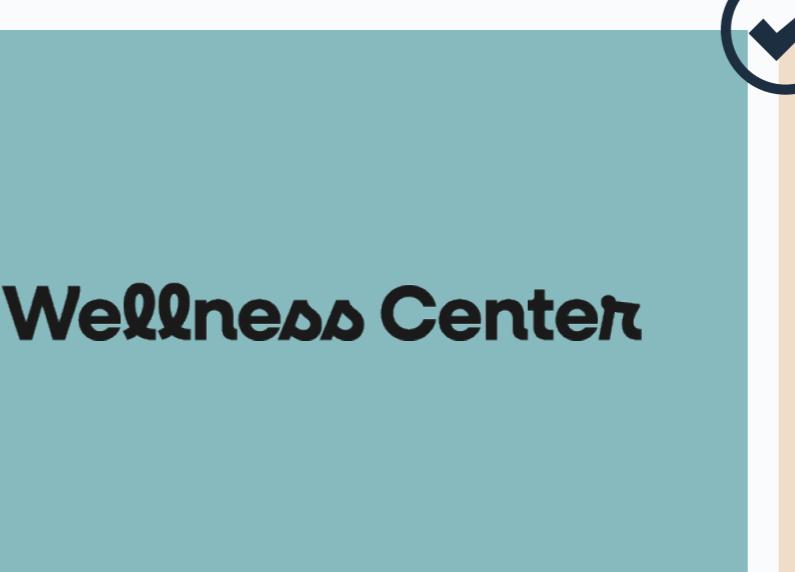
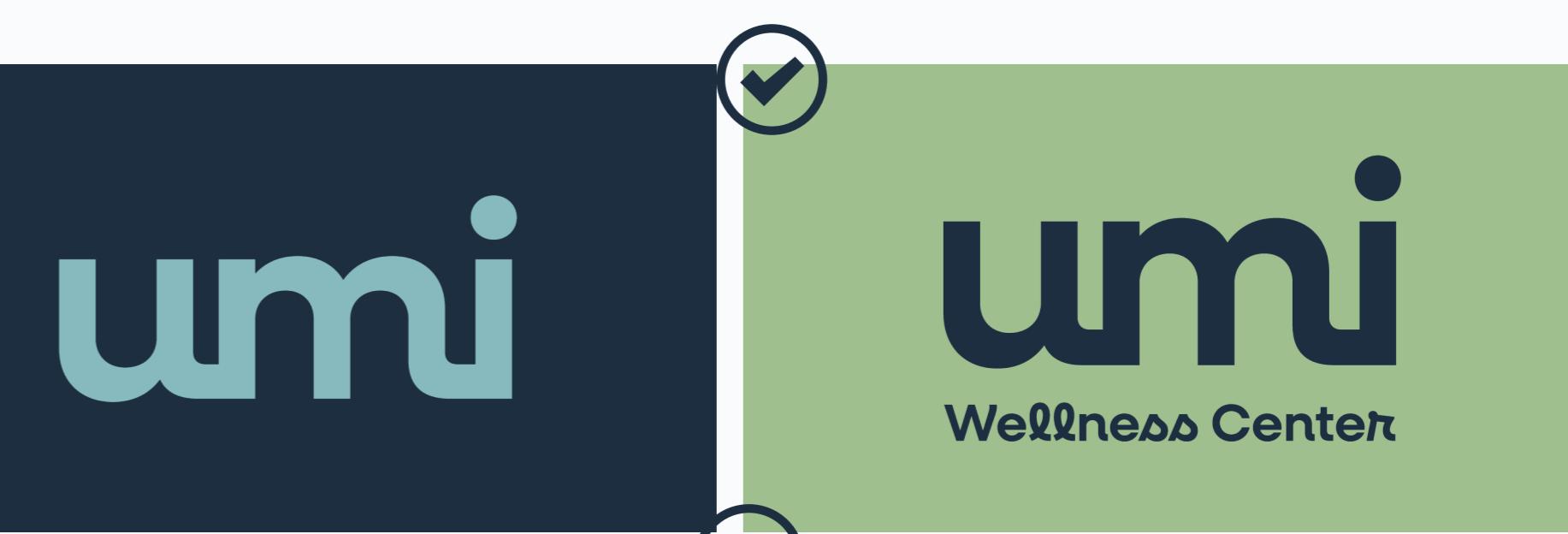


