Alma Via San Rafael Brand Style Guidelines

Logos

The Entwined Heart logo is a spiraling modern design, representing the flourishing heart, the enlivened soul. The abstract design allows for multiple layers of interpretations, of engaging hearts, transformation, and a life without bounds. The gradient color change denotes the purposeful journey of wellness and wholeheartedness.

Primary Logo   Logo Mark   Grayscale   Knockout

Typeface Usage

Be Vietnam Pro Bold and Raleway Medium typefaces are selected for clean, straightforward easy legibility, and ease of use, to convey renewed purpose, compatibility, and forward-looking attributes with the new Entwined Heart logo.

Headlines and Sub-headlines - Be Vietnam Pro Bold

Download Be Vietnam Pro font family here: [Download]

Always use Be Vietnam Pro Bold for headlines and sub-headlines. Heading fonts are used as larger, higher impact text, such as in a title or section header. A headline's main goal is to draw the reader in and lead him or her toward secondary headings. Subheadings also includes pull quotes, captions, and anything else that stands apart and supports the main text.

Body Copy - Raleway Medium

Download Raleway font family here: [Download]

Always use Raleway Medium for body copy or main content blocks. Body fonts are usually used with longer text, like a paragraph or secondary text. *Raleway Italic* can be used to italicize words that need to be called out. **Raleway Bold** can be used to bold headings or words within a paragraph. Please use **Raleway Bold** sparingly.

*If Be Vietnam Pro or Raleway font families are not available, please use Arial as the font family for both Headline and Body content.

Color Usage

The color palette of Blue, Teal, Orange, and Black has been selected to provide continuity and evolution from the prior brand color palette, with judicious use of orange for accents only for a modern refresh.

BLUE	TEAL	ORANGE	BLACK
RGB: 53, 123, 161	RGB: 91, 180, 178	RGB: 238, 121, 31	RGB: 0, 0, 0, 0
CMYK: 81, 44, 22, 2	CMYK: 49, 0, 1, 29	CMYK: 0, 49, 87, 7	CMYK: 0, 0, 0, 100
HEX (Web): #357ba1	HEX (Web): #5bb4b3	HEX (Web): #ee791f	HEX (Web): #000000
Primary Color for Headings and Subheadings	Secondary Color for Subheadings and Accents	Used Only for Accents	Body Copy Font Color