

Threerd
Year
Threerd

THIS GUIDE

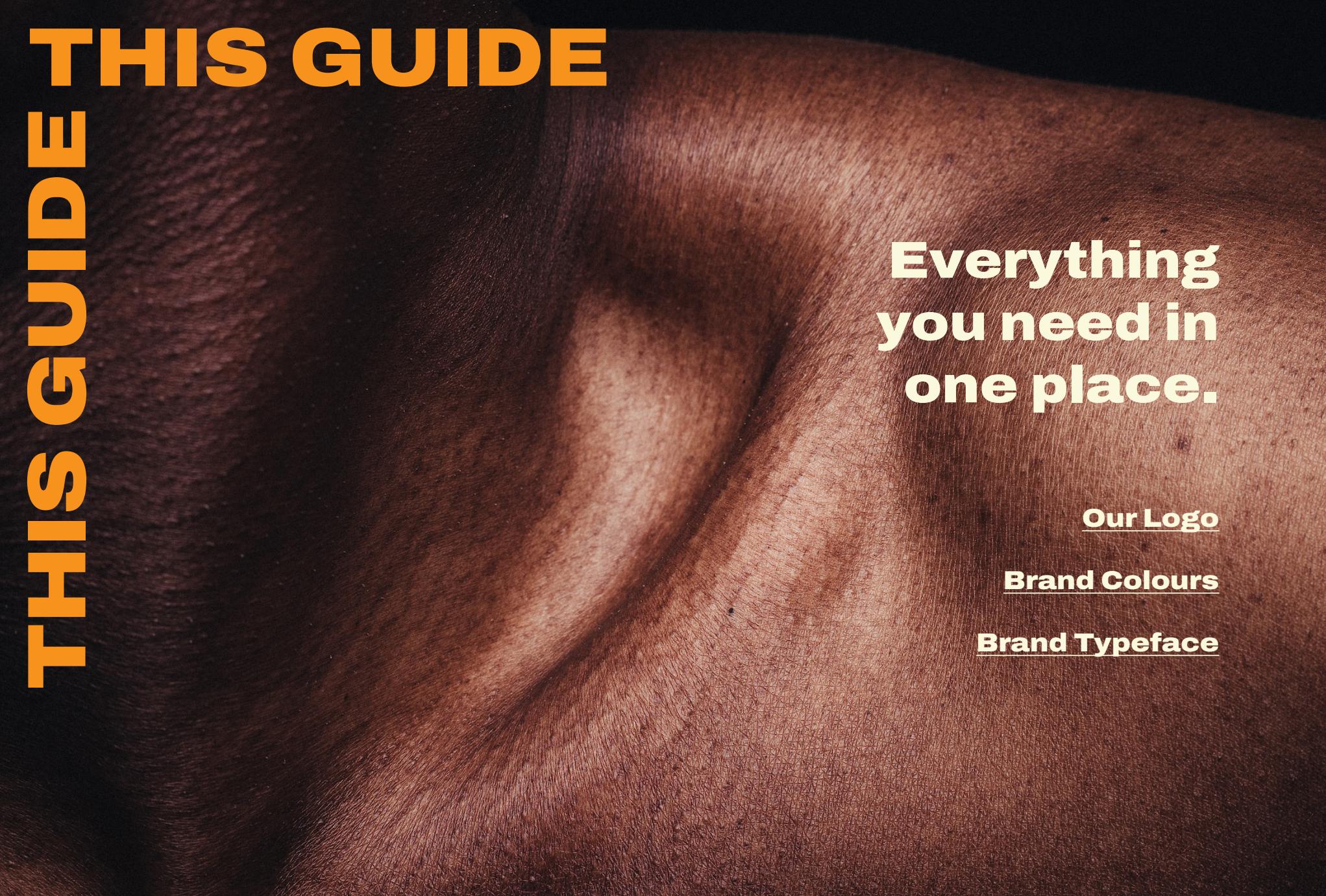
THIS GUIDE
THIS GUIDE
THIS GUIDE

**Connection
through
consistency.**

**Three Key Therapy is all about providing a warm
and welcoming safe space for those who desire
to discover what their body is telling them.**

