

BRAND GUIDELINES

PS103 LIFE
VISUAL IDENTITY GUIDELINES

VERSION 01
JULY 2026



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“Working with Ps103 Life finally gave me a plan that actually fits my life. I feel more energetic and focused than I have in years, and achieving weight loss without feeling deprived.”

Carmen R. | Teacher & Coach



HOW TO USE THIS GUIDE



Brand consistency is important for a number of reasons, your brand separates you from your competitors and helps your customers understand who you are and what you do. This guide is a tool to help maintain the consistency of your brand identity. It contains the rules and guidelines for your brand, and how to apply the visual elements as you use your brand across different platforms.

BRAND VISION

Your brand vision captures the idea behind your brand, and will help to guide the future of your brand. It should inspire and empower the brand and it's audience and should align with your business values.

BRAND GOALS

Brand goals outline what you hope to accomplish. It's your to-do list, however big or small. It will inform the direction of your brand into the future.



BRAND TONE

Brand tone is the ‘voice’ you use to convey your brand message to the audience. It’s one element of the identity that helps keep your message consistent.

KEY WORDS

- TRUST
- NATURAL
- EMPOWERMENT
- VICTORY
- HOPE
- COMPASSION



01 BRANDMARKS



PRIMARY LOGO

The primary logo is used for most collateral unless there are size or space limitations. The primary logo is supplied in positive and reversed formats and in brand colors.



COLOR
VARIATIONS

Color variations allow the logo to work in different contexts and with different background colors.



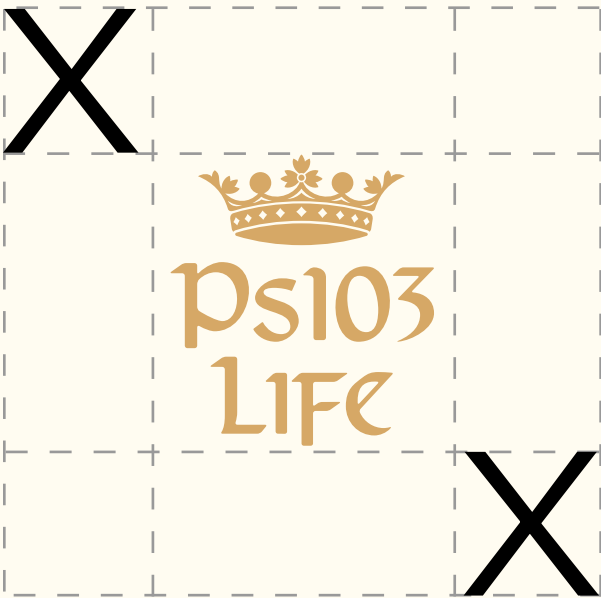
BRANDMARKS

BRANDMARKS

BRANDMARKS

CLEAR SPACE & SIZING

For best practice preserve the recommended clear space around the logo to maintain legibility. The clear space for the primary logo is equal to the height of the X as a square.



Primary Logo

BRANDMARKS

MINIMUM SIZING

Primary Logo
110 px wide digital
28mm wide print

INCORRECT USAGE

For best practice do not alter or distort the logos and brandmarks in any way. Any change, large or small, alters the impact and consistency of your brand and logo. Here are some common mistakes to avoid.

✗ Don't alter colours



✗ Don't rotate, tilt or skew



✗ Don't use over distracting background



✗ Don't alter spacing within logo



✗ Don't add effects e.g. glow



✗ Don't recreate with different elements



BRANDMARKS

BRANDMARKS

02 COLOR



COLOR PALETTE

Color is one of the first touch-points of a brand, and to maintain the look and feel, a consistent color palette should be used.

SAGE

CMYK 60 / 33 / 63 / 10

RGB 108 / 134 / 106

HEX #6C866A

HUNTER

CMYK 68 / 43 / 72 / 29

RGB 77 / 98 / 75

HEX #4D624B

IMPERIAL

CMYK 57 / 92 / 37 / 25

RGB 107 / 44 / 89

HEX #6B2C59

GOLD

CMYK 9 / 28 / 61 / 0

RGB 230 / 184 / 118

HEX #E6B876

BLACK

CMYK 74 / 67 / 66 / 85

RGB 12 / 12 / 12

HEX #0C0C0C

SECONDARY COLOURS

The secondary colour palette gives the brand more flexibility while still maintaining consistency. Use this palette to compliment the primary colour palette.

