

AVELLI LONDON BRANDING
STAGE 1 – LOGO DESIGN

LOGO VISUAL 01 - Design incorporating a custom stylised A, which is based on Cormorant Garamond (also the main logo font) and fusing a subtle, abstract leaf shape, representing vegan, nature and sustainable quality of the brand. Logo design shown working in its variable formats; central stacked, combo two line and A icon. Lato light has been used for the London strapline. Both Cormorant and the Lato family have various weights available, useful for website and print use and are Google web safe fonts.

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AVELLI LONDON BRANDING
STAGE 1 – LOGO DESIGN

LOGO VISUAL 01 - Variable logos shown as white out of solid colours from the palette.

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AVELLI LONDON BRANDING
STAGE 1 – LOGO DESIGN

LOGO VISUAL 01 - Showing logo mocked up in-situ, on handbags, patches and zip pulls, along with a poster style image.

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AVELLI LONDON BRANDING
STAGE 1 – LOGO DESIGN

COLOUR PALETTE - To take the edge of the use of Black, I've used a very dark brown for all the logo visuals, which still has good legibility but softens the look and feel, and also compliments all the muted, soft colours in the palette.

BROWN EARTH	BLUSH CAMEL	NATURAL TAN	BLUE STONE
SOFT MULBERRY	PALE MOSS	SPRING SHOOT	LIGHT PEACH

FONTS - Lato light has been used for LONDON on all visuals. This is a very versatile Google web safe font, which is clean, modern, looks great in both upper and lowercase and has several varying weights in the family. Cormorant Garamond is the serif font used for all of the A graphics, and as some of the main logos font. This is also a Google web safe font. Bangla has been used as an alternative slight slab, sans serif font in some of the logo visuals.

LATO LIGHT
CORMORANT GARAMOND
BANGLA

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AVELLI LONDON BRANDING
STAGE 1 – LOGO DESIGN

LOGO VISUAL 02 - Design incorporating a custom stylised A, which is based on a modern timeless serif font, (Cormorant Garamond) with dynamic 'flowing' element, representing the cycle of 'putting back' into nature and the sustainable quality of the brand. Logo design shown working in its variable formats; central stacked, combo two line and A icon. The main logo font is Bangla and Lato light has been used for the London strapline. The Lato family has various weights available, useful for website and print use and is a Google web safe font.

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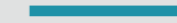
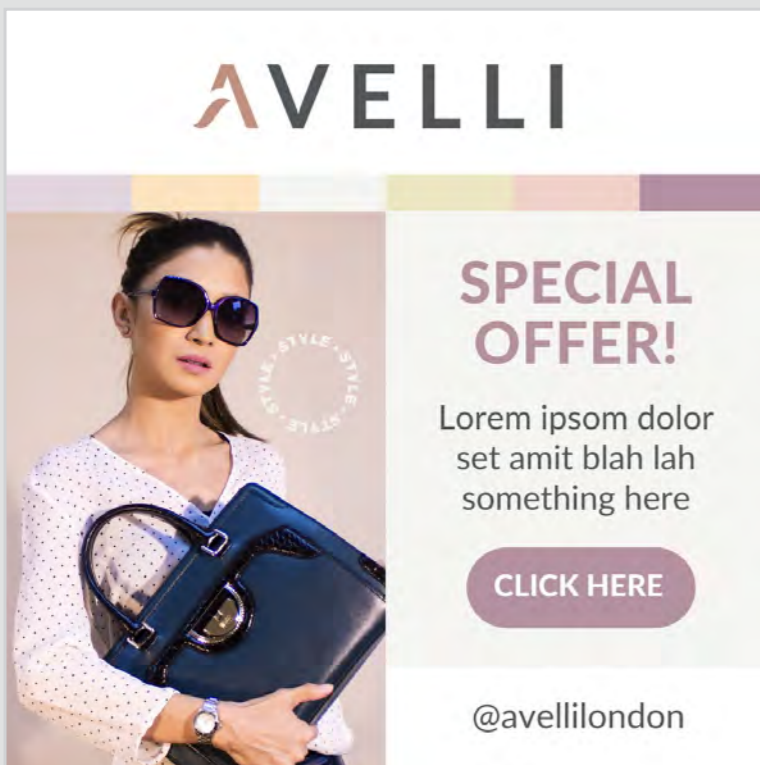
AVELLI LONDON BRANDING
STAGE 1 – LOGO DESIGN

LOGO VISUAL MOODBOARD - Graphical mood board of logo visuals and colour palette plus tag line element which could be used on posters, social media etc.

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BRAND PRESENTATION

Some example pages shown from a client's branding presentation, which includes a primary logo design, 2-4 other logo visuals, plus variations and formats (ie white out, mono, icon only etc), suggested colour palette, fonts and, depending on which package, additional branded graphic elements and mock-ups in situ.



BRANDED CANVA TEMPLATES

Some example branded templates created in Canva. These are fully editable templates, with the new brand colours, fonts, graphic elements and images saved as a brand tool kit for consistency. This same style can be created as flat graphics in square or rectangular format for social media, if Canva is not required.



