BRAND GUIDELINES

PS103 LIFE
VISUAL IDENTITY GUIDELINES

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BRAND GUIDELINES

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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

To inspire a more intentional approach to wellness by bringing together nature, thoughtful living, and faith-inspired principles. Ps103 Life envisions a world where everyday choices nurture well-being, encourage balance, and celebrate the connection between mind, body, and spirit.

BRAND GOALS

To establish Ps103 Life as a trusted wellness brand offering thoughtfully curated products and resources that encourage healthier, more intentional living.







BRAND TONE

Ps103 Life communicates with warmth, compassion, and authenticity, fostering trust and hope through a natural, encouraging voice. Its messaging is empowering and uplifting, celebrating the possibility of positive change, personal growth, and victory in the journey toward well-being.

KEY WORDS

TRUST
NATURAL
EMPOWERMENT
VICTORY
HOPE
COMPASSION



01 BRANDMARKS



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.





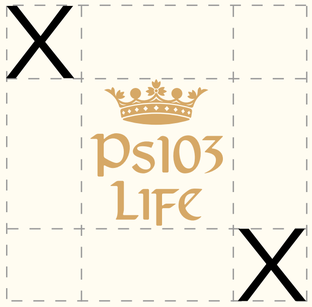




BRANDMARKS

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

MINIMUM SIZING

Primary Logo
110 px wide digital
28mm wide print

BRANDMARKS

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.

X Don't alter colours



X Don't rotate, tilt or skew



X Don't use over distracting background



X Don't alter spacing within logo



X Don't add effects e.g. glow



X Don't recreate with different elements



BRANDMARKS

02
COLOR



COLOUR

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

COLOUR

03
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
opqrstuvwxpz

Aa

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
opqrstuvwxpz

Aa

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.



