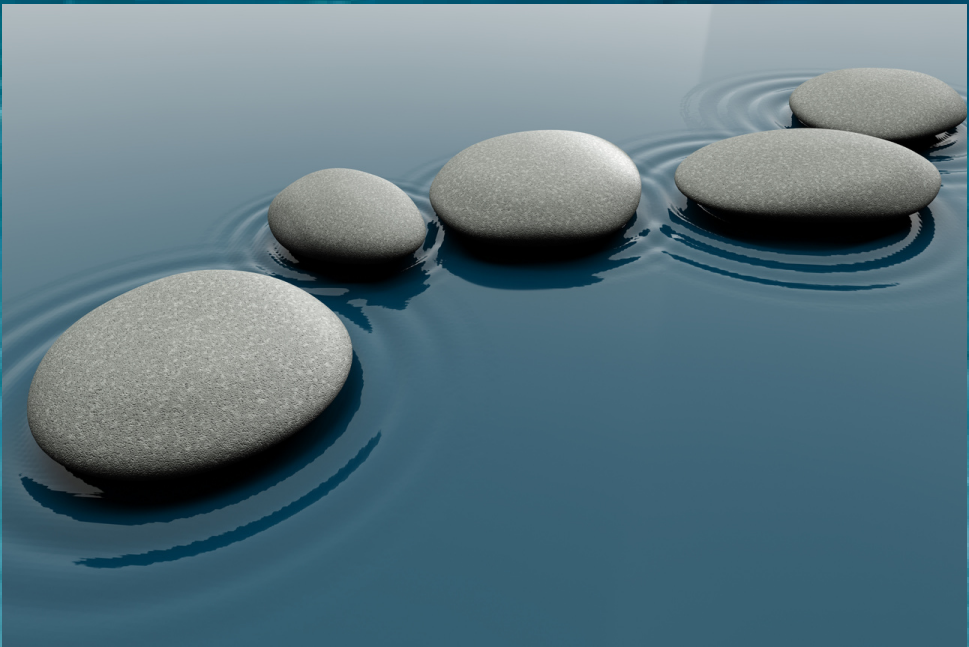


BREATH

BRAND GUIDELINES



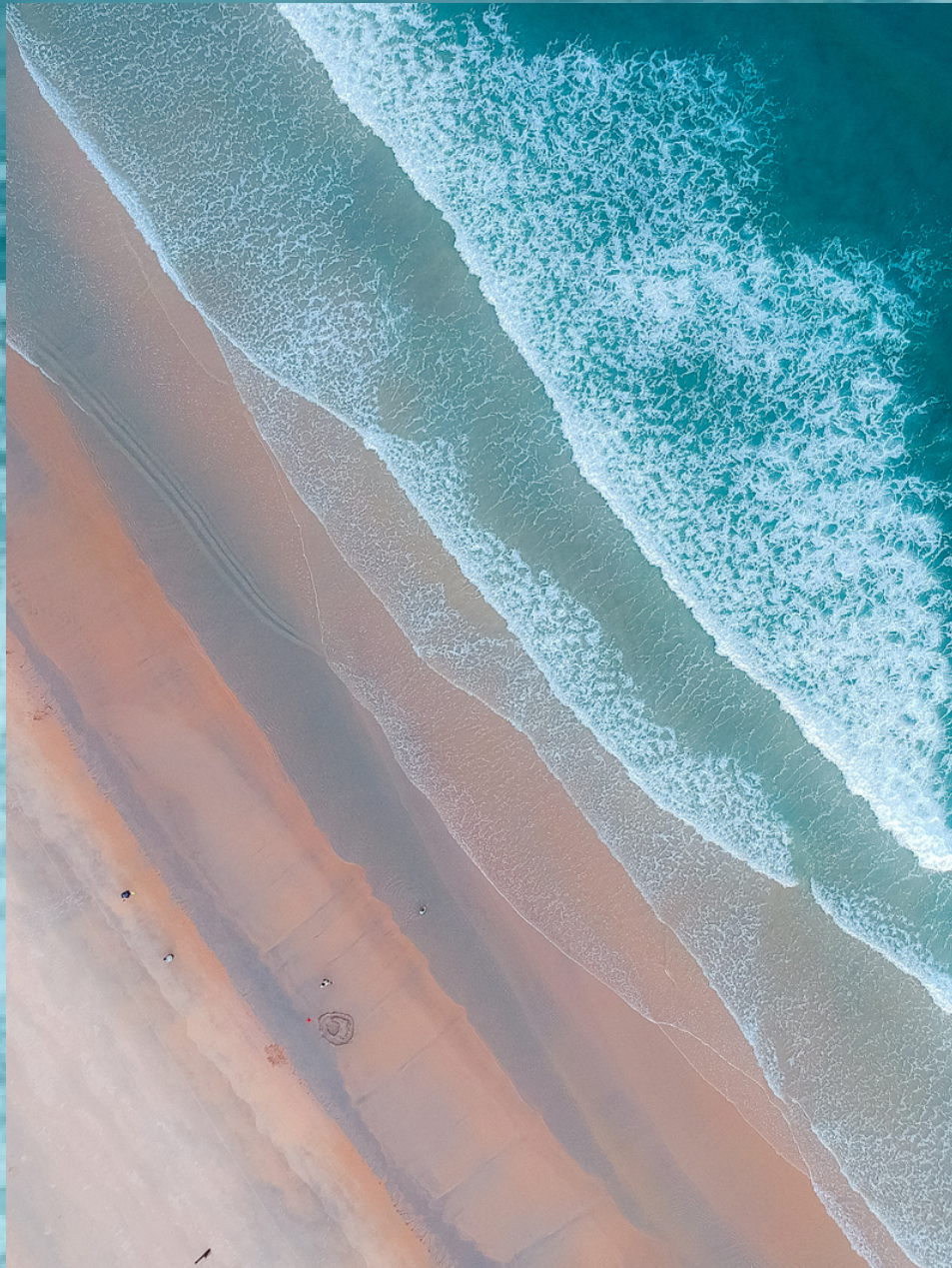
CLAUDIA STONE



Everything
is
possible



ABILITY
TO
HYPERFOCUS
POSITIVE
PROBLEM
SOLVER



LOGO

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.



BREATH

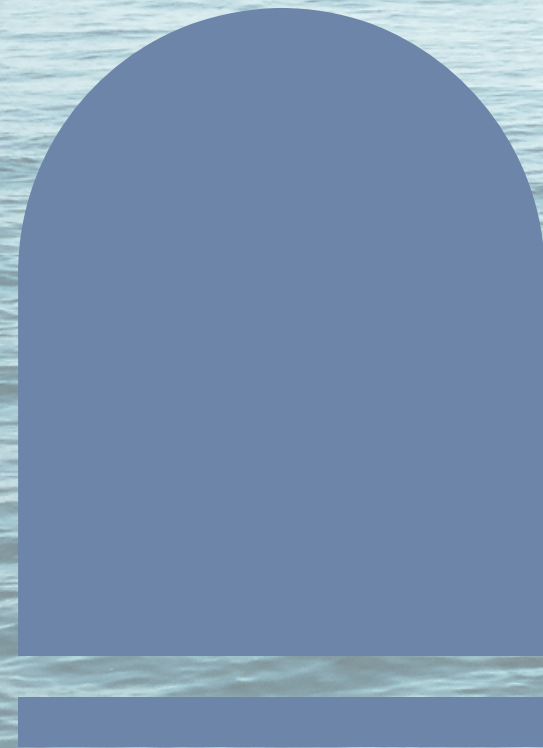
SECONDARY
LOGO



B

PALETTE

BRAND COLOURS



TYPGRAPHY

TITLE FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications Hatton is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

MEGRIM

ABCDEFGHIJKL

MNOPRSTUVWXYZ

ABCDEFGHIJKL

MNOPRSTUVWXYZ

1234567890!@#%&()+

Typography

PRIMARY FONT

PUBLIC SANS THIN

ABCDEFGHIJKL

MNOPRSTUVWXYZ

abcdefghijkl

mnoprstuvwxyz

1234567890!@#%&()+

An aerial photograph of a vast ocean with numerous waves. The water is a vibrant turquoise color, and the white foam of the waves is prominent, creating a textured, almost abstract pattern across the entire frame. The perspective is from directly above, looking down on the water's surface.

ADVOCATING FOR MENTAL
HEALTH BENEFITS FOR ALL.