SOCIAL MEDIA GRAPHICS

Branded cover images / banners for use on Facebook, Instagram, Twitter, Linked In etc. Each design is supplied in up to 3 dimensions for the various platforms. Social media profile logos supplied in circular and square format.

Mini brand style guide

LOGO
Master version

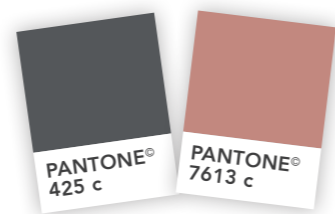


VARIABLE USAGE

Combo version, Combo (exc London), A icon



COLOURS
For print & digital



CMYK: 20/10/10/75	CMYK: 22/44/42/10	CMYK: 5/3/6/0
RGB: 82/86/88	RGB: 191/145/131	RGB: 245/245/242
HEX: #525657	HEX: #BF9183	HEX: #F4F4F1

FONTS

LATO – Light, Regular, Bold

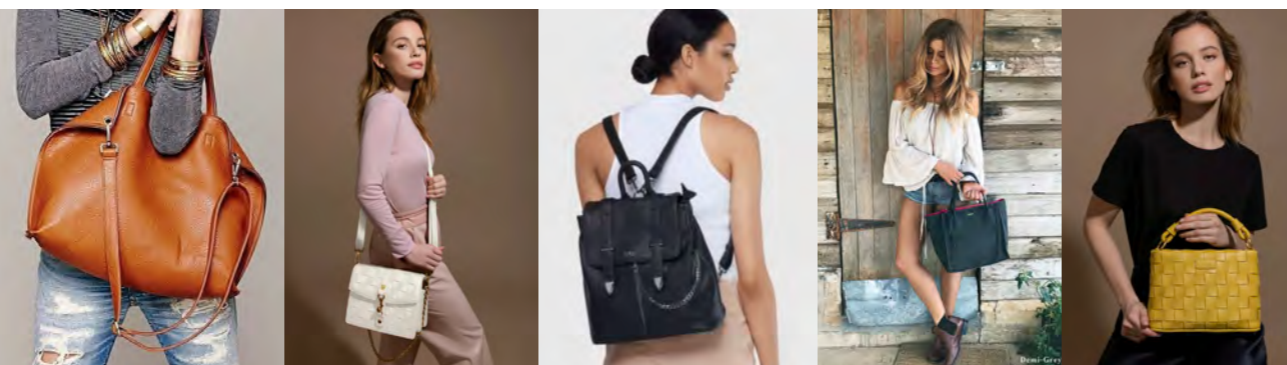
This is the main logo font (Lato Bold with +200 tracking) and should be used for all main headings. Lato can also be used for pull out quotes and highlight copy. Lato is a web safe font and can be used for both print and digital usage.

AVENIR – Light, Heavy

This is used for the LONDON strapline (Avenir Light, all caps, with +200 tracking) and should be used for all body copy. Avenir Heavy can be used for subheadings and pull out copy. Avenir is a web safe font and can be used for both print and digital usage.

PHOTOGRAPHIC STYLE

Imagery should reflect the Avelli brand style, ethos, colour tones and target audience. Soft colours, warm and friendly photos, stylish product imagery and relaxed but quality style. The Avelli brand should have a timeless but modern feel and the imagery should encapsulate all the brands identity and personality, whilst showcasing it's products.

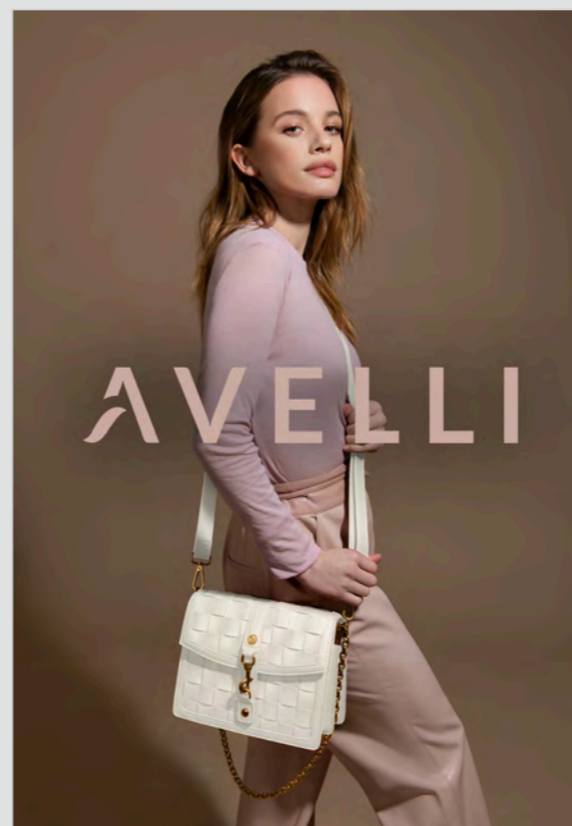


MINI BRAND STYLE GUIDE

All branding packages come with this super handy one-page PDF, showing the master logos and variations, brand colours with full breakdowns and references for both print and digital use, fonts usage and where relevant, image / photographic style.

