

# 2021 Branding Guide



**KARS**  
Massage Therapy



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# Signature

Kars Massage Therapy is multi disciplinary, massage therapy clinic, yoga studio and dullah center. The signature of the company is one of peace, prosperity and nature.

The curves of the lines are simple, light, and smooth, showing the calm and peaceful ways of the company. The lotus flower brings in the natural feeling that the company gives off. The outer leaves of the flower are empty, while the inner are solid to show that the combination of massage and yoga can bring stability in your center and keep the body centered and stable.

The spiral in the center of the lotus flower is to emulate the Fibonacci spiral and show the natural progression of pattern and growth in nature. This growth is to demonstrate the prenatal aids that Kars Massage Therapy offers and their bases in nature.

The brand's colours have been designed to give the company a simple, trusting, and family friendly look. The colours bring in thoughts of nature, water, and earth. The colours are more bold than that of a pure natural colour to show that modern take of the company to bring it into the future.



# Logo Artwork



Kars Massage Therapy's logo should only ever be reproduced true to its original shape and dimensions. The logo should not be altered or distorted in any way that would effect the appearance and readability of the logo. The logo should never be redrawn, copied, or scanned as artwork.

Logo art only allowed in the original available Adobe Illustrator EPS, SVG, or PNG file (but only true to size). No JPEG or other file format is allowed.

The EPS vector file should be the only file used when producing signs and when placing the logo onto merchandise.

The SVG file should be used with web design and any web display, no other file format should be used in conjunction with web display of the logo.

# Logo Colours

Kars Massage Therapy's colours are a large part of its visual identification. The calm blue and earthy green were chosen to represent the company, and will be recognized as such in the future, the colours bring together the calm and nature orientation of the company.

The colours should be shown in their original designed manner and only as the pantone colours provided in their files. The all black logo should only be used when displaying it on a light coloured background, it cannot be used on top of any dark colours. The white reversed logo can only be used when displaying on a dark coloured background and never a light one.

## ACCEPTABLE



## UNACCEPTABLE



# Colour Breakdown

PMS 99C

PMS 148C

C - 38  
M - 69  
Y - 0  
K - 12

C - 63  
M - 0  
Y - 79  
K - 0

#3a549a

#63bd69

R - 59  
G - 84  
B - 154

R - 99  
G - 190  
B - 106

Kars Massage Therapy's pantone color must always appear as directed. The colours must be used exactly as directed with the same colour breakdown as is provided here in the *2017 Branding Guide*. The colours chosen are the only colours that are allowed to be displayed and it is imperative for the branding that their colours are never altered in any way.

When using the original logo the pictorial must always be blue and green and the wordmark must always be blue. The colours are not allowed to change order or be altered in any manner.



# Logo Reduction

The Kars Massage Therapy logo was designed to support different sizing constraints. The logo must be treated with considerations in the sizing of the logo as to not distort the readability of the logo.

The logo must not be shrunk in portrait layout to a height of less than .5" and in landscape to a width of less than 1". It should only be shrunk this small if there is no other option.

The logo may be enlarged to any size that is desired, but the integrity of the logo must be upheld with the quality of the design. No enlarging of the logo may be made at a bad quality using a PNG, when enlarging the logo the EPS file must be used.

## ACCEPTABLE



## UNACCEPTABLE



# Alternate Logo

PORTRAIT



The horizontal alternate logo is only provided if the original logo cannot be used in any way, or must be used in a different state for legibility, or readability of the wordmark.

The primary must be used whenever possible the horizontal logo is only a solution for difficult situations that the landscape is the only alternative to the original layout.

The horizontal logo must have the same buffer zone as the vertical and may not be altered in any way.

LANDSCAPE





# Symbol Only

If the logo is to be presented without any wordmark the symbol must be either presented in the colour version blue and green, pure black, or reversed white.

The colour symbol should be used when it is fully visible from the background and if there are any issues with the visibility, only then should the full black or reversed white symbol be used.

The reversed white symbol must be presented when the background is dark and never on a light background.

The black symbol must only be used when the print is in black and white and when it is clearly visible from the background.



# Background and Contrast

## ACCEPTABLE



## UNACCEPTABLE



To keep the proper look and feel of Kars Massage Therapy's brand throughout all platforms the logo must not be placed on improper, or visually obstructing backgrounds. It should not be placed on distracting backgrounds, unless absolutely necessary, and in those rare cases must follow proper branding protocol.

Use the coloured logo unless the background interferes with the readability (ie. photograph or dark in nature), in which case use the black or reversed logo.

The black logo is to be used when the printing is in greyscale or the background/ photograph is light in nature, but interferes with the readability of the coloured logo.

The reversed logo is to be used when the logo is placed on a background/ photograph that is dark in nature.



