

VISUAL IDENTITY

MenoVeda

BRAND GUIDELINES 2023

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ABOUT THE BRAND

Easing Menopausal Transition through Ayurveda



For women, from women who've come together to cause meaningful change, elevating the way women and men of today talk about, manage and go through menopause. It's the start of a new era, and preparedness can go a long way.

Menoveda is always going to be the source of a two-way channel of communication, one where women and men feel safe to converse and engage in conversation with other men and women. Our goal is that this should result in mutual understanding, learning and more empathy for everyone involved.



Our Brand

Menopause is no longer a phase that can/should be ignored, and must have the right engaging conversations happening, which empower, and elevate each of us, as we head into a new phase in our journey.

Menoveda is a sisterhood, and we're championing for everyone to come together to make the world a better place for menopausal women.



At Menoveda, our goal is to change the way women and men approach this phase, elevating the way we think about menopause.



We're coming together to solve core needs through tried and tested methods of ancient medicine - Ayurveda - and we're using technology for good - by building not just a supplement purchasing source, but a safe zone for men and women alike, where technology enables and provides for more than a singular doctor could.



Brand Logo



Logo Design

CREATIVE BRIEF

We used a duo font to convey two characteristics simultaneously; Serif "Meno" shows the delicate subject we're handling, and the Bold Serif shows how we're using Ayurveda in a more modern way as the differentiator of our brand. With an added leaf element added to emphasize that we are a natural brand.

The logo for MenoVeda is displayed within a white rounded rectangle. It features the word "MenoVeda" in a dark green serif font. The "Meno" is in a lighter weight, while "Veda" is in a bolder weight. A small, stylized leaf icon is positioned to the right of the "a".

MenoVeda

This logo is the face of our brand, and it is how our audience will remember us visually.

Logo Variations

MAIN LOGO



ALTERNATIVE LOGO



SUBMARK



ICON



LOGO VARIATIONS

Main Logo

We will use this for official documents, legal letters, contracts, business cards, etc. This variation is best for horizontal spaces.



Dark Green



Light Violet



Light Green



White

LOGO VARIATIONS

Alternative Logo

This variation is best for vertical or square applications or anywhere the main logo might be illegible.