SAGE 100%	HUNTER 100%	IMPERIAL 100%	GOLD 100%	BLACK 100%
80%	80%	80%	80%	80%
60%	60%	60%	60%	60%
40%	40%	40%	40%	40%
20%	20%	20%	20%	20%

COLOUR

COLOUR

03 TYPOGRAPHY



TYPOGRAPHY

HEADING
TYPEFACE

This typeface should be used for headings, and can be used in all digital and print collateral. Do not set to justify, do not adjust tracking. As of the completion date for this version of the guidelines, this typeface is available through Google Fonts.

IvyPresto
Display Regular Semibold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Aa

TYPOGRAPHY

TYPOGRAPHY

BODY COPY
TYPEFACE

This typeface should be used for body copy, and can be used in all digital and print collateral. Do not set to justify, do not adjust tracking. As of the completion date for this version of the guidelines, this typeface is available through Google Fonts.

Raleway
Regular Medium **Semibold Bold**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Aa

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHIC HIERARCHY

Use the recommended hierarchy for consistency and best practice legibility. Give the text and elements plenty of evenly spaced room between for a lighter layout feel. Use columns for text displayed on pages a5 and larger, using a 5mm gutter. Color can be incorporated based on collateral.

Your Heading Goes Here

Intro lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud velit esse cillum dolore eu fugiat nulla pariatur.

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aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip eUcid qui con nesequi busapit offici occusandit aut eos mosant.On nos es volo ium res esequamet es ad quis ipsus evelit abo. Omnihic ipictio rerovenem et pro to cum ipici culleni enihita dolorem. Hent entem quo et et rera aut lam doluptata ad mos et.

Nonestr umquam adi cus.
Enihiliquae pra simpure cullendae est lab is iducil maximpo ribero maximol oreperovidit est, cuscid quae ommodi maximpo ribero maximol.

“Lorem Ipsum dolor sit amet, Tortor augue morbi vestibulum, convallis dictumst porta massa aliquam. Rhoncus cubilia aenean, quis aliquam pulvinar curabitur faucibus.”

- HEADING**
Sentence case
SemiBold 40pt
44pt leading
No tracking
- INTRO COPY**
Sentence case
Regular 13pt
17pt leading
No tracking
- BODY COPY**
Sentence case
Regular 10.5pt
14pt leading
No tracking
- IN-TEXT HEADING**
Sentence case
Bold 10.5pt
14pt leading
No tracking
- PULL QUOTE**
Sentence case
Regular 19pt
24pt leading
10pt tracking

