

Evolve

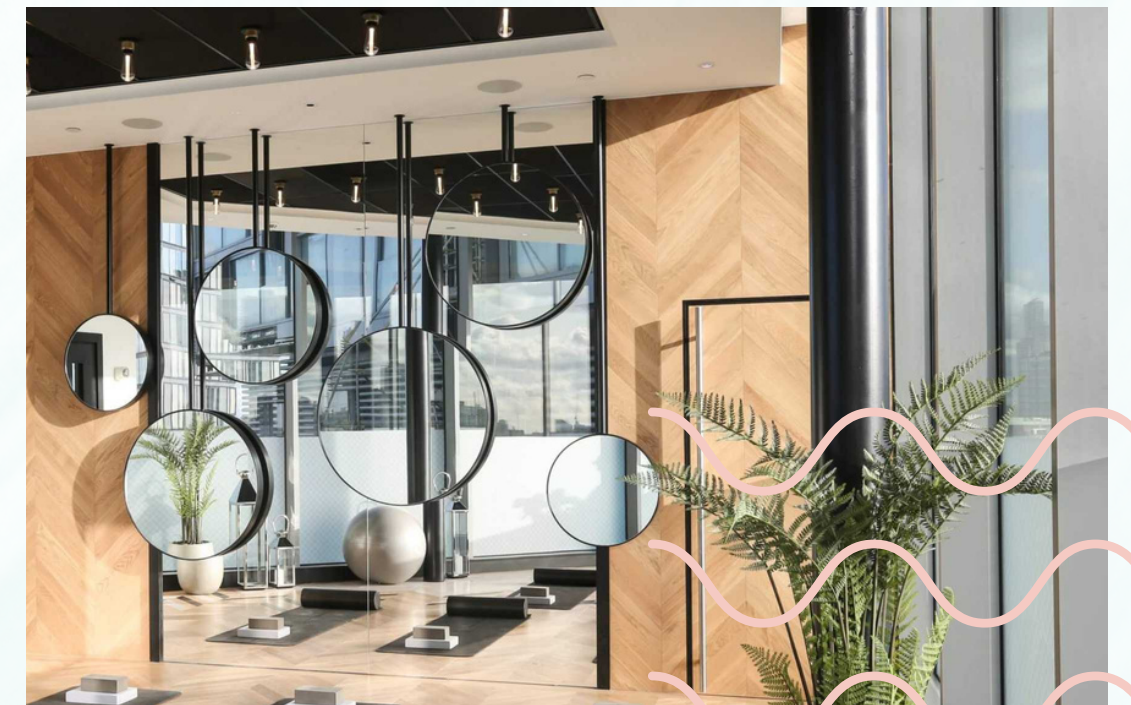
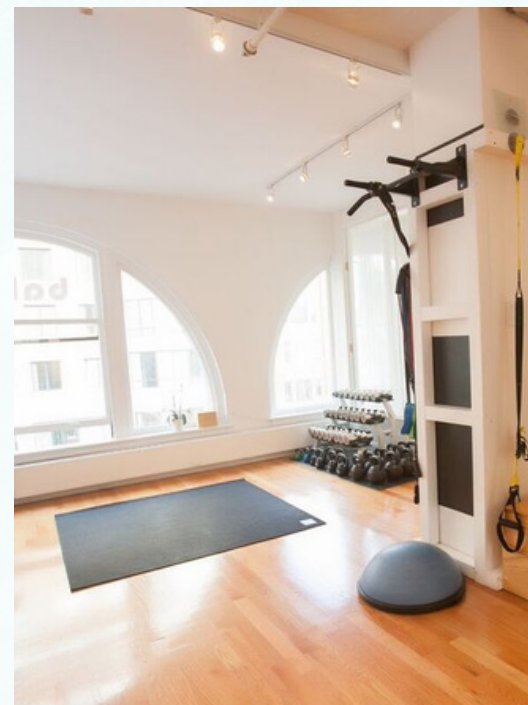
SPA & WELLNESS STUDIO

STYLE GUIDE

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Abbie Hunt, Yazmeen Renova,
Molly Shapiro, Christal Toso*

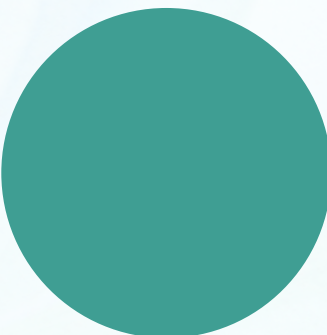
DESIGN INSPIRATION

The inspiration for Evolve Spa & Wellness Studio's branding came from personal experiences and online research. The female-focused studio would allow members to feel comfortable and confident in an inclusive environment. By incorporating greenery, natural wood, and relaxing colors, members will feel grounded and zen.

