embodied

Brand
Style
Kit

2025

Embodied
Brand Style Kit
Designed By
The Highest Finca
V1.0
2025

www.thehighestfinca.uk

Introduction

This style kit is to teach the internal Embodied team and third parties how to use the brand's assets appropriately across digital and print media.

Using this guide will help to keep the visual identity consistent across content creation, marketing materials and advertising design.

Also as part of this guide we have introduced the brand and it's audience so you can get an idea of who you're using the identity for and how it should come across.

Contents

Our Mission

Embodied is a holistic massage and touch therapy studio based in Bristol, run by Level 4 accredited Massage Therapist Samuel Riches.

Our goal is providing a consistently safe, trustworthy space for clients to heal from physical and emotional challenges.

Brand Pillars

The Space

A warm, safe environment for people suffering with mental and physical challenges.

The studio will be prepared with holistic treatments and provide adaptble seating solutions, appropriate lighting and sensory relaxants.

The Service

Sam provides 1 to 1 massage and touch therapy for a diverse audience.
This can range anywhere from touch therapy for PTSD suffers through to a variety of massages for athletes and injuries.

Most importantly, the work is a holistic, caring and gentle service.

The People

Not audience, not clients, real people with energy and emotions. Our challenge is to appeal to a diverse range of people, regardless of their age, background or identity. These people are looking for a way to heal, a place of revitalisation and someone they can trust to help them.

Values

| Safety | Connection | Nurturing | Inclusion |
| Gentle | Warm | Soothing | |
| Trust | Flow | Energy | Boundaries |

Logomark

Embodied's logo design consists of two separate parts that come together as one visual personification of the brand's main purpose - touch therapy.

With hand's that treat the wordmark as if it's a back, pushing down on the spine as if the words themselves are receiving a deep tissue massage.
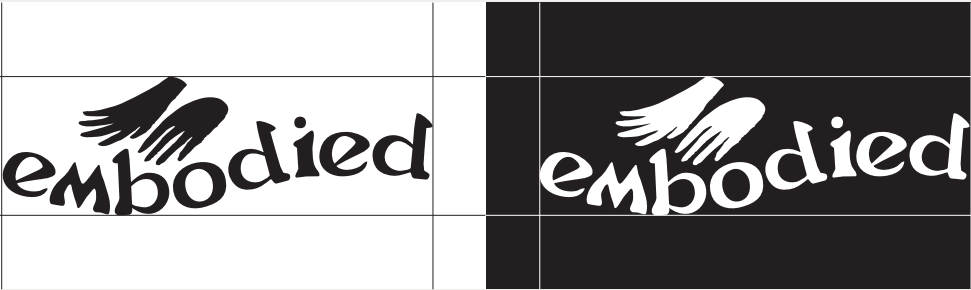
Icon

The icon should be used mostly in digital locations, as social media logos, website favicons and content watermarks, examples can be found on visual language.

Wordmark

The wordmark becomes a bit obsolete and unrecognisable when it's on it's own so should avoid being used without the icon.

Tag line

The tag line is important if the logo is the main focus of the content or if explanation of the brand is necessary when speaking to an audience, for example at talks or on printed banners.

The tagline should lay under the logo as if it's a massage bed, this is easy to read and supports the logo's design.

Massage And Touch Therapies

Typography

The following Adobe fonts are to be used as part of the brand, examples of their uses and correct combinations are included below.

Try to avoid writing in full capitals, this comes across as shouting and using lowercase earns more trust.

Aesthet Nova

An inviting, soft font with a variety of weights for flexible use across Headings, Subheadings, Paragraphs and Call-To-Actions.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Flower Power

A holistic, trustworthy font used as part of the logo, perfect for headings and content creation.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aktiv Grotesk Ex

A wide, clean & versatile font perfect for paragraph text, print media, captions and filling documents.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heading
Subheading

Heading
Subheading

Heading

Aktiv Grotesk Ex - Regular works well in paragraphs or CTAs when paired with Aesthet as a heading.

Book Now

Font pairing examples

Colour Palette

The entire colour palette associated with the brand. Use the Hex Codes on digital formats and the CMYK codes when printing.