AVELLI LONDON

Brand Guidelines



Contents

- 01 Avelli London logo**
 - Master logo
 - Combo London logo
 - Combo logo
 - Avelli A icon
- 02 Logo usage / safe area**
- 03 Colour palette**
- 04 Fonts**
 - Font usage
- 05 Imagery**
- 06 Graphic elements**

01. LOGO (MASTER)



MASTER LOGO

This is the master Avelli London logo, in a centred stack, with all three elements; the A icon, Avelli logotype and London strapline.

This version can be used in it's master format; 2 colours (Avelli Grey and Avelli Blush), white out or mono (either all Grey or all Blush), as per examples shown below.



AVELLI LOGO MASTER GREY



AVELLI LOGO MASTER BLUSH



AVELLI LOGO MASTER WHITE
(for use on solid colour backgrounds or images)

BRAND BIBLE

Some example pages shown from a Brand Bible / Brand Guidelines pack. This is a much more comprehensive and in-depth overview of your new branding, covering all aspects of the logo, elements, colours, fonts, imagery, usage, layout, social media, typography etc.

01. LOGO (COMBO LONDON)



COMBO LONDON LOGO
 This is the 'Combo London' Avelli logo, which is a centred stack combining the A icon and Avelli logotype as one mark, along with the London strapline.
 This version can be used in its master format; 2 colours (Avelli Grey and Avelli Blush), white out or mono (either all Grey or all Blush), as per examples shown below.



AVELLI LOGO COMBO LONDON GREY AVELLI LOGO COMBO LONDON BLUSH AVELLI LOGO COMBO LONDON WHITE
 (for use on solid colour backgrounds or images)

01. LOGO (COMBO)



COMBO LOGO
 This is the 'Combo' Avelli logo, combining the A icon and Avelli logotype as one mark, but excluding the London strapline.
 This version can be used in its master format; 2 colours (Avelli Grey and Avelli Blush), white out or mono (either all Grey or all Blush), as per examples shown below.



AVELLI LOGO COMBO GREY AVELLI LOGO COMBO BLUSH AVELLI LOGO COMBO WHITE
 (for use on solid colour backgrounds or images)

01. LOGO (A ICON)

AVELLI A ICON
 The Avelli A icon can be used on its own and will be suitable for the various print methods required for the products and labels etc, along with strong graphical usage on digital media.
 It can be used in the Avelli Grey, Avelli Blush or white out, as per examples shown below. If suitable, it can also be used as a tint or watermark.



AVELLI A ICON GREY AVELLI A ICON BLUSH AVELLI A ICON WHITE
 (for use on solid colour backgrounds or images)

02. LOGO USAGE / SAFE AREA

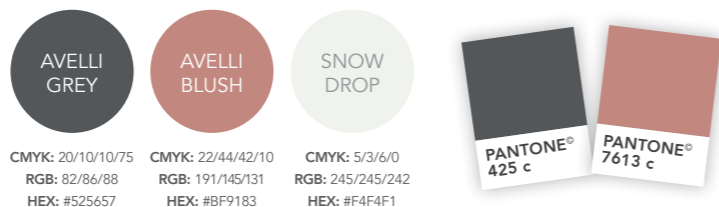
LOGO SAFE AREA
 There should always be a 'safe area' around the Avelli logo where no other text or graphics encroach on it. The height of the Capital letter A should be the minimum clear space around all of the logo variants.



03. COLOUR PALETTE

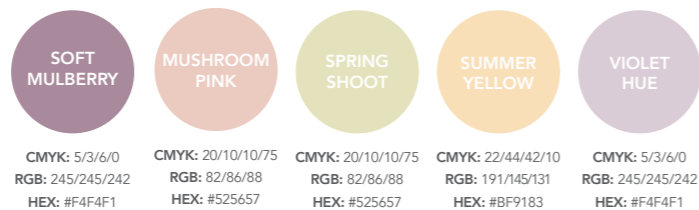
PRIMARY / LOGO COLOURS

The main brand colours used for the Avelli logo are Avelli Grey and Avelli Blush, with Snow Drop being the subtle neutral alternative to using 100% white, to soften the contrast.



SECONDARY COLOURS

These colours are to compliment the Avelli brand and to be used across all assets for both print and digital. They can be used as accent colours, to blend with imagery or as solid colours and patterns.



04. FONTS



LOGO FONTS

The Avelli logo was created using LATO & AVENIR. The main logotype font is LATO BOLD, set to +200 tracking. The London strapline font is AVENIR LIGHT, set to +200 tracking.

Lato and Avenir are both web safe fonts, which can be used for both print and digital purpose. They are both clean, modern and timeless fonts, which work equally well as body copy and large scale. Both font families come with various weights, as below.