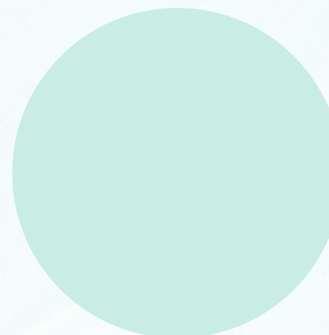


COLOR PALETTE

PRIMARY COLORS



Tranquil
Teal
CMYK: 60, 0, 7, 38
RGB: 63, 158, 147
HEX: #3F9E93

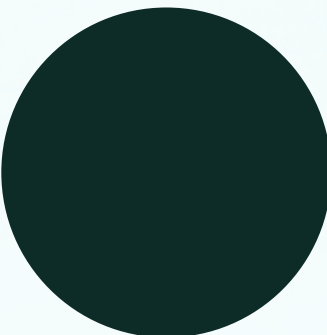


Grateful
Green
CMYK: 15, 0, 4, 7
RGB: 201, 236, 227
HEX: #C9ECE3

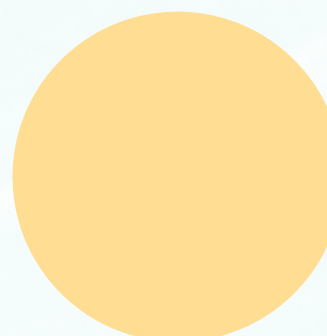


Wishful
White
CMYK: 0, 0, 0, 0
RGB: 255, 25, 255
HEX: #FFFFFF

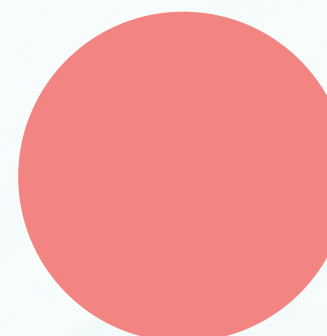
SECONDARY COLORS



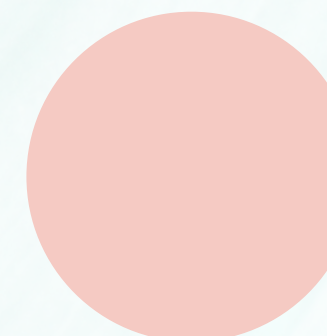
Peaceful
Pine
CMYK: 12, 0, 2, 83
RGB: 14, 44, 39
HEX: #0E2C27



Zesty
Zen
CMYK: 0, 13, 43, 0
RGB: 255, 221, 146
HEX: #FFDD92



Cheerful
Coral
CMYK: 0, 45, 46, 5
RGB: 242, 132, 130
HEX: #F28482

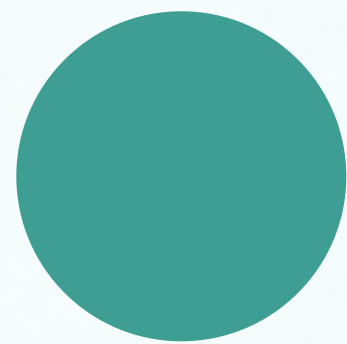


Balanced
Blush
CMYK: 0, 18, 20, 4
RGB: 245, 202, 195
HEX: #F5CAC3

COLOR PALETTE

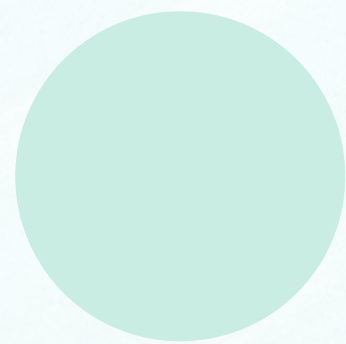
COLOR PSYCHOLOGY

The color palette for Evolve contains calm and neutral colors. These colors reflect the relaxing energy that members can look forward to when entering the facilities.



