



**REVIVEWELLNESS**  
C O M P A N Y

**BRANDGUIDELINES**

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C O M P A N Y

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# POSITIONING STATEMENT



**REVIVEWELLNESS**  
COMPANY

## POSITIONING STATEMENT FOR REVIVE WELLNESS USA

For those who have been injured or experience chronic pain, and have failed to find relief and a return to proper functioning (and especially those who have not found relief with other treatments, such as physical therapy, surgery, chiropractic, and so on), Revive Wellness Company is a treatment and fitness program that can restore quality of life and return the body to its optimal performance.

Unlike more traditional treatment methods, Revive Wellness Company treats your body and its movement as a whole system, not just a series of isolated parts. This requires paying close attention to movement patterns, posture, and breathing, locking in the correct movement patterns by retraining the brain and how it controls the body. The goal of this approach is restoring performance and preventing re-injury.



# LOGO GUIDELINES



PRIMARY + ONLY USAGE - USE WITH OR WITHOUT 'COMPANY'



No matter how you use the logo, make sure it's easy to see. To do this, surround the logo with a buffer of clear space, or area of isolation. Don't let any other graphic penetrate this space. This will keep the logo from getting crowded and hard to see.

The size of the area of isolation is .25" from the edges as shown above.

Try to never use the logo smaller than 1.5" wide. If this is unavoidable, remove the word "Company" from the bottom.

Minimum Size



1.5" | 450px

Try to never use the logo smaller than 1.5" wide. If this is unavoidable, remove the word "Company" from the bottom.