AVENIR LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR HEAVY

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LATO LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LATO REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LATO BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

05. IMAGERY

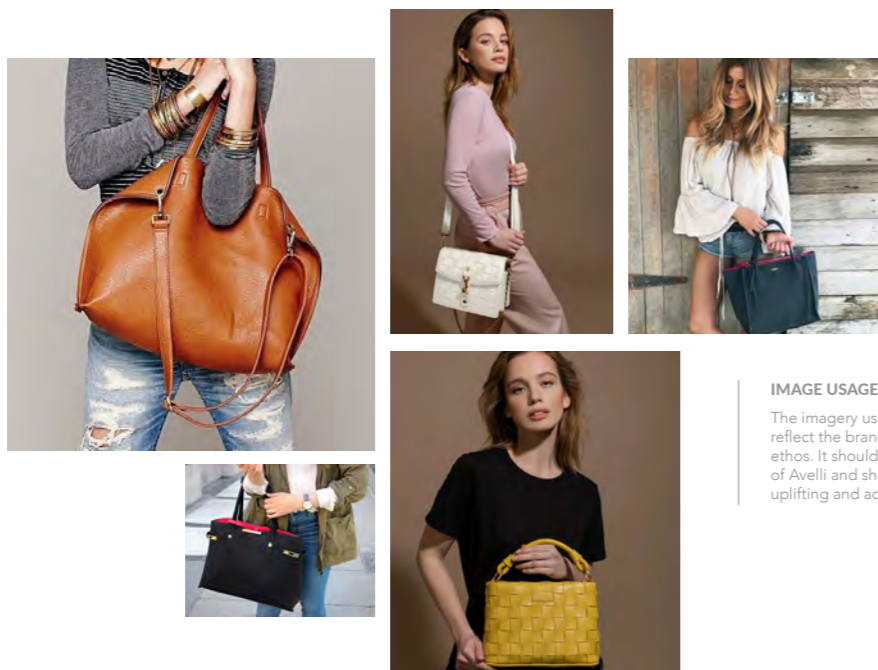
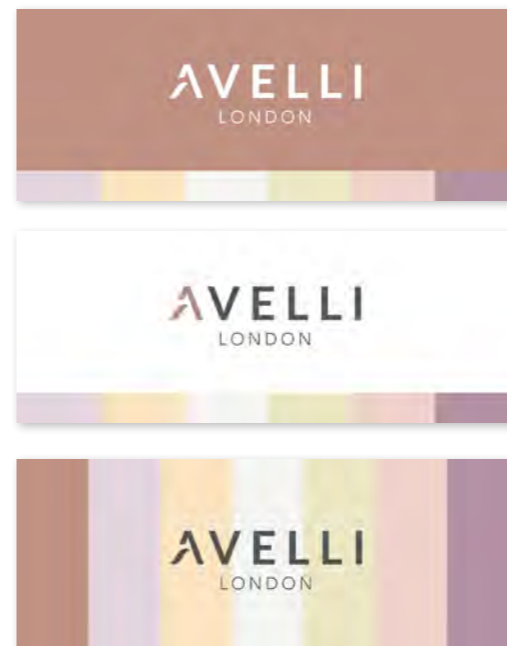


IMAGE USAGE

The imagery used for the Avelli brand should reflect the brand personality, identity, vibe and ethos. It should compliment the colour palette of Avelli and showcase the products in a fun, uplifting and accessible way.

06. GRAPHIC ELEMENTS



AVELLI COLOUR STRIPS

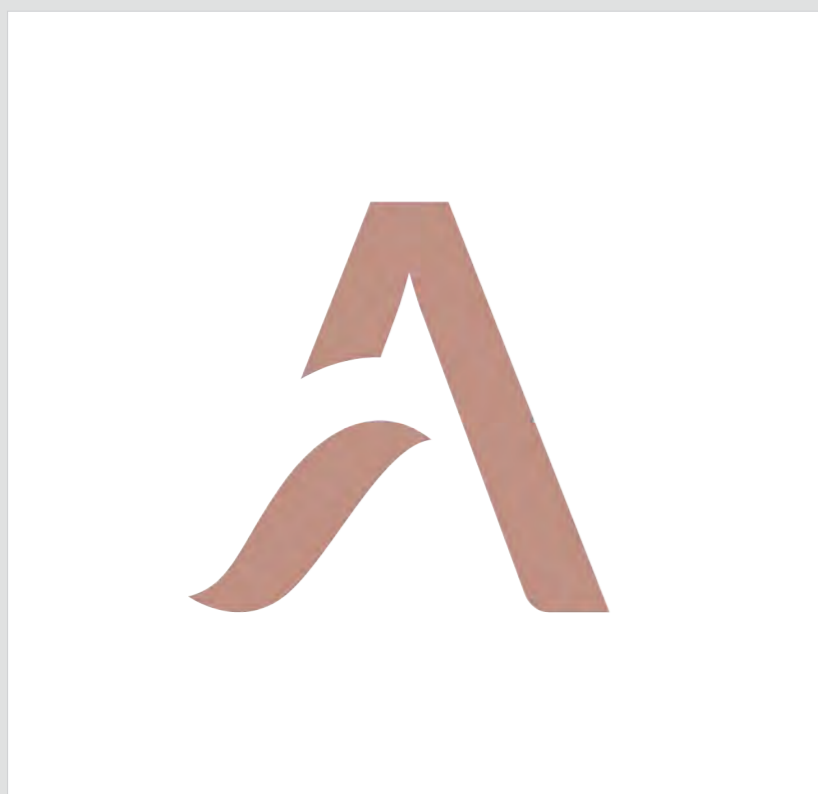
The set of coloured stripes, consisting of the 6 secondary colours, plus the use of Avelli Blush or White, should be used consistently across branded assets.