Tranquil
Teal

renewal, calming,
healing, enlightening



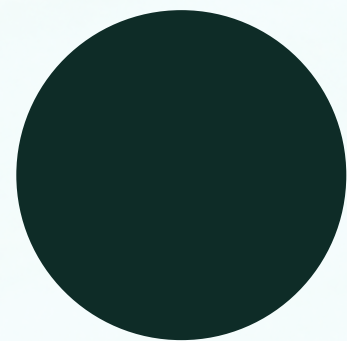
Grateful
Green

earthy, fresh,
harmony, balance



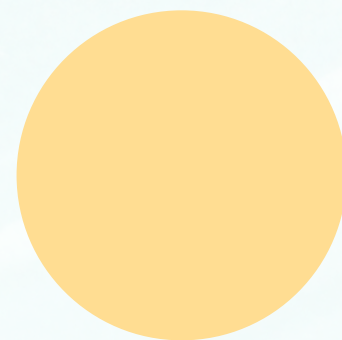
Wishful
White

cleanliness, purity,
openness, new beginnings



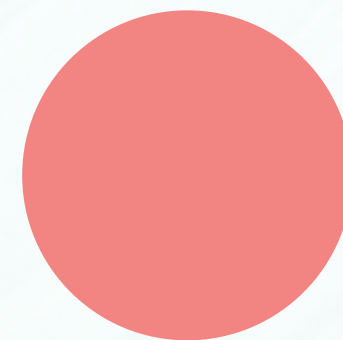
Peaceful
Pine

nature,
soothing,
harmony,
nurturing



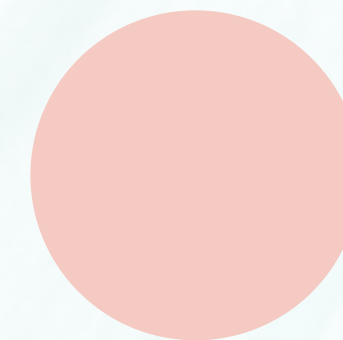
Zesty
Zen

happiness,
positivity,
energy,
brightness



Cheerful
Coral

warmth,
acceptance,
individuality,
friendliness



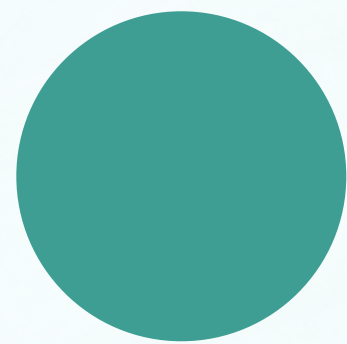
Balanced
Blush

femininity,
comforting,
health,
uplifting

COLOR PALETTE

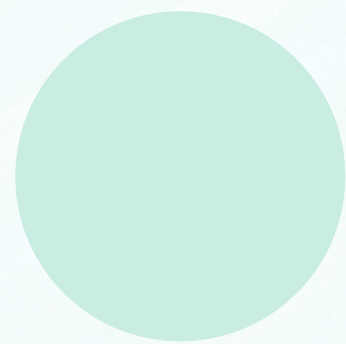
COLOR USES

Evolve's three primary colors should be the backbone of most designs. Suggested uses are included below.



Tranquil
Teal

Primary logo color
& most headings.



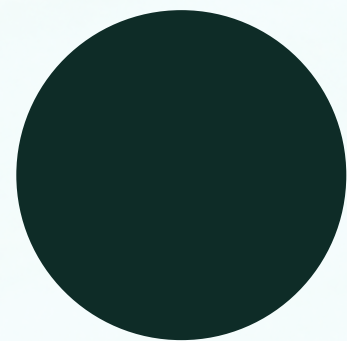
Grateful
Green

Backgrounds of
communications.



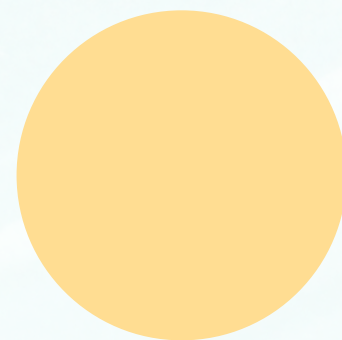
Wishful
White

Backgrounds & logo color on
Tranquil Teal background.



