



MOVE YOU
Wellness

HYPNOTHERAPY | NOURISHMENT | MOVEMENT

VISUAL IDENTITY GUIDE

Table of Contents



MOVE YOU
Wellness

About This Guide	3
------------------------	---

Logo & Visual Identity

Official Logo Versions.....	5
Logo Fitting, Sizing & Spacing.....	10
Proper Logo Usage.....	11
Logo File Formats.....	12
Graphic Elements	13
Official Colours.....	15
Official Fonts.....	16
Alternative Fonts.....	17
Text Formatting	18
Written Style Conventions	19
Images	20
Image Samples.....	21

Templates

Business Cards.....	23
Letterhead & Envelope.....	24
Social Media Templates.....	25
Email.....	26

What Is This Guide?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

What is a Visual Identity?

A visual identity, at its simplest, is how an organization shows up dressed for work. It is the “look and feel” of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The visual identity covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A visual identity, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

The Importance of Consistency

For a visual identity to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact us for assistance with and access to these templates.

Getting Help

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

Deviating From This Guide

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.

Official Logo Versions



Horizontal Versions

The logos displayed to the right are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



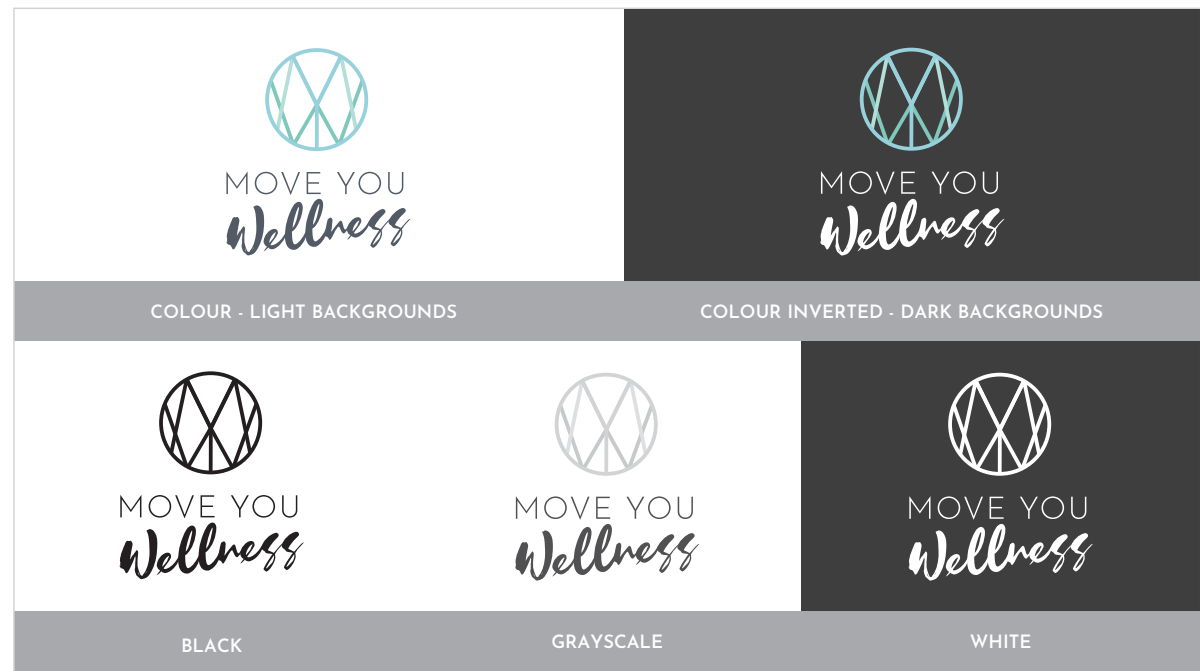
Official Logo Versions



Vertical Versions

The logos displayed to the right are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Official Logo Versions



Horizontal Versions with Tagline

The logos displayed to the right are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



