



## Identity | Brand guidelines

TheraShelf is a remote cloud storage product designed specifically for rehabilitation professionals and the clients they serve.

TheraShelf provides a platform to create, share, and collaborate on personalized home treatment programs from just about anywhere.

# Our Identity

### Primary logo

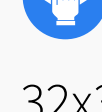


The placement of the three hands symbolizes collaboration, strength, and unwavering compassion. It is designed to embody the same characteristics of those who will benefit from this product.

The primary logo may be used on a white, off white, light gray, or approved variation background color.

### Logo Usage

Please review the recommended sizing for logo usage in different environments.



32x32 px for Favicon



125x125 px for App icon



181x47px for website use

# The Color Palette

## Color Palette

The primary color for TheraShelf is a bright blue, which represents trust, tranquility, and knowledge.

Several of the secondary colors also fall in the blue and green families to communicate growth and healing. Icons are designed to be clean, simple, and clear throughout the product.

### Primary colors



#428EFC

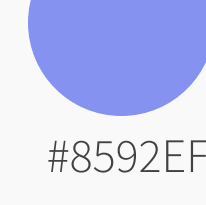
### Secondary colors



#2BAF9E



#D5E7FE



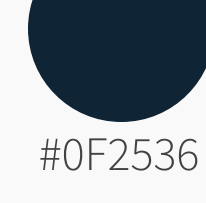
#8592EF



#FD818D



#F5F5F5



#0F2536

# Typography

## Typography

We use Open Sans as our primary brand typeface. Source Sans Pro serves as our complementary typeface. Both are geometric fonts that are clear and easy to read at different sizes.

**Open Sans ExtraBold**  
**Open Sans Bold**  
**Open Sans Semibold**  
**Open Sans Regular**  
Open Sans Light

**Source Sans Pro Black**  
**Source Sans Pro Bold**  
**Source Sans Pro Semibold**  
**Source Sans Pro Regular**  
Source Sans Pro Light  
Source Sans Pro Extra Light

### Layout

Heading One (48px)

Heading Two (36px)

Heading Three (26px)

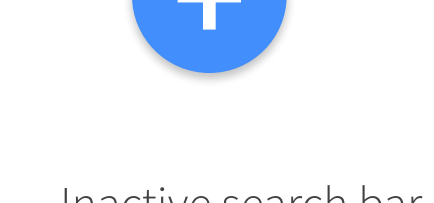
Button labels are 18px

Body Text is 20 px

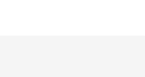
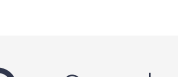
# Buttons & Icons

### Buttons

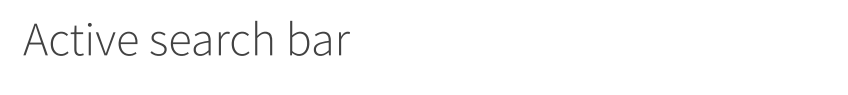
Inactive button



Hover



Inactive search bar



Active search bar



### Icons

Icons should be simple, clear, and consistent throughout the product.

