



# Brand Guidelines

A guide outlining the Visual Identity  
of our brand.

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Our brand identity system is strategically crafted to work cohesively, addressing a diverse array of communication needs with seamless harmony and effectiveness.

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# 1.0

## 1.0 About Us

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# About Us

# About US



We are a physiotherapy clinic that applies a wide range of techniques to help patients recover pain/injuries or other physical health problem such as lower back pain or even herniated disc. Our techniques aren't just for people with problems, our clients could be sport athletes or trainers looking to improve their mobility/flexibility and enhance blood flows.



# 2.0

1.0 About Us

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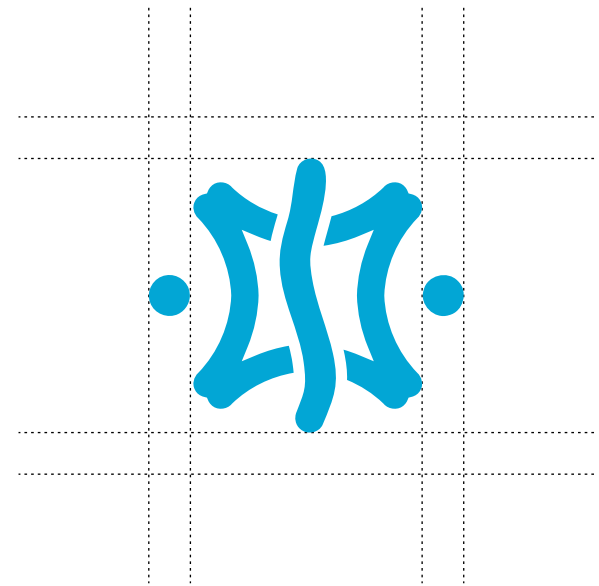
4.0 Typography

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Stationery

# Brand Logo

# Brand Logo

The brand logo stands as a vital asset for our brand, acting as the foundation of our visual identity. Ensuring a consistent application of the logo is essential for upholding a cohesive brand image. It is imperative to avoid distorting, separating, or manipulating the logo. This document provides detailed guidelines regarding colors, positions, and usage to guarantee the proper application of the logo.



# Brand Logo

## Our Brand Logo



Logo Mark



**Art Kajo**

Primary Logo

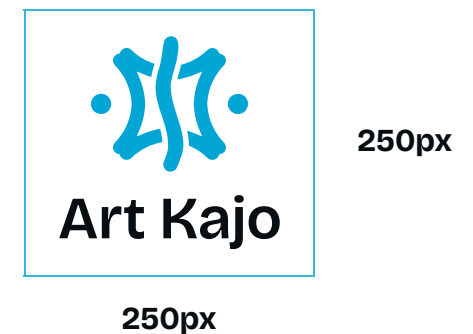
**Art Kajo**

wordmark

# Safe Zone

When incorporating both primary and secondary logos, it is crucial to maintain a minimum spacing of 50 pixels from surrounding elements, establishing a designated safe zone for the Logo.

The minimum size is for the Liquid Foundation logo and 250px by 250px in order to maintain its legibility and visibility.





# Logo Variations

Our Logo can be used in the following variations



# In- correct Logo Usage

## Incorrect Logo Usages

In order to ensure consistency across all forms of media and platforms for the logo mark, it is compulsory to avoid alterations or modifications of any type to the original logo files. These are examples that represent poor and incorrect use of our logo and must always be avoided.



**Art Kajo**

Do not Add stroke of outline to the brand logo for any reason

## Art Kajo



**Art Kajo**

Do not Skew or stretch the brand logo for any reason



**Art Kajo**

Do not Add transparency to the brand logo for any reason



**Art Kajo**

Do not Add shadows to the logo



# 3.0

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# Brand Colors

# Primary Colors

#02A6D5

R: 02 G: 166 B: 213

C: 78 M: 16

Y: 05 K:0

Blue

# 9D0207

R: 157 G: 02 B: 07

C: 24 M: 100

Y: 100 K:29

Coal

## Accent Colors

#FFFFFF

R:255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0

#87CBE5

R:135 G: 203 B: 229

C: 45 M: 04 Y: 05 K: 0

#223545

R:34 G: 53 B: 69

C: 98 M: 75 Y: 49 K:62



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**4.0**

# Typography

# Typo- graphy

## Typography

Our brand embraces a clean and modern sans-serif font for its typography. The chosen typeface blends simplicity with a hint of sophistication, aligning seamlessly with our contemporary brand identity.

