

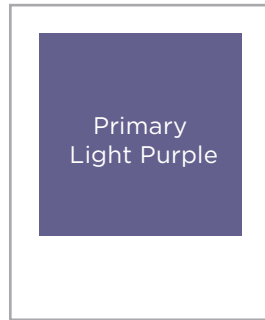
Brand Guidelines



Color Palette



R=38 G=34 B=90
C=100 M=100 Y=33 K=27
#26225A



R=102 G=97 B=141
C=69 M=66 Y=22 K=4
#66618D



R=247 G=212 B=56
C=4 M=13 Y=89 K=0
#F7D438

CONCEPT-THERAPY
Consciousness. Evolved.



R=84 G=90 B=109
C=71 M=60 Y=41 K=19
#545A6D

Secondary



R=188 G=190 B=192
C=0 M=0 Y=0 K=30
#BCBECO

Primary Logo

Primary logo for Concept-Therapy is the stacked logo version.



Minimum size



Icon only



Black & White Fax



White Inverted

Secondary Logo

Sometimes a horizontal logo might be needed.



Minimum size

Logo on dark

The logo can also be applied onto imagery or a color background. It can be used either as a full color with white writing or a full white logo.



Application on imagery

The logo can be applied over imagery. In some cases the logo and grey text could be placed, and in other cases, where applicable, the logo in white should be used.



White space

Graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

Gotham Book



Typography

Gotham HTF Book is the primary font used for the logotype/logo wording.

It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondence.

Gotham HTF Light is used in the slogan for Concept-Therapy.

Gotham HTF Book

Aa

A B C D E F G H I J K L M N O
 P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n
 o p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9
 \$%^&#*@"'?:?}{

Gotham HTF Light

Aa

A B C D E F G H I J K L M N O
 P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o
 p q r s t u v w x y z
 0 1 2 3 4 5 6 7 8 9
 \$%^&#*@"'?:?}{