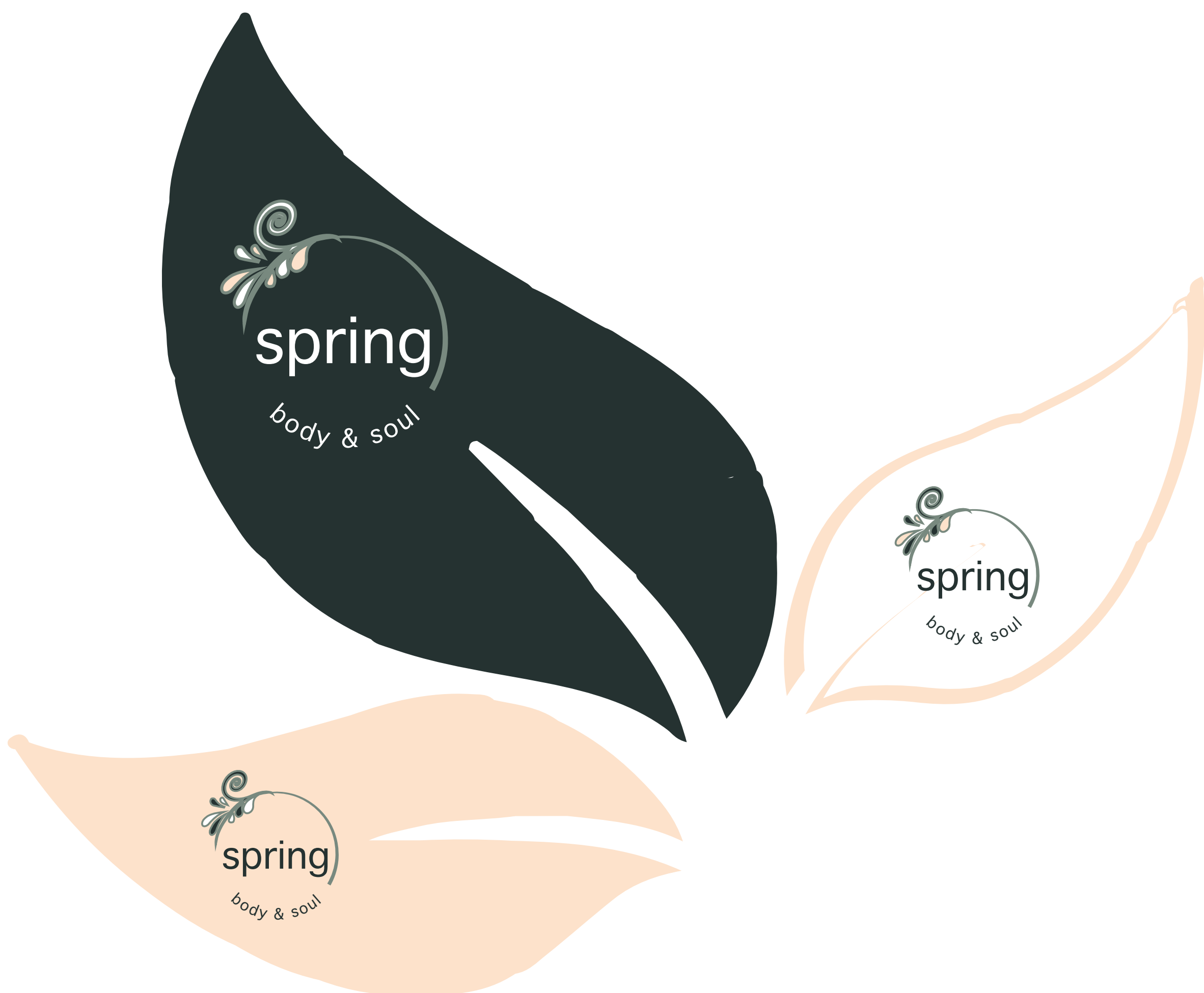


Overview

The brand style guide establishes the rules and guidelines necessary to maintain a consistent identity system in marketing Spring body & soul products. A well-managed brand identity is a key factor in ensuring that the public easily identifies the brand, understand their message and feel confident enough to purchase and use their products. To maintain consistency, the following rules should be followed.

Logo Usage

There are three versions of the logo for use on peach, midnight green and white backgrounds as seen below. No other colour should be used in place of these.