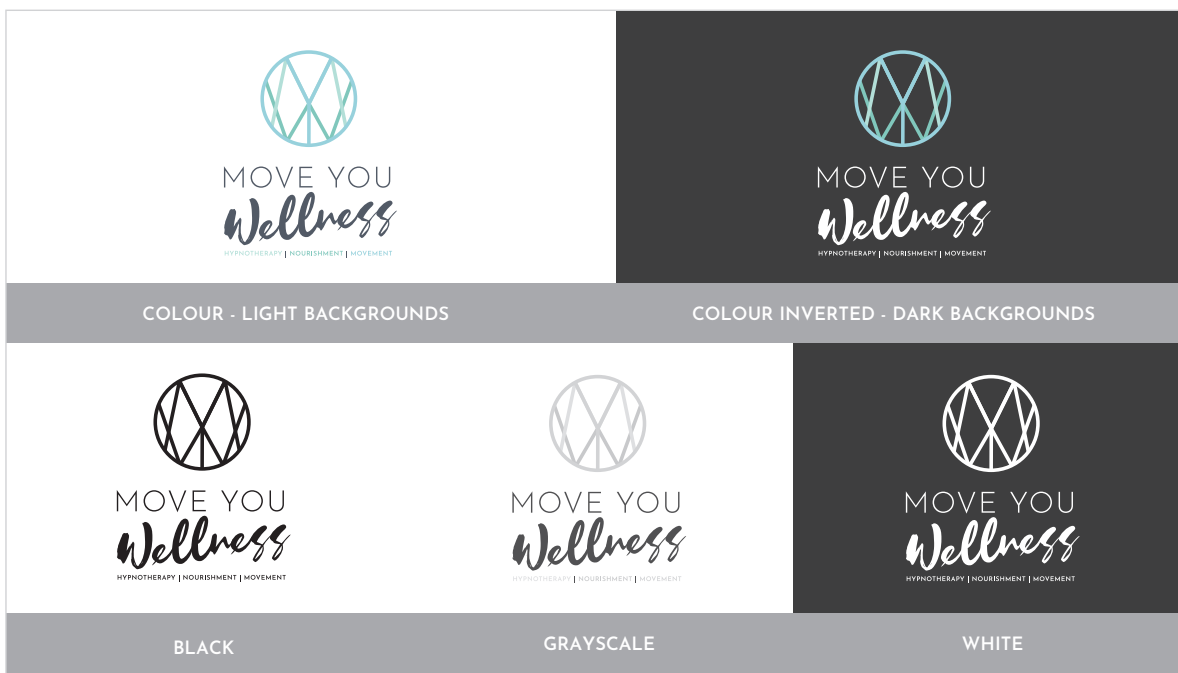
Official Logo Versions



Vertical Versions with Tagline

The logos displayed to the right are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

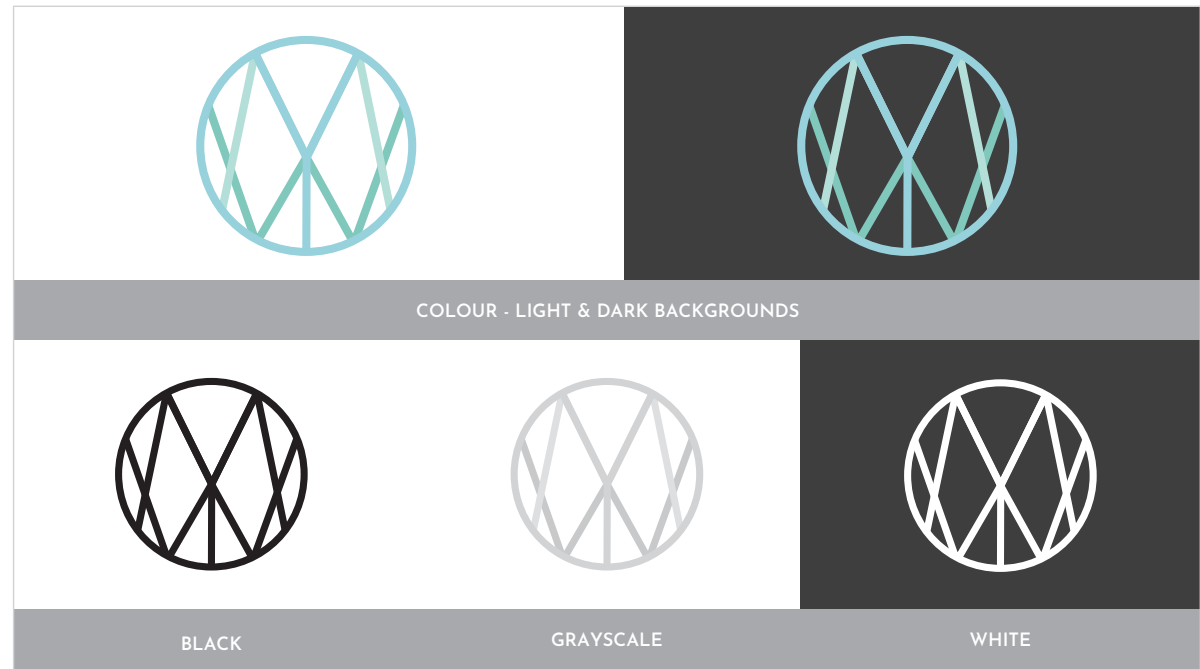
Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Icon Versions

