



# LOGO

modern meets handwritten, a logo that conveys expansion, warmth, personal touch and pushing boundaries—things that everyone who uses Recovery Consultants should experience, at every touch, with every connection

primary

RECOVERY  
consultants

secondary

RECOVERY  
consultants

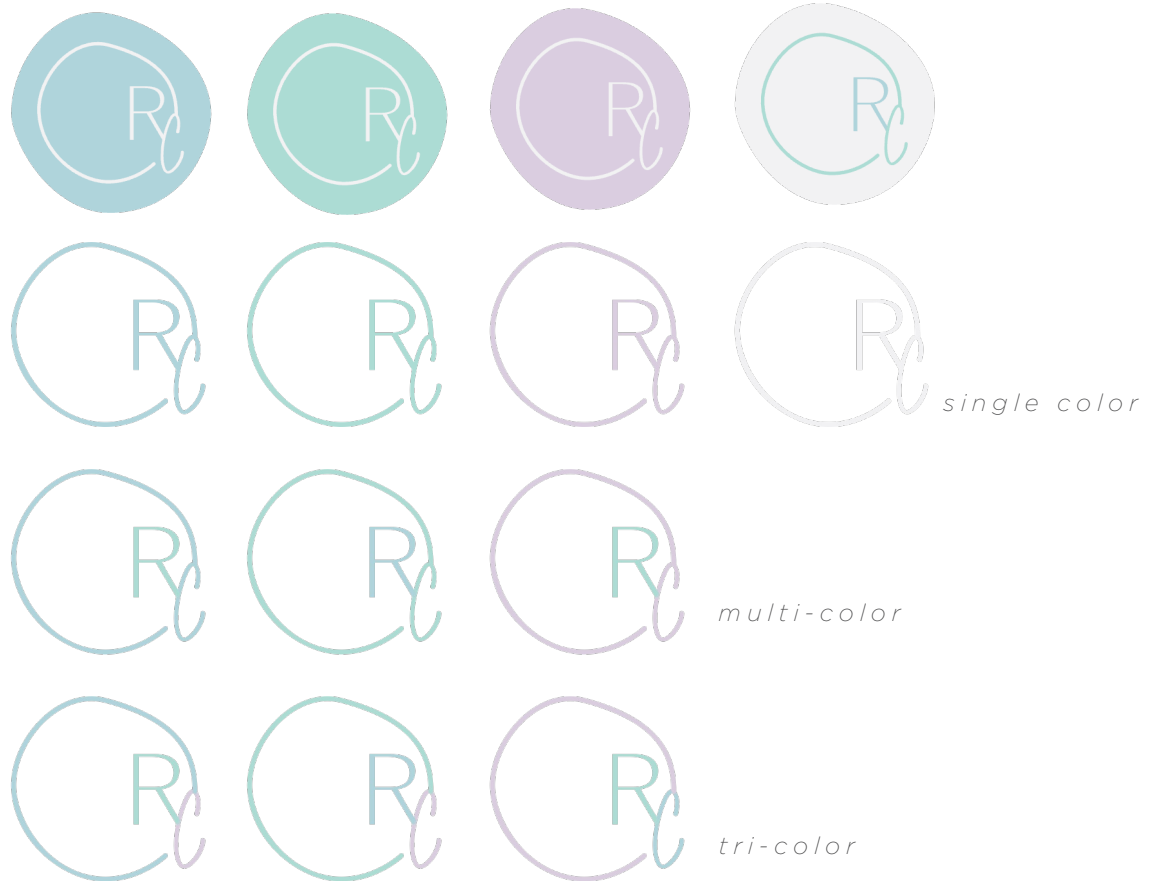
# LOGOMARK

a unique and imperfect circle to signify the individual journey that is recovery  
with a connected R&C to represent the collaborative nature of all we do

full



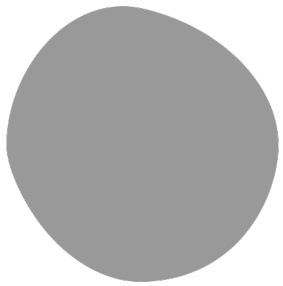
shorthand



# COLOR PALETTE

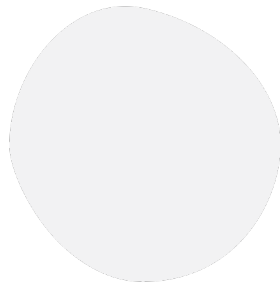
inspired by nature—from the ocean and sea salt breeze to fresh lavender fields and refreshing bite of Pitaya fruit, this expanded color palette evokes a sense of calm with bold pop of color, *hello unexpected*