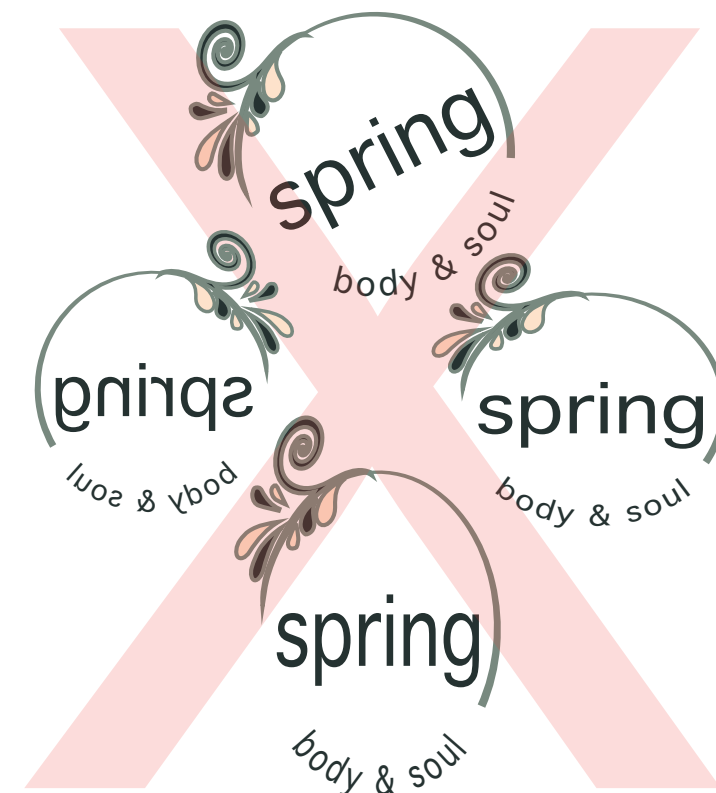
Clear Space and Size

When the logo is used, it should be sufficiently isolated from illustrations, words or images that might detract from its importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type. Never scale the logo smaller than ½ inch.



Don't!

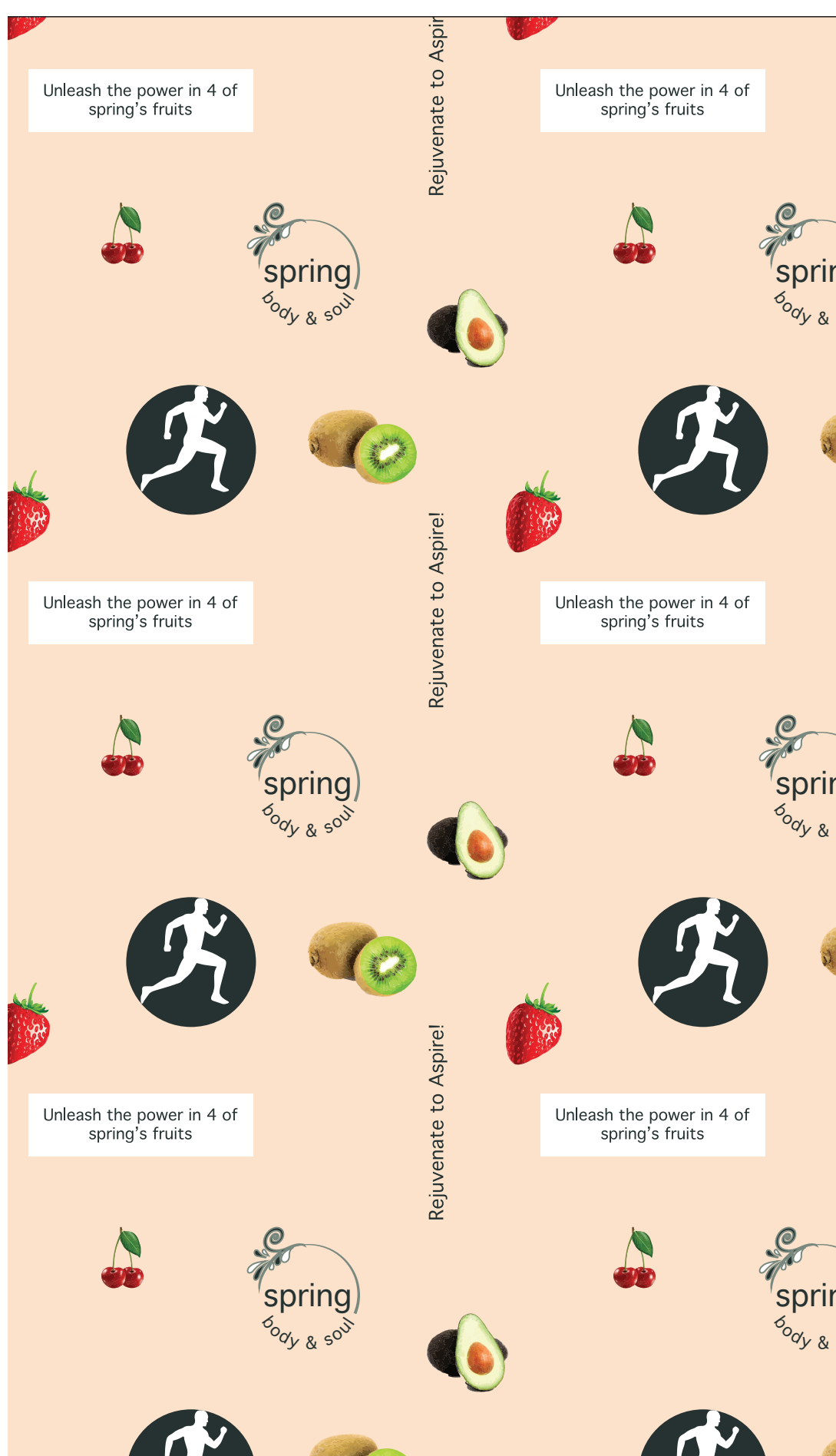
- Alter color from those shown on the colour palette.
- Place the logo within a line of text.
- Fill shapes with patterns or add special effects.
- Overprint the logo on complex patterns or textures.
- Violate the signature clear zone.
- Skew or scale the width or height of the logo.
- Flip or rotate the logo to any degree.



