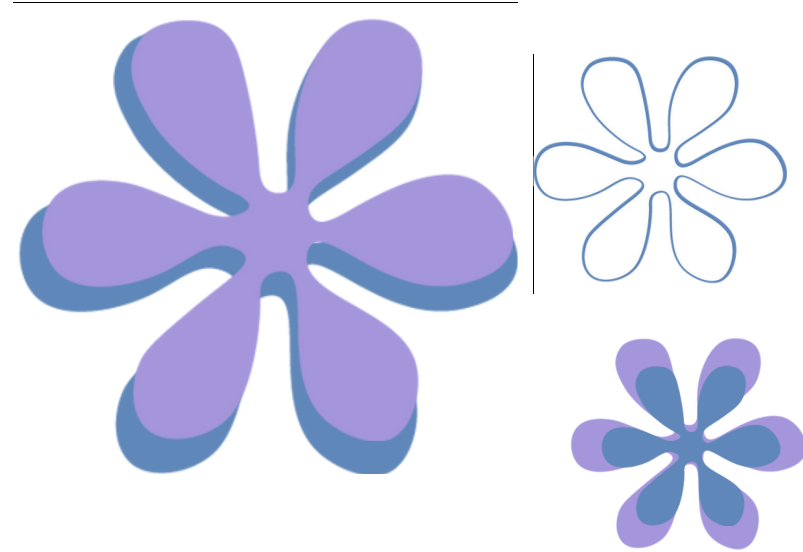


# Logo Guide

Developed for:



therapy  
wellbeing  
assessment  
psychology



The CALMA logo suite reflects brand's focus on therapy, wellbeing, and psychology. The designs include:

- **Primary Logo:** Full logo for prominent branding.
- **Secondary Logo:** Simplified versions for versatile use.
- **Tagline Logo:** C-logo with tagline circle
- **Brandmark:** Minimalist design for small spaces.
- **Favicon:** Optimised for browser tabs or app icons.









# Background on the Design Concept



# Using your logo files

Your logo suite includes various layouts and styles (main, secondary, horizontal, favicon, and brandmark), ensuring flexibility for different platforms. Here’s a quick guide:



-  JPG 
-  PNG 
-  PDF 
-  SVG 

- **Digital Platforms:** Use PNG or SVG for sharp visuals and adaptability.
- **Printed Materials:** Use PDF for high-quality results or PNG for small-scale projects.
- **Web and Mobile Applications:** SVG is ideal due to its scalability and lightweight nature.
- **Social Media:** JPG or PNG formats work best depending on the background.



# Fonts & Brand Palette



Main

cocomat Pro

abcdef  
ghijklm  
nopqrs  
tuvwxyz  
z

**abcdef**  
**ghijkl**  
**mnop**  
**qrstuv**  
**wxyz**

123456  
7890

**12345**  
**67890**

Secondary

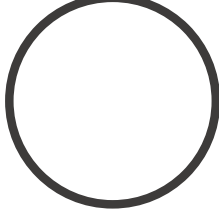
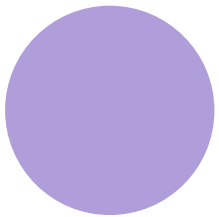
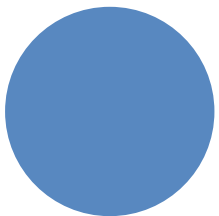
Comfortaa

abcde  
fghijkl  
mnop  
qrstuv  
wxyz

abcde  
fghijkl  
mnop  
qrstuv  
wxyz

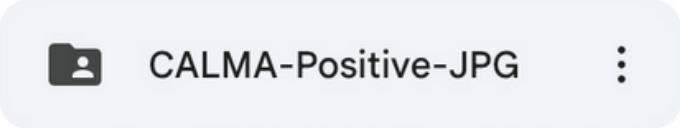
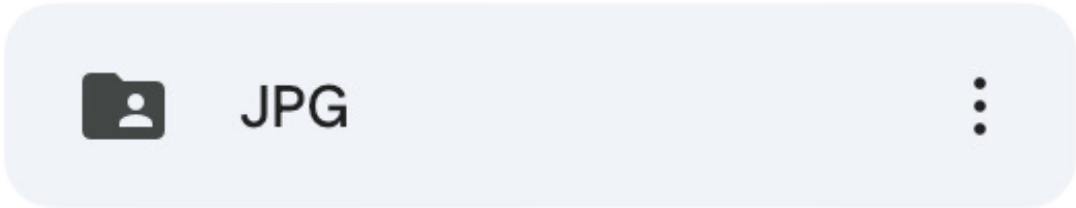
12345  
67890