Clean Cream

C: 8%	C: 13%	C: 5%
M: 9%	M: 14%	M: 4%
Y: 13%	Y: 19%	Y: 6%
K: 0%	K: 0%	K: 0%
#E8E0D6	#DDD3C8	#EFEDEA

Positively Yellow

C: 4%	C: 10%	C: 4%
M: 28%	M: 18%	M: 9%
Y: 89%	Y: 48%	Y: 27%
K: 0%	K: 0%	K: 0%
#F3BA3A	#E5CB92	#F3E2BE

Warming Orange

C: 13%	C: 19%	C: 15%
M: 57%	M: 50%	M: 39%
Y: 97%	Y: 82%	Y: 64%
K: 1%	K: 3%	K: 0%
#D7802B	#C98848	#D7A16C

Ripe Tangerine

C: 13%	C: 18%	C: 15%
M: 77%	M: 74%	M: 61%
Y: 98%	Y: 93%	Y: 72%
K:2%	K: 5%	K: 2%
#D25C29	#C45E31	#D27A54

Foliage Green

C: 74%	C: 79%	C: 71%
M: 49%	M: 50%	M: 45%
Y: 65%	Y: 70%	Y: 61%
K:36%	K: 48%	K: 26%
#3C544B	#29463B	#4B6359

Earthen Red

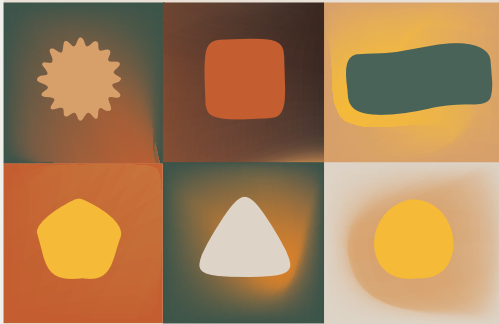|		
C: 47%	C: 56%	C: 57%
M: 73%	M: 68%	M: 65%
Y: 77%	Y: 72%	Y: 67%
K:64%	K: 68%	K: 55%
#46271C	#38261F	#463731

Visual Language

Examples and instructions on how to use vectors, colours, type and photography in harmony to correctly represent the brand on digital and print media.

Vector Shapes

All vector shapes can be adjusted accordingly but no sharp corners must be present in any artwork or design.

Shapes with icons or buttons.

Two shapes used together.

Do use shapes for highlighting buttons & icons.
Only use 2d shapes.
Do not use drop shadows or effects.
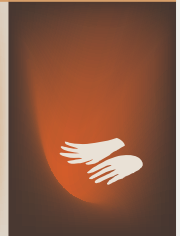Do warp the shapes slightly but don't lose their form.

Gradients

Gradients are created using a gradient mesh to represent unique style, skin, body form, movement and diversity.

Start your healing journey with Embodied
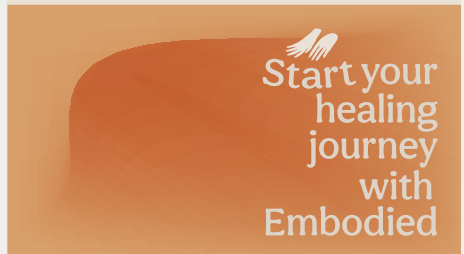
Stick to contrasting colours.

Only use soft curves, gradients should be clean.

Text should always contrast against a gradient.

Free, in-person consultations.

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Visual Language

Typography

As part of the identity, various words are warped and accompanied by the icon. These words either follow a text path or have a 'warp' applied to them.
Only one word in a sentence should be warped, if there's space.
This should be used on digital content, ads and print materials.

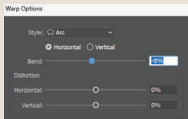'Sam has really *helped* me on my *healing* journey."

-Eric, 45

One to one touch therapy.

embodiedtherapy.co.uk

Free in person consultations.

Be creative with how the warp is used.
The warp can be subtle or obvious.
Make sure it resembles massage or spines.
The hands help with visualisation but are not necessary.

Photography

Original photography will always be provided by an external photographer for use with the brand, if photographic content is needed, free stock imagery should follow the theme below, not including faces or branded products.

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A safe, inclusive space.

Level 4 Accredited Therapist.

Photography works well in warm colours.
See examples of the icon as a watermark.
A high depth of field is important for this field of work.
Note the spacing from edges in layout.
It's ideal to have 1mm curved corners on photos but not essential.
Using a 'Multiply' Overlay is encouraged when text is present.

Visual Language

App Icon

For when clients save your site as a short cut on their Android or Apple Device.

Normal

High Contrast

Web Design

The website should only be updated by The Highest Finca, but if a situation arises where they are not available, please use this guide to make sure things are correctly placed and font templates are followed.

