

BRAND
GUIDELINES

HEAL
BEFORE YOU HUSTLE



First we heal to survive, then we hustle to thrive

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01

BRAND STRATEGY

WHO WE ARE

Heal Before You Hustle is a life coaching business that promotes healing, mental wellbeing, and togetherness. This platform was created to build mentally and financially stable Black and Brown communities. Heal Before You Hustle invites you to honor your most authentic self while striving for more. First, we heal then we hustle.



OUR BRAND KEYWORDS

These words reflect Heal Before You Hustle's core brand values.

URBAN, FUN,
MODERN,

UNIQUE,
CONSCIOUS

& AUTHENTIC

O2

THE LOGOS

OVERVIEW

Here is an overview of your brand's logos. We will explain each logo and how they can be used in the next few pages.



First we heal to survive, then we hustle to thrive



PRIMARY LOGO

Your primary logo is the MVP of your brand. It is the image that you will use most frequently. All other brand logos stem from this primary logo design. Your primary logo design needs lots of space because of its intricacies and size. Use your main logo in places where it has plenty of room to breathe and isn't restricted by space.

In place of the "S" in Hustle, you will see a dollar sign that serves as a visual representation of the word hustle and its outcome, money. This theme of money is also tied into the money bag in the logo. Additionally, there are plants and a yin yang symbol to represent growth, peace, and healing.

Placements: Website Banner, Signage, Brochure, etc.



MINIMUM WIDTH:
60MM, 226PX

SECONDARY LOGO

Your secondary logo is also known as an alternate logo.

Your secondary logo can be used when your primary logo doesn't feel right or fit within a certain context. It was created to blend seamlessly with the rest of your brand

identity. You can use this when you want to mark your images or create a professional email signature.

Placements: Hang Tags, Postcards, Social Media, etc.



MINIMUM WIDTH:
25MM, 95PX

SUBMARK

Submark logos are simple, small, but identifiable brand designs. Submarks fit in condensed spaces where the larger logo variations won't work.

The submark is formed from the acronym of Heal Before You Hustle. The letters here have been distorted to give more of an abstract design, making the submark feel more urban.

Placements: Social Media Profile image, Favicon, etc.

FAVICON

A favicon is usually your logo down to it's simplest form, and used mainly as the little icon next to your web address.



MINIMUM WIDTH:
20MM, 75PX



MINIMUM WIDTH:
8MM, 30PX

LOGO MISUSE

These are the common logo misuse. To ensure consistency throughout your brand please make sure that you do not use the logo in the below variations.



Do not change the letter colors



Do not rotate the logo



Do not outline the logo



Do not add in a drop shadow



Do not add in any other text



Do not place the logo in a shape



Do not stretch or warp the logo

03

COLORS

COLOR PAL- ETTE

Your brand colors are what give your brand life. With these colors, we've created a brand identity that is urban, modern, and fun. They are the primary colors that your brand will use across all marketing materials and channels

<p>PHILIPPINE GREEN</p> <p>#008037 RGB: 0, 128, 55 CMYK: 87, 23, 100, 9</p>	<p>CARROT ORANGE</p> <p>#F89B1A RGB: 248, 155, 26 CMYK: 0, 47, 92, 0</p>
<p>#FCF013 RGB: 252, 240, 19 CMYK: 7, 0, 87, 0</p> <p>LEMON YELLOW</p>	
<p>ORANGE SODA</p> <p>#F7623C RGB: 247, 98, 60 CMYK: 0, 73, 76, 0</p>	<p>#F4471D RGB: 244, 71, 29 CMYK: 0, 82, 89, 0</p> <p>RED ORANGE</p>
<p>NEON BLUE</p> <p>#1F51FF RGB: 31, 81, 255 CMYK: 0, 0, 0, 0</p>	

USING TINTS

Here are your brand colors using tints.
These tints can be used throughout the
brand when they are needed.

100%	100%	100%	100%	100%	100%
80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%
40%	40%	40%	40%	40%	40%
20%	20%	20%	20%	20%	20%

LOGO USAGE

Here are the color variations for your logo. Explain to your client exactly where these color

variations can and can't be used.



© 4
TYPOGRAPHY

PRIMARY TYPEFACE

Here is your primary typeface Battlefin. Battlefin can be used throughout your brand for main headings. This font can be found on Adobe Fonts, My Fonts, fonts.com and many other online retailers.

BATTLEFIN

A B C D E F G H I J K L M N O P 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 r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % * ?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis fermentum turpis. Proin id laoreet ex. Aenean erat nunc, elementum sit amet consequat nec, bibendum at arcu. Ut efficitur nisl felis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis fermentum turpis. Proin id laoreet ex. Aenean erat nunc, elementum sit amet consequat nec, bibendum at arcu. Ut efficitur nisl felis.

A a

SECONDARY TYPEFACE

Here is your secondary typeface Poppins. Poppins will be used throughout your brand for body copy. This font is simple and can be easily read in large paragraphs. Poppins can be downloaded from Google Fonts.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis fermentum turpis. Proin id laoreet ex. Aenean erat nunc, elementum sit amet consequat nec, bibendum at arcu. Ut efficitur nisl felis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis fermentum turpis. Proin id laoreet ex. Aenean erat nunc, elementum sit amet consequat nec, bibendum at arcu. Ut efficitur nisl felis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis fermentum turpis. Proin id laoreet ex. Aenean erat nunc, elementum sit amet consequat nec, bibendum at arcu. Ut efficitur nisl felis.

Poppins

Regular
Medium
Bold

A B C D E F G H I J K L M N O P 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 r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % * ?

A a

ACCENT TYPEFACE

Here is your accent typeface Tan Buster. You can use your accent font where certain text or phrases need to be highlighted. Accent fonts are the most effective when there only a few set of words or just one. Tan Buster can be bought from the Creative Market.

Tan Buster

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @ # \$ % * ?

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Sed
quis fermentum turpis.**

A a

TYPOGRAPHIC HIERARCHY

Here is the typographic hierarchy. This shows you exactly how each font will be used throughout your brand.

Headline	Battlefin Uppercase 32pt Leading 0 Tracking
Sub-heading	Poppins Bold 20pt Leading 0 Tracking
Body Copy	Poppins Regular 5pt Leading 0 Tracking
Accents	Tan Buster Uppercase 150 Tracking
Buttons	Poppins Medium Uppercase 250 Tracking

THIS IS THE HEADER FONT

This font will be used for sub-headings.

This font will be used for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quis fermentum turpis. Proin id laoreet ex. Aenean erat nunc, elementum sit amet consequat nec, bibendum at arcu.

ACCENT

BUTTON FONT

BUTTON FONT

TYPOGRAPHY LAYOUTS

Here are a few examples of how your typography can be used throughout your brand. These fonts compliment your brand and should be used in all branded material.

Horizontal Layout



Vertical Layout



Square Layout



05

BRAND ELEMENTS

BRAND MARKS

Here are some fun brand marks that can be used throughout your brand. These add character to your brand and make it more unique.



BRAND ICONS

These are your brand icons. We have created some fun, unique icons here to match your brand. The icons support the theme of the brand, mental and financial growth.



**First we heal
then we hustle**



**First we heal
then we hustle**



BRAND PATTERN

Here are four unique brand patterns that you can use throughout your brand. We have used your brand icons to create a pattern unique to Heal Before You Hustle. These can be used for packaging, backgrounds and many other design materials.



THANK YOU!



Feel free to email or message us with any questions you may have. We look forward to hearing from you soon!

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hello@bystudiomars.com

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