Imagery and Graphics

Imagery plays an important role in Spring body & soul brand identity. This content includes initiatives, campaigns, online and live events, reports, website, microsites, print digital publications, marketing and advertising; etc. To ensure the brand integrity of Spring body & soul, it is important that the imagery be described as:

- Bold—This ensures that viewers are captivated
- Practical—Consider good contrast and readability
- Modern—Present the brand as modern and trendy



Supporting Graphics

Supporting graphics play a major role in branding. They create visually appealing aesthetics to motivate the viewer to explore the brand. Furthermore, they also explain what the brand is all about by communicating through patterns. In cases where graphics are required for use other than the logo, such as on SWAG items or other prints, use the pattern shown left. It should also be used on children's SWAG items.

The pattern has been carefully crafted; taking all the brand's key elements such as logo, colour and tagline into consideration and should therefore be strictly adhered to.

Colour Palette

Midnight green, sunset green, peach and white are Spring body & soul brand's corporate color palette.



Midnight Green

CMYK-77, 61, 63, 59

RGB-39, 51, 51

Hex-#273333



Sunset Green

CMYK-56, 36, 49, 7

RGB-119, 137, 127

Hex-#77897F



Peach

CMYK-1, 12, 19, 0

RGB-253, 226, 203

Hex-#FDE2CB



White

CMYK-0, 0, 0, 0

RGB-255, 255, 255

Hex-#FFFFFF

Colour Usage

Use white background for general objects. For gender specific items, use peach background for feminine products and the midnight green for masculine products.

Tagline

The tagline may be written in two fonts. Thonburi regular or Arial regular. Use at your discretion, but balance of the type style, size and weight of font should always be considered when executing design.

Rejuvenate to Aspire! (Thonburi regular)

Rejuvenate to Aspire! (Arial regular)

Referencing the Brand

The preferred method for referring to the brand in writing is by using the logo. However, the logo should not be used within a line of text. When the logo is not used, for example in the body of an email or Word document, the brand name should be written as “Spring body & soul”.

Typography

Print font

The font colour for body text is midnight green while the font colour for all headings is black. The Arial font family is the primary font to be used for brand collateral and other print materials. Arial regular should be used for secondary headlines and body. Arial black is to be used for all main headlines. Use uppercase for the first letter in each word of the sub-headings. For office documents such as Microsoft Word and Powerpoints, we require usage of Arial font to guarantee consistency across all systems.