The logos displayed to the right are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.



Considerations

When placing the logo into a document, there should always be a minimum space around the logo that is free of competing graphics or text.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.



The logo should never be displayed smaller than 0.5" high in print, and no smaller than 50 x 50 pixels when displayed at 72 dpi on the web.

How can I use my logo?

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The examples to the right illustrate common mistakes to avoid.

A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.



✓ CORRECT USAGE



What Format do I need?

This chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG	.WMF
Adobe Creative Suite	●	●					
Professional Printing & Signage	●	●	●				
Working with Professional Designer	●	●	●				
Print Advertising		●	●				
Merchandise		●					
Social Media				●	●		
Microsoft Word					●		●
Microsoft PowerPoint					●		
Microsoft Publisher		●			●		●
Working with Professional Website Designer	●	●			●		
DIY Website Design				●	●		
Web Animation & Multimedia		●			●	●	
Video Production		●			●		
3D Modelling & Drafting	●	●			●		

● Ideal Format ● Alternative / Sometimes Required

Pattern & Gradient

The following pattern & gradient may be used in marketing materials. These are the only approved colours.



Icons

Use the following icons to represent services offered by Move You Wellness. Icon's must be coloured in the corresponding service colour No other icon style should be used.



HYPNOTHERAPY



NUTRITION



MOVEMENT

Coloured Bars

The following graphic elements may be used in marketing materials. The blue bar for Movement, light green for Hypnotherapy, and dark green for Nutrition. Do not interchange the colours with the services.



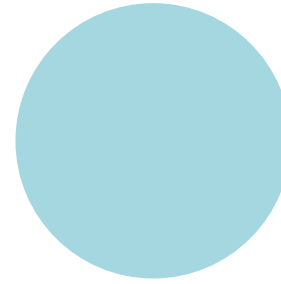


Using Our Colours

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here. Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

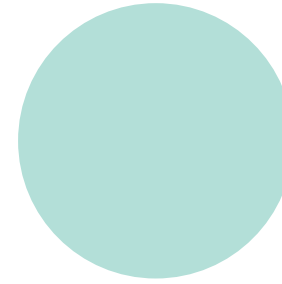
A Note About Colour Accuracy

Colour accuracy across mediums is notoriously difficult to guarantee due to the reality that different colour reproduction methods are used depending on medium. For example, CMYK colour values are used in most ink-based print processes, while RGB or HEX values are used to display colour on digital screens. Pantone inks represent the most accurate reproduction method, but only if true Pantone inks are used, often at a higher cost.



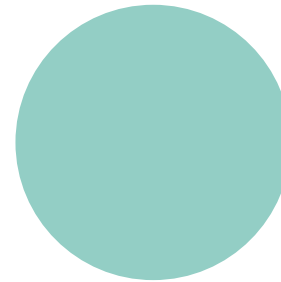
Movement

CMYK: 39-3-12-0
RGB: 151-208-219
HEX: #97D0DB
PANTONE: 629C



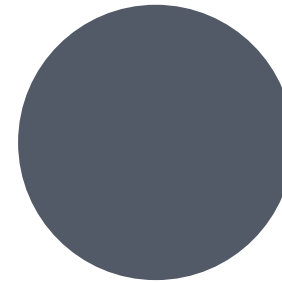
Hypnotherapy

CMYK: 29-0-17-0
RGB: 179-223-216
HEX: #B3DFD8
PANTONE: 573C



Nutrition

CMYK: 49-3-30-0
RGB: 129-198-188
HEX: #81C6BC
PANTONE: 564C



Wellness

CMYK: 69-58-45-23
RGB: 84-90-102
HEX: #545A66
PANTONE: 431C

Using Our Fonts

When developing communication pieces for our company, please only use the fonts listed on this page. The design of this guide serves as an example of how to correctly use fonts in our publications.