## PRIMARY COLORS



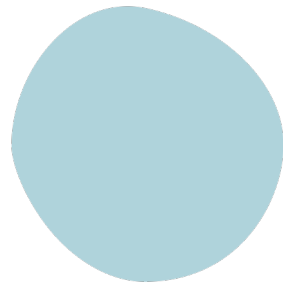
HEX #: 99999A

R:153 C:39  
G:153 M:32  
B:154 Y:28  
K:0



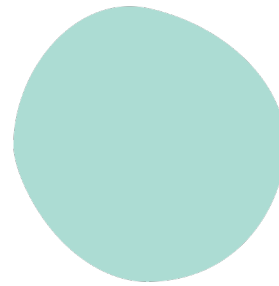
HEX #: F2F2F3

R:242 C:4  
G:242 M:3  
B:243 Y:2  
K:0



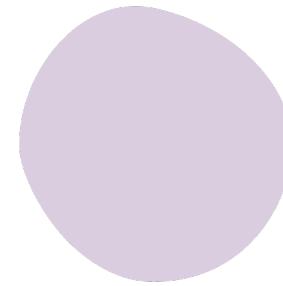
HEX #: AFD3DB

R:175 C:30  
G:211 M:5  
B:219 Y:8  
K:0



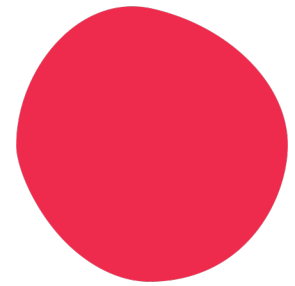
HEX #: ACDCD3

R:172 C:30  
G:220 M:1  
B:211 Y:15  
K:0



HEX #: DACDE0

R:218 C:14  
G:205 M:16  
B:224 Y:3  
K:0



HEX #: EE2B4D

R:238 C:0  
G:43 M:89  
B:77 Y:60  
K:0



HEX #: 4C4C4D



HEX #: 6BAEBC



HEX #: 67BFAE



HEX #: A98BB7

SECONDARY COLORS  
*for text only*



# TYPOGRAPHY

a modern, chic and expansive system of typefaces  
that capture the dynamic and distinct soul of who we are

primary headline

CONSO  
LIGHT

expanded font by 14 points

elegant, modern and contrast sans-serif with teardrop-shaped tails  
giving a hint unexpected personality  
to a sans-serif

secondary headline

smooth stone

expanded font by 3 points

imperfect and personable  
handwriting, a juxtaposition to any  
sans-serif—adding a touch of  
tenderness

body

Gotham  
XLight

normal spacing

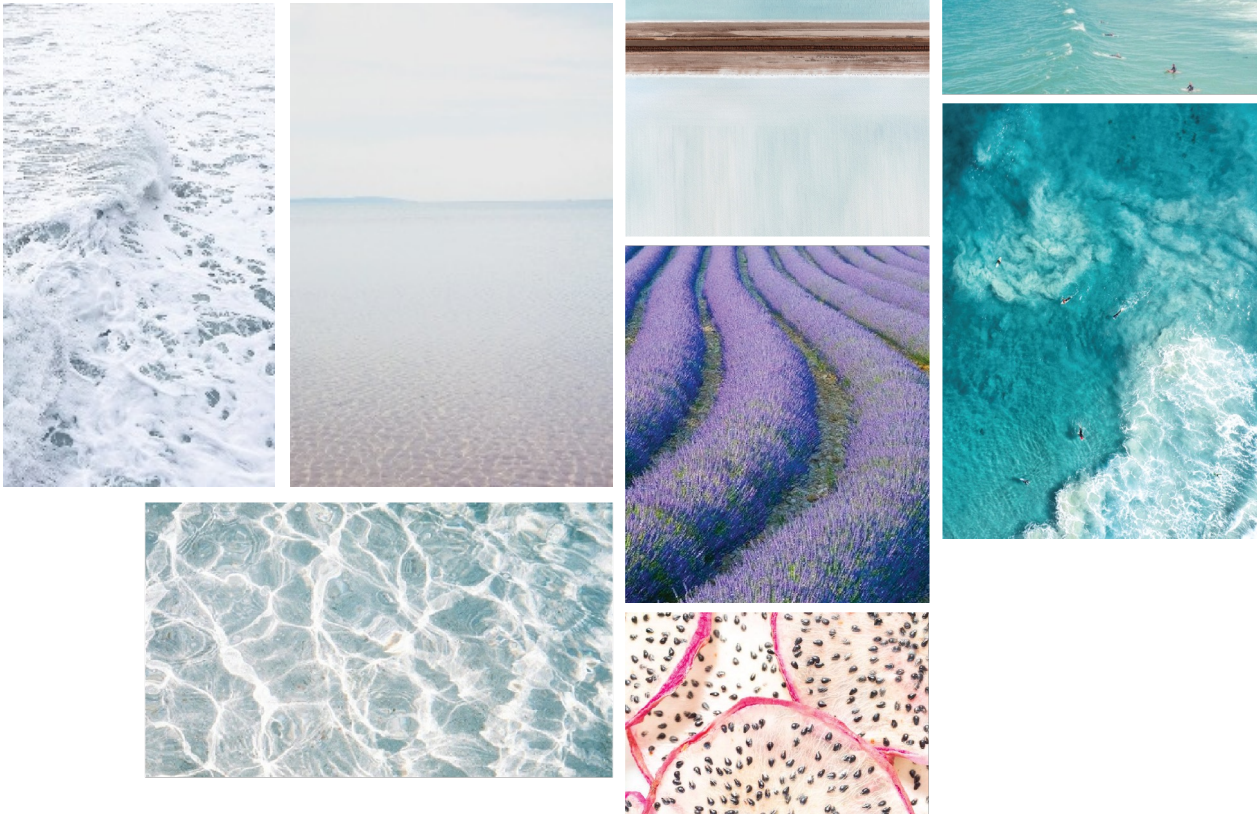
clean, crisp and geometric  
sans serif with wider spacing for  
breathability between letters