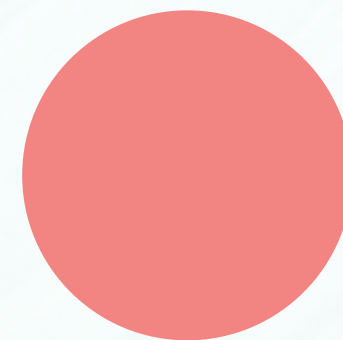
Peaceful
Pine

Dark contrast
color, good for
body text.



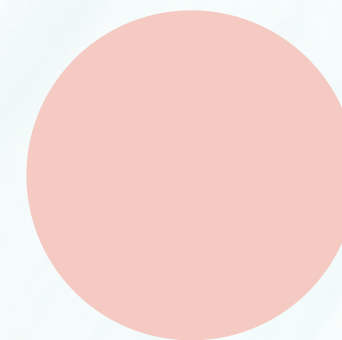
Zesty
Zen

To add vibrancy
through graphic
elements.



Cheerful
Coral

Header texts &
graphic elements.



Balanced
Blush

Graphic
elements, not
used for text.

LOGO

The wordmark focuses on the brand name. Its usage is more professional and less decorative, and can be used in many situations including financial documents, contracts, letterheads, envelopes and more.

The font is Lust Script Display which has a rounded look to symbolize the ideals of Evolve, which is to create an inclusive environment that encourages a well-rounded lifestyle. The curls as well as the contrast of the thin and thick strokes in the font create a feminine yet strong feel.

WORDMARK

Evolve

VARIATIONS

Evolve

Evolve

LOGO

The **pictorial mark** depicts a lotus flower, which symbolizes enlightenment. There are stages of growth that the lotus experiences, similar to humans. A bloomed lotus represents full enlightenment and self awareness. The lotus portrays Evolve's goal, which is to help members reach their full potential and best self through wellness with a focus on mental and physical health, and in effect, will help members bloom.

The pictorial mark is decorative, and is best used for social media, apparel, and accessories. Due to its shape, it is ideal to use in smaller spaces where the wordmark or combo logo might not fit.

PICTORIAL MARK



VARIATIONS



LOGO

The **combo mark** combines the wordmark and pictorial mark into one cohesive logo. It features the lotus within the "o" to depict enlightenment. The combo mark uses the same font to maintain consistency throughout the logos. The lotus is the focal point of the logo by being located directly in the middle of "Evolve."

The combo mark can be used in many situations, and should be used most often. It will be used for signage, social media, apparel, accessories, flyers, cards, and more.

COMBO MARK

The word "Evolve" is written in a teal, elegant script font. A small, stylized lotus flower is positioned inside the letter "o".

VARIATIONS

The word "Evolve" is written in a black, elegant script font. A small, stylized lotus flower is positioned inside the letter "o".The word "Evolve" is written in a white, elegant script font. A small, stylized lotus flower is positioned inside the letter "o". The entire logo is set against a solid teal rectangular background.

LOGO USAGE AND MISUSE

USAGE

Use the logo on light or Tranquil Teal colored backgrounds

Use the logo on backgrounds where there is high contrast and therefore high visibility

Scale the image if adjusting the size

Use the pictorial mark in smaller spaces

MISUSE

Do not crop the logo

Do not rotate the logo or pictorial mark

Do not change the transparency of the logo

Do not change the color of the logo to a color other than the variations

Do not distort the logo

LOGO MOCKUPS



TYPOGRAPHY

HEADINGS

Sifonn is a thick sans serif typeface that is used for **headings** in print work, billboards, and digital design. This typeface can be used in all caps or lowercase and caps. Should **NOT** be used for body copy.

Bebas Neue is a sans serif typeface that can be used as a **subheader** or for **small bodies of type** to call attention. This can only be used in all caps and should **never** be used for body copy.

