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*Logo Package for  
TRU Healthcare and  
TRU Wellness Center*

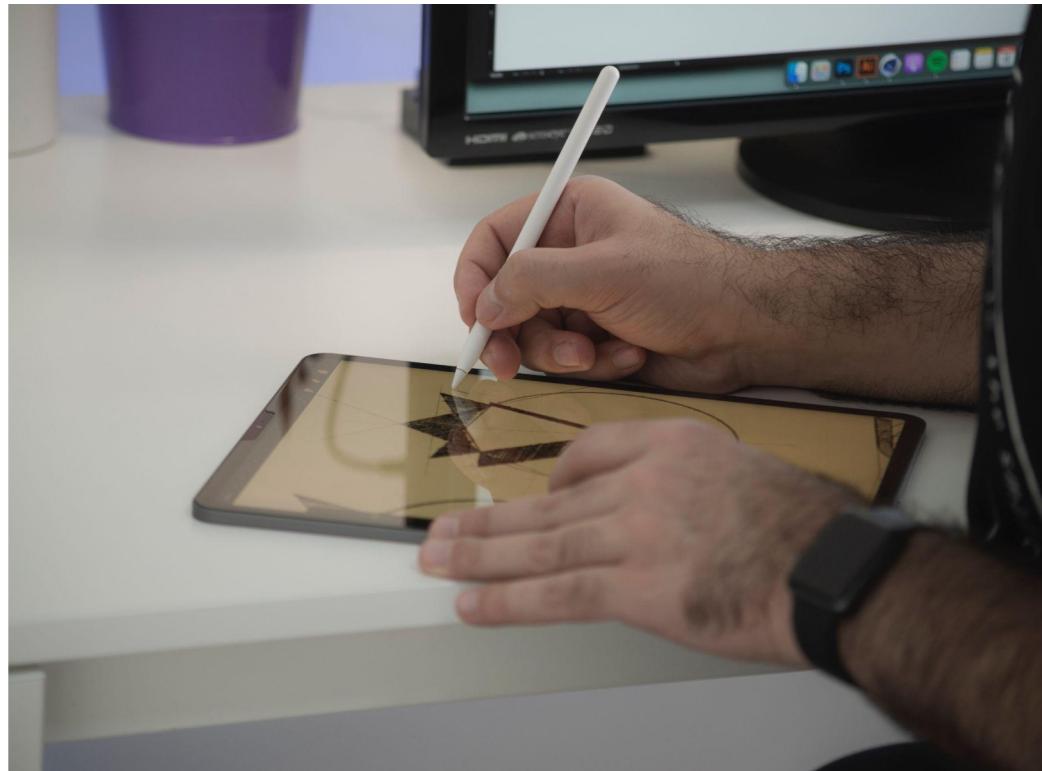
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## **Branding from the experts.**

We're happy to present to you the new logo package for TRU Healthcare and TRU Wellness Center. In this guide, you'll find instructions on how to treat your new logo and branding and helpful assets that will allow your brand to stand out in a crowded marketplace. We're looking forward to seeing your branding in action.



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## Brand Identity

The shining sun and its depiction of hope served as our inspiration for the iconography. The sun assumes a taupe gold tone and the two together represent the peaking sun of a new day. With the sun representing a fresh start and being the symbol of truth, visitors of TRU Healthcare and TRU Wellness Center will know they are in good hands.

We prioritized the use of a unique serif font, and by strategically combining similar fonts for the word TRU, adjusting heights, and nesting each letter into each other, we achieved a dynamic effect that enhances the visual impact of the main brand name. This is thoughtfully paired with imagery depicting a sun peering out from the curved swash of the T. Healthcare and Wellness Center have been placed in a sans serif font for clear visibility and to not take away from the main brand name.



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## Full Logo

Your full logo is a visual representation of a company or organization that serves as a powerful symbol of its identity. It is typically used in various applications, including websites, business cards, product packaging, advertising materials, and more. The main brand logo plays a crucial role in establishing brand recognition and creating a strong first impression.



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## Wordmark

This is your brand's wordmark. It is the treatment of your brand's name without the graphical element.