TYPOGRAPHY

04

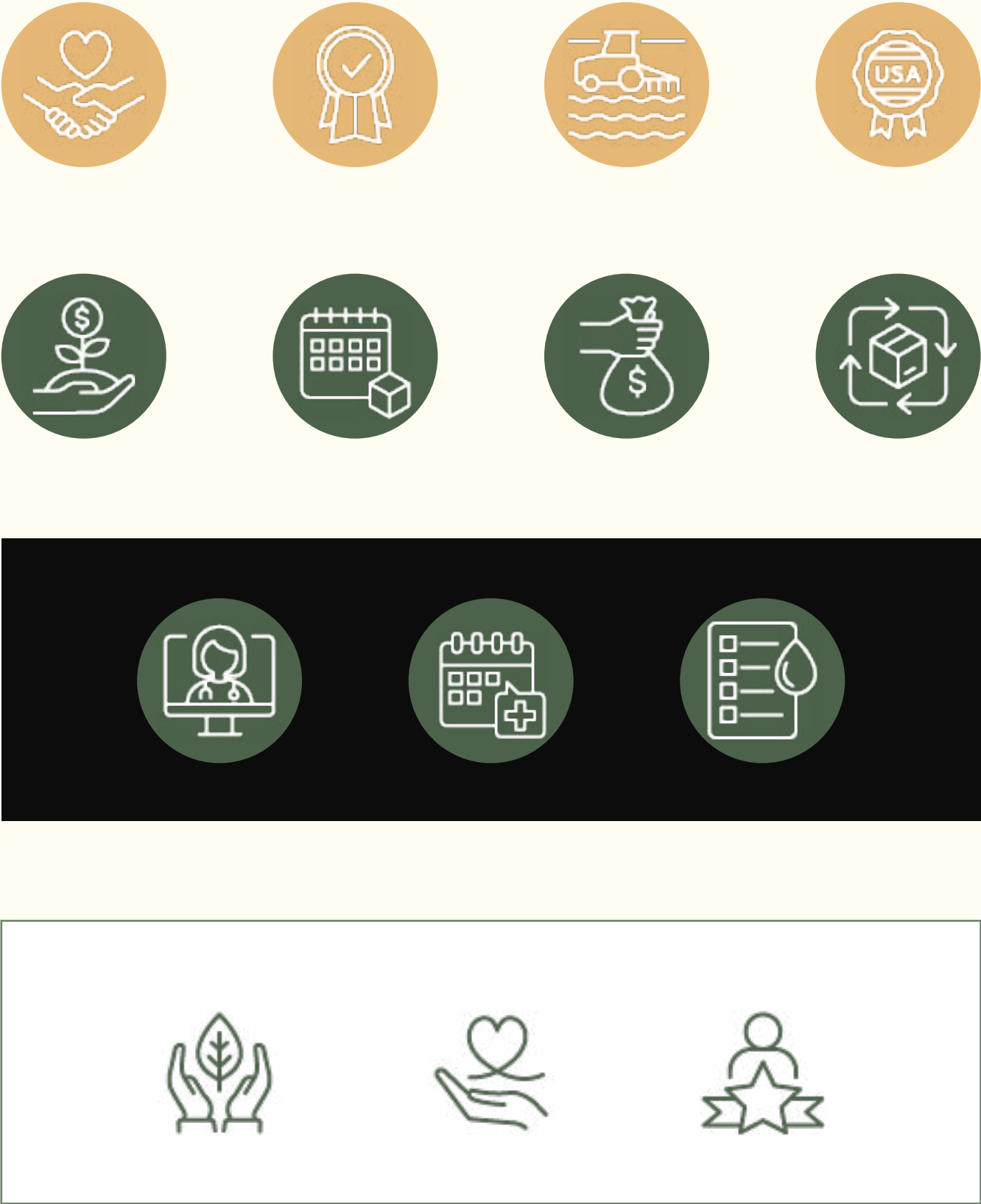
GRAPHIC ELEMENTS



GRAPHIC ELEMENTS

ICONS

Icons used on website. The icon style should be maintained to keep the brand looking consistent.



GRAPHIC ELEMENTS

05 IMAGERY



PHOTOGRAPHY

The photography you use should adhere to the following recommendations to keep your brand looking consistent:

- Do**
- Focus on nature and natural elements
 - Show healthy, joyful people living well
 - Have a warm, uplifting, and authentic tone
- Don't**
- Focus on illness, fear or clinical environments
 - Show people looking sick or distressed
 - Have a cold, clinical, or overly staged tone



06 BRAND APPLICATIONS



PRINT GUIDELINES

Your branded prints should aim to tie in with the following examples and mock-ups.