The website is built on Wordpress with Elementor and custom code. Multiple plugins are also used alongside the site builder.
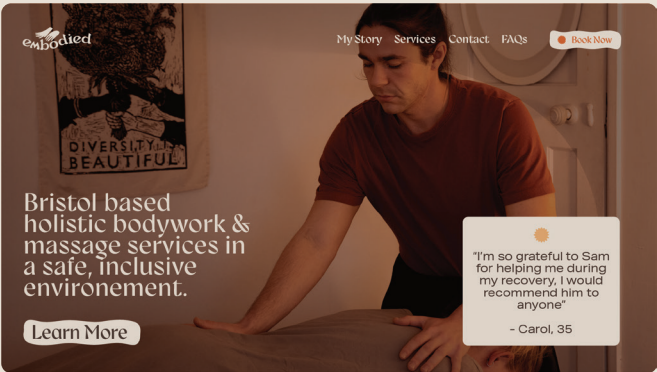
Heading 60pt
Subheading 20-30pt
Paragraph 10pt

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Get In Touch

Learn More

Placeholder image until screenshot of website is ready.
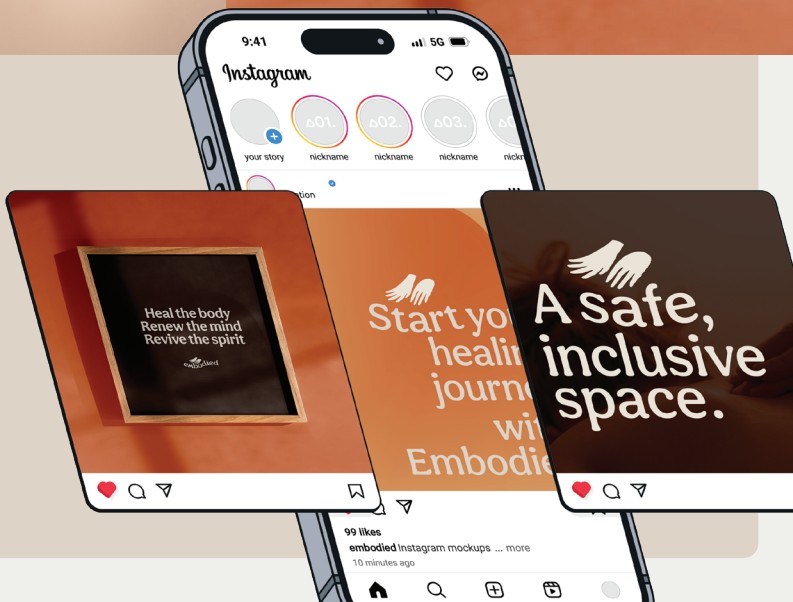
Merchandise

A variety of examples where the brand can be applied to various real world products that relate to the brand.

This is a loose guide and the brand kit should be referred to on a whole when designing merch.

Socials

Examples of how socials should look in order to keep the brand consistent and trustworthy across multi channel platforms.

Resources

Contact Details

Samuel Riches
Owner and Therapist

email: hello@embodiedyou.co.uk
phone: +447123456789

The Highest Finca
Brand Designers

email: hi@thehighestfinca.uk
phone: +447562515520

Socials

www.embodiedyou.co.uk
Instagram: @embodiedyou

Other

Massage Training Institute
www.massagetraining.co.uk

Bristol College of Massage & Bodywork
https://www.bristolmassage.co.uk/

Adobe Fonts

Project ID: rim4qci

Web Embed:
<link rel="stylesheet" href="https://use.typekit.net/rim4qci.css">

Flower Power: vhttps://fonts.adobe.com/fonts/flower-power
Aktiv Grotesk: https://fonts.adobe.com/fonts/aktiv-grotesk-extended
Aesthet Nova: https://fonts.adobe.com/fonts/aesthet-nova

Glossary

Not in alphabetical order.

Call To Action [CTA]

Another name for a
Website Button.

Heading

The headline text used in written
documents, usually the largest.

Sub-Heading

Usually smaller than a heading and
used for an important tagline.

Hex Code

A hashtag followed by a
number that identifies a certain colour.
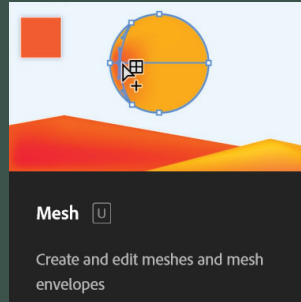
CYMK

Coding system used for printing
materials with correct colouring.
Cyan, Yellow, Magenta, Black.

Overlay

A colour overlay covers another
image with a particular colour,
usually semi-transparent, there
are multiple effects achieved
with overlays.

Gradient Mesh

A design feature that can warp
gradients into desired shapes.

Mesh U

Create and edit meshes and mesh
envelopes