

A top-down photograph of several hands of different skin tones resting on a dark, textured wooden surface. The hands are arranged in a row, with some fingers slightly spread. A black smartwatch is visible on the leftmost wrist. In the top left and top right corners, there are small potted plants with green leaves. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing the title text. In the bottom right corner, there is a white line-art graphic of a heart with a stem and two leaves.

Theraprise Brand Identity Guidelines

This is an unofficial brand identity guide created by Andrea Pulley.

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Logos

Logos can be used interchangeably depending on application, visibility, and contrast.



Theraprise

Logo in Color



Theraprise

Logo in B/W

Theraprise

Type Only

Color

Theraprise's color palette is rooted in natural earthy tones from the sky to the rich soil.



Altostratus #56afca

R: 87 G: 175 B: 202
C: 63 M: 14 Y: 15 K: 0



Leaf Green #93c061

R: 147 G: 192 B: 97
C: 46 M: 05 Y: 81 K: 0



Taupe #cda364

R: 205 G: 163 B: 100
C: 20 M: 35 Y: 70 K: 01

Typography

Primary Font

The Primary Font for Theraprise is Cavier Dreams, specifically bold, for headers and emphasized text.

Below there's the type family showcasing the difference between them.

Cavier Dream (regular)

Cavier Dream (italics)

Cavier Dream (bold) 

Cavier Dream (bold italics)

Cavier Dreams

Aa Bb Cc Dd Ee

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?

Typography

Secondary Font

The Secondary Font for Theraprise is MADE TOMMY.

MADE TOMMY is for subheadings, labeling, captioning, and body paragraphs.

MADE TOMMY

Aa Bb Cc Dd Ee

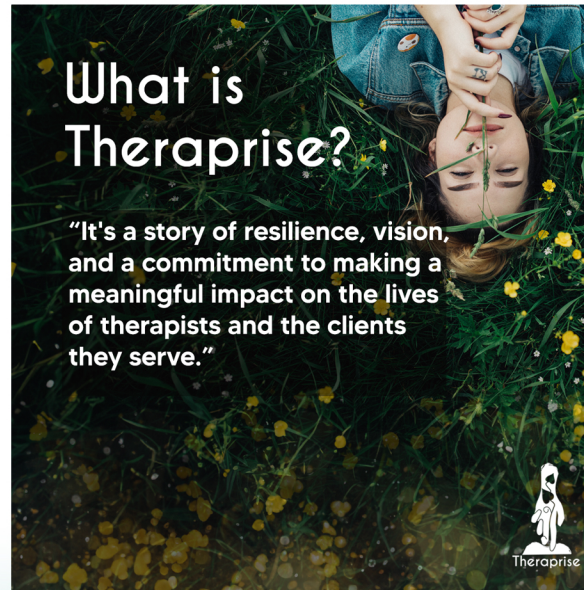
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?

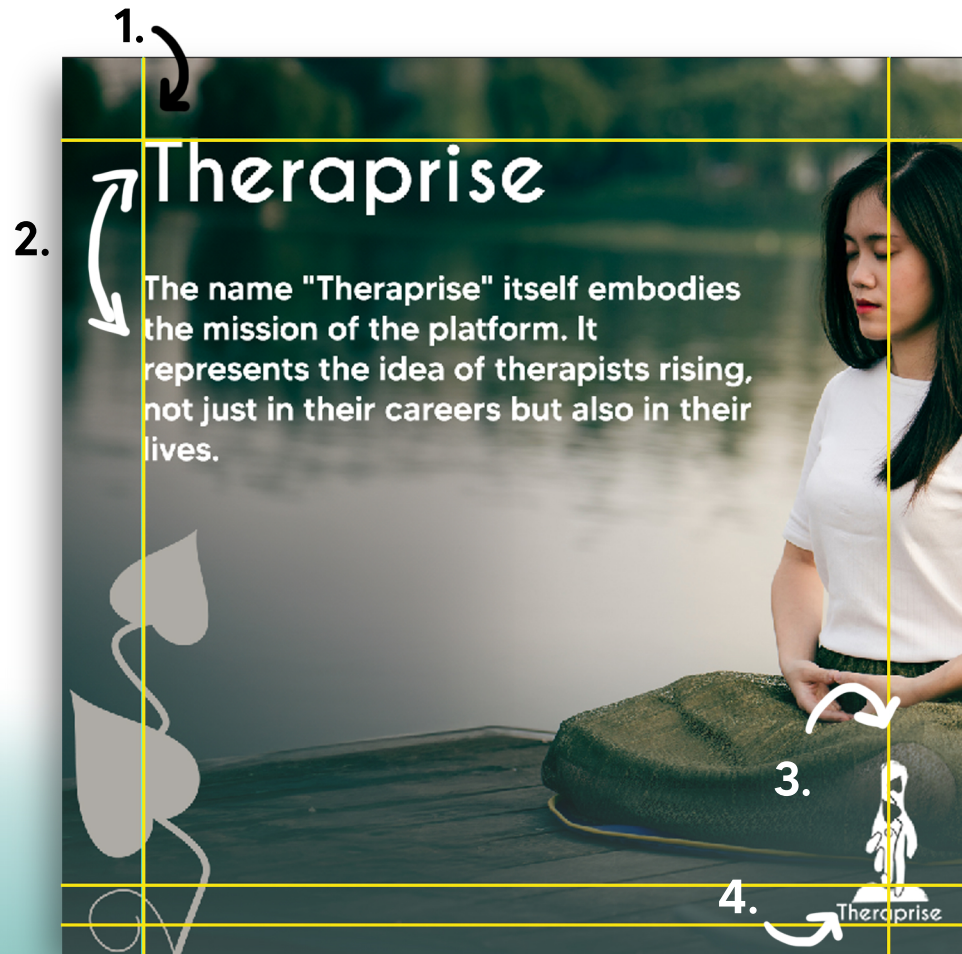
Infographics

The following are examples of Infographics for Theraprise using a mix of people and nature.



Infographics

Here's an overall guide for ingraphics layout.



1. 1 inch margins on all sides.

2. Be contentious of text alignment.

3. Scale down logo until it's 1.3 inches wide.
This is the B/W logo inverted with a layer effect (lighten) on PhotoShop

4. Place logo .5 inch from the bottom and centered along the 1-inch margin