



Evergreen

WELLNESS

BRAND GUIDELINES
DOCUMENT

EVERGREEN WELLNESS BRAND GUIDELINES

Evergreen Wellness is a boutique wellness studio based in the heart of the community, offering a holistic mix of yoga, mindfulness, and nutrition services. Their mission is to help people create sustainable, balanced lifestyles that support both physical health and mental wellbeing.

The studio prides itself on being approachable rather than intimidating - a place where everyday people can build healthier habits without feeling pressured into extremes. Evergreen's tone is warm, calming, and encouraging, with an emphasis on progress over perfection.

EVERGREEN WELLNESS
CORE LOGO



EVERGREEN WELLNESS
CORE LOGO
BLACK & WHITE



EVERGREEN WELLNESS
WORDMARK & ICON

Word mark

Evergreen
WELLNESS

Icon



EVERGREEN WELLNESS
CLEAR SPACE & MINIMUM SIZE



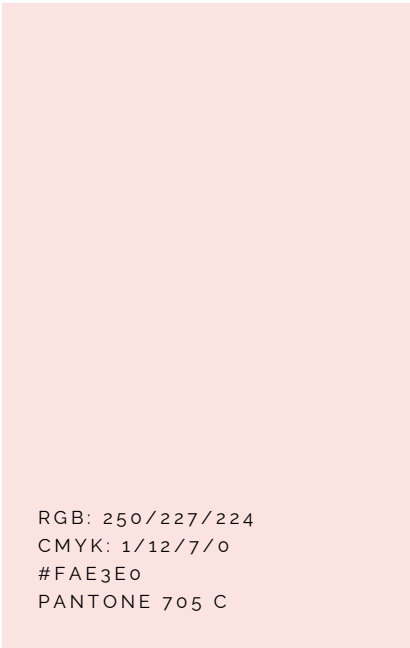
EVERGREEN WELLNESS
CORE LOGO
REVERSED



EVERGREEN WELLNESS COLOURS



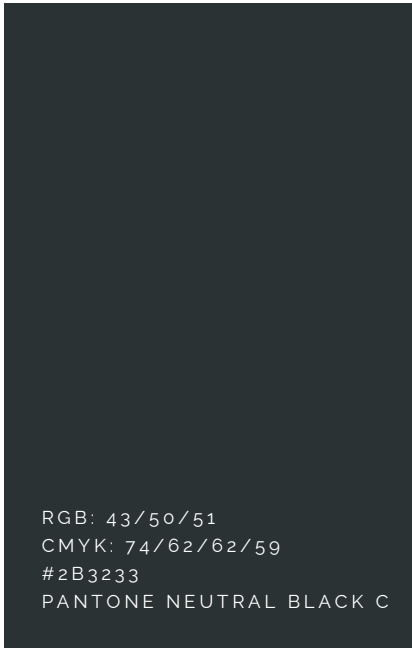
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CMYK: 62/38/70/19
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PANTONE 5615 C



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CMYK: 1/12/7/0
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PANTONE 705 C



RGB: 255/249/238
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#FFF9EE
PANTONE 9081 C



RGB: 43/50/51
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PANTONE NEUTRAL BLACK C

EVERGREEN WELLNESS
FONTS

PLAYFAIR DISPLAY

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 \$ % & *

Used for headings, pull quotes

RALEWAY

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 \$ % & *

Body copy font used for large
quantities of text.

