



Brand Guidelines



address:

118 High Street,
Southampton,
SO14 2AA

contact:

023 8022 1459
info@nuyuwellnessclinic.com
www.nuyuwellnessclinic.com





List of Contents

Logo	03	Elements & Imagery	05
Colours	04	Typography	06

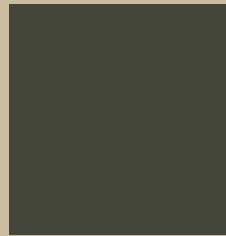
Contents



The full coloured logo is best used on the dark olive green.

Logo

The primary colours are the Olive Green and the Gold Gradient. Main headings in the gold with text in white. The tan colour should be used for background sections.



Olive Green

C : 64 M : 51 Y : 66 K : 54

R : 71 G : 73 B : 60

#47493C



Tan

C : 23 M : 22 Y : 38 K : 4

R : 197 G : 188 B : 162

#C5BCA2

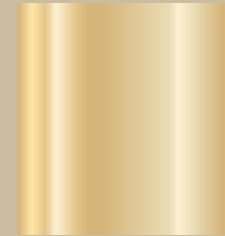


White

C : 0 M : 0 Y : 0 K : 0

R : 255 G : 255 B : 255

#FFFFFF



Gold Gradient

C : 17 M : 27 Y : 57 K : 4

R : 213 G : 182 B : 22

#CCB47C

C : 2 M : 6 Y : 22 K : 0

R : 249 G : 240 B : 210

#F9F0D2

Brand Colours



Imagery should be kept minimal with the dark olive green as background and Gold lines for separation. Photos should be full colour.

Elements Icons and main titles should be in the gold gradient.



Elements & Imagery

Primary Typeface

The primary typeface should be used for all titles and should be Gold. Bold titles with space around.

Subtitles are also in Decomart.

decomart

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

aa bb

Secondary Typeface

The secondary typeface is used for body text and is always inwhite or Olive Greeny. Line spacing should be double spaced where possible.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Aa Bb