Do

- Print in CMYK or Pantone
- Test print for color consistency

Don't

- Print from a RGB document
- Print from a low resolution document



MARKETING
COLLATERAL

- A. Bifold Brochure
- B. A5 Flyer

A



B



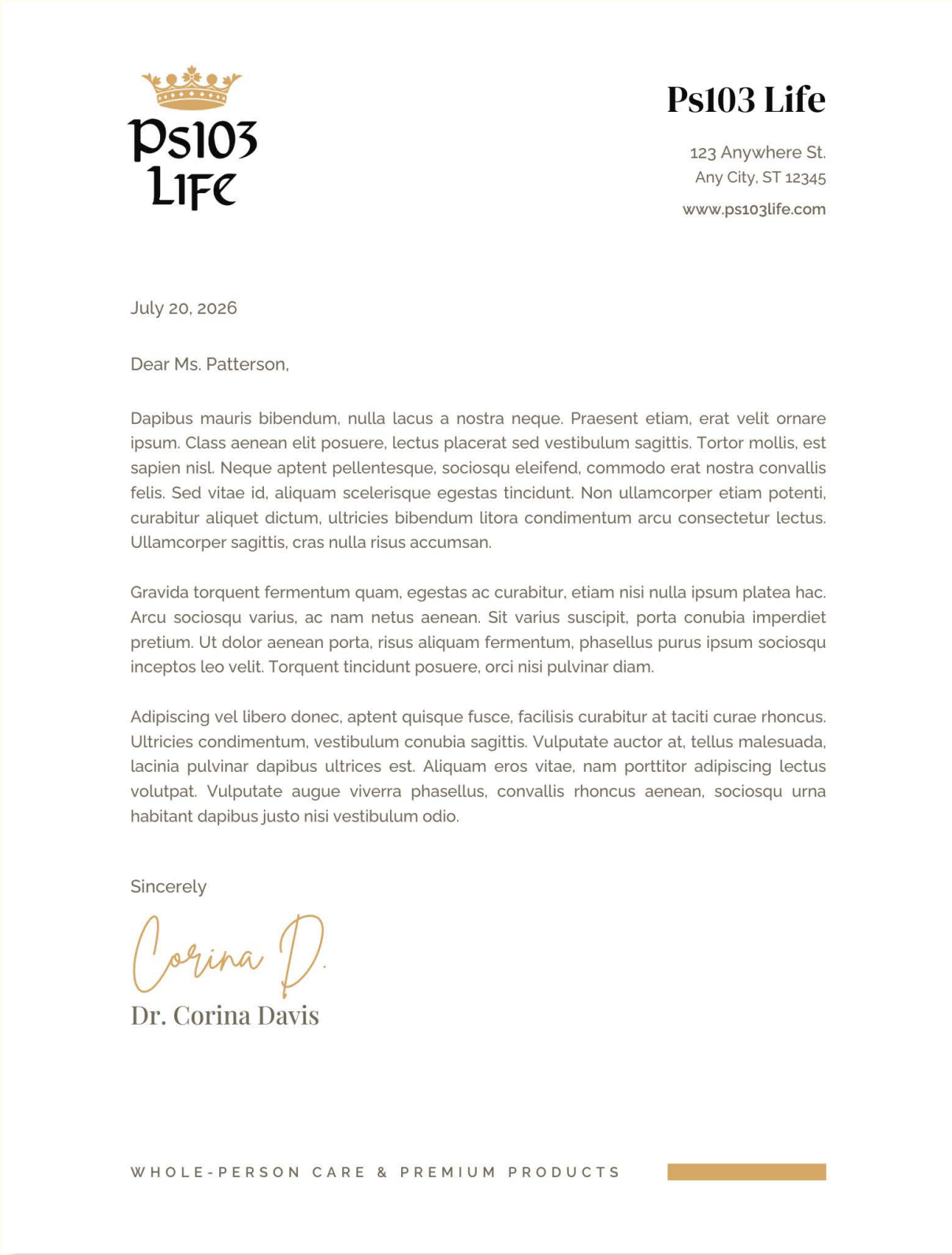
STATIONERY

- A. Business Card