This is the Heading

This is the Sub heading

This is the body

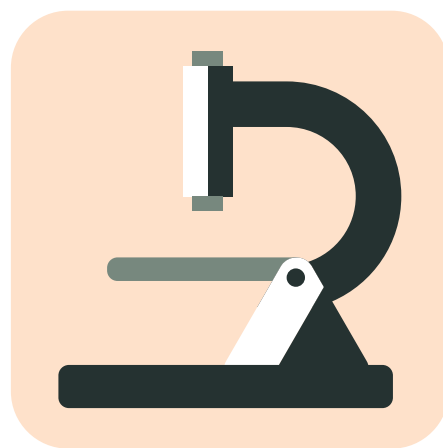
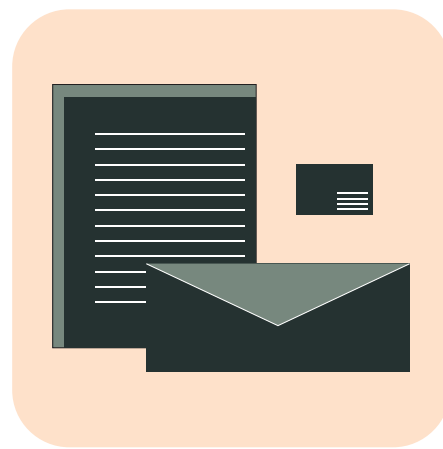
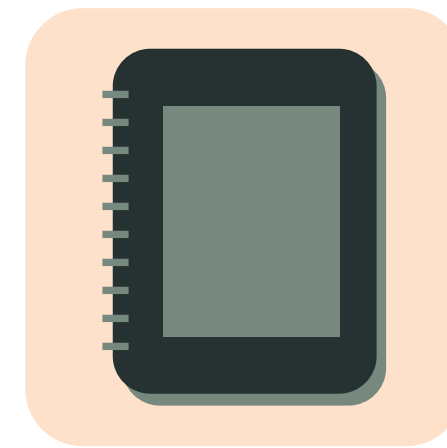
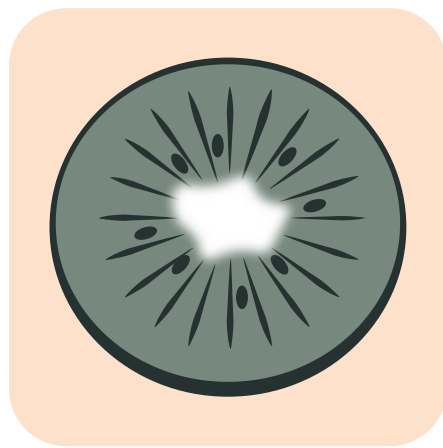
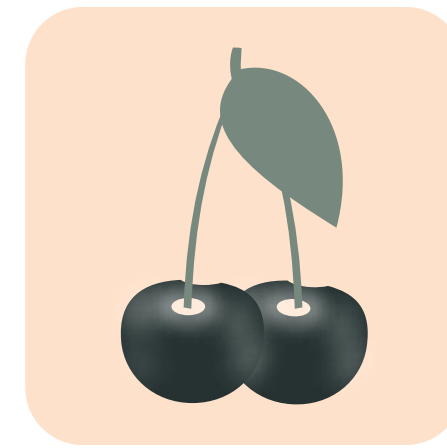
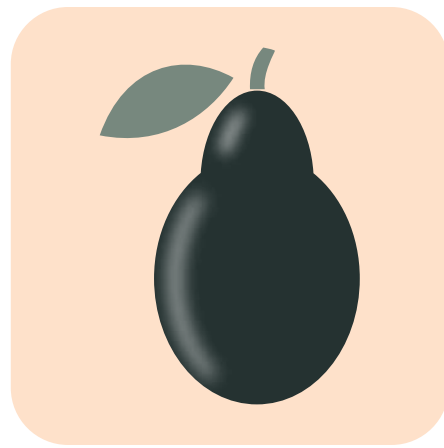
Special case: using other fonts

In the rare instance that a font becomes part of a graphical illustration in a multimedia or campaign communication, it may become necessary to use a font other than the brand’s main font. In these cases, always ensure you are using a high-quality font that complements Spring body & soul brand fonts.

