



brand guidelines



POW ▲ RT



dance



sound bath



counselling



psychotherapy



child and adolescent
psychotherapy



hypnotherapy



massage



physiotherapy



nutritional therapy



acupuncture



breathwork



nature therapy



audiology



yoga



reiki / crystal therapy



pilates



meditation

typography

Header Text

Georgia
tracking 58
width 111%

Body Text

Times Roman
tracking 0
width 100%

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789 0

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789 0

Signage

Reinstall glass Transom with Icon
either painted or vinyl application

Replace existing hanging board
with new marine-ply hand painted
sign

Hand painted logo applied to the
wall under front window to
replace existing signage.

Notice board changed and new
branding applied



the tree room



signage



the tree room

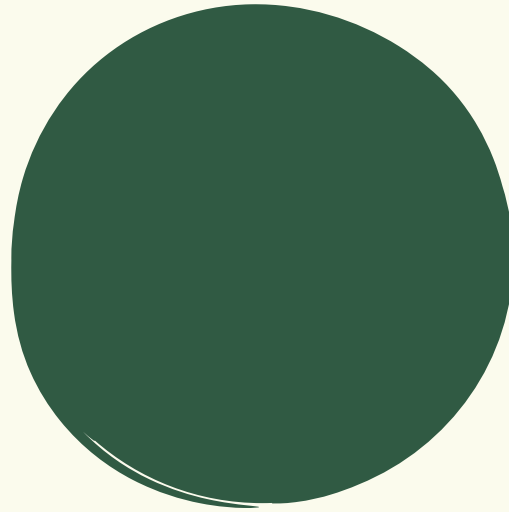


colour

Primary

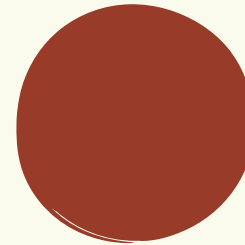


tree room white
c:0 m:0 y:10 k:0
r:255 g:253 b:239
#ffdfd1

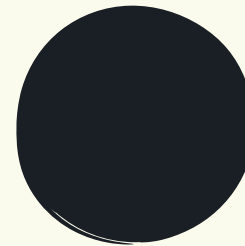


tree room green
c:78 m:40 y:70 k:38
r:54 g:92 b:66
#365c42

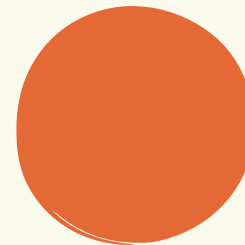
Secondary



room terrcotta
c:26 m:84 y:90 k:24
r:157 g:56 b:33
#9d3821



room blue
c:76 m:56 y:57 k:84
r:226 g:99 b:45
#242427



room orange
c:0 m:70 y:85 k:0