# Graphic Treatment

When the symbol appears alone it must only be shown in the original logo colours, all black or reversed white. The symbol may be tinted or the opacity may be altered, but only to the brand guidelines.

The symbol must never be displayed at less than 25% tint or opacity. Only when the symbol is being used as a watermark may it be made less than this and still no less than 15% and never in the original colour.

The symbol must never be shown dissected less than 50% of the original. It should never be in cut up segments only in the already separated segments when used in background design (if less than 50%).

The symbol must never be contorted or stretched or rotated at an angle that is not divisible by 45.

## ACCEPTABLE



## UNACCEPTABLE



# Buffer Zone

PORTRAIT



No matter the media the logo is presented in there is a required buffer zone around the logo. There must be nothing in the surrounding area to interfere with the logo in any way.

The required minimum buffer zone is the size of the lower leaf of the lotus surrounding the entire logo, the example displayed here where the space between the dashed line and solid line would be the buffer zone minimum size.

This buffer zone is to keep the logo readable and the white space around it so it is not cramped and overpowered by anything.

LANDSCAPE



# Typeface

## LOGO TYPEFACE

The Kars Massage Therapy's wordmark is written in *Crete* and *Proxima Nova*. These two fonts are the main fonts to be used when used in conjunction with the brand.

## PRINT TYPEFACE

*Crete* is a headline font only and should never be used in body copy. *Crete* should also never be used if there are numbers.

*Proxima Nova* Regular is the body copy font for Kars Massage Therapy and to be used when *Crete* is inappropriate. It may also be used as it is the main brand font heading in Semibold.

## WEB TYPEFACE

The only time that these fonts aren't to be used is in digital copy or Online and then *Roboto* Sans-Serif Regular should be used as body copy and Bold as the header.

No other fonts are allowed to be used in substitution of these.

## PRINT

### Crete Round

Aa

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

### Proxima Nova Semibold

Aa

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

### Proxima Nova Regular

Aa

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

## WEB

### Roboto Regular

Aa

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

### Roboto Bold

Aa

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

# Digital Online Presence

## ACCEPTABLE



## UNACCEPTABLE



When displaying the symbol within social media the symbol must be displayed only to Kars Massage Therapy's Symbol Only Guidelines and only use the social media icons when necessary.

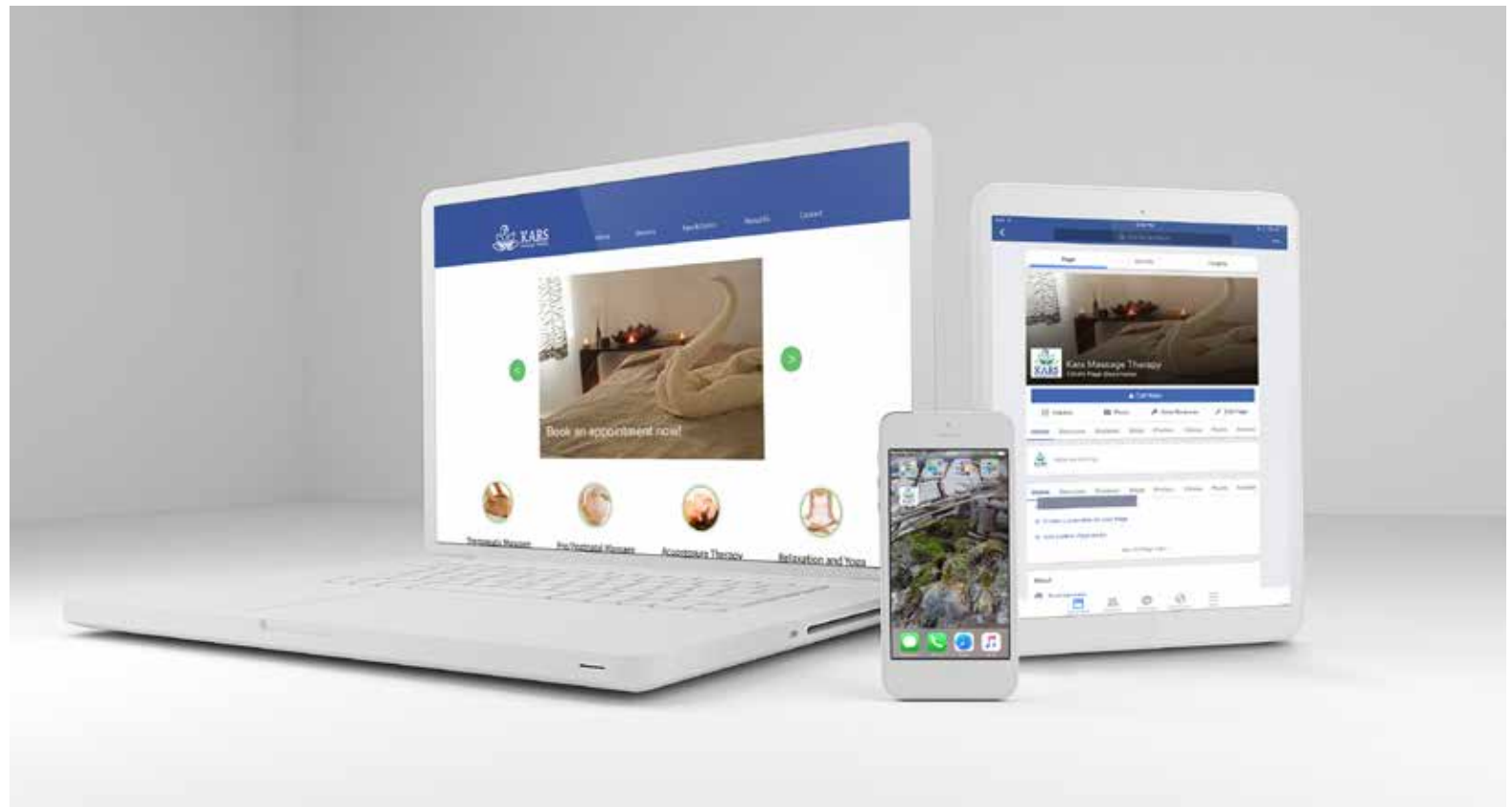
Facebook and Instagram icons must appear in its black form unless on a dark background then the coloured logo may be used.

