VOLUME 1 | 2026



Brand Guidelines

ONYX MENTAL WELLNESS

AGENDA

01 - Logo System		02 - Brand Colors		03 - Typography		04 - Usage Examples	
Primary Logo	04	Primary Colors	10	Main Logo Typeface	14	Pattern #1	17
Secondary Logo	05	Secondary Colors	11	Descriptor Typeface	15	Pattern #2, #3	18
Brand Icon	06	Color Variations	12			Business Card	19
Clear Space	07						
Incorrect Logo Use	08						

01

Logo System

The Onyx logo system is designed to provide a consistent and recognizable brand presence across all touchpoints. Built around simplicity, strength, and clarity, the logo serves as the primary visual identifier of the brand and should always be used with care to maintain its integrity.

Primary Logo

The primary logo is the preferred mark and should be used whenever space and visibility allow. It represents the complete Onyx brand identity and serves as the foundation of all brand communications.



Secondary Logo

Secondary logo variation is available for situations where the primary logo may not fit appropriately due to size, layout, or production limitations. This version maintains brand recognition while providing greater flexibility.



Brand Icon

The Onyx icon functions as a simplified representation of the brand. It is ideal for social media profiles, favicons, app icons, merchandise, and other small-scale applications where the full logo may not be legible.



Clear Space

To ensure maximum visibility and impact, always maintain adequate clear space around the logo. No text, graphics, or other visual elements should encroach upon this protected area.





Incorrect Logo Use

To preserve the integrity and consistency of the Onyx brand, the logo must always be used as provided in the approved brand assets. Altering the logo in any way weakens brand recognition and creates an inconsistent visual experience.



Do not stretch, squash, or distort the logo.



Do not rotate, tilt, or flip the logo.



Do not rearrange, separate, or remove elements of the logo.



Do not apply gradients, shadows, outlines or special effects.



Do not alter the typography or replace the approved typefaces.



Do not use the logo at sizes that compromise readability.



Do not place the logo inside shapes or containers not approved in the logo system.



Do not change the logo colors outside of the approved color palette.



Do not place the logo on backgrounds that reduce legibility.

02

Brand Colors

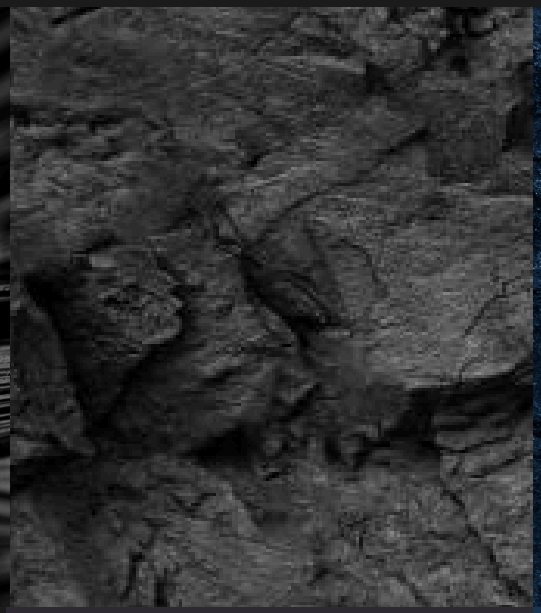
The Onyx color palette is a key component of the brand identity, helping create a recognizable and cohesive visual experience across all communications. The colors have been carefully selected to reflect the brand's personality while maintaining versatility and accessibility across digital and print applications.

Primary Colors

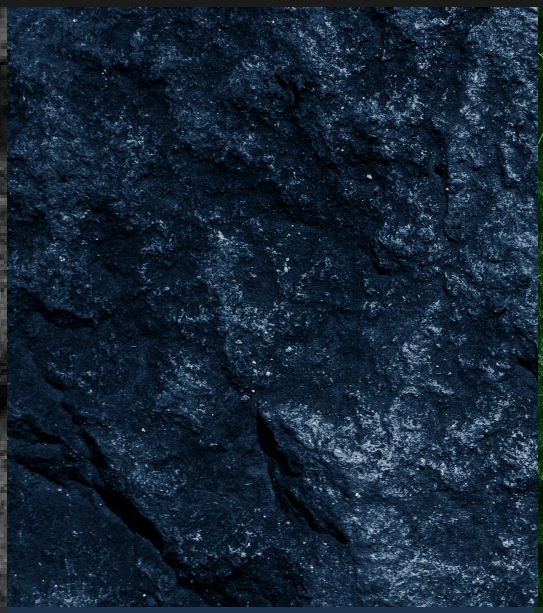
Primary colors form the foundation of the Onyx visual identity and should be used most frequently in brand communications, including logos, headlines, key messaging, and core design elements.