They have the flexibility to be used in various ways; horizontally, vertically, narrow or wide, condensed down (like the footer on these pages) or full height, like on the cover. However, the order of the colours should remain consistent.



AVELLI LEAF ELEMENT

The 'leaf' element from the stylised Avelli A icon, can be used in isolation, for uses such as creating patterns, for tissue paper, for example. This could be used as a tint to create a more subtle effect. It could also potentially be used on its own to mask an image, or create a striking graphic element on digital assets.




MASTER LOGO FILES

Full set of logo files supplied in EPS (vector), PNG & JPEG format, both high-res for printing and screen resolution. Full colour, mono, white out and any variations and icons all included in the logo suite.

PURE HEALTH & WELLNESS BRANDING
STAGE 1 – LOGO DESIGNS

V1 – LOGO DESIGN
Stacked / Portrait version



Design: Combines leaves and flowers representing the wellness and detox side; yoga / meditation figure, mandala style shape representing the overall wellbeing and spiritual side, water droplets representing the detox and hydrotherapy side and subtle massage representation with the 'hot stones' or spine circles.


Fonts: Clean, modern, sans-serif font used for PURE, spaced out to allow the letters to breathe; with edited characters and slightly rounded corners to soften the look. Partnered with a modern freestyle, handwritten font used for Health & Wellness.

Colours: Colours based on the teal green/blue, as liked by client, plus a more zingy green is reflective of the detox/diet feel (leaves, citrus, cucumber, etc). Logo can work with gradient, or just flat colour.

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PURE HEALTH & WELLNESS BRANDING
STAGE 1 – LOGO DESIGNS

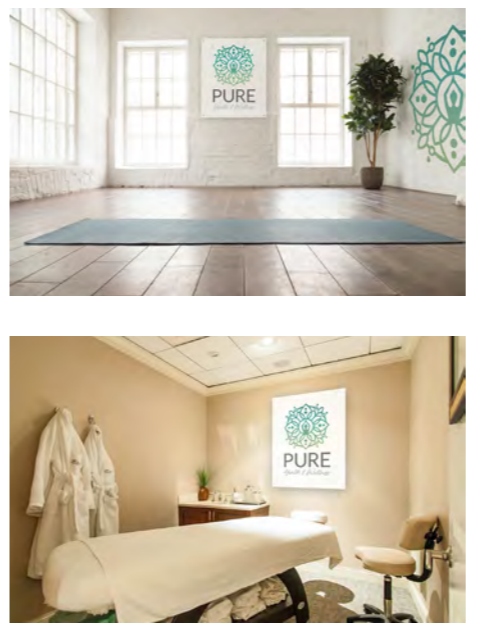
V1 – LOGO DESIGN
Showing both logo formats working in the various options; positive (colour on white); negative (colour & white out of dark grey); and white out of gradient background. Can also work as white out of colour.



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PURE HEALTH & WELLNESS BRANDING
STAGE 1 – LOGO DESIGNS


V1 – LOGO DESIGN
Showing Logo V1 on 'in-situ' mock-ups; yoga studio, treatment room...



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PURE HEALTH & WELLNESS BRANDING
STAGE 1 – LOGO DESIGNS


V2 – LOGO DESIGN
Showing Logo V2 on example shop front signage. Also below, shown working alongside a detox / diet type image, to show its visual flexibility and link across the various services.



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PURE HEALTH & WELLNESS BRANDING
STAGE 1 – LOGO DESIGNS


V2 – LOGO DESIGN
Showing both logo formats working in the various options; positive (colour on white); negative (colour & white out of dark grey); and white out of gradient background. Can also work as white out of colour.



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PURE HEALTH & WELLNESS BRANDING
STAGE 1 – INITIAL LOGO DESIGNS

V2 – LOGO DESIGN
Stacked / Portrait version



Design: Combines leaves and lotus style representing the wellness and detox side; yoga / meditation figure, representing the classes and overall wellbeing, subtle massage representation with the 'hot stones' or spine circles, which could also represent the water / cleansing side too.

Fonts: Freestyle, loose handwritten font used for PURE, giving a sense of movement and airiness, balanced out with a clean, modern, sans-serif font used for Health & Wellness. This is also a web safe font so can be made consistent on the website.

Colours: Colours based on the teal green/blue, as liked by client, plus a zingy green that's reflective of the detox/diet feel (leaves, citrus, cucumber, etc) and a more neutral earthy colour to balance out and introduce a skin tone.

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BRAND PRESENTATION

Some example pages shown from a client's branding presentation, which includes a primary logo design, 2-4 other logo visuals, plus variations and formats (ie white out, mono, icon only etc), suggested colour palette, fonts and, depending on which package, additional branded graphic elements and mock-ups in situ.



MASTER LOGO FILES

Full set of logo files supplied in EPS (vector), PNG & JPEG format, both high-res for printing and screen resolution. Full colour, mono, white out and any variations and icons all included in the logo suite.