MR EAVES MOD OT BOLD  
MR EAVES MOD OT BOOK



# LOGO USAGE

## CORRECT



CORRECT MAIN USAGE



CORRECT 1-COLOR USAGE  
May also use Black



CORRECT 2-COLOR USAGE



CORRECT BLACK & WHITE USAGE



CORRECT REVERSED USAGE

## INCORRECT



DON'T ADD A COLOR



DON'T MIX & MATCH



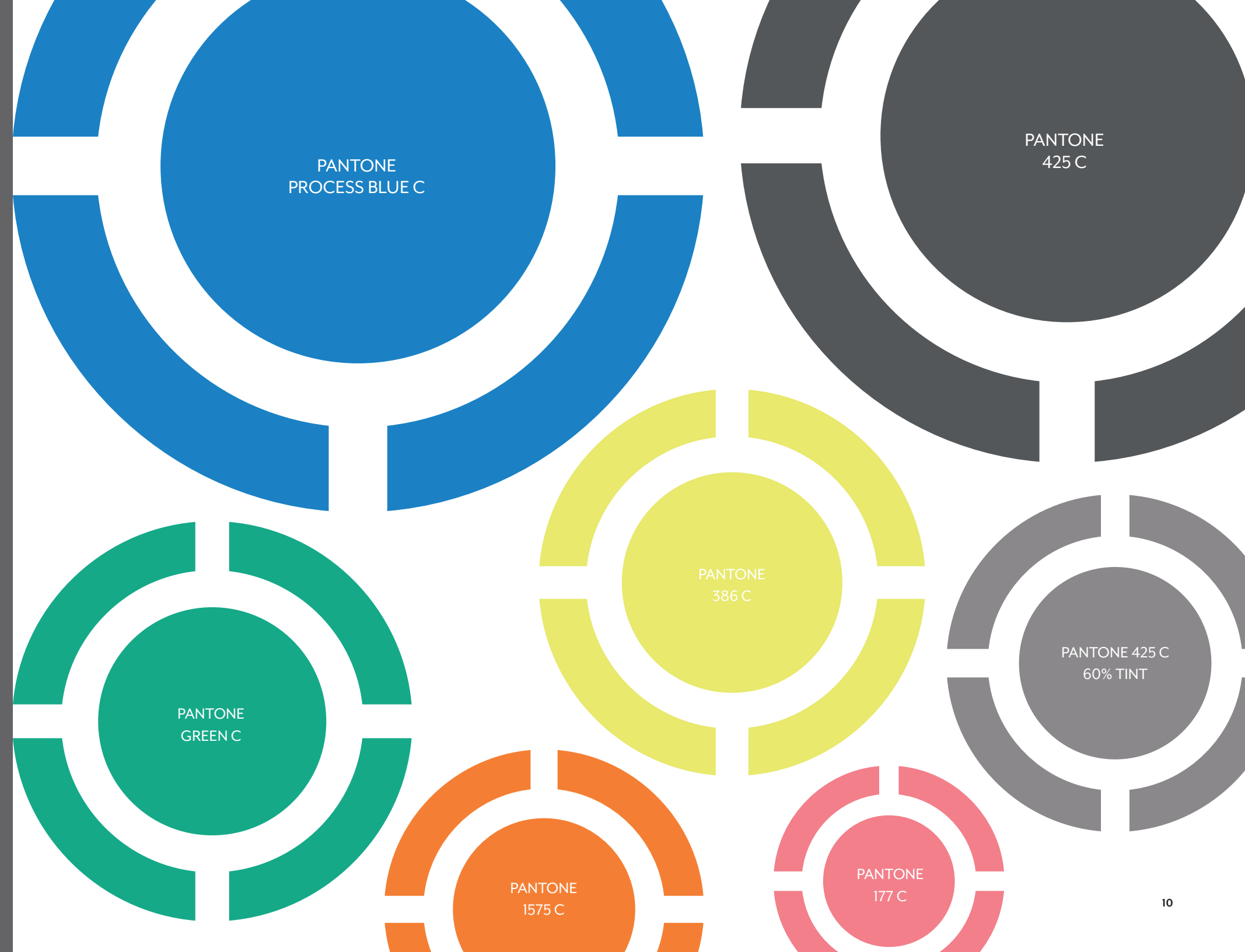
DON'T SWAP THE COLORS



DON'T PUT ON A BUSY BACKGROUND



# COLOR PALETTE





# TYPOGRAPHY

## PRINT FONTS

MR. EAVES MOD OT | BOLD IN ALL CAPS FOR HEADLINES

SUB-HEADLINES MAY BE ANY OF THE FOLLOWING:

MR. EAVES MOD OT : BOLD or REGULAR

Body copy should always be in Mr. Eaves MOD OT: Regular. Use Mr. Eaves MOD OT: **Bold** to highlight a word or phrase.

Body copy should always be in lowercase.

NEVER USE “&” | ALWAYS USE “+”.

## WEB FONTS

POPPINS | SEMI BOLD FOR HEADLINES

Body copy should always be in Poppins Light. Use Poppins **regular to bold or highlight a word or phrase.**

Body copy should always be in lowercase.

USE DISCRETION WHEN PLACING TYPE OF DIFFERENT COLORED BACKGROUNDS.

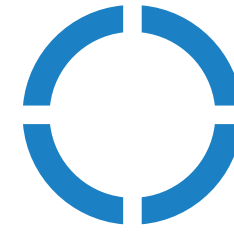
USE DISCRETION WHEN PLACING TYPE ON DIFFERENT COLORED BACKGROUNDS.

USE DISCRETION WHEN PLACING TYPE ON DIFFERENT COLORED BACKGROUNDS.

USE DISCRETION WHEN PLACING TYPE ON DIFFERENT COLORED BACKGROUNDS.



# ICONS + IMAGERY



## CROSS HAIRS

Use expanded proportionally for extra flair.  
Always make sure to have some hanging off the page, never include all parts of the crosshairs.  
Example on the opposite page.

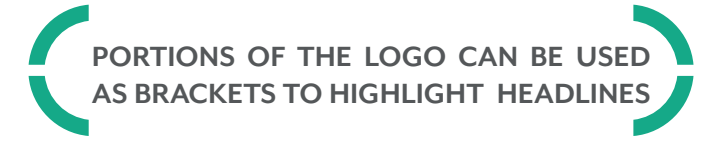
## BULLET POINTS

- ① Use in any color.
- ② Use in any color.
- ③ Use in any color.



## CROSS HAIRS WITH IMAGES

These can be used with photos inside as well.



PORTIONS OF THE LOGO CAN BE USED AS BRACKETS TO HIGHLIGHT HEADLINES



## PHOTOS

Images are to be cut out when possible, and where applicable, and have at least one color offset behind them.