12345  
67890





# JPG (JPEG)



**Description:** A compressed image file that works well for digital use where file size is a concern.

**Best For:**

- Social media posts.
- Websites without transparency requirements.
- Online presentations.

**Limitations:**

- Does not support transparency.
- May lose quality when resized or edited multiple times.



# PNG



PNG



CALMA-Favicons-PNG



CALMA-Inverse-PNG



CALMA-Positive-PNG



**Description:** A high-quality image format that supports transparency.

**Best For:**

- Logos placed on coloured or textured backgrounds.
- Digital use where transparency is essential (e.g., websites, presentations).
- Smaller print projects like flyers or business cards.

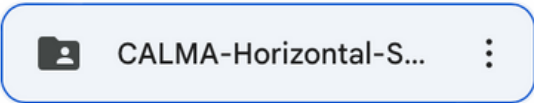
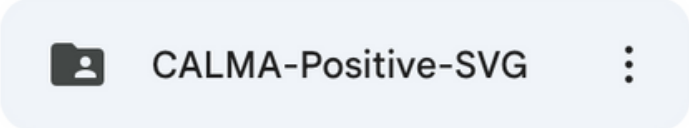
**Limitations:**

- Larger file size compared to JPG.
- Not ideal for large-scale printing.



# SVG

## (Scalable Vector Graphics)



**Description:** A vector format that maintains quality at any size.

**Best For:**

- Websites for sharp and scalable graphics.
- Large-format printing (banners, signs).
- Applications needing flexibility in resizing (e.g., custom animations).

**Advantages:**

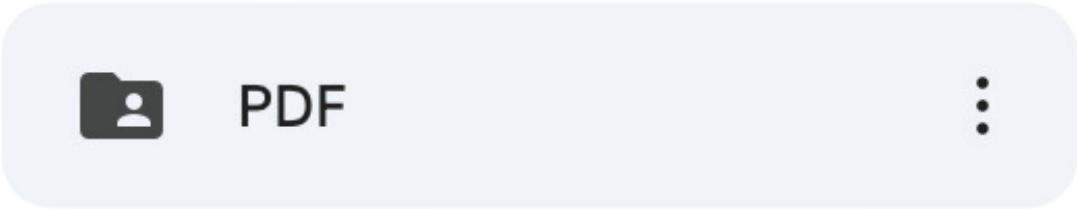
- Editable in design software.
- Lightweight for web use.

**Limitations:**

- Not widely supported in basic image viewers.



# PDF



**Description:** A versatile format for vector graphics, commonly used for professional printing.

**Best For:**

- High-quality printing (brochures, stationery).
- Sharing logo files with designers or printers.

**Advantages:**

- Maintains original design fidelity.
- Universally accessible and editable with professional software.





# Tagline-positive



Combines the C-logo design with the Calma tagline to communicate your brand's message clearly and is best for larger applications like websites or print materials where space allows

Positive refers to the standard version of the logo, created for use on light or white backgrounds to maintain its original look and feel.



Main



Secondary



Secondary



# Brandmark-Positive



The brand mark is a simplified version of the logo designed for small-scale use, such as social media post watermarks or app icons. The brand mark has been combined with the tagline to communicate your brand's message clearly and for continuity.

Positive refers to the standard version of the logo, created for use on light or white backgrounds to maintain its original look and feel.





# Icon-Inverse



Combines the C-logo design with the Calma brand mark.

Inverse refers to the colour fill of this version of the logo. It is designed for use on dark or coloured backgrounds or busy marketing assets to ensure visibility and contrast.