Sifonn

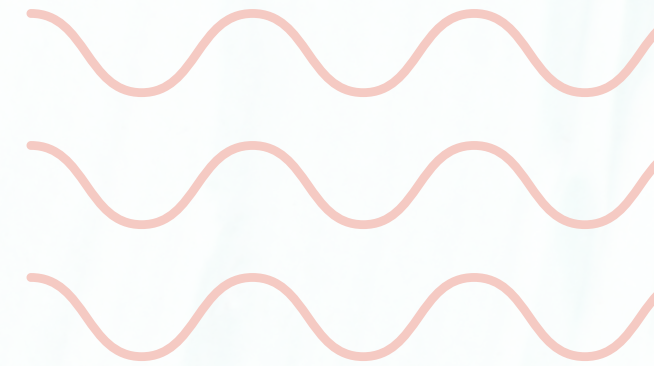
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! \$ # % & * ? @

Kerning: 10 Tracking: 15 Leading: 70

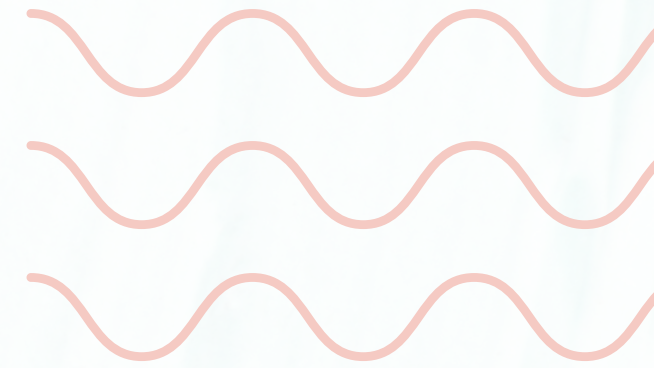
BEBAS NEUE

A B C D E F G H I 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 ! \$ # % & * ? @

Kerning: 5 Tracking: 45 Leading: 53



TYPOGRAPHY



BODY

Montserrat is a sans serif typeface used for large bodies of text such as paragraphs. It is also used in the logo sub-header. It can be used in all caps, lowercase and caps, *italics* or **bold**.

LOGO

Lust Script Display is a script typeface used only for the logo. It should not be used anywhere other than on the logo as to maintain it's integrity. It is unique and stands alone so that it is easy to establish where the logo is at all times.

Montserrat

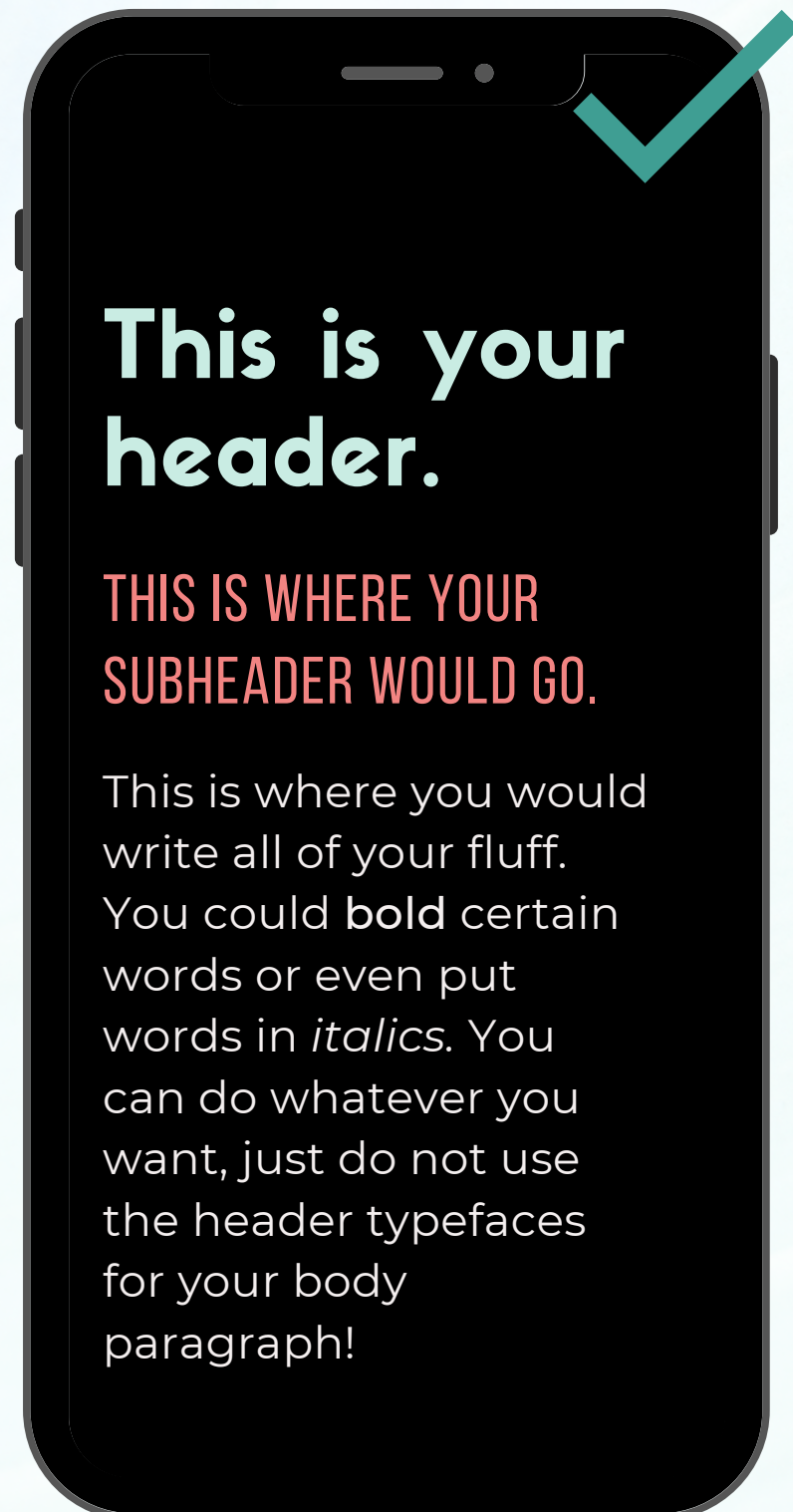
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! \$ % & * ? @
Kerning: 5 Tracking: 30 Leading: 22

