



NEW HARMONY
HYPNOTHERAPY

Brand Guidelines



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Logo

The full coloured logo can be used on white or on dark blue. The green is to evoke nature and the dark blue is a strong calm colour that represents night and peace.



Color Logo



Coloured Logo on coloured background

Icon is a mirrored pattern that combines the letter H and stylised leaf shapes to form a shape that suggests nature and harmony. It is best to use where logo needs to be smaller or if full logo has been used already.



Icon



Icon



Leaves



Letter H

Brand Colors

The primary colours are the Navy Blue and Gradient green. White space is used to create a fresh and calm feel. Text is in the navy blue unless it needs to grab attention then it is in Aqua.



Navy Blue

C : 100 M : 90 Y : 44 K : 57
R : 32 G : 35 B : 58
#20233a



Gradient

Combination
Aqua and Green



White

C : 0 M : 0 Y : 0 K : 0
R : 255 G : 255 B : 255
#FFFFFF



Aqua

C : 73 M : 0 Y : 45 K : 0
R : 104 G : 176 B : 160
#68b0a0



Green

C : 42 M : 0 Y : 87 K : 0
R : 179 G : 201 B : 79
#b3c94f



Imagery

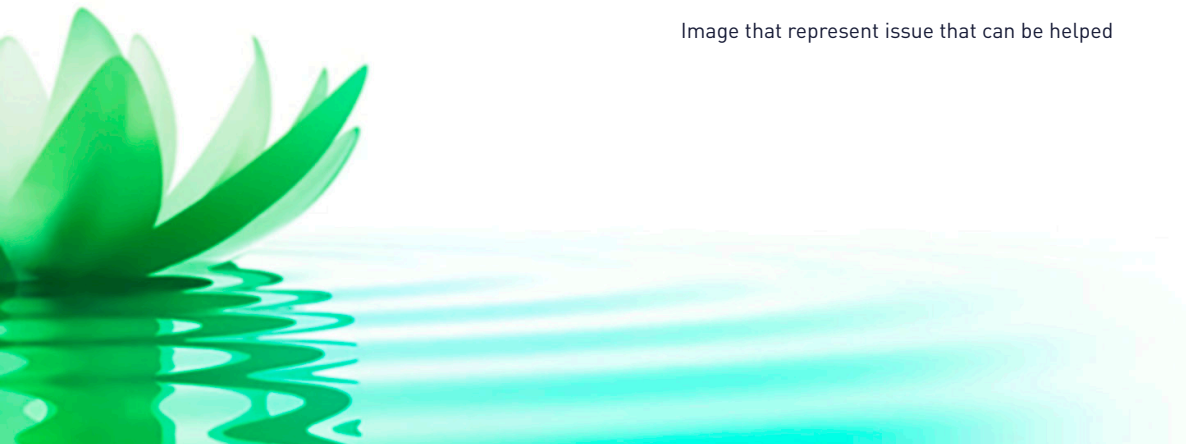
Imagery should be washed out almost grey with a hint of colour for the images showing the problems. Generic images to reflect calm and balance and mainly using the primary colours.



Image that represent issue that can be helped



Generic Image of balance and calm



Typography

PRIMARY TYPEFACE

The primary typeface should be used for all titles and should be in Adam Bold. The unique A in the font aids to the modern clean look.

ADAM Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+

Aa Bb

SECONDARY TYPEFACE

The secondary typeface is used for body text and is always in Navy. Line spacing should be double spaced where possible to create the clean look.

Din Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+

Aa Bb