**By using our logo in a curated and consistent
way, we build connection and recognition.**

**This document shows you how
Three Key Therapy's visual identity can be used
through guidelines.**



THIS GUIDE

THIS GUIDE

**Everything
you need in
one place.**

Our Logo

Brand Colours

Brand Typeface

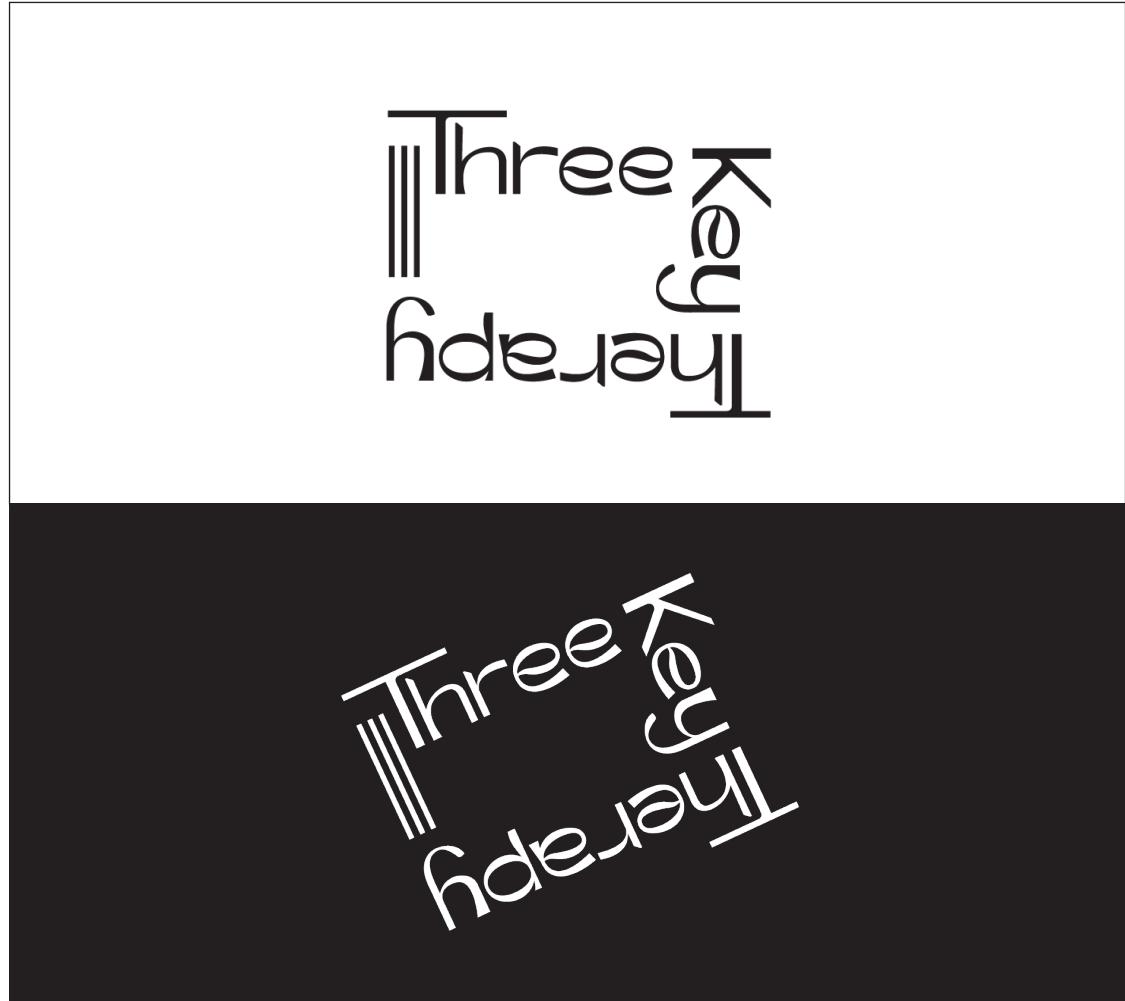
LOGO

LOGO

OUR PRIMARY LOGO

Our logo symbolises creating “space”
during a Body Therapy session.