Tru  
HEALTHCARE

Tru  
WELLNESS  
CENTER

Tru | HEALTHCARE

Tru | WELLNESS CENTER

Tru  
HEALTHCARE

Tru  
WELLNESS  
CENTER

Tru | HEALTHCARE

Tru | WELLNESS CENTER

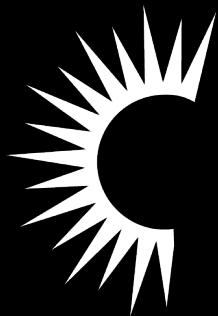
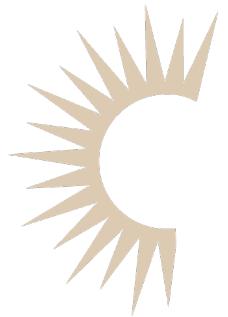
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## Logo Mark

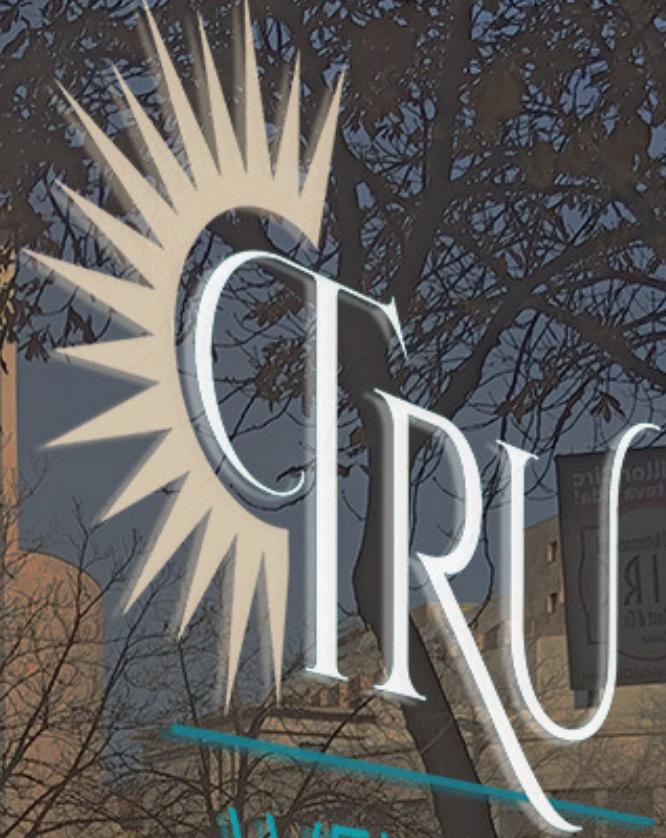
This is your brand's logo mark. It is the symbol that represents your brand without the word mark attached to it.











PRUS  
WELLNESS  
CENTER

## File Types Field Guide

Included in your logo package are several file formats that have various versions of your logo. This explains what each of those formats are and the best place to use them.

### EPS

#### Encapsulated Postscript

EPS is a vector file format often required for professional and high-quality image printing. Vector files can be infinitely upscaled without loss of quality because their graphics are calculated with math values.



### SVG

#### Scalable Vector Graphic

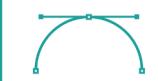
Like EPS, SVG files are infinitely scalable, but unlike EPS, SVG files aren't suitable for print applications as they may lack important print parameters. They are perfect for online usage where they appear crisp.



### EPS



### SVG



### JPG



### PNG



### JPEG

#### Joint Photographic Experts Group

JPEG files are raster images, which use pixels as opposed to vectors. Raster images may look blurry when upscaled. JPEG files are not transparent, so they will have a solid background, but have a wide color palette.



### PNG

#### Portable Network Graphics

PNs are also raster images, but support transparency and crisper edges. PNGs are optimized to use precise colors. PNGs are great in email signatures and in slideshows to fit in any theme.



## Typeface Guide

These are the typefaces to use with your branding. We recommend that you use these typefaces when creating any corporate design assets. We have also given suggestions as to alternate typefaces to use in the event that you cannot install or acquire the exact typeface listed here.

► [Download Cinzel Decorative](#)

► [Download Bilo](#)

### Primary Typeface / Main Headings

#### CINZEL DECORATIVE

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 . , ? ! ; :

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

*Usage instructions: Never use ALL CAPS. Do not tighten character spacing.*

### Secondary Typeface / Body Copy and Sub Headings

#### Bilo

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 . , ? ! ; :

How vexingly quick daft zebras jump!

*Usage instructions: Minimum type size 16pt and Regular font weight for body copy. Light font weight for sub headings.*

*Alternate Typefaces: Source Sans 3*

## Color Palette for TRU Healthcare

A well-executed color palette can play a critical role in the success of a brand's visual identity. With a consistent use, a brand can establish a visual identity that customers will recognize and associate with their products or services. This creates a sense of cohesion and professionalism that can help a business stand out in a crowded marketplace.

For TRU Healthcare, the first colors will be used as the main colors while Blue (Munsell) will be the byline color. The taupe color Dun will only be used for accent pieces that don't include text because of lack of text visibility with that specific color.