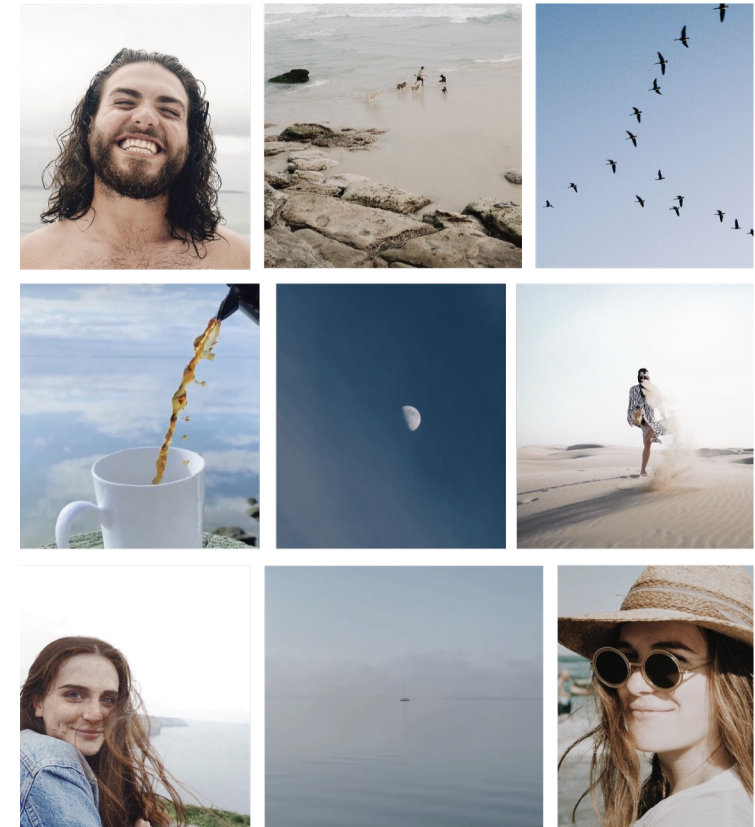
# IMAGERY DIRECTION

soft, soothing and calming imagery that evokes relaxation and restoration, using consistent tone across imagery to create cohesion with color palette

focus on natural photography  
prioritizing ariel shots to represent new  
perspective & expansive

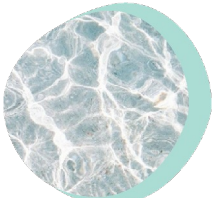
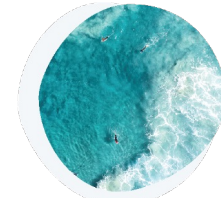
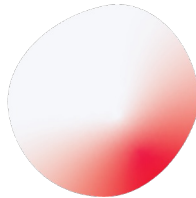
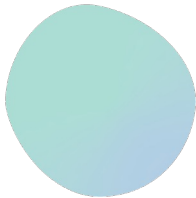
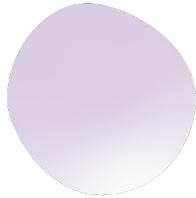
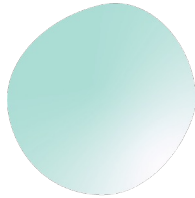
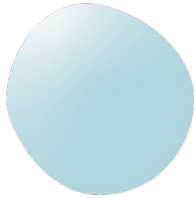
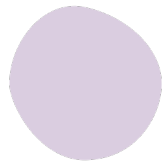
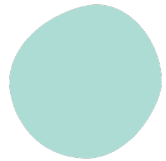
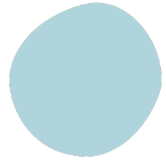


focus on nature, lifestyle & individuals  
use imagery that looks real not stock



# GRAPHIC DIRECTION

soft, imperfect circles from our logo mark, with flexibility  
to move orientation to represent individuality—  
can be used as backdrops to icons and imagery or on  
their own to add visual interest in communications





# SOCIAL MOCK-UP

how the refreshed brand identity and photography direction style can work together, for a modern and sophisticated look & feel, *at hello*