Dark Green



Light Violet



Light Green

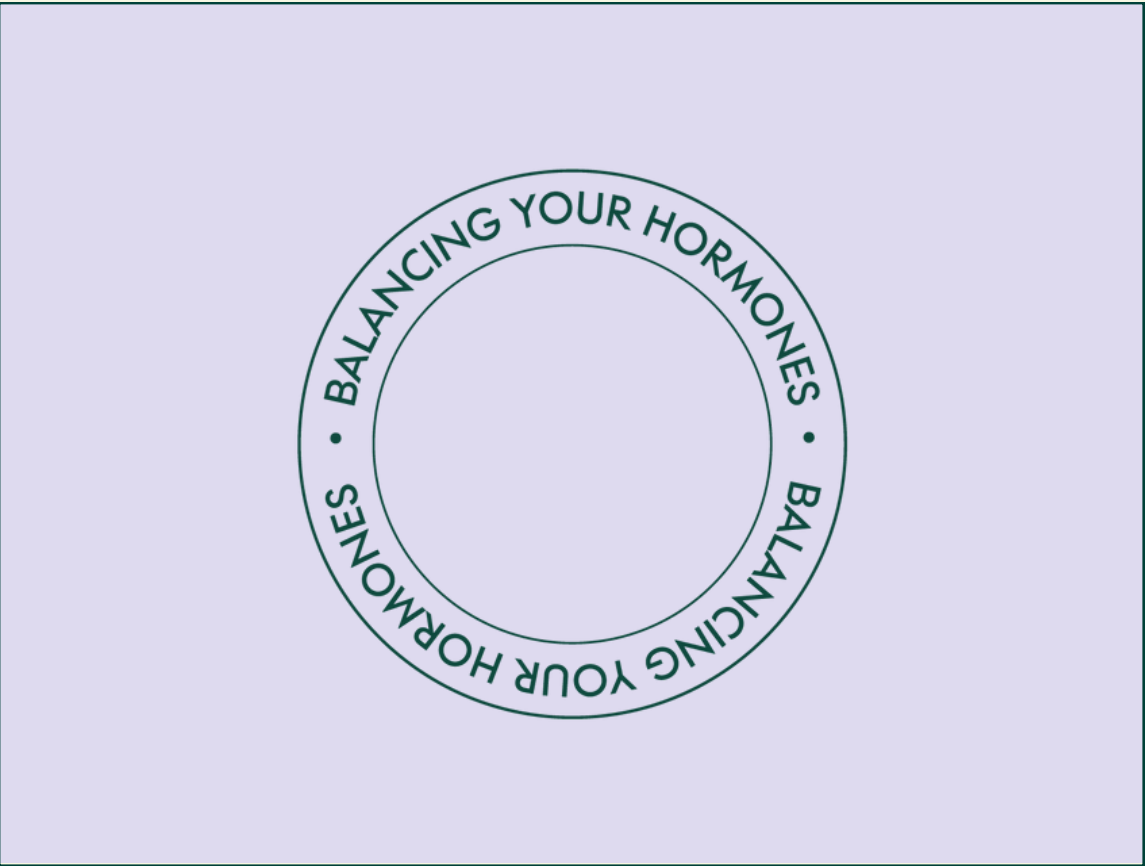


White

LOGO VARIATIONS

Submark

This is different from our logos but consists of one of our brand hooks. This can be used as a brand signature where we can put on any collaterals to ass brand reocgnition.



Dark Green



Light Violet



Light Pink



Light Green



Light Blue-Green

LOGO VARIATIONS

Icon

Our icon consists of both of our brand name's initial letters "M" and " V" combined into one character. We will use this as our application icon, website favicon, and our signature on our collaterals and brand graphics.



Dark Green



Light Violet



Light Green



White

Clear Space

LOGO USAGE

Clear space is the area surrounding the logo that must be kept free of any graphic elements. Any other visual graphics should be positioned outside of this exclusion zone.

For our logos, the minimum clear space is determined by the height and width of the letter "o" on our logo.



LOGO USAGE



For dark-colored backgrounds, our light green, light violet, and white logos are best to ensure clarity and legibility.



For light-colored backgrounds, our dark green logos are best to ensure clarity and legibility.



For a clean photo background, we will use the logo colour that will stand out and look its best.



For a busy photo background, we will use the logo color that will stand out and look its best.

Logo Usage

 DO'S & DONT'S



DO NOT rotate the logo.



DO NOT compress or stretch the logo.



DO NOT rearrange parts or create compositions that are not provided in the guideline.



DO NOT resize any part of the logo.



DO NOT use gradient



DO NOT add in special effects such as drop shadows or 3D effects.



DO NOT crop the logo.



DO NOT change the logo colors.

Brand Colors



Color Palette

VALUE CODES

Through these color combinations, we embody our brand personality and story. Our primary colors will often be used in your design and marketing materials.

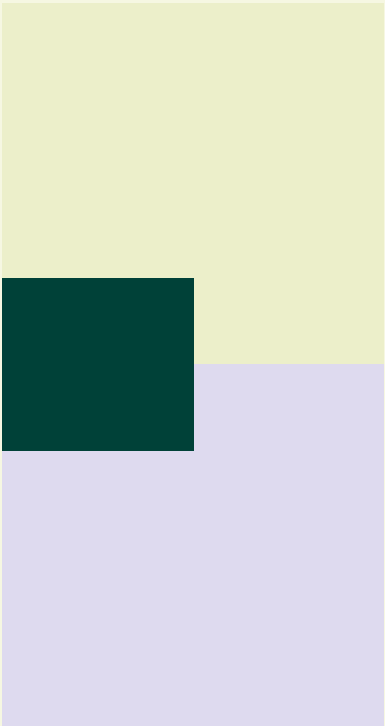
Pantone indicated is only the closest Pantone value to the hex code.

