

A large, semi-transparent blue-tinted photograph of a chiropractor in a white lab coat examining a patient's arm. The chiropractor is wearing a white belt with a stethoscope. The patient is lying on a table.

BRAND MANUAL.

GUIDELINES

April, 2022

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CORPORATE

BRAND MANUAL GUIDELINES

WALK IN CHIROPRACTIC

Introduction.

OUR MISSION.
OUR CORE VALUES.

INTRODUCTION

About us.

WE ARE NOT JUST AFFORDABLE AND CONVENIENT,
WE ARE HIGH-QUALITY CHIROPRACTIC CARE THAT
HAPPENS TO BE AFFORDABLE AND CONVENIENT.

WE ARE PREMIUM CHIROPRACTIC CARE THAT CATERS
TO PEOPLE WITH BUSY SCHEDULES.

WE ARE COMPLETE CHIROPRACTIC AND WELLNESS
CARE.

05 WALK IN CHIROPRACTIC



BRAND GUIDE



CORPORATEA

BRAND MANUAL GUIDELINES

WALK IN CHIROPRACTIC

The logo.

DESIGN PROCESS.
CLEAR SPACE.
WORDMARK.
COMBINATION MARK.
LOGO USAGE.

THE LOGO

April, 2022

Clear Space

In order for our logo to retain its visual impact, please maintain a clear area around the logo, void of all imagery and graphics. the height of this area can change depending on the use.

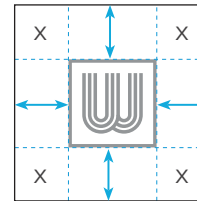
Our LogoMark



Our WordMark



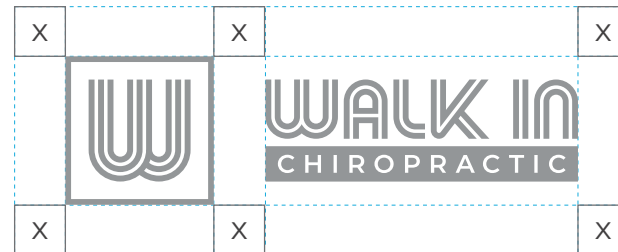
LogoMark



WordMark



Full Logo



THE LOGO

April, 2022

PRIMARY LOGO - WORDMARK

White and transparent background:

LOGOMARK: PRIMARY COLORS.
WORDMARK: PRIMARY COLORS.
BACKGROUND: WHITE, TRANSPARENT.



Dark background:

LOGOMARK: PRIMARY COLORS.
WORDMARK: PRIMARY COLORS.
BACKGROUND: YALE BLUE.



THE LOGO

April, 2022

PRIMARY LOGO - COMBINATION MARK

White and transparent background:

LOGOMARK: PRIMARY COLORS.
WORDMARK: PRIMARY COLORS.
BACKGROUND: PRIMARY COLORS.



Dark background:

LOGOMARK: PRIMARY COLORS.
WORDMARK: PRIMARY COLORS.
BACKGROUND: YALE BLUE.



THE LOGO

April, 2022

LOGO USAGE

IN ORDER TO MAINTAIN A STRONG, CONSISTENT, AND SUCCESSFUL BRAND, WE ASK THAT OUR LOGO BE KEPT IN THE ORIGINAL STATE IN WHICH IT WAS DESIGNED. PLEASE DO NOT ADD TO OR CHANGE ANYTHING ABOUT THE LOGO.

THESE USAGE GUIDELINES APPLY TO ALL VERSIONS OF THE LOGO.

Incorrect Usage



Don't add shadows, strokes, or other effects



Don't rotate, make vertical, or flip



Don't alter proportions of the wordmark and icon



Don't change any color or the order of colors



Don't change aspect ratio, stretch, or squeeze



Don't make the logo into an outline



Don't change the opacity of the logo



Don't alter the letters or spacing in any way



CORPORATEA

BRAND MANUAL GUIDELINES

WALK IN CHIROPRACTIC

Typography.

OUR PRIMARY TYPEFACE.
OUR SECONDARY TYPEFACE.