Official Fonts

Headings - Josefin Sans SemiBold

Use Josefin Sans SemiBold for the headings in your document. All titles and headings should be set in the Wellness colour, as displayed in this document, and all headings should be left-aligned.

Body Text - Josefin Sans Light

Use Josefin Sans Light for body & paragraph text. All body / paragraph text should be set in grey.

Email Text - Verdana Regular

The primary use for Verdana Regular is in composing of emails.

Aa

Heading: Josefin Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#%&()[]

Aa

Body Text: Josefin Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#%&()[]

Aa

Email Text: Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#%&()[]

Using Our Fonts

If there are challenges using or sharing the official fonts, alternative fonts have been outlined here for these cases. The official fonts are always preferred and recommended.

Alternate Fonts

Headings - Verdana Bold

Use Verdana Bold for the headings in your document. All titles and headings should be set in the Wellness colour, as displayed in this document, and all headings should be left-aligned.

Body Text - Verdana Regular

Use Verdana Regular for body & paragraph text. All body / paragraph text should be set in grey.

Email Text - Verdana Regular

The primary use for Verdana Regular is in composing of emails.

Aa

Headings: Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#%&()[]

Aa

Body Text: Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#%&()[]

Aa

Email Text: Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!#%&()[]

How to Format Text

Text should be formatted to match this page and this guide. Please take note of the space below headers. The layout style in this guide provides an in-situ example of how to properly format documents.

One Column Grid Style

Header 1 (22pt. Josefin Sans Semibold)

Sub-Header 2 (16pt. Josefin Sans Regular)

Sub-Header 3 (12pt. Josefin Sans Regular)

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae. Integer quis magna sit amet quam efficitur sodales. Aliquam mattis nisl at tincidunt ultrices. Sed ultricies est sollicitudin nibh dignissim pharetra.

Two Column Grid Style

Header 1

Sub-Header 2

Sub-Header 3

Hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae. Integer quis magna sit amet quam efficitur sodales. Aliquam mattis nisl at tincidunt ultrices. Sed ultricies est sollicitudin nibh dignissim pharetra.

hendrerit interdum elit. Cras facilisis odio consectetur purus mattis, vitae rutrum ex auctor. Aliquam eleifend velit ac posuere dapibus. Mauris convallis nulla nulla, rutrum fermentum eros aliquam vitae. Integer quis magna sit amet quam efficitur sodales. Aliquam mattis nisl at tincidunt ultrices. Sed ultricies est sollicitudin nibh dignissim pharetra.

Written Style Conventions

Writing Consistency

To aide in consistency, a uniform style for writing should be used in publications. The following style conventions show how common items should be formatted.

Company Name

The name of the company should always be written as shown.

Move You Wellness

Dates

Whenever possible dates should be written in the formats shown.

**January 31, 2020 or
01/31/2020 (MM/DD/YY)**

Times

Times should always be written in the format shown.

**9 a.m.
3 p.m.**

Phone Numbers

Phone numbers should always be written in the format shown. Numbers should be separated by dashes only. Do not use parentheses around the area code or add spaces to the numbers.

**780-555-5555
780-555-5555 x1234**

Addresses

Addresses should always be shown in the format shown.

**000, 00000 - 000 Street
Grande Prairie, AB
Canada A1A 1A1**



Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines:

- **USE** stock photography for abstract parts of a design (e.g. Representations of services).
- **USE** stock photography to represent concepts and ideas that aren't unique to the business.
- **USE** stock photography when getting custom photos doesn't make sense. (e.g. Hypnotherapy distance sessions) .
- **AVOID** over-used and cliché images (e.g. laughing while holding a bowl of salad).
- **NEVER** use stock images to represent any "real" part of our business (e.g. Erica working with clients).

The use of stock photography requires approval to use in our marketing materials.