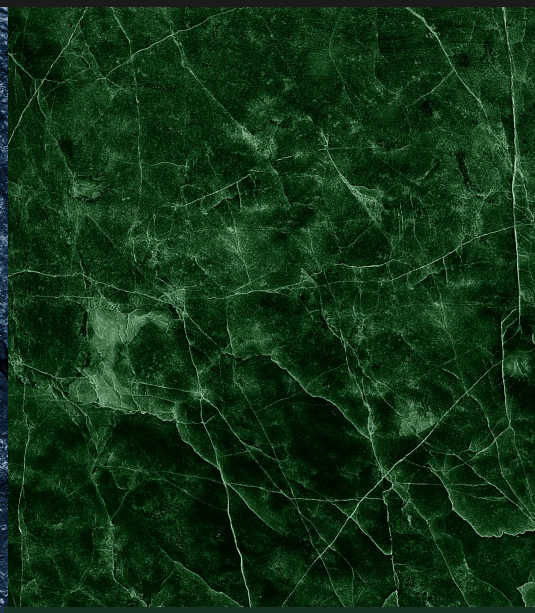
ONYX
HAX: 1B1B1B
RGB: 27 27 27
CMYK: 73 67 65 78



DARK CHACOAL
HAX: 2D2B31
RGB: 45 43 49
CMYK: 73 68 58 62



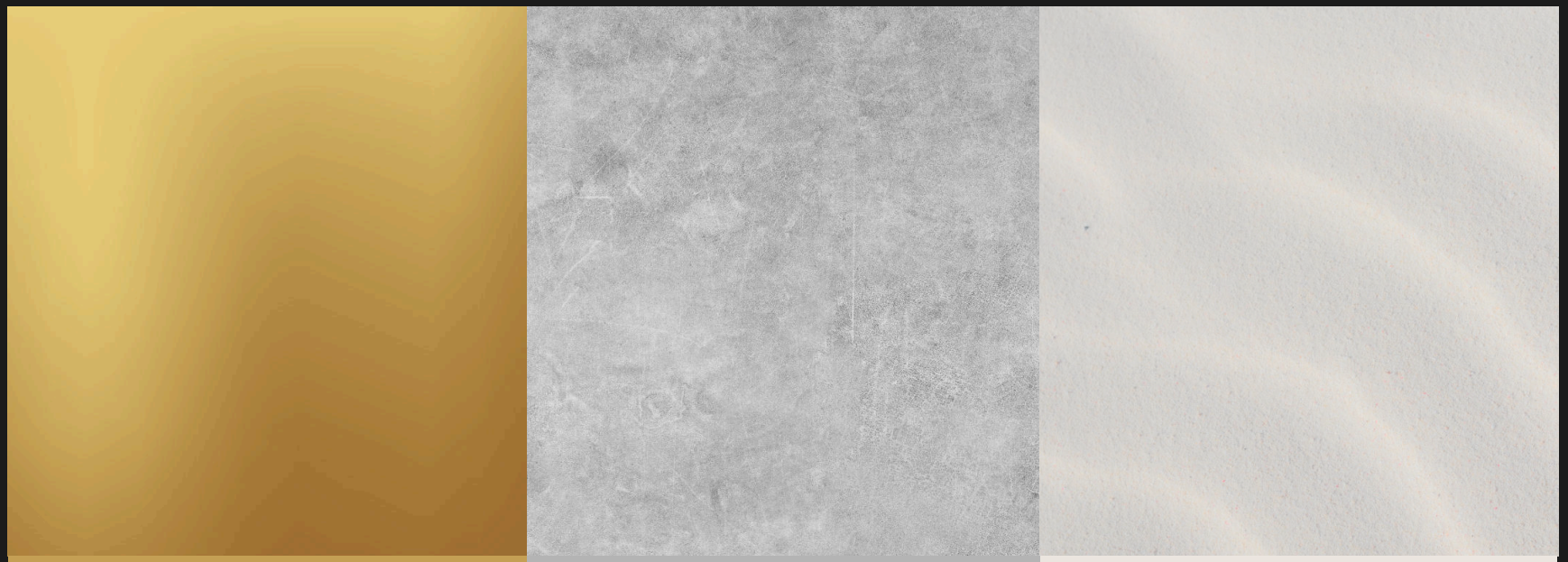
DEEP SAPPHIRE
HAX: 1D344F
RGB: 29 52 79
CMYK: 93 78 44 39



DEEP JADE
HAX: 183324
RGB: 24 51 36
CMYK: 81 52 78 65

Secondary Colors

Secondary colors complement the primary palette and can be used to add depth, hierarchy, and visual interest while maintaining a cohesive brand appearance.



