

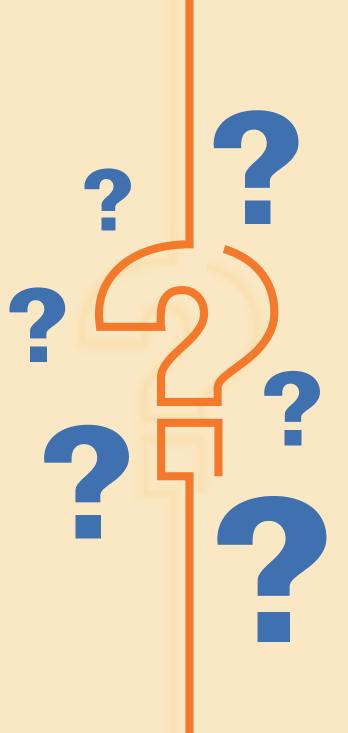
# Corporate Brand Manual

# TABLE OF CONTENT

PHASE PHASE PHASE **Logo Design** Introduction **Brand** 03 ✓ Who we are? ✓ Logo Concept Interpretation ✓ Logo Construction √ Why Choose Us ✓ Mark Origins ✓ Monochrme Logo ✓ Mission ✓ Logo Mark ✓ Background Logo ✓ Our vision and values ✓ Mark Construction √ Thumbnail Mark ✓ Horizontal Logo Color & Font **Brand Application Logo Usage** ✓ Minimum Size ✓ Primary Colors ✓ Stationary ✓ Secondary Colors ✓ Safe 7one ✓ Signage ✓ Incorrect Logo Application ✓ Typography ✓ Stationary ✓ Collaterals

✓ Photography ✓ Social Media Pages

# WHO ARE WE



### Who we are

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Why choose us

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### **Our mission**

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Vision and core values

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# OUR BRAND

The logo represents a brand called "Holistic Weight Management Centre."

Here's a breakdown of its elements and meaning

# **Logo Concept Interpretation**



### **Leaf Motif:**

The leaf icon in green suggests natural and organic themes, often associated with health, wellness, and holistic practices. It could symbolize growth, renewal, and life.

### **Central Figure:**

The small central circle within the leaves represent a person in a yoga or meditative pose, emphasizes a focus on the holistic wellness both body and mind.

### "Holistic Weight"

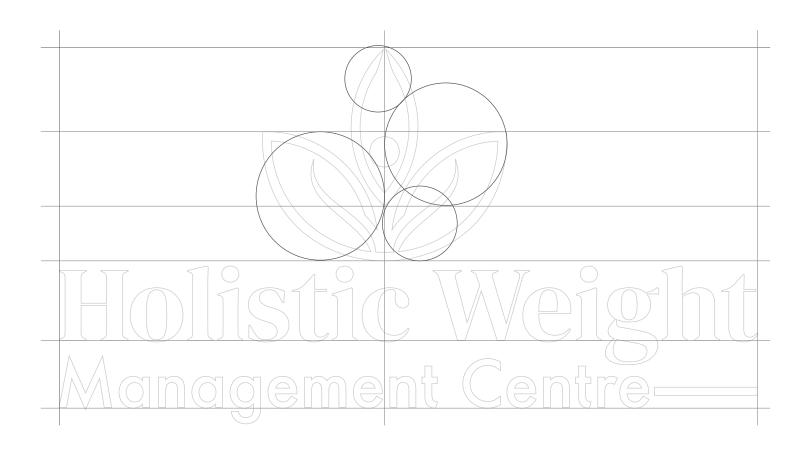
The name is in orange and bold, drawing attention and emphasizing weight management.

### "Management Centre"

It is in blue, in a lighter font, creating a balanced, calming effect.



# **Logo Construction**



# **Horizontal Logo**

The logo consist of a symbol and a typeface.



# ICON

# **Thumbnail Mark**

In the context of a construction brand logo, the symbol is crucial for instantly communicating the brand's essence and building recognition.







# **Monochrome Logo**

Sometimes only one color application is available due to cost efficiency Holistic Weight Management Centre must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

The logotype and/or symbol outline must be clealy distinguishable from the background color. Honor Holistic Weight Management Centre color pallete when possible, or using black and white color.





# **Background Logo**

Alternatives color combos. Here different color ways you can do with the logo.





# Final Logo

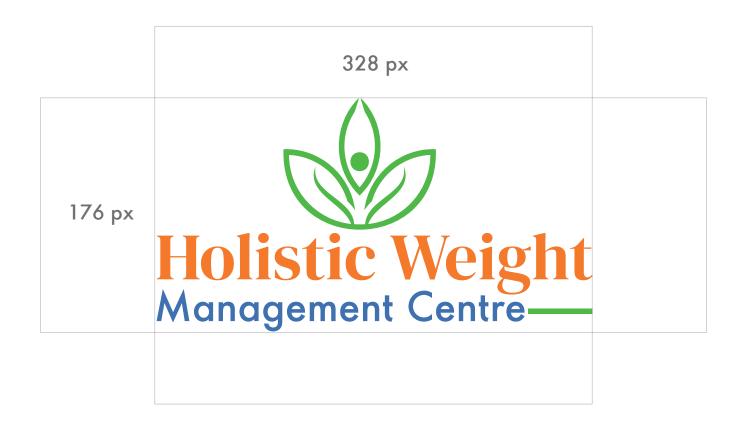


This logo aims to convey that the center focuses on holistic, natural approaches to weight management, with an emphasis on individual well-being and balance.