HEX CODE #0D493D CMYK: 82,0,16,71			RGB: 13,73,61 PANTONE: 3305 C			HEX CODE #F6F7E2 CMYK: 0,0,9,3			RGB: 246,247,226 PANTONE: 7499 C			HEX CODE #EDEBFC CMYK: 6,7,0,1			RGB: 237,235,252 PANTONE: 7443 C		
HEX CODE #1B5B4F	HEX CODE #296D60	HEX CODE #408477	HEX CODE #B7B78A	HEX CODE #D5D6AA	HEX CODE #ECEFCA	HEX CODE #9797C4	HEX CODE #B4B2D8	HEX CODE #CDCAE8									
HEX CODE #F7EAF0 CMYK: 0,5,3,3			RGB: 247,234,240 PANTONE: 705 C			HEX CODE #B9E4EA CMYK: 21,3,0,8			RGB: 185,228,234 PANTONE: 317 C			HEX CODE #0E396B CMYK: 87,47,0,58			RGB: 14,57,107 PANTONE: 654 C		
HEX CODE #E2B3D1	HEX CODE #EDCADE	HEX CODE #EFD8E4	HEX CODE #71ADAD	HEX CODE #82BEBF	HEX CODE #95CACE	HEX CODE #1C4C7C	HEX CODE #295F8C	HEX CODE #417BA3									

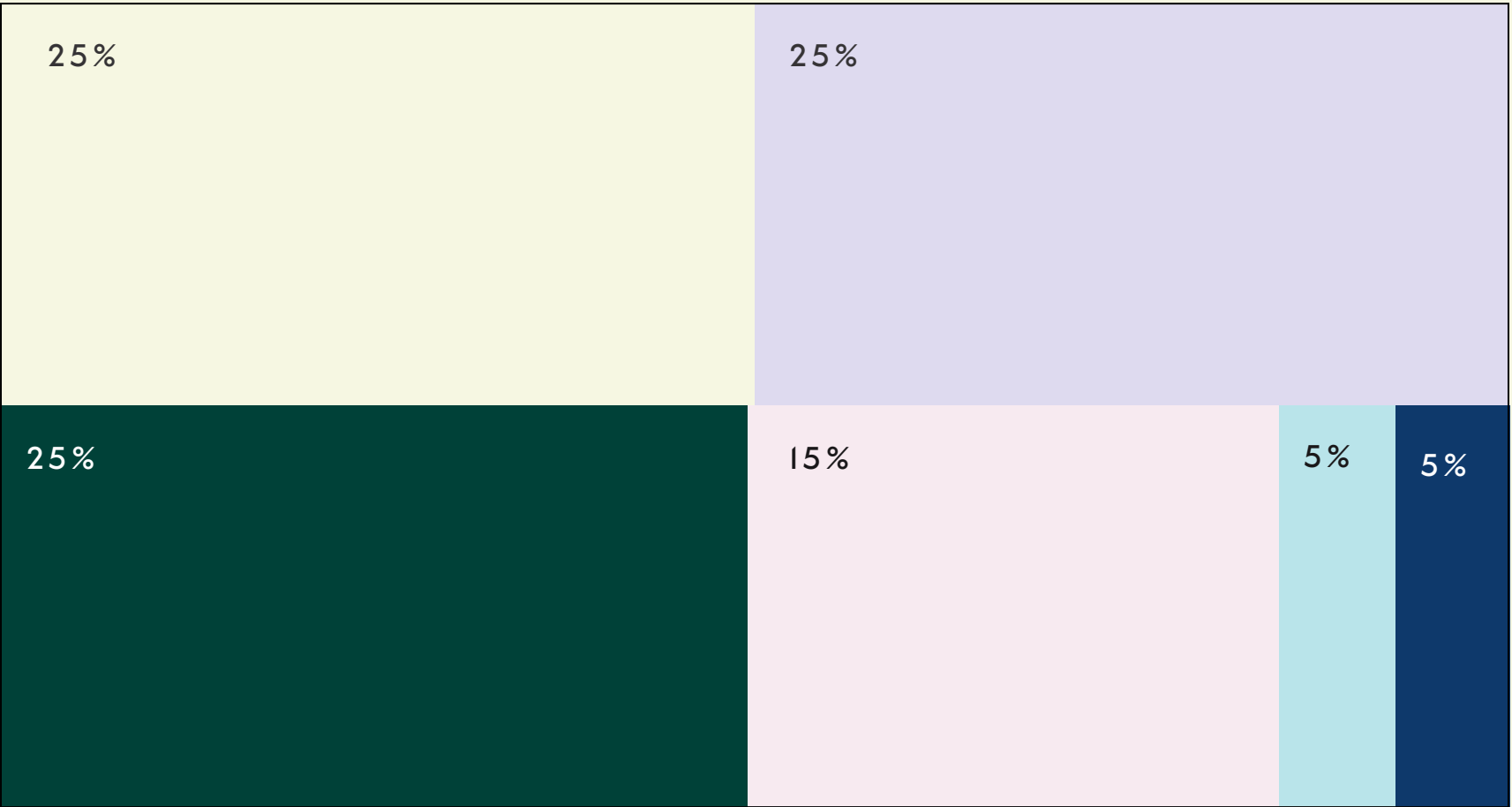
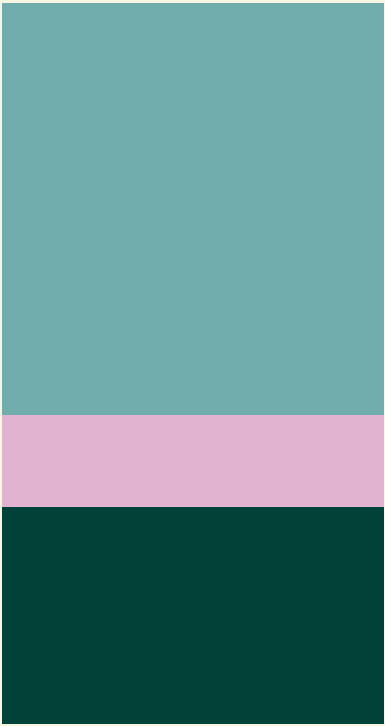
Color Allocation