TYPOGRAPHY

April, 2022

OUR PRIMARY TYPEFACE:

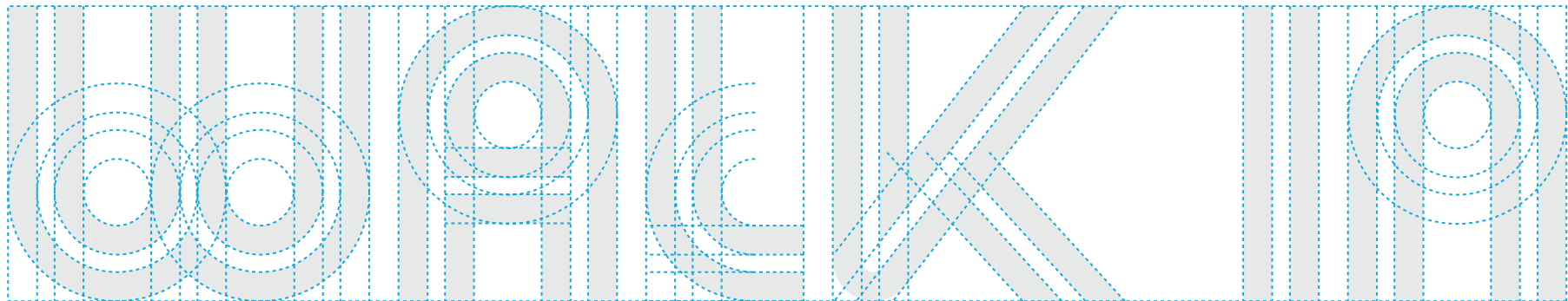
Our main font is a custom, geometric font, and it is flexible and can be used in a variety of ways.

It's a clean, legible and retro modernized font. Our perfect lines also work well in print and online.

FONT PREVIEW.

WALK in

DESIGN PROCESS:



TYPOGRAPHY

April, 2022

OUR SECONDARY TYPEFACE:

Our secondary font (Montserrat) is flexible and can be used in several ways.

It is a clear, readable, and modern font that works well in print and online. One of the "font families" includes many "weights", such as light, regular, bold, and more.

LICENSE:

These fonts are licensed under the Open Font License. You can use them freely in your products & projects - print or digital, commercial, or otherwise.

This isn't legal advice, please consider consulting a lawyer and see the full license for all details.

MONTSERRAT

AA

**ABCDEFGHIJK
LMNOPQRST
UVWXYZ**

ABCDEFGHIJK
LMNOPQRST
UVWXYZ

aa

**abcdefghijk
lmnopqrst
uvwxyz**

abcdefghijk
lmnopqrst
uvwxyz

FONT INFORMATION:

Uploaded on: July 17, 2014

Designed by: Julieta Ulanovsky

Classification: Sans Serif

Download link:

<https://fonts.google.com/specimen/Montserrat>



CORPORATEA

BRAND MANUAL GUIDELINES

WALK IN CHIROPRACTIC

Color Palette.

COLOR MODE
RGB / CMYK.

MOODBOARD

April, 2022



Primary Colors

BLUE PALETTE



YALE BLUE
RGB: #284388
CMYK:
C=96, M=79, Y=13, K=2



DULL CYAN
RGB: #4BBBBBA
CMYK:
C=66, M=0, Y=32, K=0



FOUNTAIN BLUE
RGB: #66C2C2
CMYK:
C=60, M=0, Y=28, K=0



DOWNY
RGB: #83C7CA
CMYK:
C=52, M=3, Y=23, K=0

ORANGE PALETTE



JAFFA
RGB: #EE703A
CMYK:
C=0, M=66, Y=80, K=0



CRUSTA
RGB: #F28C43
CMYK:
C=0, M=54, Y=77, K=0



TAN HIDE
RGB: #F7A74C
CMYK:
C=0, M=41, Y=75, K=0



KOROMIKO
RGB: #FCC557
CMYK:
C=0, M=26, Y=73, K=0

Thank you.

BRAND MANUAL.
GUIDELINES

April, 2022