BRUSHED GOLD
HAX: C49F54
RGB: 196 159 84
CMYK: 24 35 79 2

GRANITE GRAY
HAX: B4B4B4
RGB: 180 180 180
CMYK: 30 24 24 0

OFF-WHITE MIST
HAX: EBE5DF
RGB: 235 229 223
CMYK: 7 7 10 0

HAX: C49F54 ——— D2B064

Color Variations

The logo may appear in approved brand color variations, including full-color, black, white, and one-color versions. Use the version that provides the strongest contrast and legibility within the application.



03

Typo-graphy

The Onyx logo is constructed using a deliberate typographic pairing to balance character, clarity, and hierarchy. Each element of the logotype uses a specific typeface to reinforce brand meaning and visual structure.

Main Logo Typeface

The primary word “Onyx” uses Basketville, a refined serif typeface that brings a sense of elegance, authority, and timelessness to the brand identity.

Baskerville
SemiBold

Aa
Bb
Cc

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890
()&?!.,:;”’’/

Descriptor Typeface

The supporting phrase “Mental Wellness” uses Halcom Thin, a lightweight sans-serif that introduces contrast and modern clarity beneath the primary mark.

Halcom
Thin

Aa
Bb
Cc

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ
abcdefghijklmno
pqrstuvwxyz
1234567890
()&?!.,:;”’/

04

Usage Examples

To help ensure consistent application of the Onyx brand identity, the following usage examples demonstrate how the logo and core visual system should appear across real-world layouts and materials.

Pattern #1

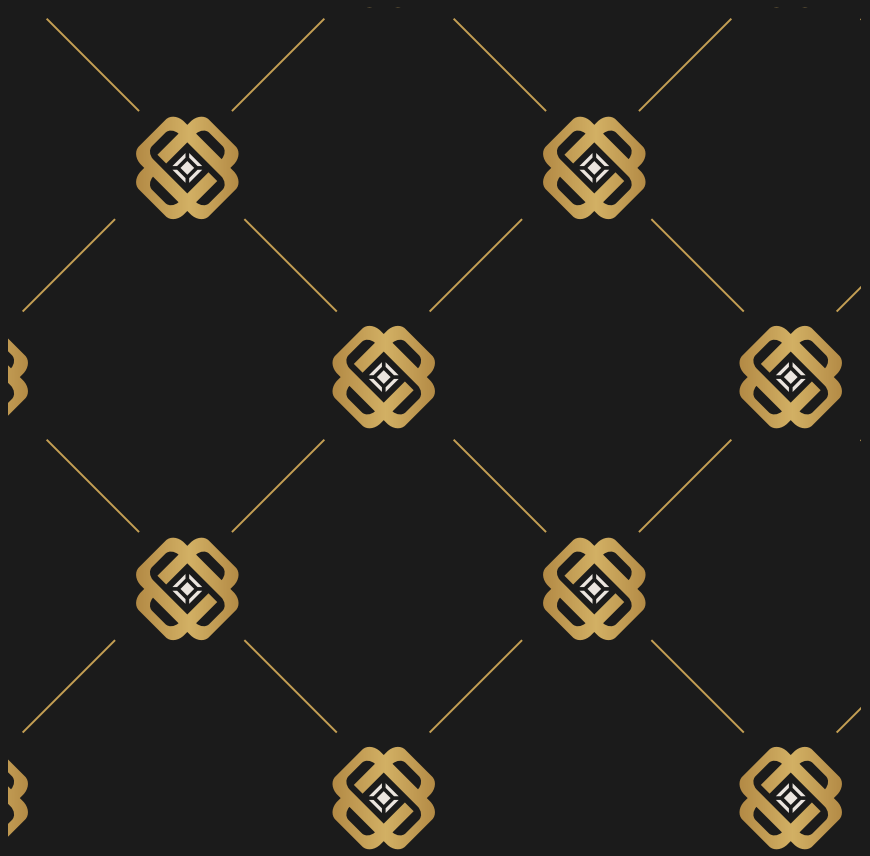
Pattern #1 is the most prominent brand expression and should be used in high-impact applications such as hero sections, campaign visuals, and large-format backgrounds. It is typically more structured and minimal, allowing the logo and messaging to remain the focal point.



Pattern #2, #3

Pattern #2, #3 are a more flexible, textured variation used to support content-heavy layouts. It adds depth without overwhelming the composition and works well in both digital and print systems.





Business Card

The business card represents a key physical expression of the Onyx brand and should reflect clarity, precision, and premium quality.

DEREK
HENNIGH

APRN, PMHNP-BC

W: Onyxmentalwellness.com
E: First.Last@onyxmentalwellness.com
O: +1 234 5678




VOLUME 1 | 2026
Thank you
ONYX MENTAL WELLNESS