- B. A4 Letterhead

Not to scale



A



B

DIGITAL GUIDELINES

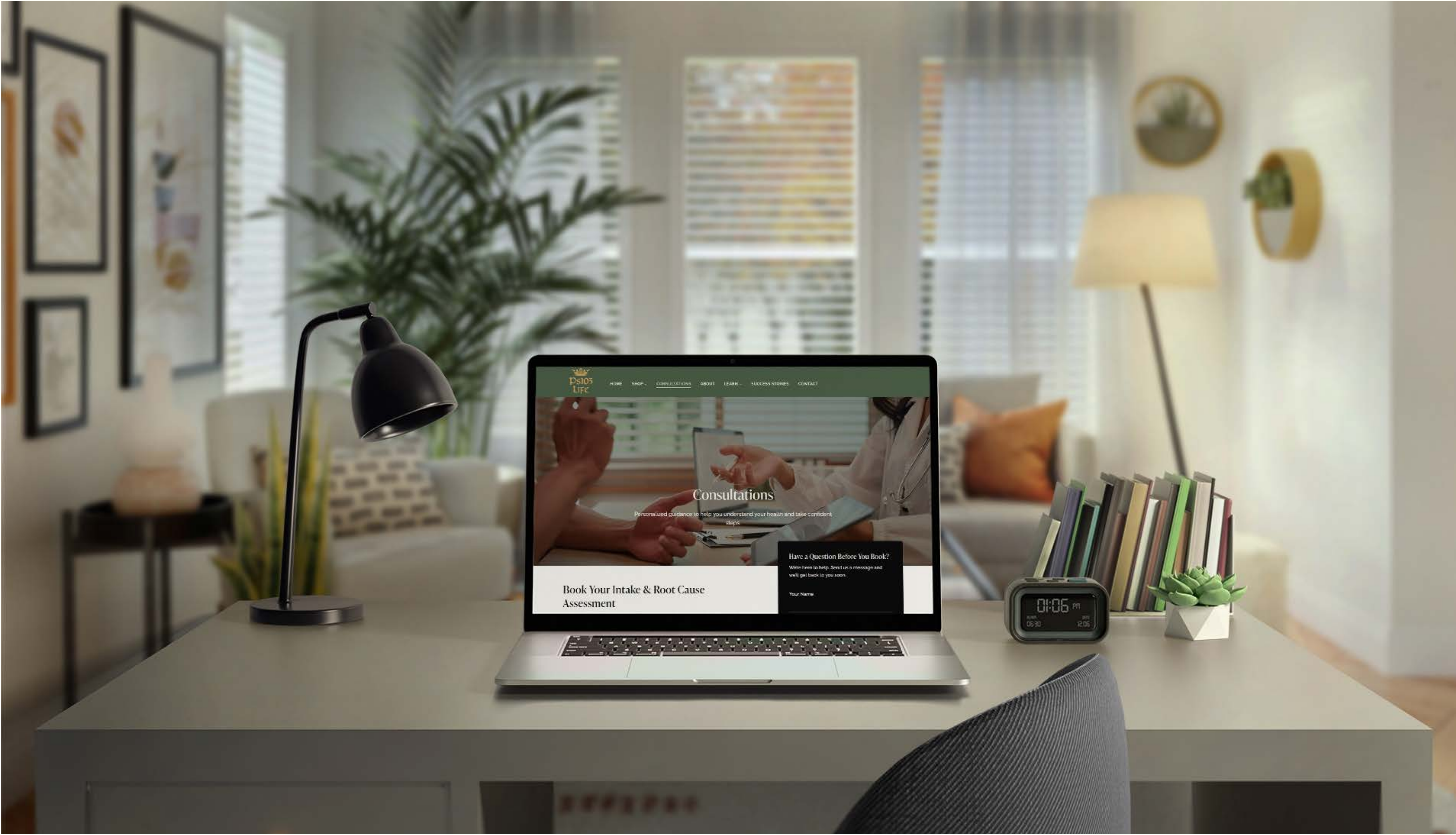
Your digital collateral should aim to tie in with the following examples and mock-ups. Note that variations of the logos are used in different formats to optimise the size and legibility.