Space to feel vulnerable.
Space to feel safe.
Space to listen to what the body
is trying to say.



A RESPONSIVE LOGO.

Further to the concept of creating “space” our logo can respond and change angle according to the needs of its environment.

The pre-defined angles have been determined for consistency and can be seen below.

25°



0°



90°





Three Key
therapies



LOGO

LOGO

HORIZONTAL LOGO

Only in **extreme** circumstances is this horizontal version to be used.

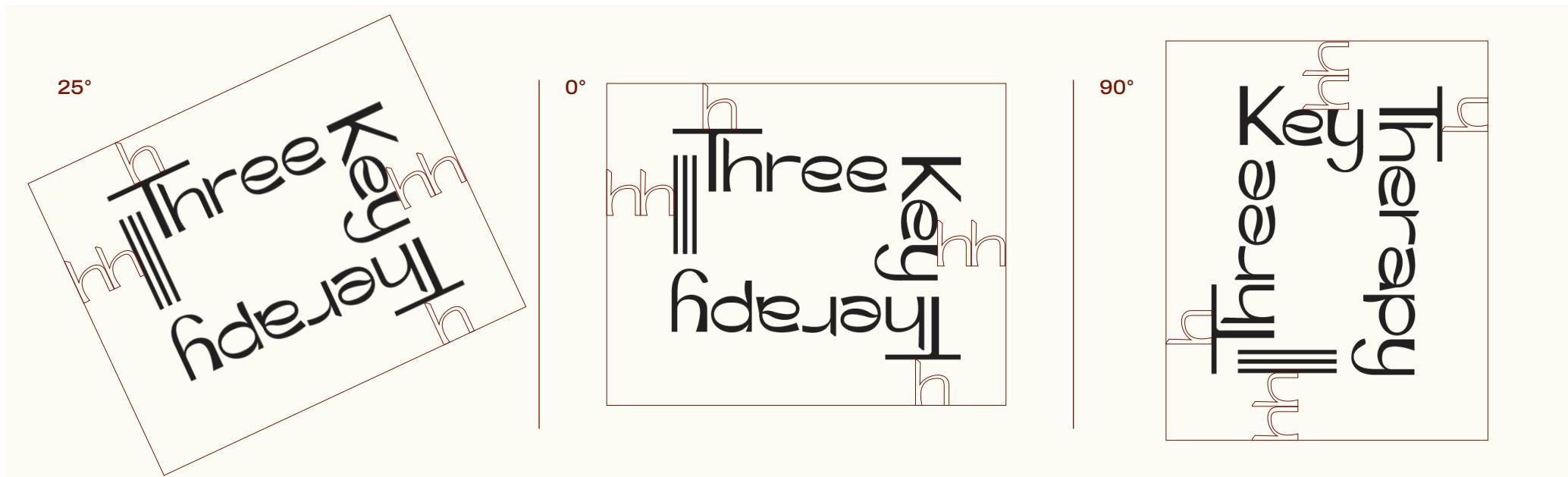
For example in a mobile banner.

Three Key Therapy

CLEAR SPACE

In order to allow enough room around our logo to maintain legibility and integrity, the below parameters have been set.