r:226 g:99 b:45
#e2632d

stationary

letter head

front: print

size: 210MM X 297MM

paper: tbc

gsm: 135

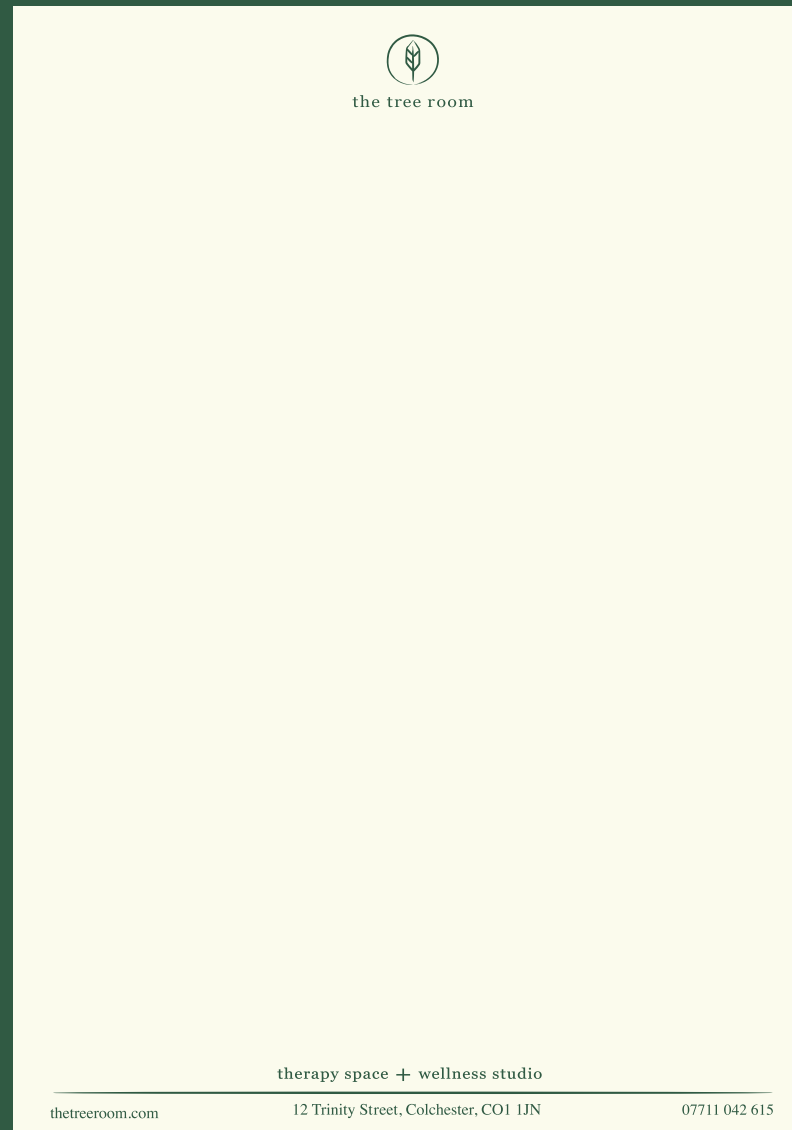
buisniness cards

front: print

Size: 85MM X 55MM

Paper: tbc

gsm: 540



Brand identity



the tree room



the tree room

therapy space + wellness studio



the tree room

yoga + holistic centre

Merchanise

Water Bottle

Insulated steel bottle

price £8.52 - £12.64

lead time 14-21 days

Printed logo or lazer ingraved
to wooden top

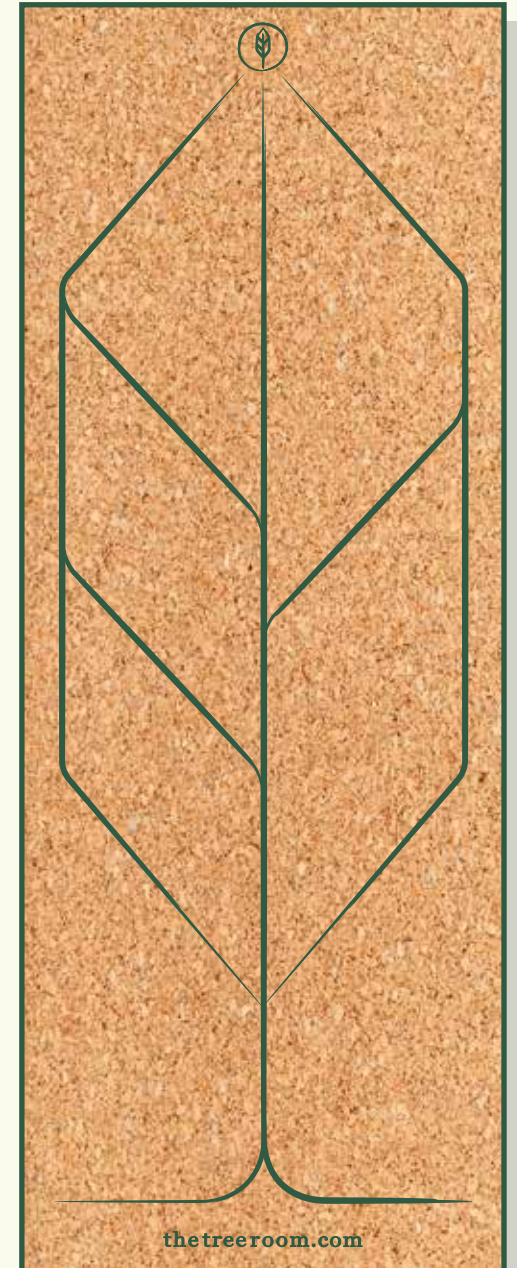
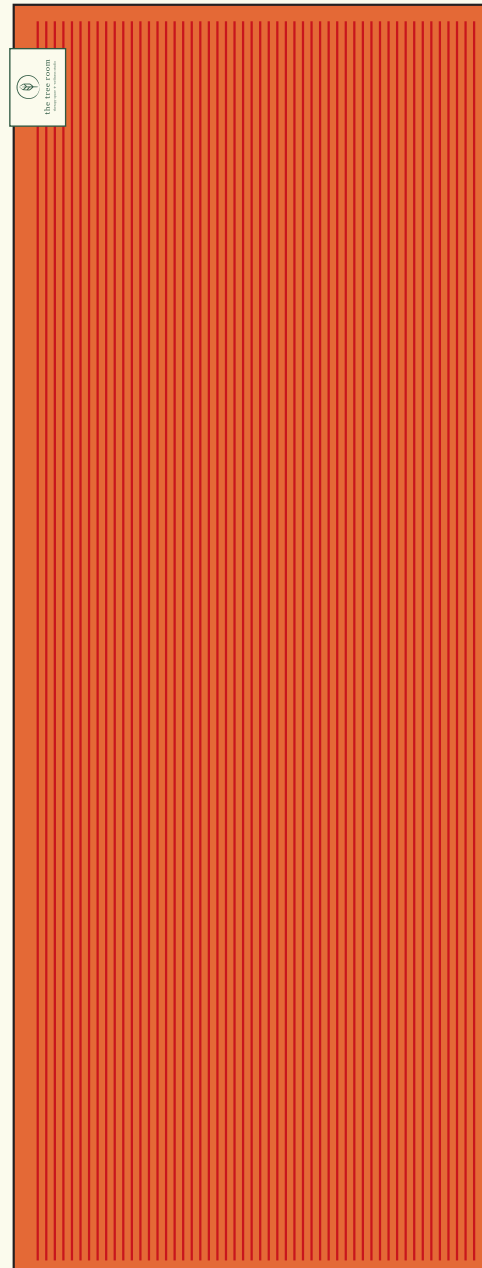
Merchery

<https://merchery.co/en-GB/shop/insulated-steel-bottle>



Merchanise

Yoga mat & Block





the tree room

therapy space + wellness studio

Our mission is to provide a serene and nurturing
environment where individuals can find balance,
wellness, and rejuvenation through
holistic living and yoga.

room to grow

Usage

The logo has an exclusion zone equal to the size of the tree room symbol contained within the logo. No text imagery or blocks of colour can be present in this area.

The logo should never be smaller than the sizes shown here.

The colour, layout, ratio and orientation of the logo should never be altered.

The logo should always be placed on an appropriate background that does not effect the legibility of the text.

do



dont

