wellness

BRAND STYLE GUIDE

PREPARED BY:
THE MISFIT CREATIVE

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LOGO USAGE

ALWAYS USE APPROVED VERSIONS, MAINTAIN CLEAR SPACE AROUND THE LOGO, AND AVOID ALTERATIONS SUCH AS STRETCHING, RECOLORING, OR ADDING EFFECTS.

PRIMARY LOGO

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LOGO USAGE

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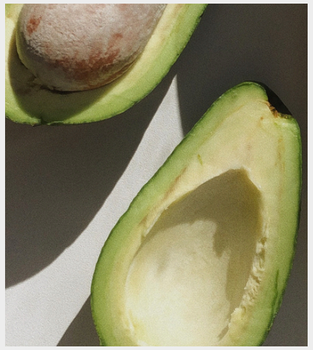
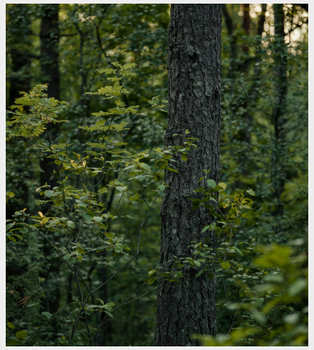
SUBMARKS

COLOR PALETTE

OFF-WHITE
#E4E2DD



MUTED LIME GREEN
#COC581



DEEP OLIVE
#545828

CERULEAN BLUE
#285281

ESPRESSO BROWN
#402514

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PRIMARY TYPEFACE

THE SEASONS - BOLD

HEADING
REGULAR CAPITALIZATION
LETTER SPACING: -2

A B C D E F G H I K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 (, . ; ' $ % & *)

THE SEASONS - REGULAR

SUBHEADING
REGULAR CAPITALIZATION
LETTER SPACING: -2

A B C D E F G H I K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 (, . ; ' $ % & *)

SECONDARY TYPEFACE

AILERON LIGHT

THE BRAND'S PRIMARY & SECONDARY TYPEFACE IS A SPECIFIC FONT STYLE THAT IS USED TO CREATE A CONSISTENT AND RECOGNIZABLE LOOK FOR A COMPANY OR ORGANIZATION.

THE PRIMARY TYPEFACE WILL BE USED AS THE HEADER & SUBHEADER FOR ALL MARKETING MATERIALS, SOCIAL MEDIA, WEBSITES, AND OTHER PROMOTIONAL MATERIALS.

THE SECONDARY TYPEFACE IS USED AS BODY TEXT FOR SOCIAL MEDIA GRAPHICS, WEBSITES, ADS, AND OTHER PROMOTIONAL MATERIALS.

Aa

A B C D E F G H I K
L M N O P Q R S T
U V W X Y Z

a b c d e f g h i k l
M n o p q r s t u v w
x y z

1234567890(,.;'$%&*)

FONT HIERACHY

THE SEASONS
BOLD

Heading

Subheading

THE SEASONS
REGULAR

AILERON LIGHT

This is the body font. A thin and delicate sans-serif .

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IMAGERY GUIDELINES

IMAGERY SHOULD CATER TO A WOMEN TARGET AUDIENCE IN ALL STAGES OF LIFE. MINIMALISTIC BUT BOLD.

THINK WOMEN IN ATHLETIC WEAR OR ATHLEISURE, GYM OR PILATES SETTING, STRETCHING, PREGNANCY, SHOWCASING STRETCH MARKS. THE PICTURES SHOULD FEEL POWERFUL YET FEMININE.

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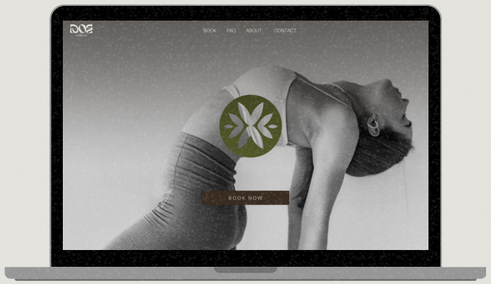
BRAND APPLICATIONS



SOCIAL MEDIA – USE SIMPLIFIED LOGO WITH CONSISTENT FILTERS AND TYPOGRAPHY.

MARKETING MATERIALS – APPLY TEXTURES AND BRAND MARK WITH AMPLE WHITESPACE.

WEBSITE – FOLLOW TYPE HIERARCHY AND COLOR PALETTE THROUGHOUT.

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