Mini brand style guide

LOGO

Master Portrait version, showing positive and negative options

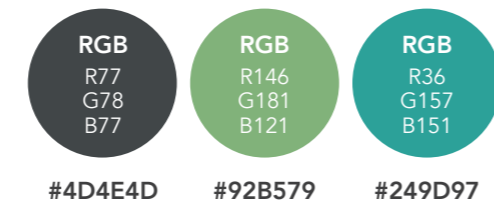


COLOURS

For print



For digital



FONTS

Primary (print & digital)

Lato - light, regular, bold, black

Lato has been chosen as the brand font and should be used for all heading and body copy and used consistently across all media both on and offline. Lato is also a Google web safe font.

Ledgewood

Ledgewood is the handwritten font used for the logo text 'Health & Wellness' and can be used for straplines and picking out text and quotes. Only to be used as lower-case with initial cap.

Web safe alternative

Open Sans - regular, bold

This is a close web safe match for Lato, if Lato is not available. Should be used consistently online & digital.

LOGO VARIANTS

Landscape version and showing positive, negative, white out and mono options:



DIGITAL & GRAPHICAL STYLE

The imagery should give a sense of the brands ethos, treatments, vibe at the salon and studio and reflect the colours and look & feel of the branding. Light, fresh, ambient, real, forest, yoga, meditative, Buddha, detox foods, healthy, blues; greens and muted soft colours, contrast with white and charcoal.



MINI BRAND STYLE GUIDE

All branding packages come with this super handy one-page PDF, showing the master logos and variations, brand colours with full breakdowns and references for both print and digital use, fonts usage and where relevant, image / photographic style.

Branding by Headfudge Design



PURE
Health & Wellness

HOLISTIC THERAPIES
& YOGA STUDIO

02380 282282
purehealthandwellness.co.uk



02380 282282
purehealthandwellness.co.uk



PURE *Health & Wellness*

Rest Restore Revive



SIGNAGE

Not included as part of the branding package, but an example of other collateral we can produce as add-on items to your new brand. External signage, shop front fascia and internal wall vinyls created for this client.



STUDIO WALL VINYL

Full set of logo files supplied in EPS (vector), PNG & JPEG format, both high-res for printing and screen resolution. Full colour, mono, white out and any variations and icons all included in the logo suite.

AARON PHIPPS BRANDING
STAGE 1 – LOGO DESIGN

LOGO VISUAL 01 - Brand mark design fusing the abstract letters A and P, with mountain summit and subtle nod to a wheelchair and raised arm. Font used: Montserrat (a Google font so can be consistent across website and all digital media), edited to create a tidy lock-up and subtle tip removed from the 'h' which blends into the 'a' on the 2-stack version. Optional strap line, could be as below, or 'Professional Speaker'. Used a rough handwritten font to add some personality and movement.

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AARON PHIPPS BRANDING
STAGE 1 – LOGO DESIGN

LOGO VISUAL 02 - Brand mark design fusing the abstract letters A and P, with mountain summit as per logo visual 01, but with the addition of circle (head) giving a stronger nod to wheelchair rugby. Font used: Montserrat, edited as per visual 01, but with initial Caps.

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AARON PHIPPS BRANDING
STAGE 1 – LOGO DESIGN

LOGO VISUAL 03 - Brand logotype created using all caps (Montserrat), with a subtle typographic element representing prosthetic legs in trainers and the tip of the second A cropped off. Alternative hand written font used.

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AARON PHIPPS BRANDING
STAGE 1 – LOGO DESIGN

LOGO VISUAL 06 - Alternative font: Barlow condensed bold (another Google font for consistency) edited with typographic legs on the 'n' and Aaron's signature as logo icon.

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AARON PHIPPS BRANDING
STAGE 1 – LOGO DESIGN

COLOURS - Suggested colour palette, with colours picked from this photo. Master colours would be the Black/Charcoal, Olympic Blue and White, with a subtle stone colour for accent use and a deep indigo blue for depth on the website.

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AARON PHIPPS BRANDING
STAGE 1 – LOGO DESIGN

ICONS & ELEMENTS - Signature and Phipps 13 scanned and recreated as a vector file. Example of how we could make the stats and quotes typographic and introduce icons to use on the website and show reels etc.