The Twitter icons must be used in the white and transparent background only, unless the background is too light to be visible.

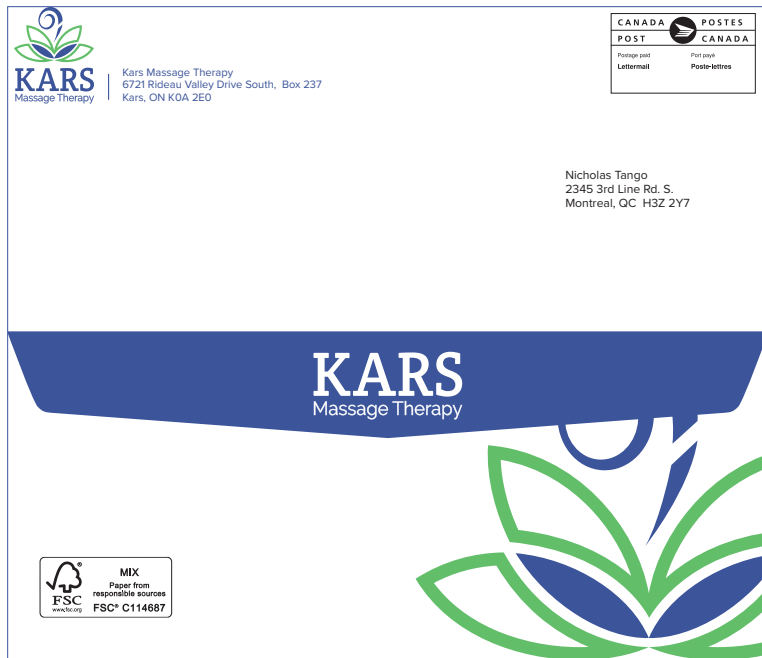
The Favicon must use the whole logo or symbol but no alteration or dissection is allowed and only in the original colours, all black, or reversed white.

The website must use only the two logo colours, black, and white. It must have lots of breathable whitespace, to uphold the look and feel of Kars Massage Therapy's Branding and it must adhere to the Photography Guidelines.

Kars Massage Therapy's Facebook page must also follow the Photography Guidelines, but it can use direct faces if a client wishes to be featured on the page.



# Stationery







# Application



# Photography

The photography that is allowed to be shown in association with Kars Massage therapy must be related back to the company and its brand. The photography must represent what the company has to offer, massage, yoga and/or prenatal care.

The photography must be high quality and either calm indoor feel or nature outdoors type. No bad quality pictures are allowed.

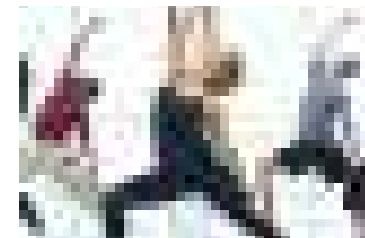
The photography must be clear and feature no direct depiction of peoples faces, unless on the website or Facebook page, and only if the client or therapist gives permission. The pictures are allowed to be of spaces that represent the company and there should be only a small amount of people featured in the picture with a maximum of two people per picture, unless depicting yoga classes.

The main colours of the photography should be neutral, no depictions of neon bright colours and other distractions in the photos for Kars Massage Therapy.

## ACCEPTABLE



## UNACCEPTABLE



# Contact Info

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