

BRAND GUIDELINES

Tejal Bathia



1 LOGO

Primary Logo



Secondary Logos

TEJAL BATHIA
TRANSFORMATIONAL HEALING



2 TYPEFACES

Use for headlines, titles

Amandine / AMANDINE

Light *Light Italic*
Regular *Regular Italic*
Medium *Medium Italic*
Bold *Bold Italic*

Use for sub-headings, quotes

GRAVESEND SANS

LIGHT LIGHT ITALIC
REGULAR REGULAR ITALIC
MEDIUM MEDIUM ITALIC
BOLD BOLD ITALIC

Use for body text

Articulat CF

Light Medium
Regular **Bold**

3 COLOUR PALETTE

Logo Colour Palette



#FOACA5

#FCEBBB

#96C8D1

#C8E3B8

#FCFAF5

Website Colour Palette



#7D6B59

#D9C1A5

#DEC FBD

#96C8D1

#BDDADE



Primary logo with background colour



DESIGN ELEMENTS

Florals, butterflies, lines, simple shapes



TONE OF VOICE

Here are three key considerations for shaping the tone of voice for a brand offering transformational healing:

1. Empathy and Clarity: Infuse your brand's voice with empathy, demonstrating a deep understanding of your clients' needs. Use clear and reassuring language to communicate your commitment to their transformative journey.
2. Inspiration and Authenticity: Craft an inspirational tone that motivates and uplifts clients, emphasising the transformative possibilities of your services. Maintain authenticity in your communication, ensuring that your tone aligns with the genuine nature of your healing offerings.
3. Consistency and Mindful Language: Maintain a consistent tone across all communication channels, reinforcing your brand's dedication to transformational healing. Choose words mindfully, considering the emotional impact and sensitivity required in guiding clients through their personal journey.
4. Storytelling: Share stories that resonate with your audience. Personal anecdotes and testimonials can amplify your brand's voice, illustrating the positive impact of transformational healing through real experiences.

Remember, your brand's tone of voice is a powerful tool in creating a connection with your audience. By incorporating these considerations, you can craft a tone that not only aligns with your brand but also resonates deeply with those seeking transformational healing.

DESIGN EXAMPLES

Email Signature



Social Media Banners



Social Media Posts