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

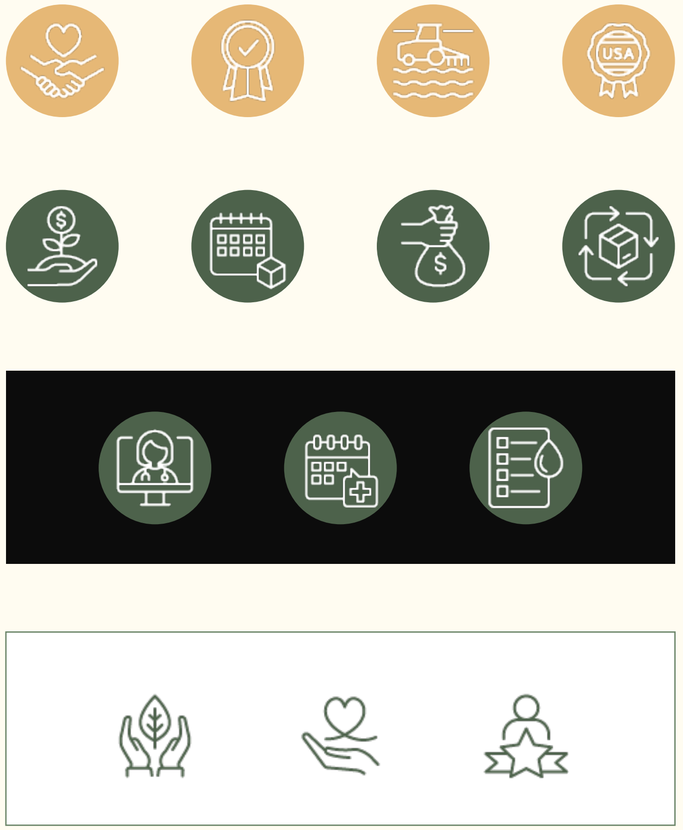
TYPOGRAPHY

04 GRAPHIC ELEMENTS



ICONS

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



GRAPHIC ELEMENTS

05
IMAGERY



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

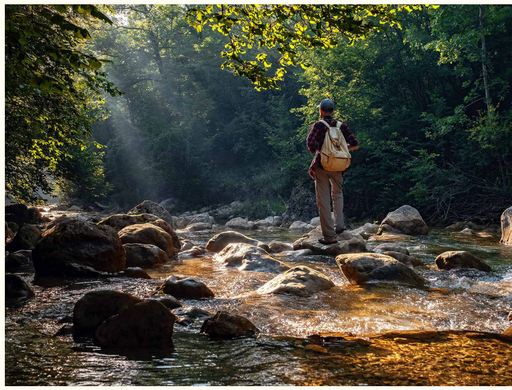












06

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



BRAND APPLICATIONS

MARKETING COLLATERAL

A. Bifold Brochure
B. A5 Flyer



A



B

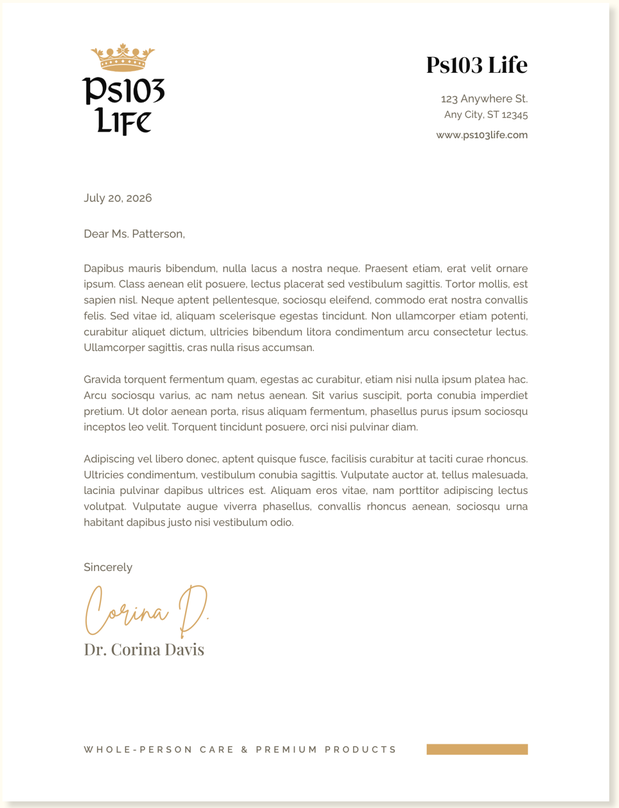
STATIONERY

A. Business Card
B. A4 Letterhead

Not to scale



A



B

BRAND APPLICATIONS

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

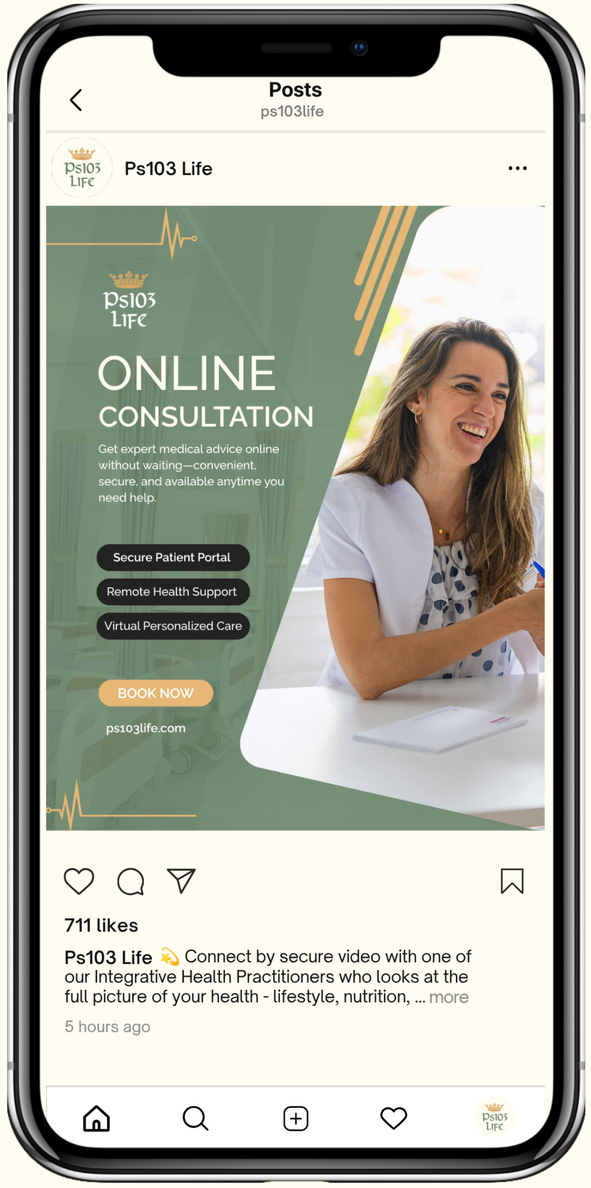
- Use collateral in CMYK
- Use collateral at print resolution for web