Do

- Use collateral in RGB
- Optmize images for web
- Use responsive design

Don't

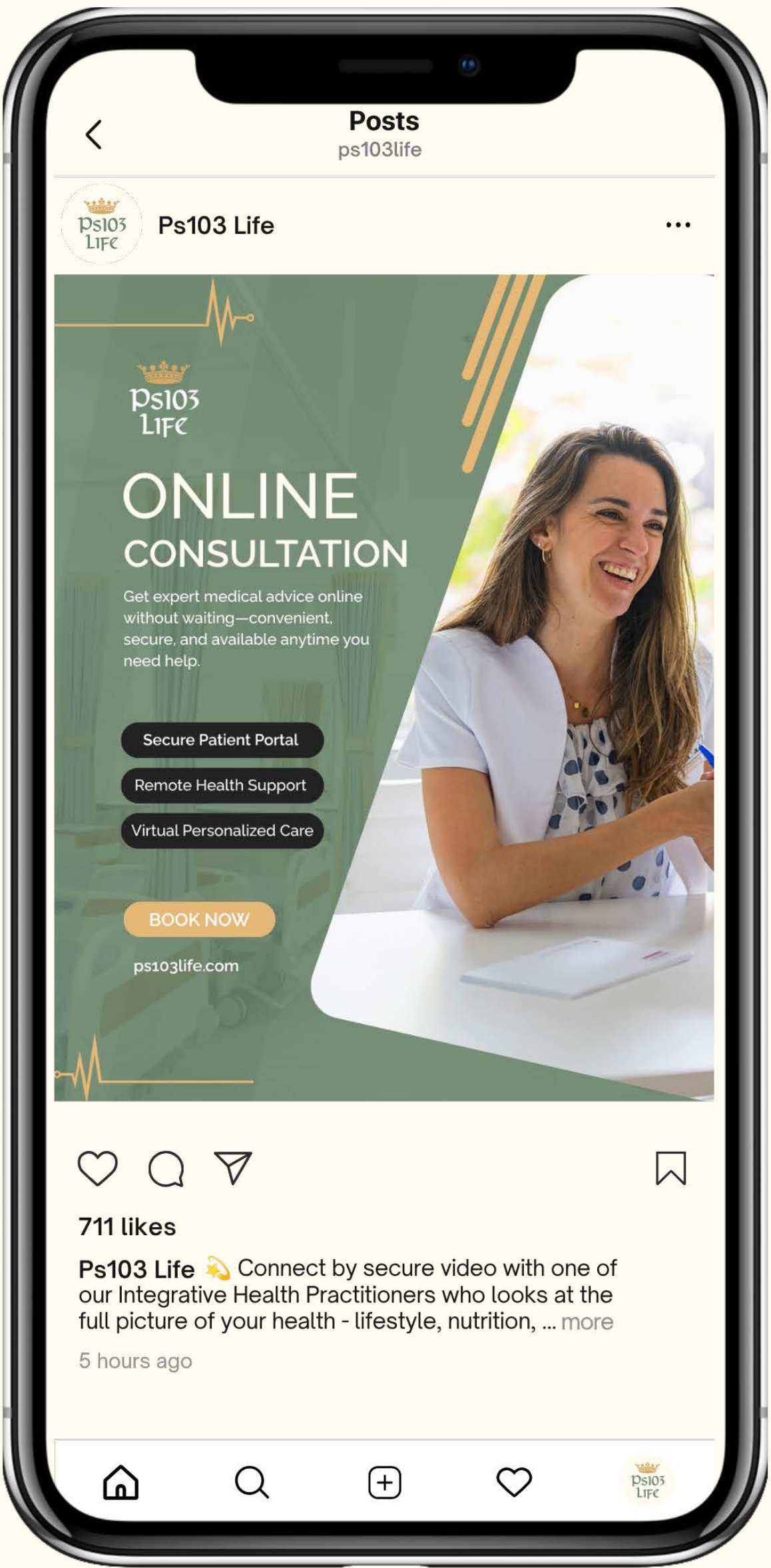
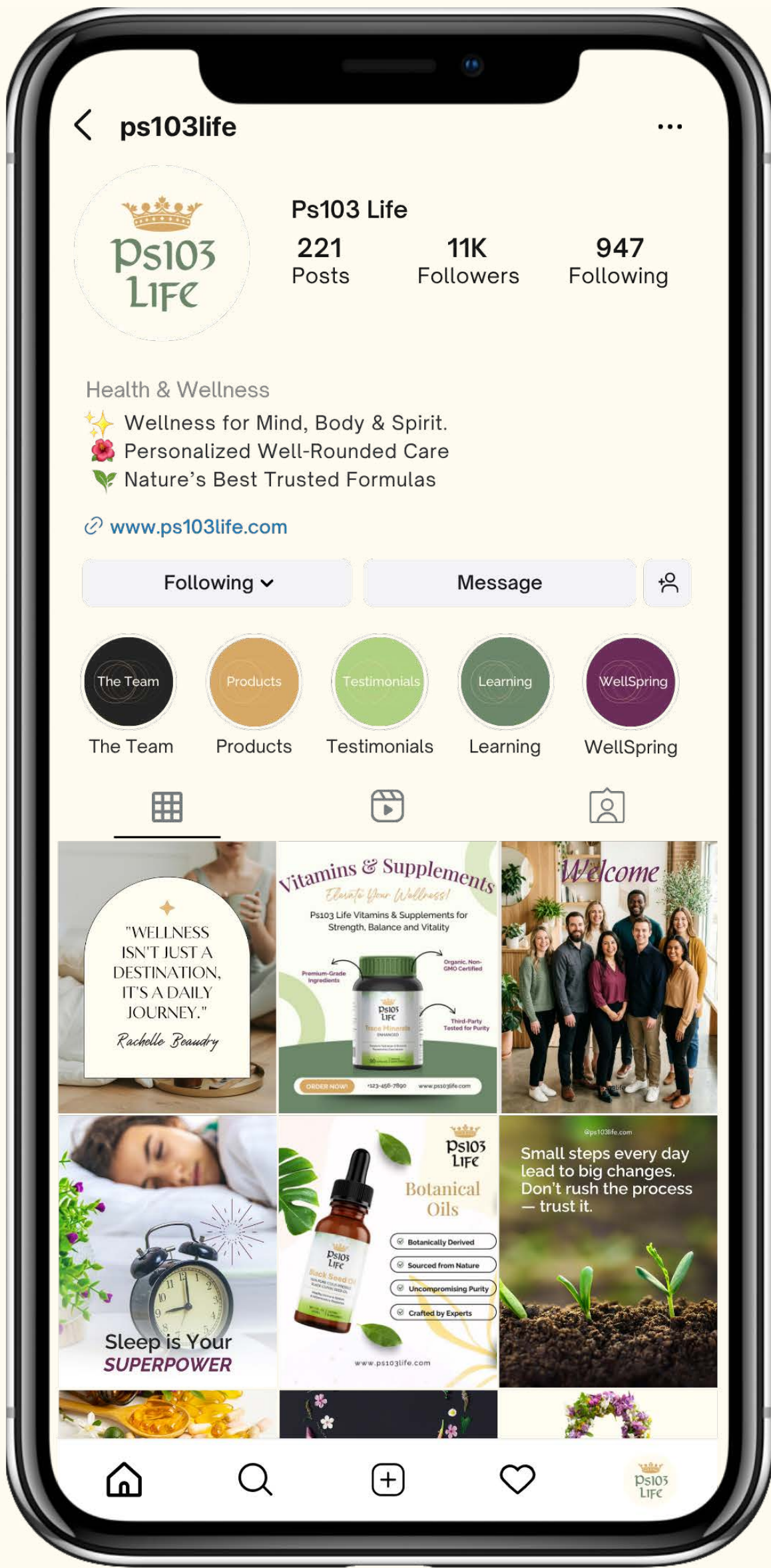
- Use collateral in CMYK
- Use collateral at print resolution for web



