



Wellness



CLAUDIA STONE



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.



SUBMARK



A submark is a simplified version of your logo that can easily be used on a smaller scale. Your submark is not a second logo. It's more along the lines of an extension of your primary logo

FAVICON



A favicon; short for favorite icon), also known as a shortcut icon, website icon, tab icon, URL icon, or bookmark icon, is a file containing one or more small icons associated with a particular website or web page.

Colour Palette

PRIMARY

#444342

PRIMARY

#E1E1E1

SECONDARY

#EBE0DC

SECONDARY

#FFFFFF

SECONDARY

#D1C8C3

Typography

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

HEADING

TAN PEARL
ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

1234567890!@#%&
0+

BODY

TAN GIOK
ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

1234567890!@#%&()+