



DR. LAURA DeCESARIS

FUNCTIONAL MEDICINE HEALTH STRATEGIST

STYLE GUIDE

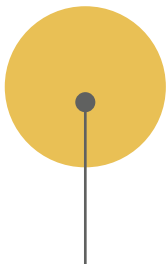
PRIMARY LOGO



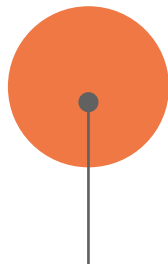
LOGO VARIATIONS & SUBMARK



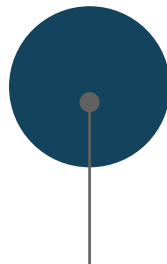
COLOR PALETTE



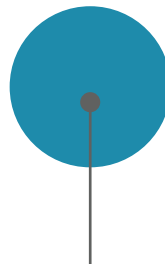
WORKING
OUT



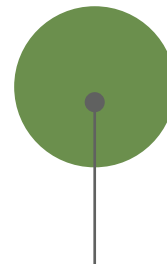
BALANCE



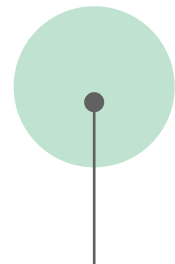
SLEEP



STRESS
MANAGEMENT



HEALTHY
EATING



SELF-CARE

FONT SELECTIONS

HEADERS
JOSEFIN SANS BOLD

BODY COPY
MONTSERRAT REGULAR

BRAND MARKS



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NOTE: Do not stretch, squish or alter any part of these brand marks other than what is stated in this document

BRAND MARKS

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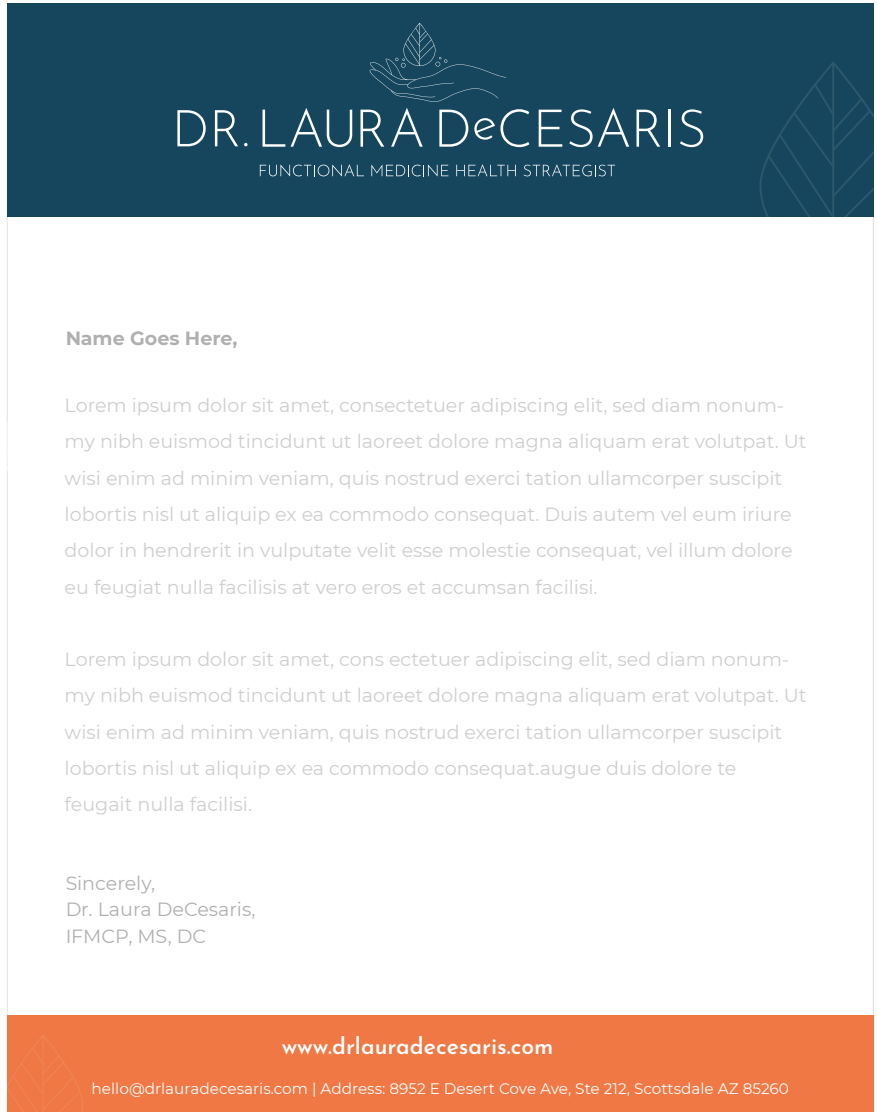
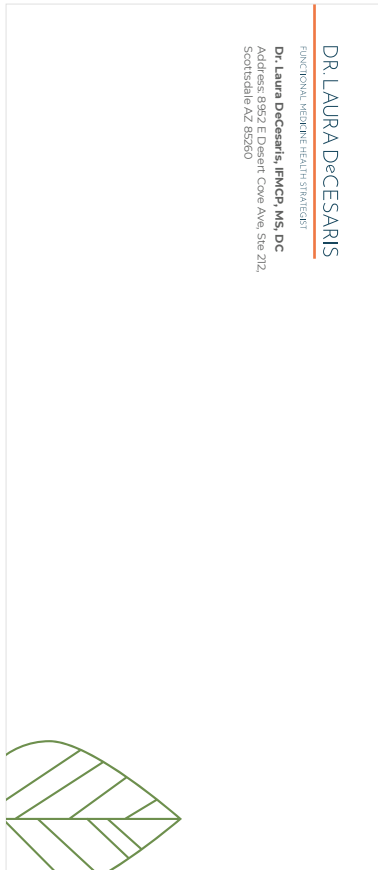
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STATIONARY