Lust Script Display

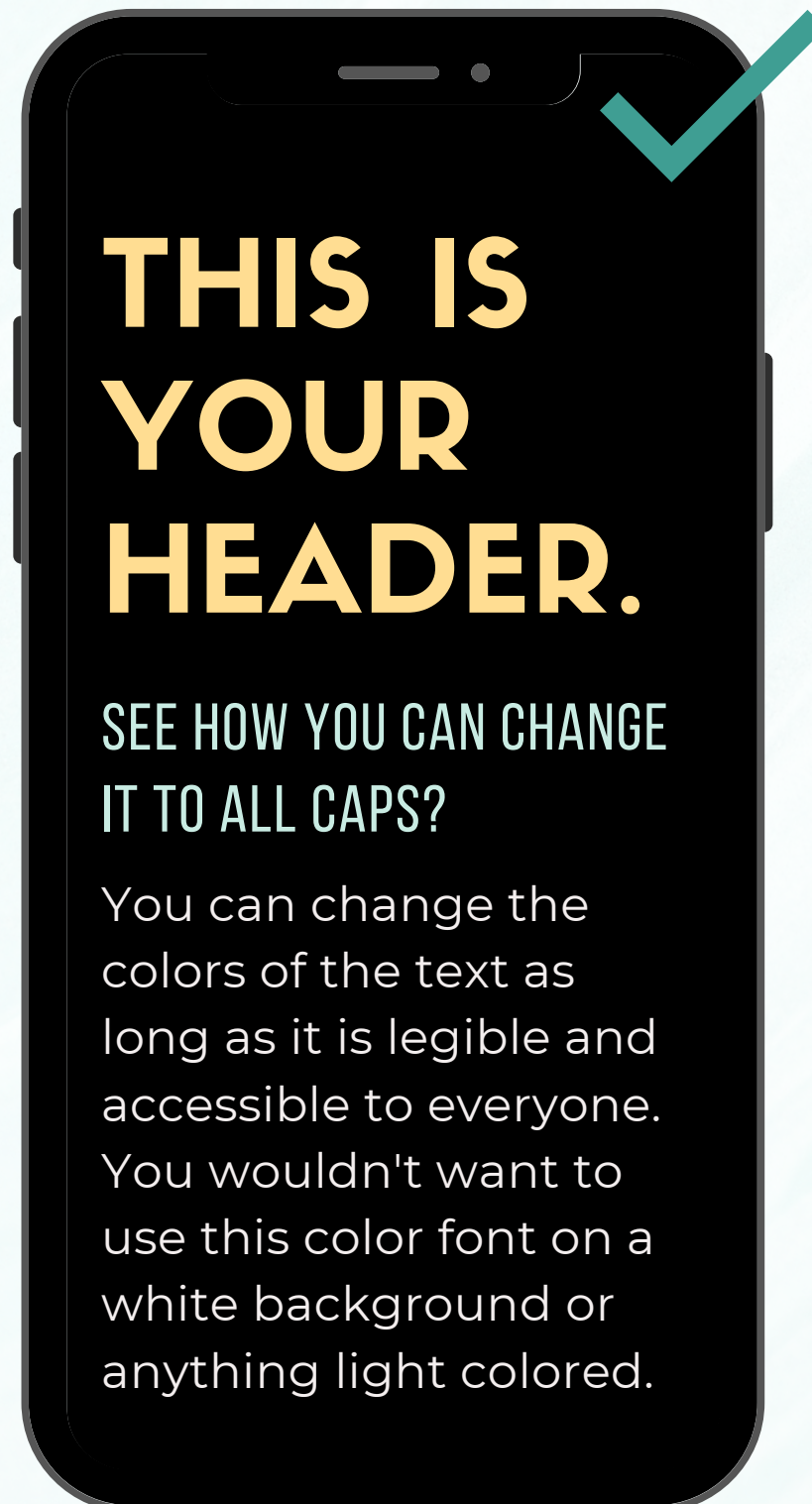
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ! \$ % & * ? @*

