

# healtheeza



**BRANDING GUIDELINES**

**healtheeza**

**healtheeza**

## **MAIN LOGO**

The main Healtheeza logo is a bold, easy-to-read wordmark for optimal recognition on the web or on store shelves. It is always white when appearing on a colored background. On a white background, it can be black or any of the Healtheeza colors.

**healtheeza**  
healtheeza

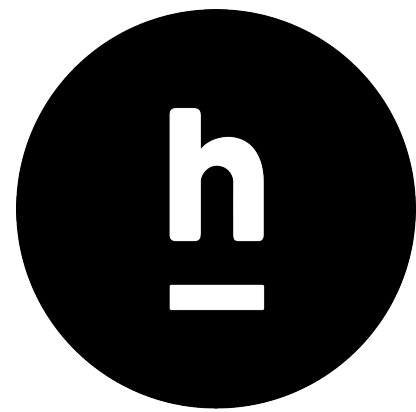
**healtheeza**  
healtheeza

**healtheeza**  
healtheeza

**healtheeza**  
healtheeza

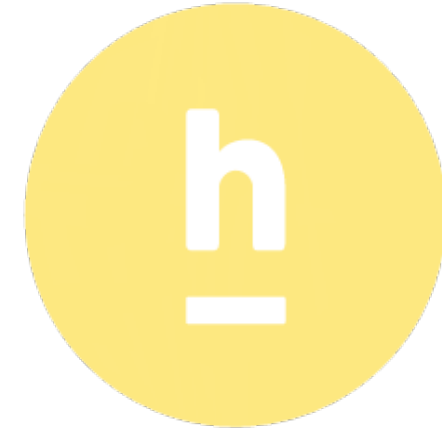
**healtheeza**  
healtheeza

**healtheeza**  
healtheeza



## SECONDARY LOGO

The Healtheeza secondary logo is a circular interpretation of the wordmark logo. The gradient version represents the four categories of Healtheeza products and can be easily animated with a swirling background.





Cocogoose

## **MAIN FONT**

Cocogoose is a fun, bold font that fits in the health space without looking medical. It is reminiscent of the block lettering used by fitness brands like Adidas.

**Aa**

**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**

## SUB FONT

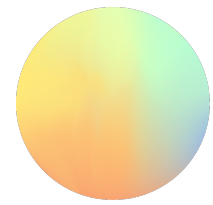
Hind Light is a clear, easy-to-read, typeface that is as comfortable listing out supplement facts as it is in a blog post about Charlotte's best restaurants.

Hind Light

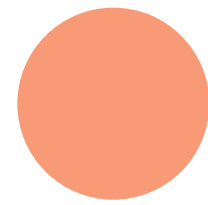
Aa

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

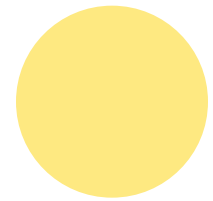




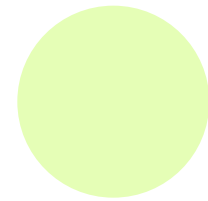
**Healtheza Gradient**  
#####



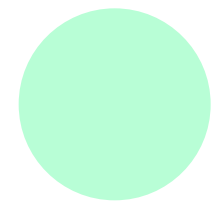
**Jumpstart**  
#F89A75



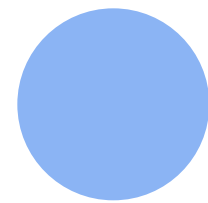
**Sunshine**  
#FEE981



**Verdant**  
#E5FEB6



**Spearmint**  
#B8FED6



**Lakeside**  
#8BB4F4

## COLOR PALETTE

The Healtheza palette is representative of the four product categories. The colors are bright, friendly, and gender-neutral.