GOLD MEDAL WINNING PARALYMPIC CHAMPION

FIRST DISABLED PERSON TO SCALE MOUNT KILIMANJARO UNASSISTED

1st PARALYMPICS GB'S FIRST EVER GOLD MEDAL IN A TEAM SPORT

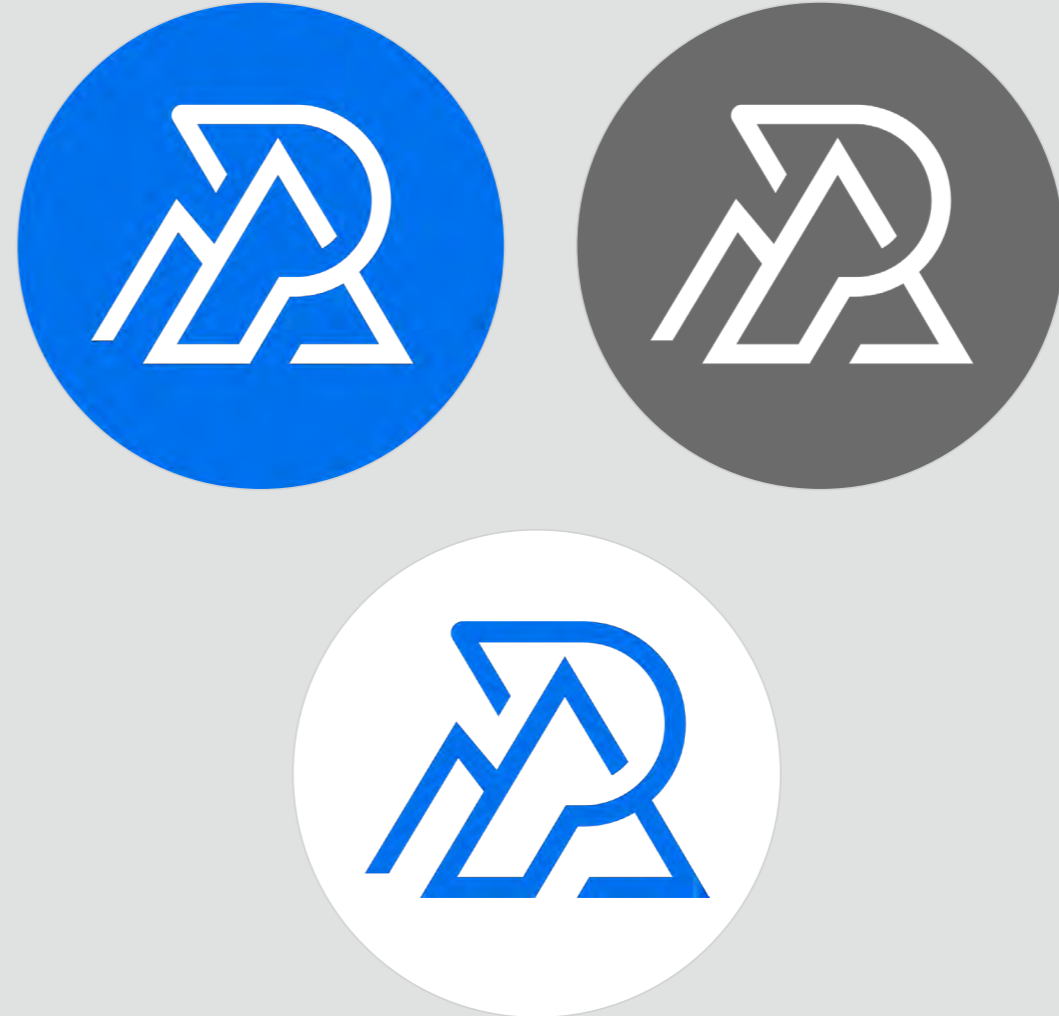
TOP 100 MOST INFLUENTIAL PEOPLE WITH A DISABILITY IN THE UK

I HAD TO LOSE 30% OF MY BODY BEFORE I STARTED USING 100% OF MY POTENTIAL

© HeadLodge Design Ltd 2021

BRAND PRESENTATION

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MASTER LOGO FILES

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Mini brand style guide

LOGO

Master logo, shown with and without icon circle and in both mono and white out versions.

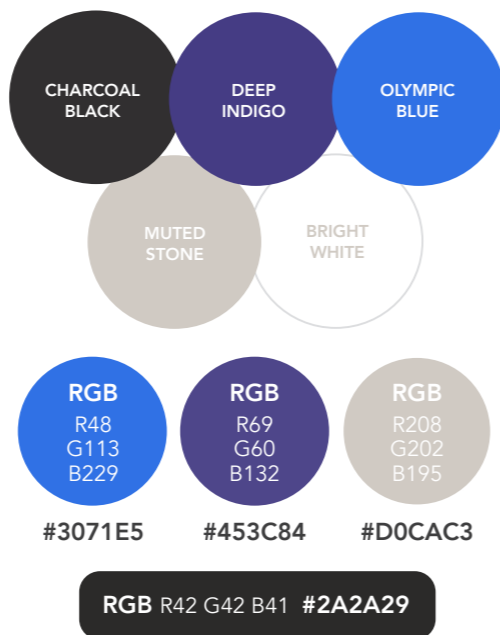


LOGO VARIANTS

The logo icon can be used on its own in solid circles as below, in the brand colours. It can also appear out of the circle when white out or mono.



COLOURS



FONTS

Primary (print & digital)

Lato – light, regular, bold, heavy

Lato has been chosen as the body copy font and should be used for all body copy, consistently across all media both on and offline. **It is a Google web safe font.**

BARLOW CONDENSED – light, regular, semi bold, bold

Barlow Condensed is the logo font and the main website font used for all headings and pull out copy. It should be used consistently across all media, both on and offline. Headings appear ALL CAPS. **It is a Google web safe font.**

Authentic signature

Authentic signature is the handwritten font used for the logo straplines. It is not a Google web safe font, so only used for the logo and branding.