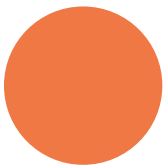
COLOR PALETTE



R:233
G:19
B:85

C:9
M:23
Y:78
K:0

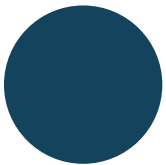
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R:238
G:120
B:69

C:2
M:65
Y:80
K:0

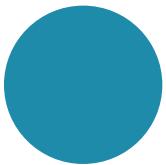
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R:16
G:69
B:92

C:95
M:67
Y:44
K:31

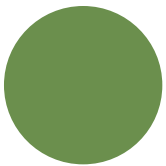
#10455C



R:19
G:139
B:171

C:82
M:32
Y:23
K:1

#138BAB



R:108
G:143
B:77

C:62
M:27
Y:87
K:8

#6C8F4D



R:192
G:227
B:208

C:25
M:0
Y:22
K:0

#C0E3D0

JOSEFIN SANS
BOLD
TBD

Montserrat
Regular

MAIN HEADERS

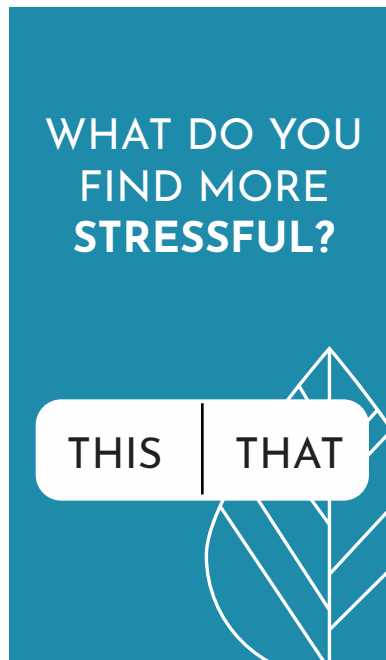
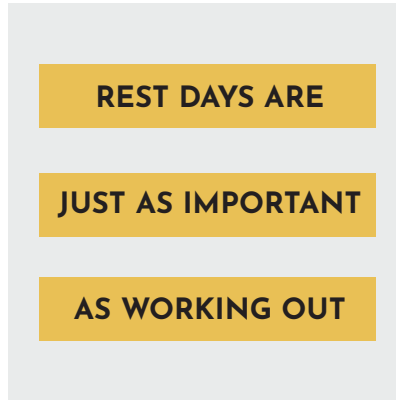
SUB HEADERS

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 exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

PHOTOGRAPHY



GRAPHIC LANGUAGE



BRAND ELEMENTS