INSTAGRAM

Instagram profile example

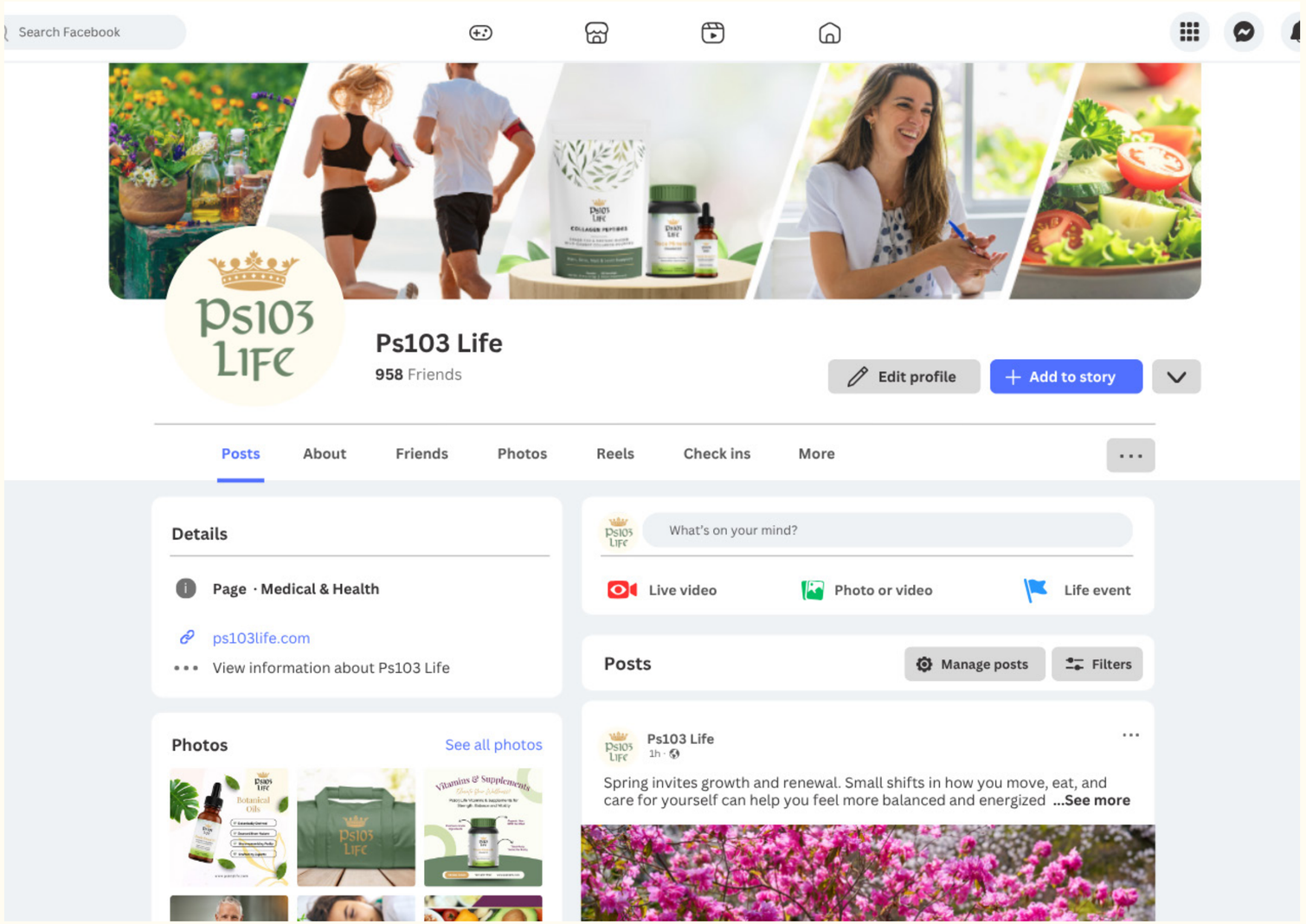




BRAND APPLICATIONS

FACEBOOK

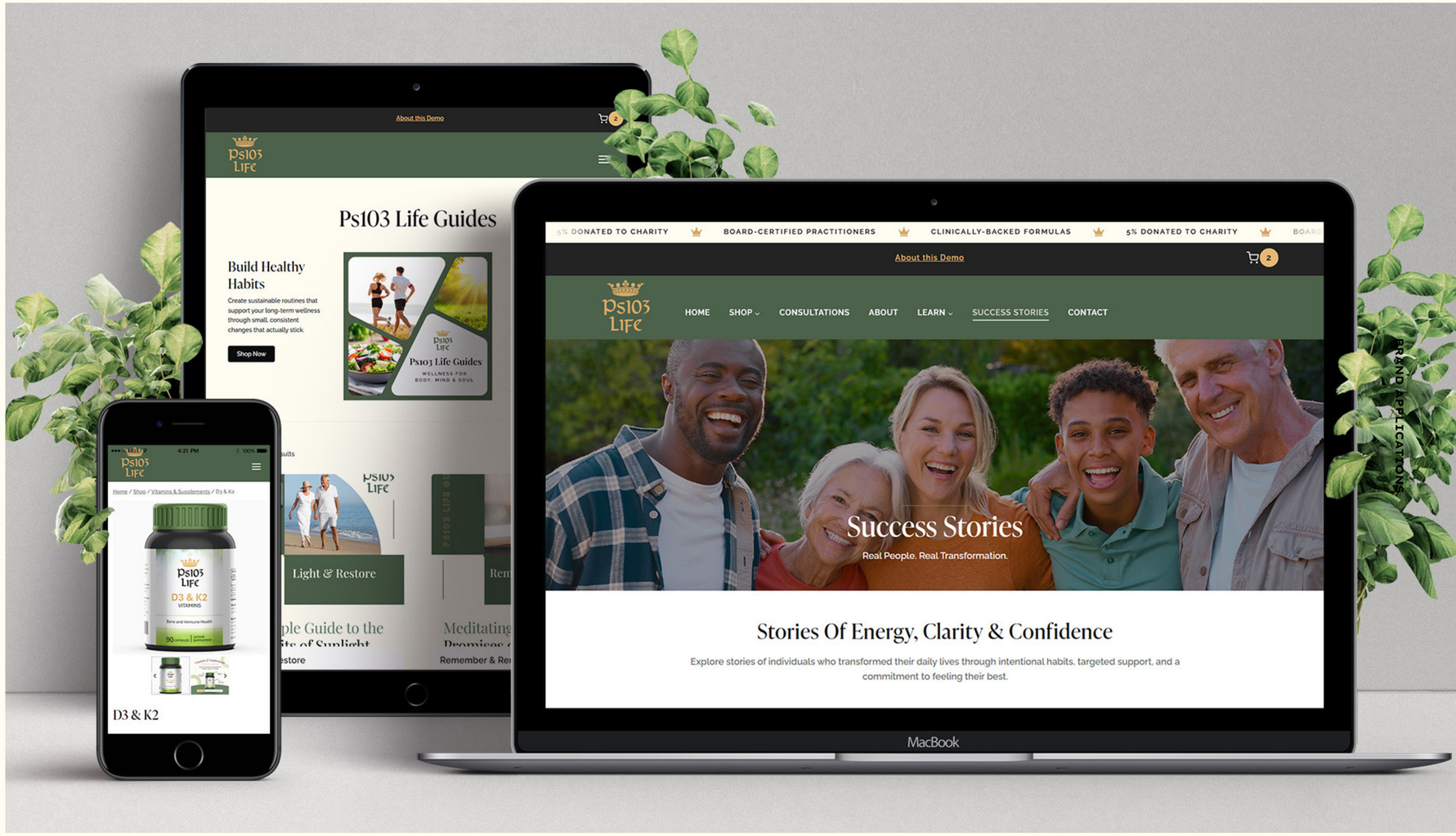
Facebook profile example



BRAND APPLICATIONS

RESPONSIVE DESIGN

Website displayed on desktop, tablet, and mobile



BRAND APPLICATIONS

THANK YOU.

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