Don't use more than 1 color for Logo



Don't use on busy background

LOGO & COLOR DO'S





TYPOGRAPHY

TYPOGRAPHY

Neulis Cursive

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPOGRAPHY

Neulis Sans

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r

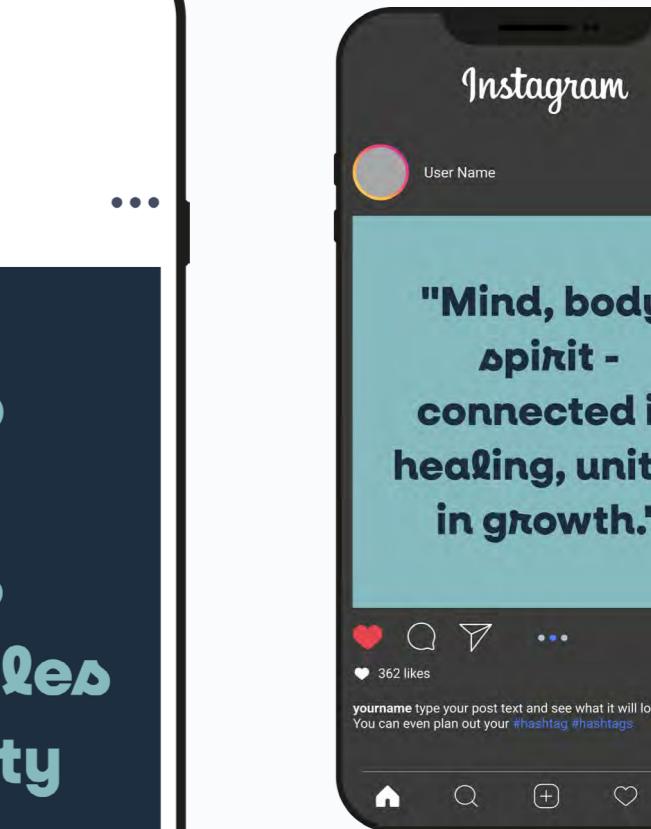
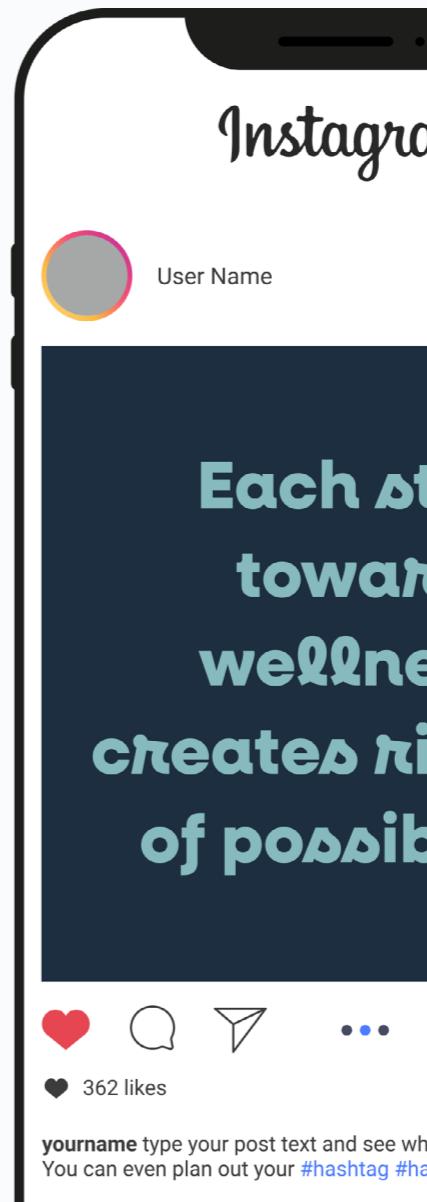
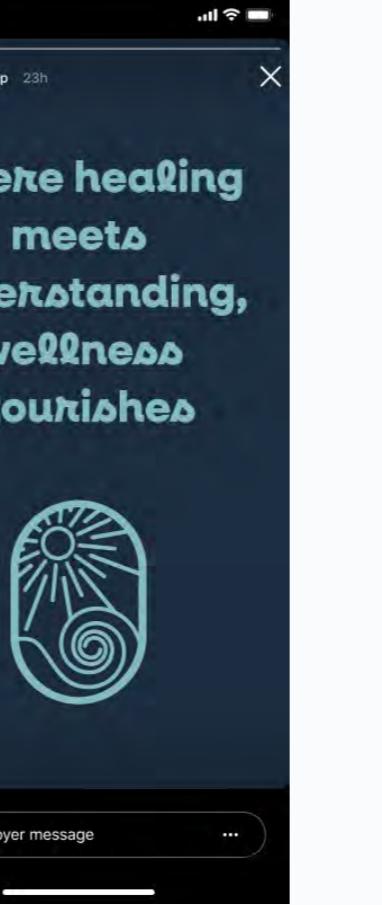
Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r