The color application offers a tough split of color allocation. The balance does not need to match allocations exactly but the hierarchy should remian constant.

DO



DON'T



*TONES/SHADES OF EACH HUE
CAN BE USED AS THE ALLOCATION
RECOMMENDS.

Brand Fonts



Brand Fonts

Supera Gothics

FOR SUB-HEADER
AND BODY TEXT

BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXTRA-BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps
over the lazy dog.

Brand Fonts

Kaylush

FOR HEADING

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox
jumps over the lazy dog.

Beyond Infinity

FOR SUB-HEADING & DECOR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox
jumps over the lazy dog

Typography Styling

This is a typographic hierarchy sample system for organizing types that establishes the order of importance and styling.

Easing Menopausal Transition through Ayurveda

BY WOMEN, FOR WOMEN

This is the body text or paragraph text. There is no size restriction, but maintain a good contrast between the heading, subheading, and body text. Sed posuere consectetur est at lobortis. Donec ullamcorper nulla non metus auctor fringilla.



FONT: Kaylush, sentenced
Leading: + 1pt (i.e. 56pt on 57pt leading)
Tracking: 0pt



FONT: Supera Gothic Bold, Medium, All Caps
Leading: + 3pt (i.e. 21pt on 24pt leading)
Tracking: 50pt



FONT: Supera Gothic Regular, sentenced
Leading: + 1.5 (i.e. 16pt on 17.5pt leading)
Tracking: 0pt

Typography Styling

Sample implementations.

Made for you
By Women, for Women.



This is the body text or paragraph text. There is no size restriction, but maintain a good contrast between the heading, subheading, and body text. Sed posuere consectetur est at lobortis. Donec ullamcorper nulla non metus auctor fringilla.

All-Ayurvedic Products

Naturally produced

This is the body text or paragraph text. There is no size restriction, but maintain a good contrast between the heading, subheading, and body text. Sed posuere consectetur est at lobortis. Donec ullamcorper nulla non metus auctor fringilla.

Brand Imagery



Brand Photography

We'll keep our photos' feel and mood in a light, calm, bright, and positive atmosphere. We do this by choosing a well-lighted venue and keeping the subjects in a more natural scene.



MenoVeda[™]