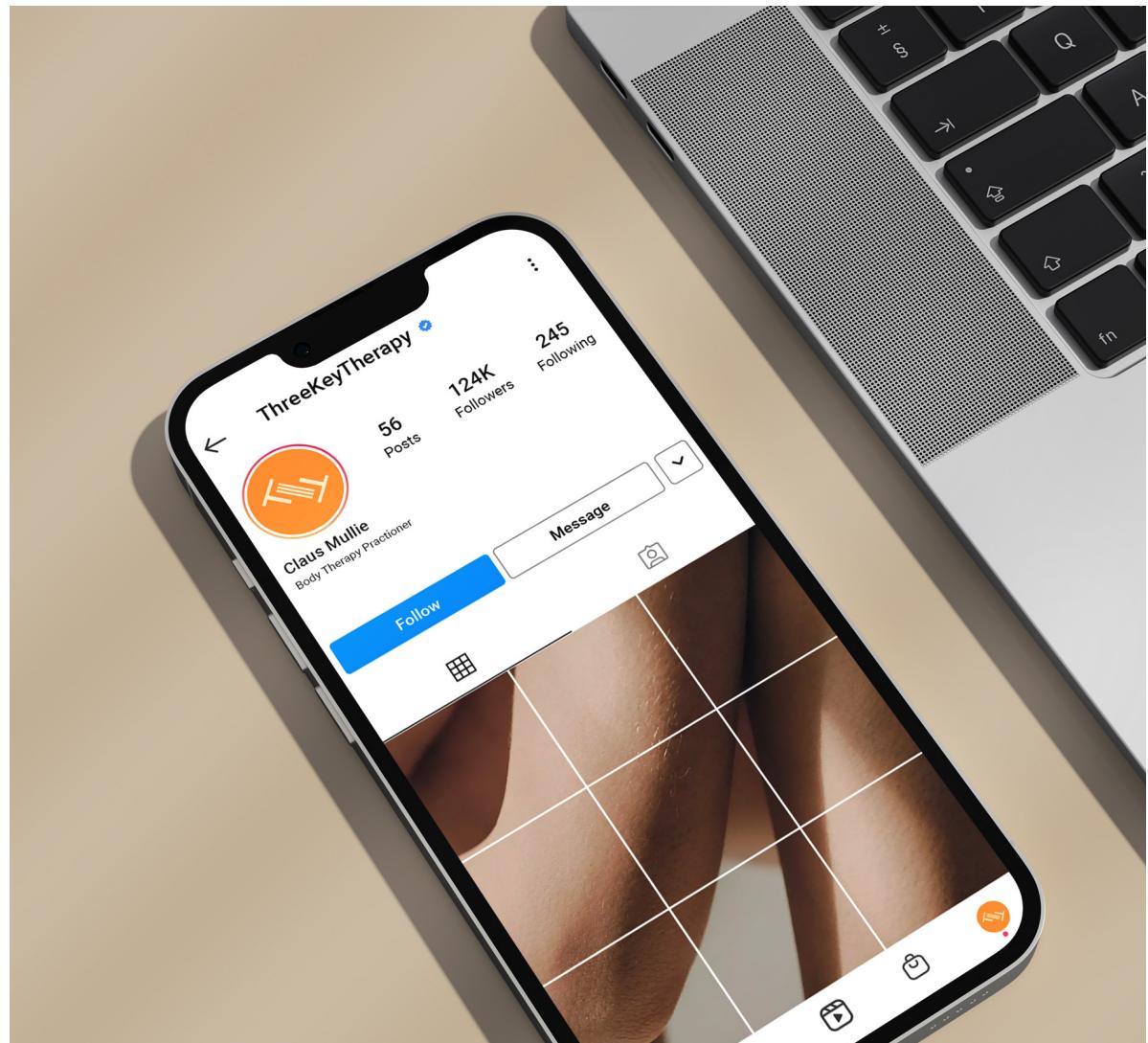
Minimum clear space needed around the logo is defined by the letter "h".



SIMPLIFIED LOGO

For usage in places with limited space

- for example Instagram - we have distilled our primary logo into this simplified version.