Icons

The primary role of icons is to guide a visitor or a reader through the content. Do not tamper with the vector files of the icons. They have been designed to have equal proportions. If additional icons are to be created, note the following:

- The size of the icon must be made equal to existing icons
- The icon's stroke must be of equal weight to the existing icons
- Design balanced icon imagery that is a mixed use of positive and negative space

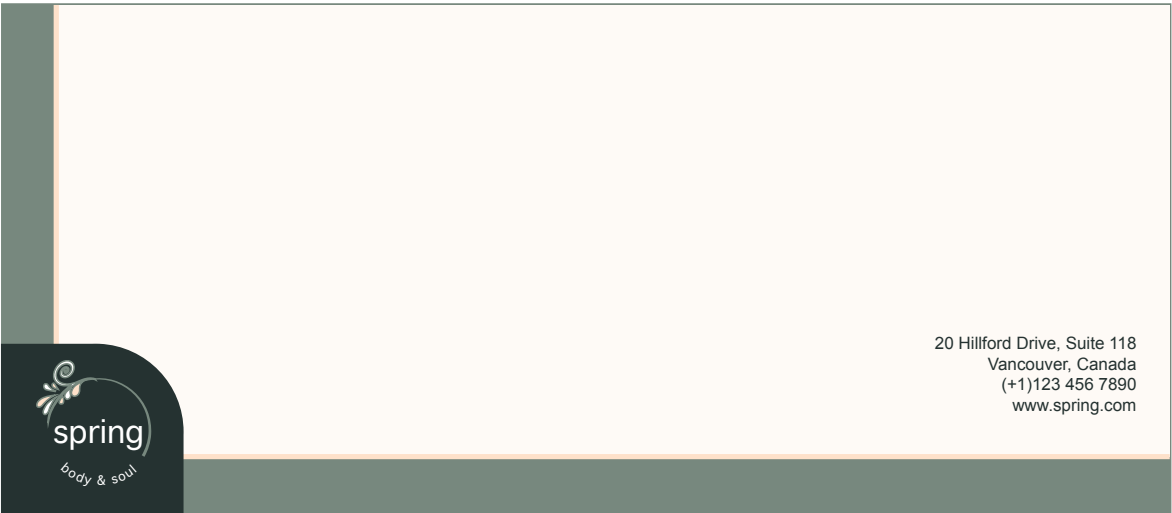
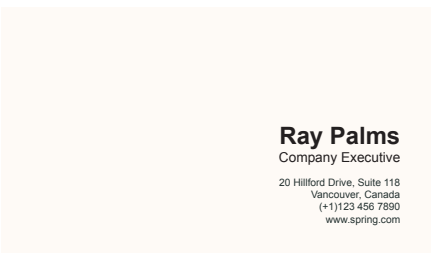




Applications

Print Materials

Maintain the format below for all print items. The logo shape and colours have been carefully considered, it should therefore not be altered in any way.