Light

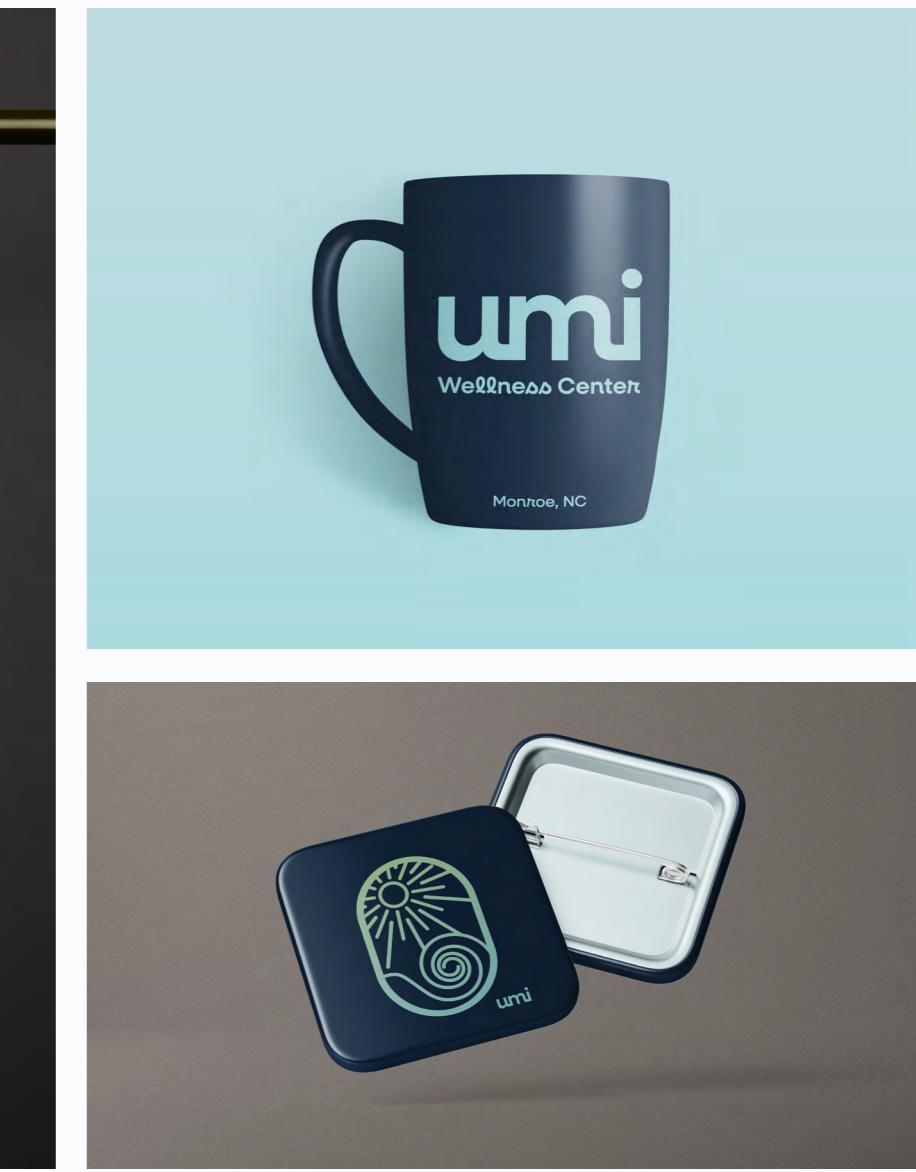
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