Image Quality

Never use amateur photography in our marketing materials. All images used in our marketing materials must be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

Technical Quality

Use the correct resolution of photo for the medium they will be printed in. For example, print requires large, high-resolution photos. **Never scale up a photo to fit** - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

Custom Photography

Whenever possible, invest in professional photography. An investment at the outset can generate a library of images that can be re-used year-round in our marketing materials.

Do not use stock images to represent a "real" part of our business. Pictures of our clients, our home, or our community are things that people can easily recognize. Use real pictures to represent these real parts of our business.

Image Samples



MOVE YOU
Wellness

Custom photography is highly recommended to showcase real results and products. Images should showcase normal people enjoying living a healthy lifestyle. People in the photos should be of all genders and be between 25-50 years old. Photography should be bright and gender neutral. Overly feminine or masculine photos should be avoided, as well as photos that make movement or healthy eating look uncomfortable.



Reproducing Business Cards

When reproducing stationery, please only use the template files that have been created in order to ensure a consistent look.

Business cards must match the design shown. All cards should be professionally printed on quality stock.



Business Card Front



Business Card Back

Reproducing Stationery

When reproducing stationery, please only use the template files

that have been created in order to ensure a consistent look.

Ensure you install the correct fonts prior to using the letterhead Word template.



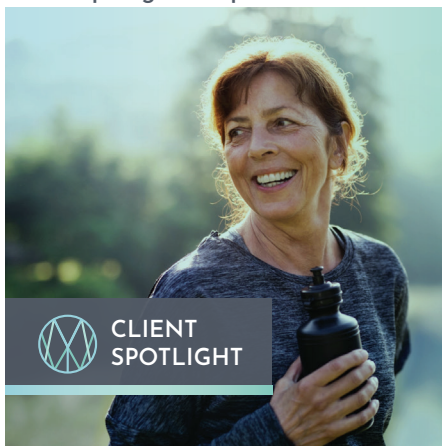
Reproducing Graphics for Social Media

Social media templates are set up in Canva. Text, colour, and layout may be altered to suit different needs.

Quote Template



Client Spotlight Template



Facebook, Instagram & Story Ad Templates



Email Signatures

Employees with company email addresses must use the email signatures detailed below. The signature is composed of your name, job title, and contact details. When using an HTML-capable email client, use the HTML Signature. For clients that do not support HTML, such as mobile phones, use the plain text signature. Both templates are provided with the files accompanying the guide.

Email Body

Do:

- Use 11pt Verdana for your email body.
- Use **Bold** and *Italic* only for emphasis.
- Check your spelling & grammar.
- Use the approved email signature format.
- Use a white background for your email

Do Not:

- Make all of your body text **Bold** or *Italic*.
- Use a different font than Arial in your body.
- WRITE IN ALL CAPS.
- Alter the design of the signature in any way.
- Create or use an unapproved signature.
- Use a background colour in your email.

HTML Signature



NAME LASTNAME
TITLE

CALL: 780-933-7126

WEB: www.moveyouwellness.ca

  [@moveyouwellness](https://www.instagram.com/moveyouwellness)

This email may be privileged and/or confidential, and the sender does not waive related rights and obligations. Any distribution, use or copying of this email or the information it contains by other than an intended recipient is unauthorized. If you received this email in error, please advise the writer immediately by return email or otherwise.

Plain Text Signature

FirstName LastName

Job Title

Move You Wellness

Phone: 780-933-7126

Web: www.moveyouwellness.ca

Instagram: [@moveyouwellness](https://www.instagram.com/moveyouwellness)

Facebook: [@moveyouwellness](https://www.facebook.com/moveyouwellness)



HYPNOTHERAPY | NOURISHMENT | MOVEMENT

For support related to the guide or the accompanying templates, contact:

We encourage you to contact us if you have any questions about this guide or need further help with your project.

Contact:

Move You Wellness

Erica Boser

780-933-7126

Email: erica@moveyouwellness.ca

nine10 Incorporated

Phone: 780-539-1755

Email: sales@nine10.ca

Web: nine10.ca

Suite 305, 10014-99 Street

Grande Prairie, AB T8V 3N4

Copyright © 2020 Move You Wellness. All Rights Reserved.