INSTAGRAM

Instagram profile example

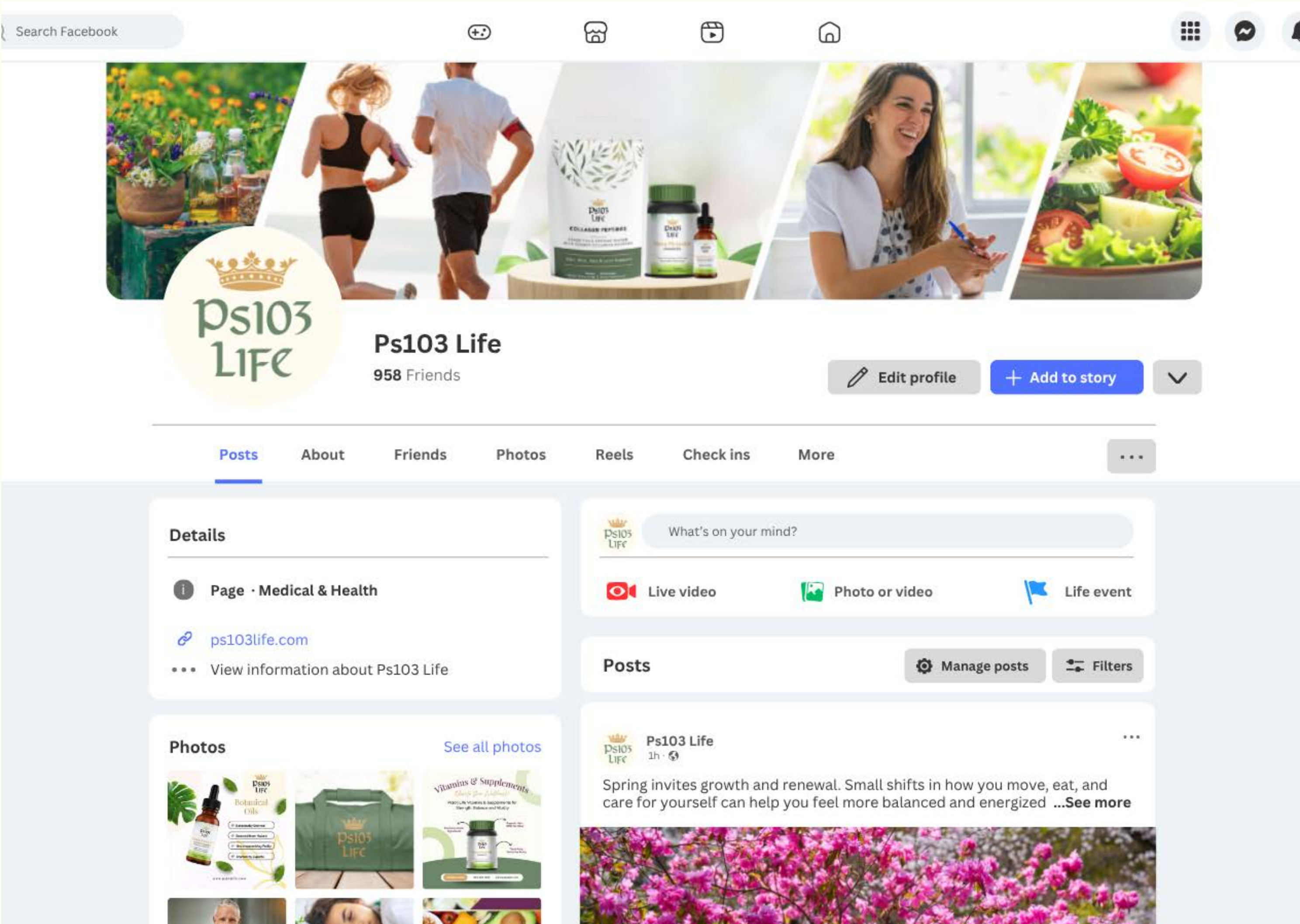
BRAND APPLICATIONS



BRAND APPLICATIONS

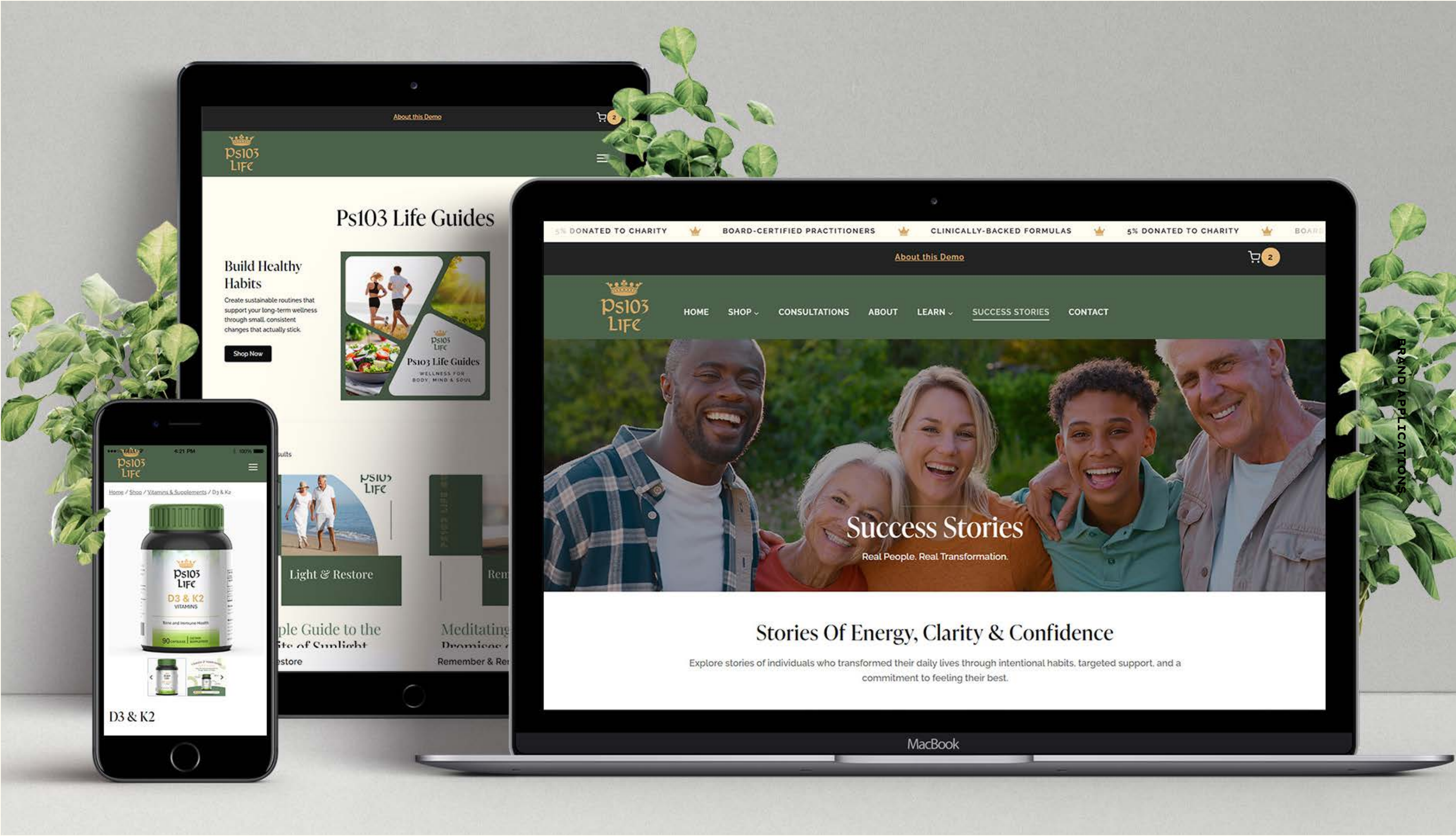
FACEBOOK

Facebook profile example



RESPONSIVE DESIGN

Website displayed on desktop, tablet, and mobile



THANK YOU.

GUIDELINES PREPARED
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