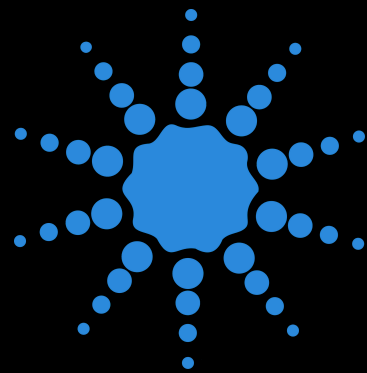


BRANDING TEMPLATE: *Spectrum Physiotherapy*

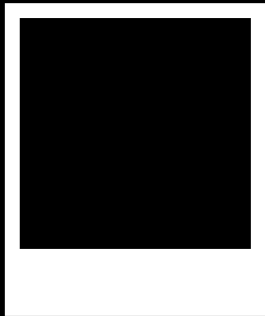


PRIMARY LOGO



ICON

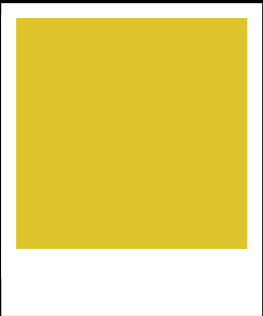
COLOR PALETTE



#000000



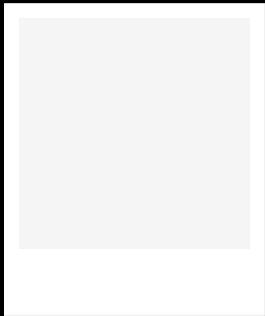
#2A89DC



#DCC42A



#DC2A5A



#F5F5F5

FONTS

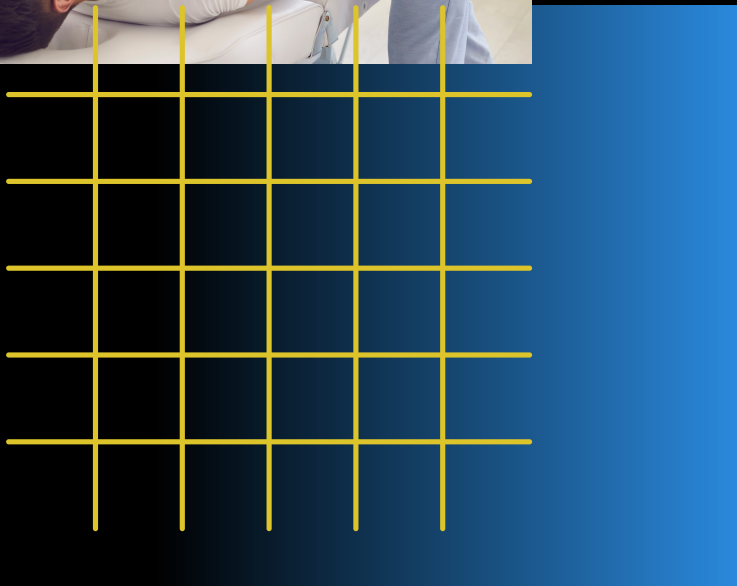
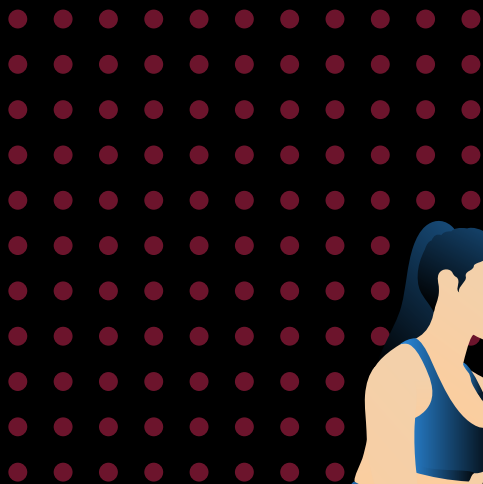
JOSEFIN SANS REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwxYyZz
1234567890

COOPER HEWITT HEAVY

A B C D E F G H J 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

DESIGN INSPIRATION - MOOD BOARD



COLOR PALETTE

1. Should use Black and Blue as our primary colors
2. Yellow and pink are complimentary colors to be used sporadically
3. The slightly off white should be used in place of white. Using this color makes it easier for a user to read on their device or computer. It also allows the white in the logo to stand out more.

FONTS

Headings - Cooper Hewitt Heavy

Cooper Hewitt Heavy is a bold font that works well for headings. We can use it both hollow and full to create weight and distinction between headings and numbered items.

Body - Josefin Sans Regular

This is a clean font that is easy to read and fits the client's visual aesthetic well.

DESIGN INSPIRATION

To fit the client's desired aesthetic we should stick to modern, clean lines and geometric shapes. In order to keep the feed looking harmonious, we should stick to 2D designs that makes good use of the color palette.

Overall aesthetic should use the color palette to give a youthful and grounded energy. The imagery and design elements should be focused on eliciting feelings of trust, reliability, and care.

LOGO, ICON, AND HANDLE

Primary Logo - To be used sporadically on social media as the client's name is already visible in handle. Can be used on the first page of multi-slide posts.

Icon - To be used more liberally. Should be visible in each single image post and subsequent slides of multi-slide posts.

Handle - Should be present on each and every single post and slide. Ideal location is bottom center but can be moved. For multi-slide posts the handle should be in the exact same location on each slide.