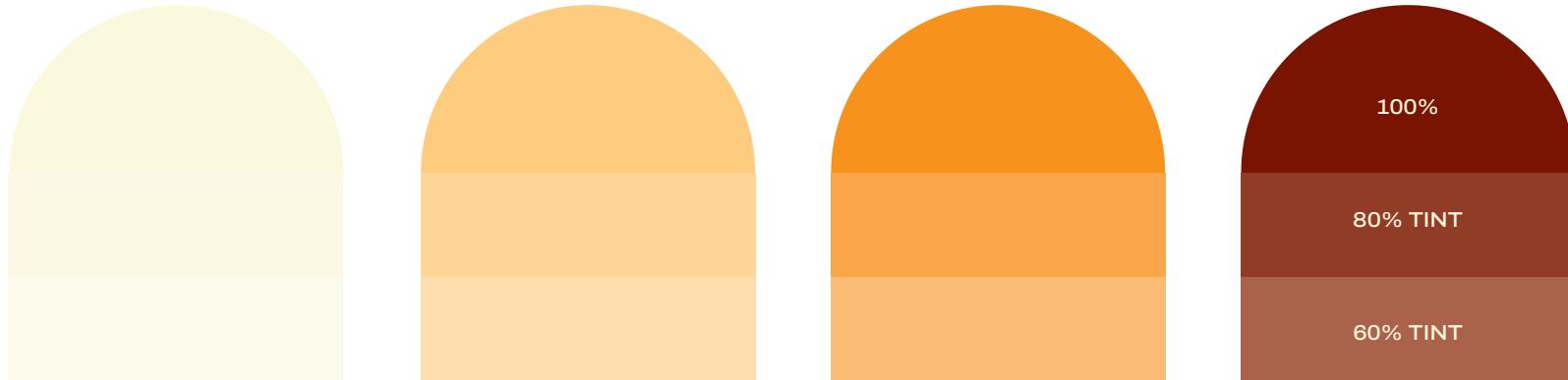


[Download File Here](#)

COLOURS

COLOURS

COLOURS + TINTS PALETTE



SOFT CREAM

LOGO COLOUR
MAIN

PRINT

PMS P 1-10 C
CMYK 0 0 14 2

CLAY YELLOW

PMS P 14-5 C
CMYK 0 21 57 0

BURNT TANGERINE

LOGO COLOUR
ALT

MAHOGANY RED

PMS P 47-16 C
CMYK 0 91 92 60

WEB

HEX #FFF0D1
RGB 255 240 209

HEX #FFC97F
RGB 255 201 127

HEX #FF9933
RGB 255 153 51

COLOUR COMBINATIONS

Sticking to these colour variations will help the brand stay legible, consistent and therefore recognisable.

A: Burnt Tangerine on Soft Cream

B: Soft Cream on Burnt Tangerine

C: Burnt Tangerine on Mahogany Red

A



B



C





WEBSITE COLOUR USAGE

The below is a guide for the % usage for each colour.

SOFT CREAM = 50%

Main background colour

CLAY YELLOW = 20%

Secondary background colour

/
section divider

BURNT TANGERINE = 15%

Accent colour: Copy / buttons / footer

MAHOGANY RED = 15%

Accent colour: Copy / buttons / footer



TYPEFACE

TYPEFACE

BRAND TYPEFACE

Archivo Semi expanded

This typeface has been chosen as it compliments our logo in the letter's wider dimensions that also give an approachable feeling.

It also features an extensive range of font styles & weights.

**Archivo
Semi expanded
Black**

**Archivo
Semi expanded
Semi-Bold**

**Archivo
Semi expanded
Medium**

FONT USAGE

Use the following fonts/styles for the below.

ARCHIVO SEMI EXPANDED BLACK

ARCHIVO SEMI EXPANDED SEMI-BOLD

ARCHIVO SEMI EXPANDED MEDIUM

I am a heading

I am a subhead

I am a vegetarian paragraph of nori grape silver beet broccoli kombu beet greens fava bean potato quandong celery. Bunya nuts black-eyed pea prairie turnip leek lentil turnip greens parsnip. Sea lettuce lettuce water chestnut eggplant winter purslane fennel azuki bean earthnut pea sierra leone bologi leek soko chicory celtuce parsley jicama salsify.

Three Keys
Theater