TYPOGRAPHY

Example 1



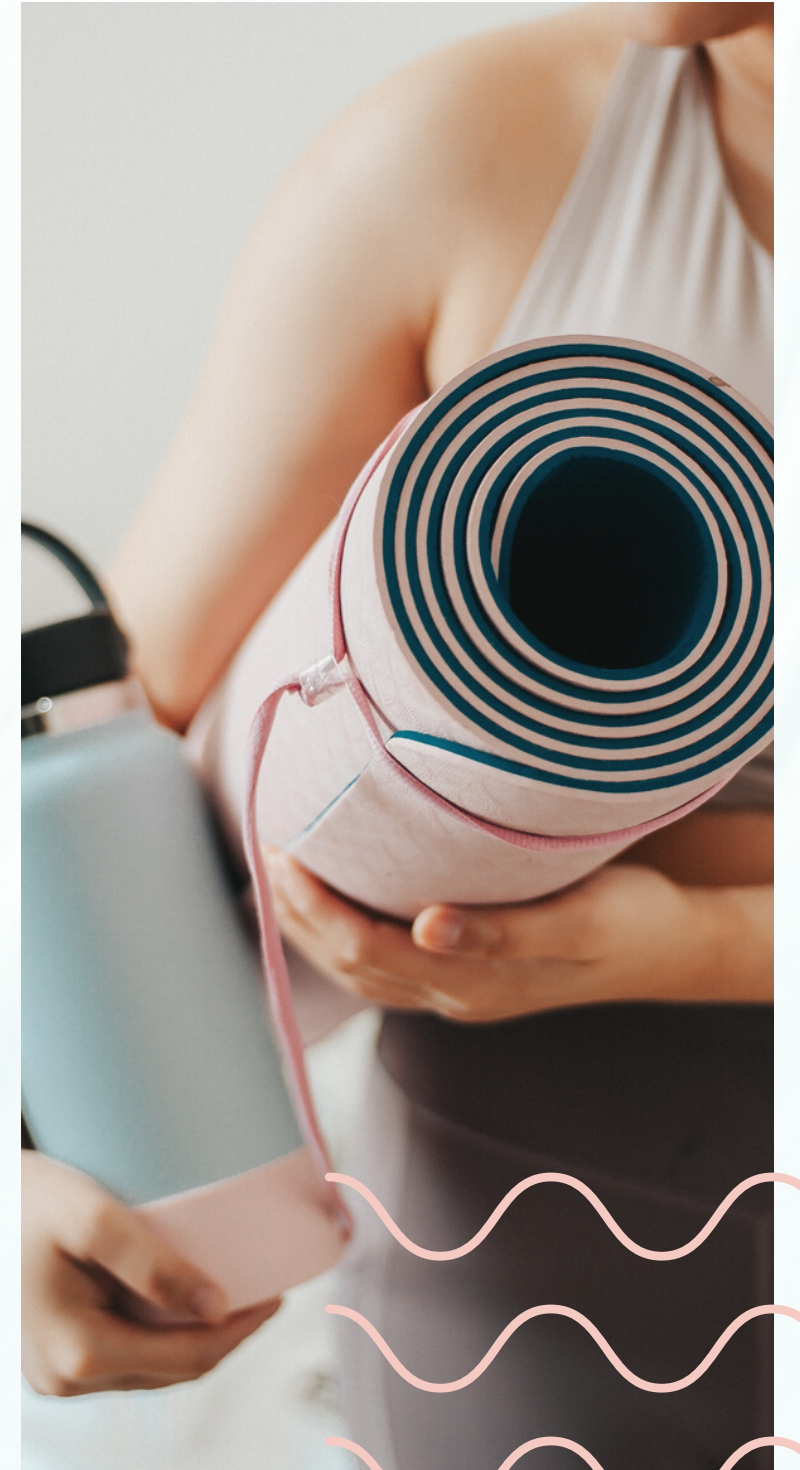
Example 2



Example 3



IMAGERY



MISSION STATEMENT

Evolve Spa & Wellness Studio's mission is to encourage members to become their best selves through meditation, wellness, and balance. We strive to create a peaceful environment that provides a place to grow both mentally and physically for all individuals. By establishing an atmosphere that encourages confidence and self worth, we believe that all who join will be able to evolve into the version of themselves that they want to be.



TAGLINE

"ENERGIZE. EMPOWER. EVOLVE."

BRAND LANGUAGE

GRAMMAR:

- Motivational lingo to inspire members
- The voice will be relaxing and calm yet encouraging and supportive

ABBREVIATIONS:

- "Evolve Spa & Wellness Studio" is interchangeable with "Evolve"
- The "&" symbol should always be used in place of "and" in the studio's name

BRAND VOICE CHART

TRAIT	DESCRIPTION	DO	DON'T
MOTIVATIONAL	We seek to inspire our members to become their best selves.	<ul style="list-style-type: none">• Be inspiring• Be encouraging• Be genuine	<ul style="list-style-type: none">• Be cheesy• Be forceful• Be disruptive
INCLUSIVE	We strive to help all members feel a sense of belonging.	<ul style="list-style-type: none">• Be intersectional• Be fair• Be helpful	<ul style="list-style-type: none">• Be discriminatory• Be biased• Be entitled
RELAXING	We aim to be a sanctuary for our members.	<ul style="list-style-type: none">• Be calm• Be supportive• Be reassuring	<ul style="list-style-type: none">• Be boring• Be rushed• Be aloof

PERSONAS



MEET ALMA, ONE OF OUR TARGET USERS.

A little about about them...

Alma lives in a suburb right outside the city with their partner and jack russell terrier. They are a tenured professor and in their spare time enjoys gardening and socializing with friends. Alma recently turned 60 and believes that moving the body in any form is key to maintaining a healthy lifestyle. They often have a hard time finding somewhere to move intentionally due to most places catering to younger people or have a *club* atmosphere.

"I want to nourish my body in a community oriented and inclusive environment without needing earplugs." –Alma

PERSONAS



MEET KRIS, ONE OF OUR TARGET USERS.

A little about about her...

Kris lives downtown with her two roommates. She is a paralegal and is enrolled part-time at the local university to get her J.D. In her spare time, Kris enjoys spending time with friends and family, ideally at a vineyard or over brunch. She also enjoys hiking and traveling. Kris is 30 years old and wants something more than just a gym. She hates how other gyms promote unrealistic body images and makes those who don't look like Instagram models as less than. In the past, she has had to quit gyms and studios due to advances from men. All Kris wants is place where she can relax, practice self care, feel confident and most of all strong.

"I hate when gyms assume I am trying to lose weight or change how I look." –Kris