# **Minimum Size**

These are the pixel size units we recomend



# LOGO GRID

## Safe Zone

It is important to maintain proper spacing



# **Incorrect Logo Application**

Only the original Holisic Weight Manangement Centre logo should be used on all materials. Do not reproduce, redraw, change, alter, recreate or combine any other graphic or typographic elements.

Shown here are some examples of unacceptable usage.



Never susbtitute the wordmark for a typed word in the logo



Never change the size relationships or positioning of the logo elements



Never change the colours of the logomark or wordmark



Never use the logomark without wordmark



Never outline any of the elements of the logomark or wordmark



Never skew the logo and ensure it is always sized proportionately



Never add effects such as bevel, textures or drop shadows



Never flip or reposition any of the elements of the logo

# TYPOGRAPHY

### **Fonts**

**DM Serif Display** font, with its elegant, high-contrast serif design, evokes a sense of sophistication and calmness that aligns well with wellness branding. The font's help convey stability, balance, and a holistic approach to well-being, making it an effective choice for wellness brands aiming to create a sense of peace and luxury for their audience.

**Futura** conveys a sense of minimalism and calm, reflecting the values of balance, mindfulness, and self-care. Its straightforward design can evoke a feeling of transparency and trustworthiness, essential in wellness branding where authenticity is key.





### **PRIMARY TYPEFACE**

### Futura Regular | Bold

### **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz 123456789 !@#\$%^&\*() +



### **SECONDARY TYPEFACE**

### Sarala Medium | Bold

### **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxyz 123456789 !@#\$%^&\*()\_+

# BRAND COLORS

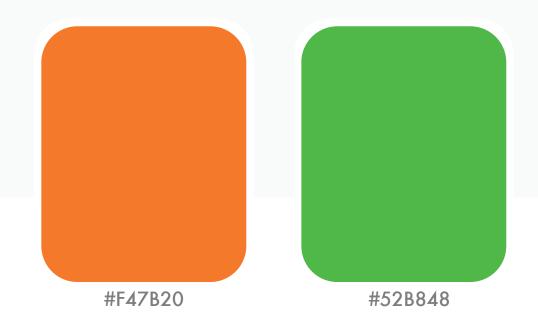
# **Primary Colors**

### Orange

#f47b20 hex color: red value is 244, green value is 123 and the blue value of its RGB is 32. Cylindrical-coordinate representations (HSL) of color orange hue: 0.07, saturation: 0.91 and the lightness value of f47b20 is 0.54.into wellness branding, orange convey warmth, energy, and an inviting atmosphere that supports holistic health.

### Green

#52b848 hex color: red value is 82, green value is 184 and the blue value of its RGB is 72. Cylindrical-coordinate representations (HSL) of color color green hue: 0.32, saturation: 0.44 and the lightness value of 52b848 is 0.50. This shade of green is often associated with nature and tranquility, encouraging a sense of peace and harmony. The green convey energy and positivity.



### Transparency

#F47B20 #52B848

# BRAND COLORS

# **Secondary Colors**



#4671AE

**R**70 **G**113 **B**174

### #FAE6C5

**R**250 **G**230 **B**197 C 41.00% M 24.00% C 00.00% M 08.00% Y 00.00% K 32.00% Y 21.00% K 02.00% Y 00.00% K 56.00% Y 00.00% K 00.00%



### #707071

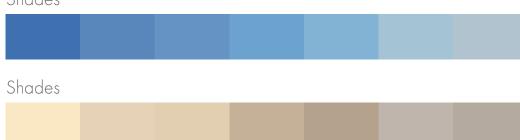
R112 G112 B113 C 00.00% M 00.00%



### #FFFFFF

R252 G252 B252 C 00.00% M 00.00%

### Shades



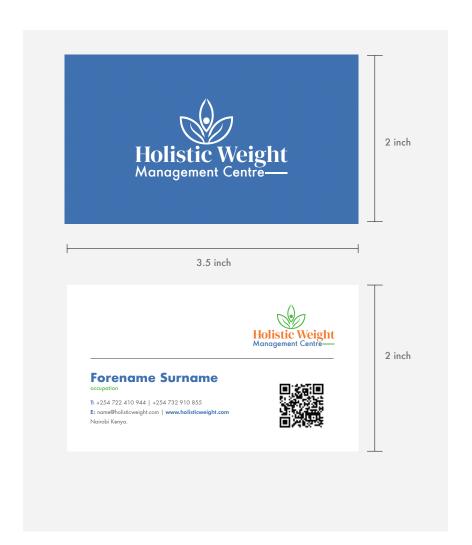


# BRAND APPLICATION

# BRAND APPLICATION

Business Card size: 3.5 inches x 2 inches Paper: embossed ivory board 350 gsm Paper color : Front "Blue", Back "White"

Font:Futura



Letterhead size: A4

Paper: Regular copier 80gsm/ Uncoatedpaper 100 -120gsm Paper color: White

Font:Futura







### **Forename Surname**

occupatio

T: +254 712 345 678 | +254 787 654 321

E: name@halisticweight.com | www.halisticweight.com

Nairobi Kenya.













# **Logo Placement on Images**

A clear white square with corner edges should be placed on the top right corner of an image. The word 'The Holistic Weight Brand' needs to be legible at all times. We measure the exclusion zone by taking the height of the H. You can use it as a guide to mark out the surrounding area.



# **Logo Placement on Images**



# Logo Placement on Social Media