LOCKUPS



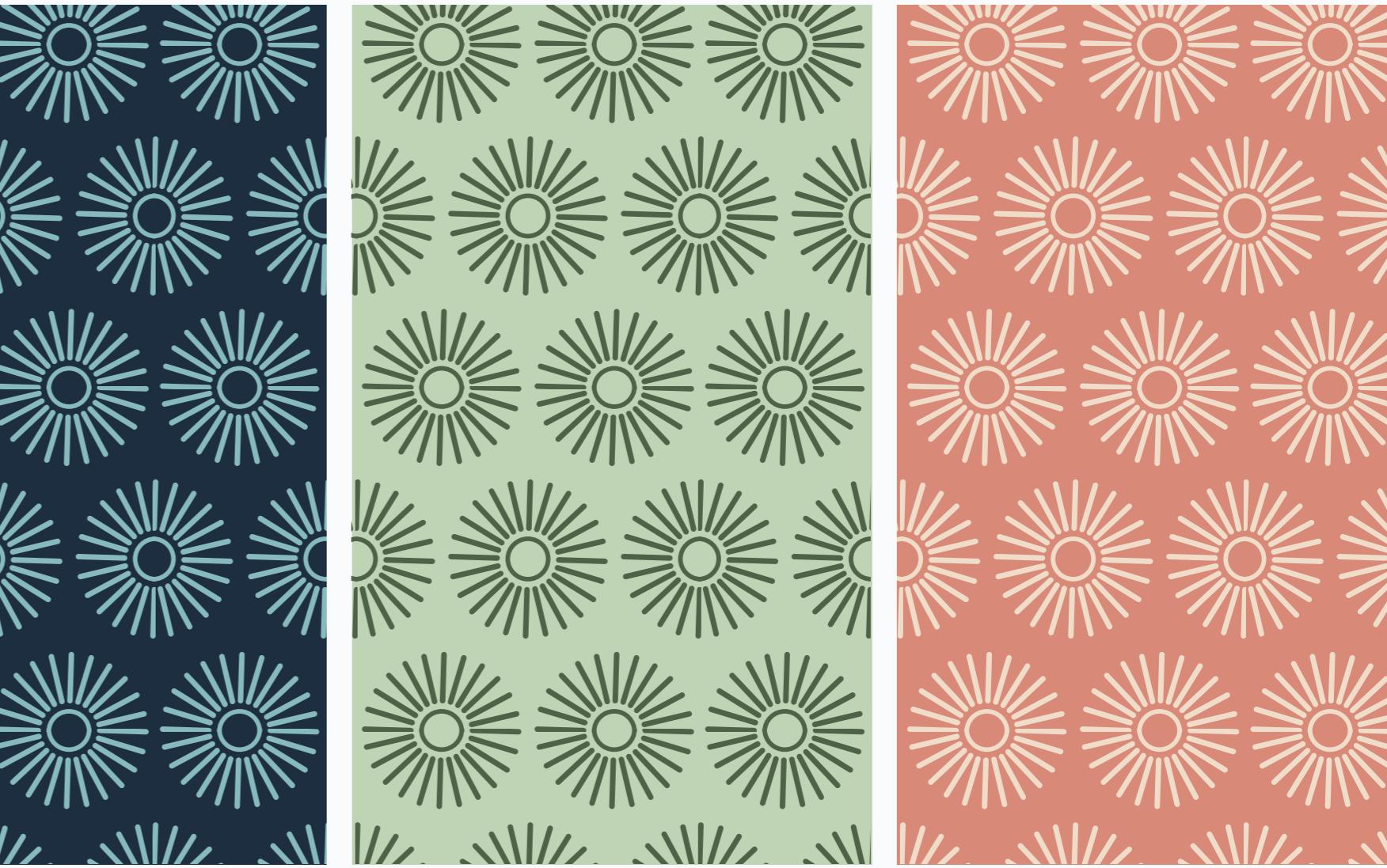


MOCKUPS



BRAND PATTERNS

THE SUNBURST PATTERN



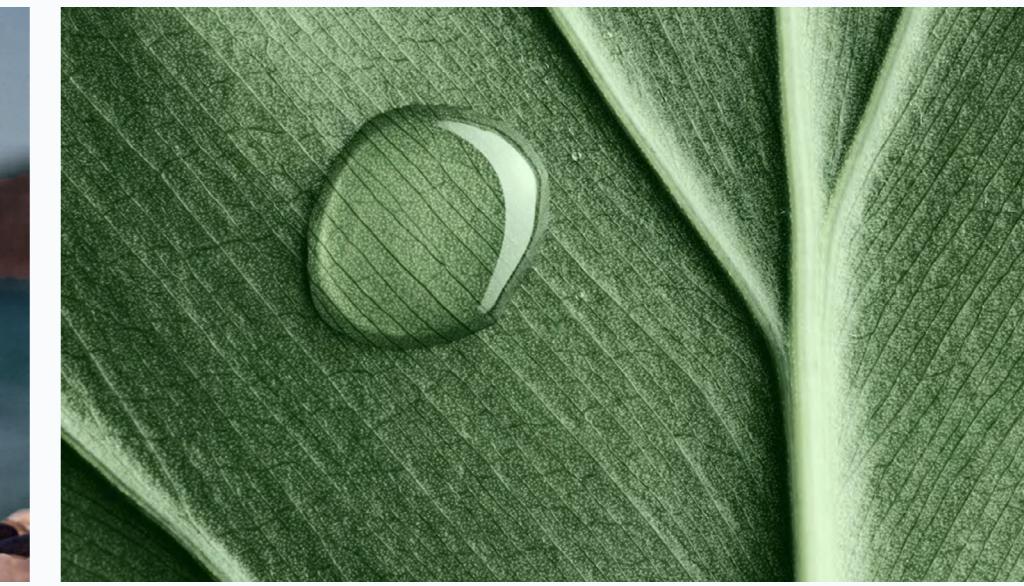