Bricolage is a sans-serif font characterized by its cleanliness and clarity, which was used as the brand typography to complement the logotype.

## Art Kajo

### Bricolage Primary Type

- |                   |              |
|-------------------|--------------|
| Bricolage Bold    | Headline     |
| Bricolage Medium  | Sub-headline |
| Bricolage Regular | Body Copy    |

### Raleway Secondary Type

- |                 |              |
|-----------------|--------------|
| Raleway Bold    | Headline     |
| Raleway Medium  | Sub-headline |
| Raleway Regular | Body Copy    |

Typo-  
graphy  
Order

Bricolage

|   |   |   |   |   |
|---|---|---|---|---|
| A | B | C | D | E |
| 1 | 2 | 3 | 4 | 5 |

Raleway

|   |   |   |   |   |
|---|---|---|---|---|
| A | B | C | D | E |
| 1 | 2 | 3 | 4 | 5 |

Art Kajo  
Physiotherapy  
Clinic lorem ipsum lorem

Workshops  
Workshops  
Workshops

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**5.0**

# Stationery & Socials



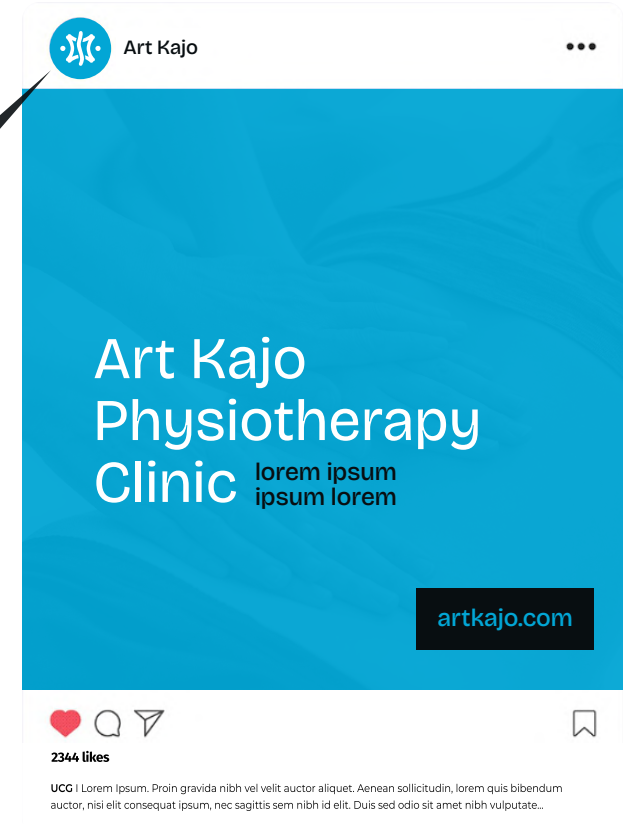
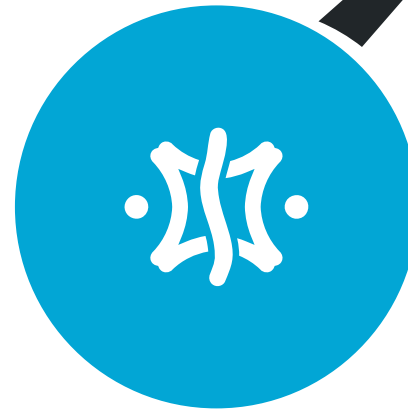
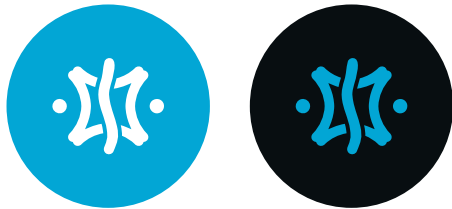
# Stationery





# Social Media

Social media must always be updated with the latest campaign materials in order to stay relevant. The social media channels should always feature the full logo or just the logomark to express the brand. Ensure the layout is connected to a form that must be derived from the numerous graphic element of the logomark



Brand Guide

Stationery & Socials

**Art Kajo**

Thank You

# Thank You!

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