



*Complete  
Health  
& Wellness*

# Brand Guidelines

*Vol. 01 -- 2025*



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# Logo System

## Primary Logo



The primary logo is the main representation of the brand. It should be used in most applications to maintain consistency and brand recognition.

## Secondary Logos



Secondary logos are alternate versions of the primary logo. They provide flexibility for different layouts, sizes, or backgrounds while keeping the brand identity consistent.

## Size and Spacing



To maintain legibility and brand consistency, the logo should always be displayed at or above the minimum size. Clear space must be maintained around the logo, free of text, graphics, or other elements, to ensure visibility and impact.

## Size and Spacing



## Size and Spacing



## Logo Usage



**Do not** stretch or distort the logo in any way.



**Do not** use the logo on an angle.



**Do not** remove the icon from the logo.



**Do not** apply any effect to the logo such as a drop shadow, emboss, etc.



**Do not** add an outline to the logo.



**Do not** place the logo on a background that does not provide sufficient contrast.

# Brand Colors

Color Palettes

Deep Ocean Blue

HAX: 265073

RGB: 38 80 115

CMYK: 91 68 34 17



Deep Sea Green

HAX: 2d9596

RGB: 45 149 150

CMYK: 78 23 42 2

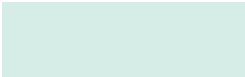
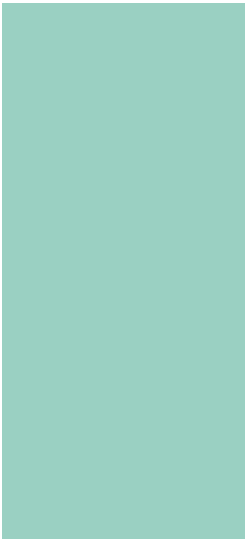


Pale Turquoise

HAX: 9ad0c2

RGB: 154 208 194

CMYK: 40 2 27 0

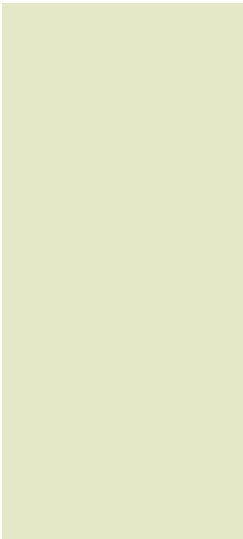


Muted Lime

HAX: e4e8c7

RGB: 228 232 199

CMYK: 11 3 25 0

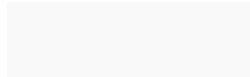
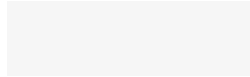
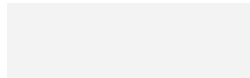
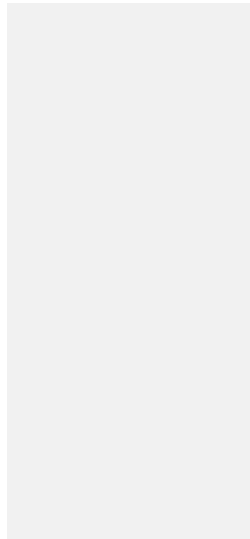


Pure White

HAX: f1f1f1

RGB: 241 241 241

CMYK: 4 3 3 0



## Color Usage



Use the brand's primary and secondary colors consistently across all applications. Always use the specified color codes (CMYK, RGB, HEX, Pantone) to ensure accuracy. Avoid unapproved tints, gradients, or substitutions that compromise brand consistency.



# Typography

## Brand Typography

Aa

Brevia

Regular Italic

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

()&?!.,:;”’/

The typography used in the logo is a core element of the brand identity and must not be altered.

Do not change the typeface, spacing, weight, or proportions. Always use the logo with its approved typography to ensure consistency and brand recognition

## Website Typography

Aa

New Spirit  
Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

()&!.,,:;”/

Website typography should follow the approved typefaces and hierarchy to ensure readability, accessibility, and a consistent brand experience. Headings, subheadings, body text, and calls-to-action should adhere to the specified styles, sizes, and weights outlined in the guidelines.

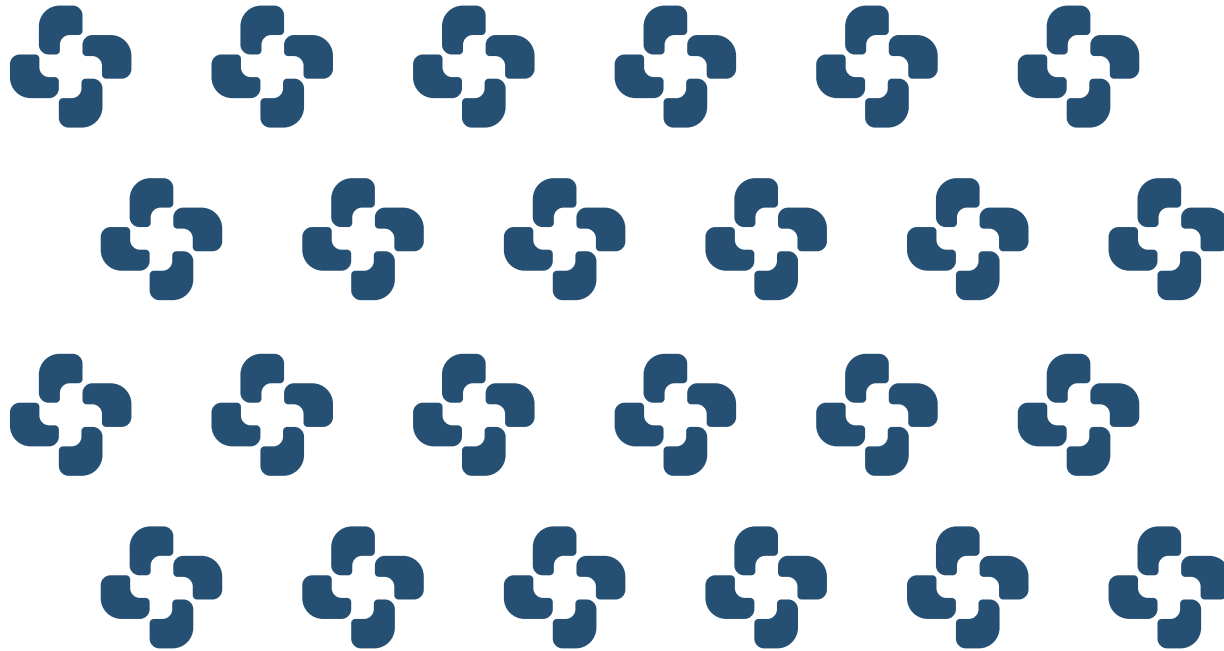
# Headline 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

Typography hierarchy should be applied consistently across all brand communications to guide the reader's attention and ensure clarity. Headings, subheadings, body text, and captions must follow the specified styles, sizes, and weights to maintain a structured and cohesive visual flow.

# Brand Use Examples

## Pattern



Brand patterns are design elements that reinforce visual identity. Use patterns consistently across marketing materials, digital platforms, and packaging. Maintain approved colors, scale, and spacing to ensure a cohesive and recognizable brand look.

## Brand Usage Example



## Brand Usage Example



## Brand Usage Example





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Thank you