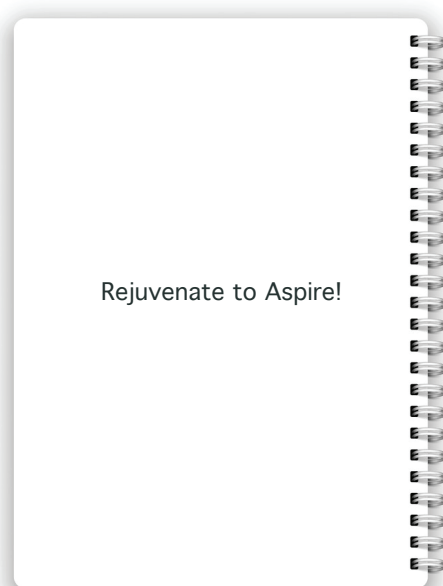


Letterhead
Envelope
Business card

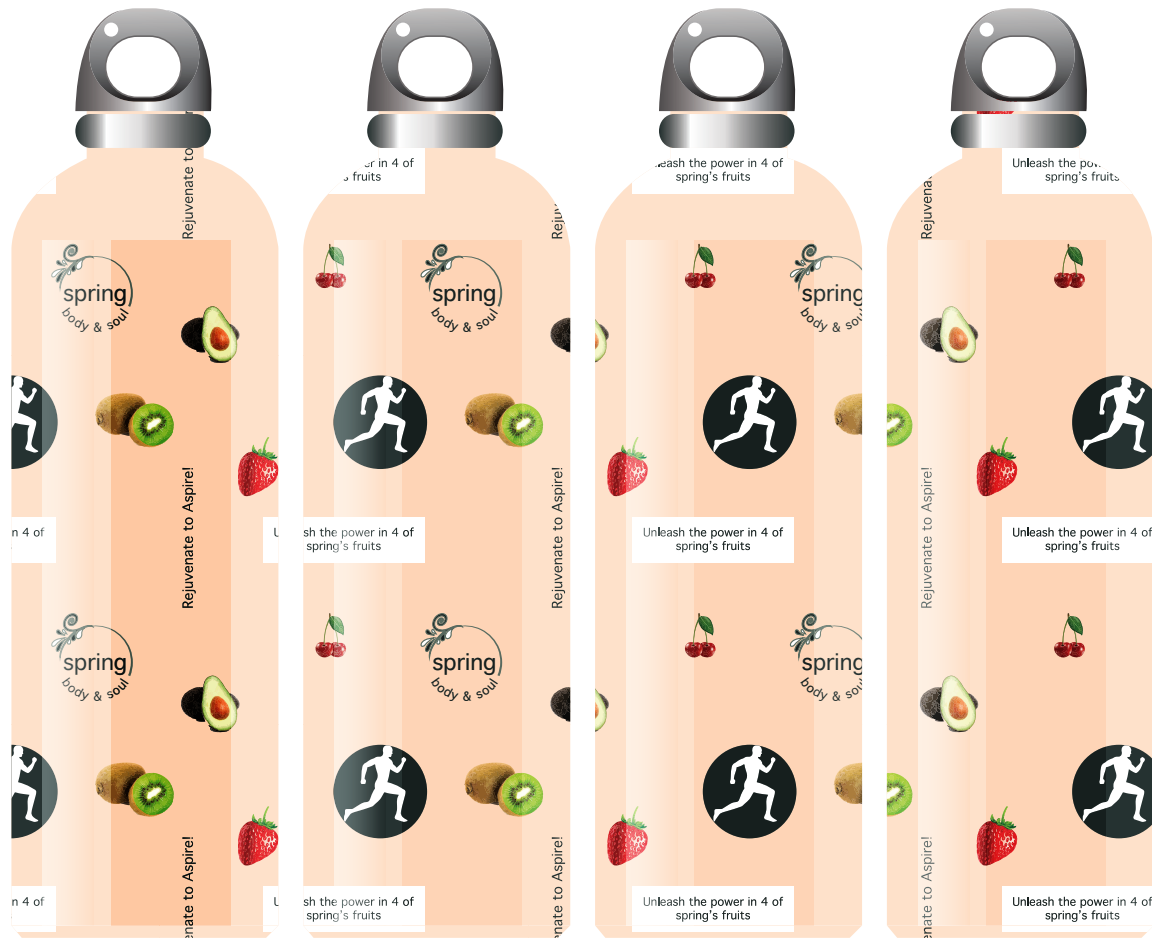


On the back of the letterhead and the inner part of the envelope, the brand’s supporting graphics should be used as shown in these images.

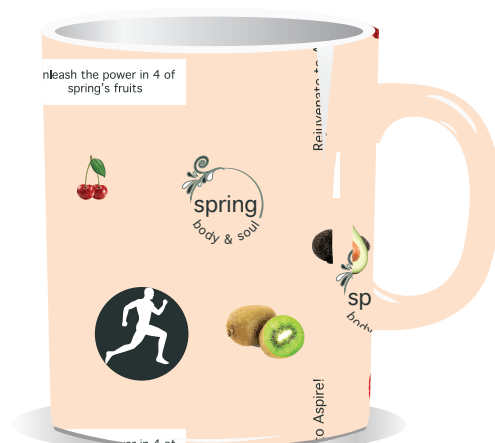
SWAG Items



SWAG Items cont'd



The SWAG items for Spring body and soul are T-shirts, notebooks and pen, coffee mugs, thermos flask and water bottles. Note that the T-shirts and notebooks are gender specific, hence the peach T-shirts are for females while the midnight green T-shirts are for males. The coffee mugs, water bottles and patterned notebook are for general use by both genders.



The brand details on each item have been thoughtfully considered and documented in the SWAG booklet. They include the use of colour on each item, company tagline, logo location, size and distance. The rules and guides should be strictly adhered to.



The SWAG items that have the graphic pattern should most especially be targeted towards children's items. Adults that prefer these can also be considered. The graphic pattern should be limited to only the items pictured here. If other items are considered for use as SWAG items in the future, careful thought should be taken as to where the pattern would be most useful, without detracting from its quality.