DIGITAL & GRAPHICAL STYLE

Imagery and photography should reflect Aaron's identity, personality, life and services. Black and white images can be used for effect and to break up the coloured photos. Strong, engaging and emotive imagery of Aaron in his talks, wheelchair rugby, training, family, achievements etc. The overall colour palette on the website and other material should predominantly blend with the blacks, greys, blue and purples of the brand.



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SOCIAL MEDIA GRAPHICS

Branded cover images / banners for use on Facebook, Instagram, Twitter, Linked In etc. Each design is supplied in up to 3 dimensions for the various platforms. Social media profile logos supplied in circular and square format.





TOP 100
MOST INFLUENTIAL
PEOPLE WITH A
DISABILITY
IN THE UK



PARALYMPICS GB'S
FIRST EVER
GOLD MEDAL
IN A TEAM SPORT



GOLD MEDAL
WINNING
PARALYMPIC
CHAMPION



FIRST DISABLED
PERSON TO SCALE
MOUNT
KILIMANJARO
UNASSISTED



RAISED
OVER
£250K
FOR CHARITY



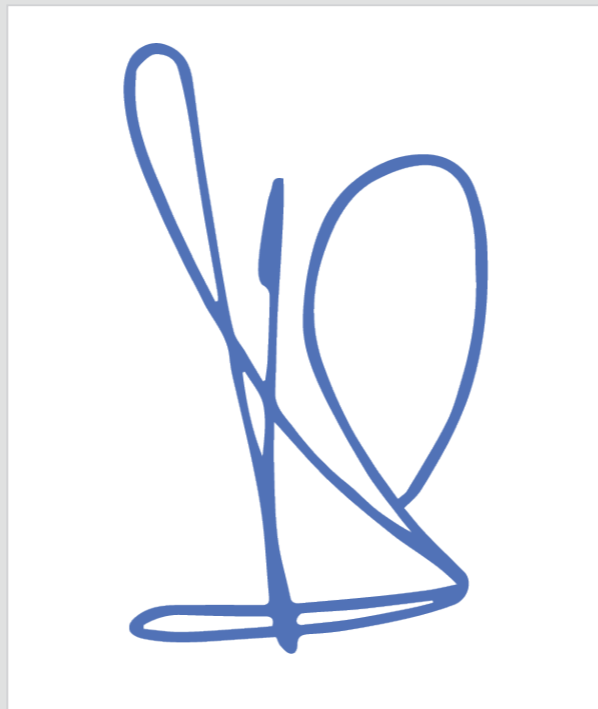
LONDON
MARATHON
WHEELCHAIR RACE
4TH PLACE
UK MALE



I HAD TO LOSE
30%
OF MY BODY
BEFORE I STARTED USING
100%
OF MY POTENTIAL




THE BEST
TALK
I HAVE HEARD IN
MY LIFE
[BRITISH TELECOM]



BRANDED GRAPHIC ELEMENTS

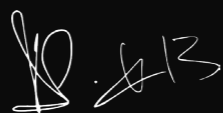

Some example branded templates created in Canva. These are fully editable templates, with the new brand colours, fonts, graphic elements and images saved as a brand tool kit for consistency. This same style can be created as flat graphics in square or rectangular format for social media, if Canva is not required.



AARON PHIPPS MBE

Paralympic Champion / Adventurer / Speaker

Content that moves audiences across the globe, Aaron Phipps MBE is a **gold medal winning Paralympic champion** from the Tokyo 2020 games. He has scaled Kilimanjaro on his hands and knees for charity and has been voted in the **top 100 most influential people** in the UK with a disability.

Aaron works with people and organisations who are on a journey and are not yet the finished article. They want to go somewhere. He helps them to reach that destination. His strategies for achieving your goals are transferable to many aspects of business and life.


TESTIMONIALS

"It's a rare and exciting thing to meet a person who can make you rethink your approach to life."
O2

"It was the best AGM we have ever had."
PwC


"Truly helped us shift our culture."
HSBC

CLIENT LIST



GET IN TOUCH

media@aaronhipps.com | www.aaronhipps.com

TAKE AWAY MENU

Aaron is an expert storyteller. His keynote will follow the main story so that it is understood and enjoyed by the audience, in-line with your timings. Any version will inspire and move your audience and cover basic themes of reliance, team work, mindset and performance.

OPTION 1 - KEEP IT SIMPLE

We would like the audience to be moved and inspired so just tell us the story please.

- 20 mins - My gold medal story
- 30 mins - Plus Kilimanjaro
- 50 mins - The full package
- 60 mins - Let's add Q&A

"It's a rare and exciting thing to meet a person who can make you rethink your approach to life"

O2 / Telefónica UK

BRANDED COLLATERAL

Some examples of branded collateral designed following the new branding. These were one-page PDF files for digital use. Flyers, posters, PDFs, anything can be added on to your branding package at an additional cost.



Double sided business cards (design & print)



A5 Double sided flyer (design & print)



Pull-up roller banner stand (design & print)



Branded set of social media post graphics



6 Page DL leaflet (design & print)

Set of branded powerpoint template slides



ADD-ON ITEMS

Some examples of add-on items for print & digital, such as business cards, flyers, leaflets, pull-up banners, social media post graphics, powerpoint slides... We can literally design anything you require, so if you need something not listed on the packages, just give us a buzz for a quote.