THE UMI LOGO PATTERN

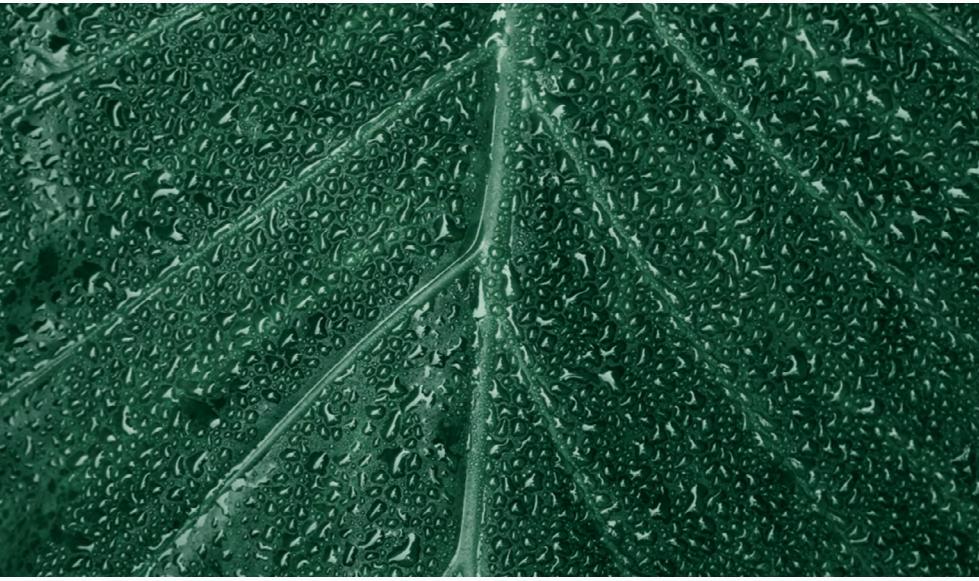
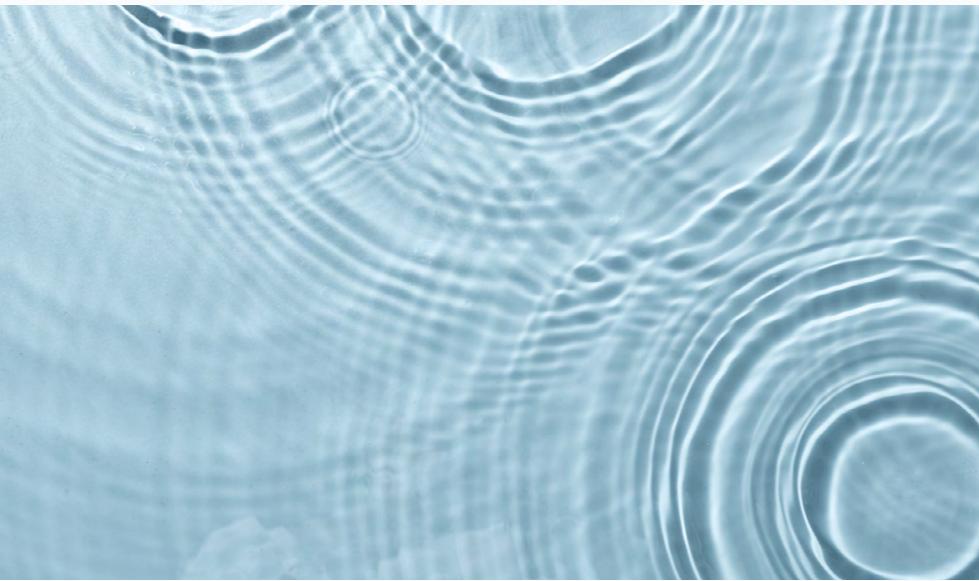
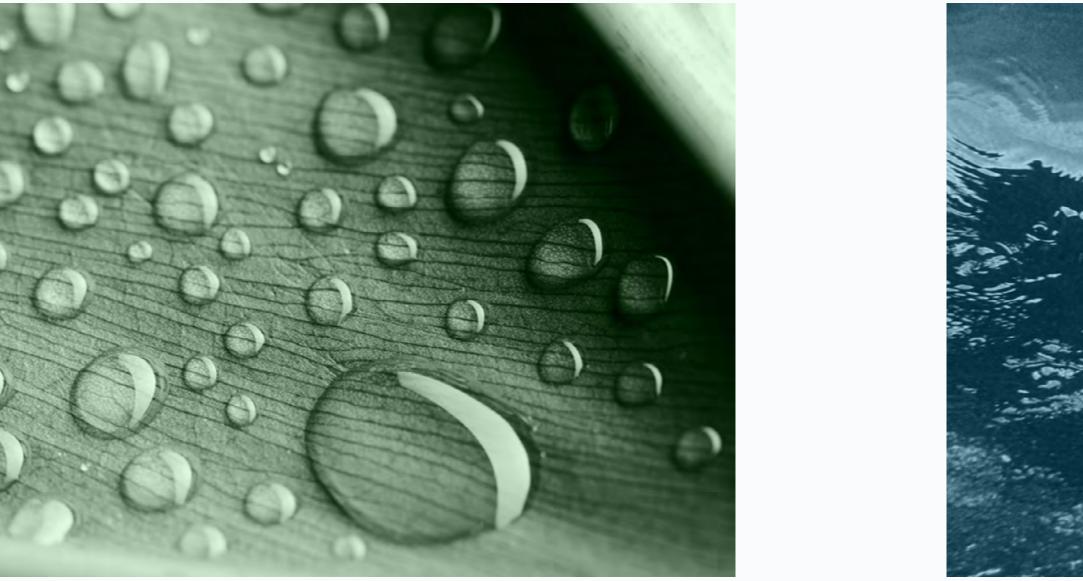