# Brandmark-Inverse

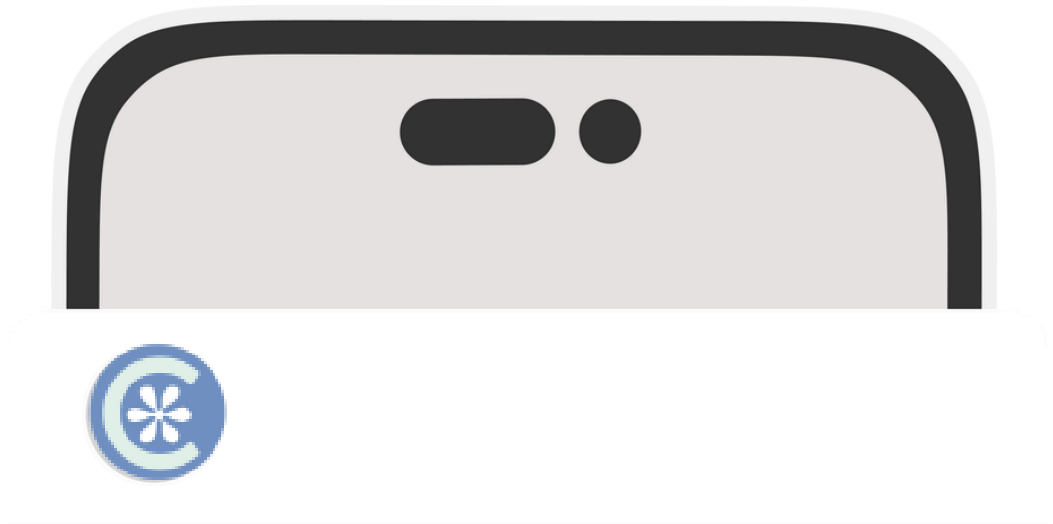


Combines the brand mark with Calma's tagline for use on specific forms of social media content and/or digital downloads and resources.

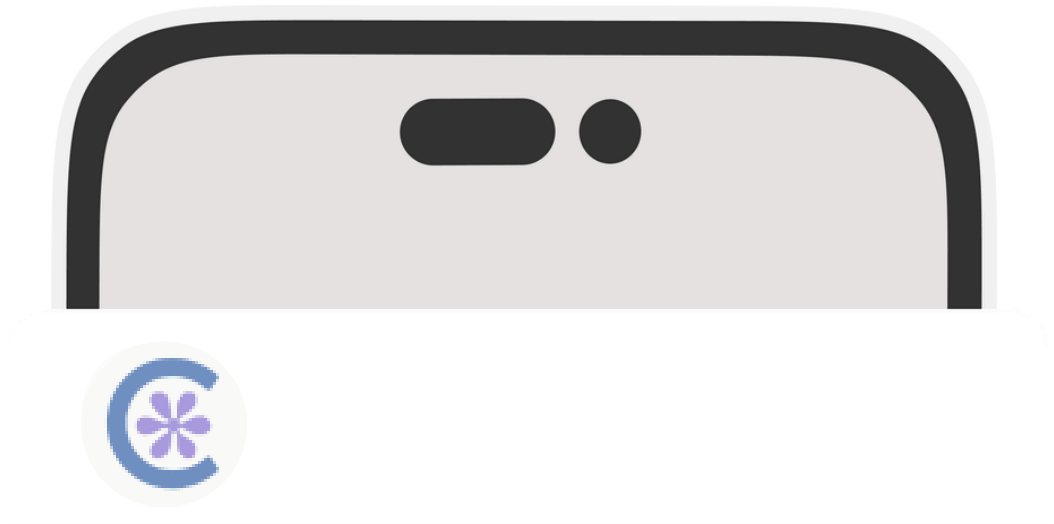
Inverse refers to the colour fill of this version of the logo. It is designed for use on dark or coloured backgrounds or busy marketing assets to ensure visibility and contrast.



# Favicons



Inverse



Positive

Favicons are optimised versions of your C-logo that are intended for browser tabs or app icons.





# Horizontal-Positive [Colour]



A wide layout of the logo that works well in spaces with limited vertical room, such as website headers, email signatures, or banners.



Main



Secondary



# Horizontal-Positive [WHITE]



A monochromatic version for use on dark backgrounds, ensuring clear visibility and contrast in situations like watermarks, overlays, or reversed designs.



Main



Secondary



# Thank you