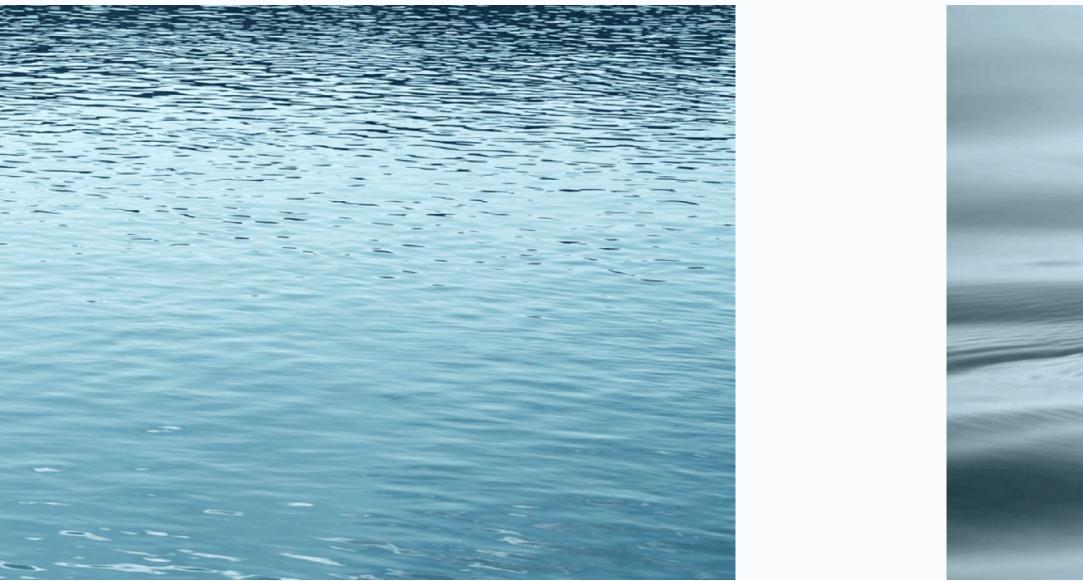


TONAL ZEBRA PATTERN



BRAND IMAGES







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