### #065961: Midnight Green

RGB: (6, 89, 97)

CMYK: (94%, 8%, 0%, 62%)

Pantone 8761 C



### #1B7D8D: Teal

RGB: (27, 125, 141)

CMYK: (81%, 11%, 0%, 45%)

Pantone 3145 C

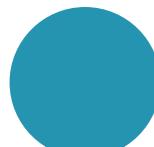


### #DCCBB2: Dun

RGB: (220, 203, 178)

CMYK: (0%, 8%, 19%, 14%)

Pantone 468 C



### #2594B0: Blue (Munsell)

RGB: (37, 148, 176)

CMYK: (79%, 16%, 0%, 31%)

Pantone 7459 C

## Color Palette for TRU Wellness Center

To keep with brand consistency, the first three colors will continue to be the brand's main colors for TRU Wellness Center. The fourth color will change from Blue (Munsell) to Moonstone and will be seen as the byline color.

The taupe color Dun will only be used for accent pieces that don't include text because of lack of text visibility with that specific color.

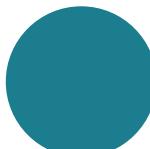


### #065961: Midnight Green

RGB: (6, 89, 97)

CMYK: (94%, 8%, 0%, 62%)

Pantone 8761 C



### #1B7D8D: Teal

RGB: (27, 125, 141)

CMYK: (81%, 11%, 0%, 45%)

Pantone 3145C



### #DCCBB2: Dun

RGB: (220, 203, 178)

CMYK: (0%, 8%, 19%, 14%)

Pantone 468 C



### #0CA4B3: Moonstone

RGB: (12, 164, 179)

CMYK: (93%, 8%, 0%, 30%)

Pantone 7710 C

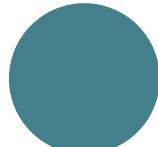
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## Color Palette for Additional Subsidiary Brands

These colors will be used for additional subsidiary brands and will be used on the byline.

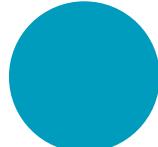


### #44808C: Darker Blue (Munsell)

RGB: (68, 128, 140)

CMYK: (51%, 9%, 0%, 45%)

Pantone 5483 C



### #009CBE: Blue Green

RGB: (0, 156, 190)

CMYK: (100%, 18%, 0%, 25%)

Pantone 7703 C



### #26747D: Caribbean Current

RGB: (38, 116, 125)

CMYK: (70%, 7%, 0%, 51%)

Pantone 7698 C



### #45BAC4: Verdigris

RGB: (69, 186, 196)

CMYK: (65%, 5%, 0%, 23%)

Pantone 631 C



### #338F99: Dark Cyan

RGB: (51, 143, 153)

CMYK: (67%, 7%, 0%, 40%)

Pantone 5483 C

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## Logo Usage Guidelines for TRU Healthcare

Your logo is the cornerstone of a brand's image and serves as a visual representation of your company's values, personality, and mission. Altering the logo in any way can cause confusion among your customers and undermine your brand's credibility and professionalism.



*Do not alter the proportions or distort the logo.*



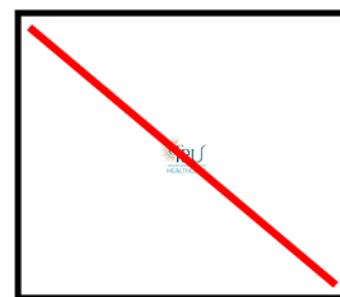
*Do not recolor the logo or use unapproved color combinations.*



*Do not alter, add to, or alter any elements of the logo.*



*Do not use outdated or obsolete versions of the logo.*



*Do not shrink the wordmark to the point of unreadability.*



*Do not add filters or effects to the logo.*

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## Logo Usage Guidelines for TRU Wellness Center

Your logo is the cornerstone of a brand's image and serves as a visual representation of your company's values, personality, and mission. Altering the logo in any way can cause confusion among your customers and undermine your brand's credibility and professionalism.



Do not alter the proportions or distort the logo.



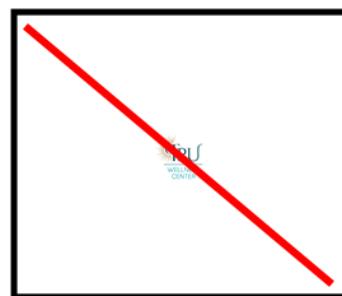
Do not recolor the logo or use unapproved color combinations.



Do not alter, add to, or alter any elements of the logo.



Do not use outdated or obsolete versions of the logo.



Do not shrink the wordmark to the point of unreadability.



Do not add filters or effects to the logo.

## Photo Usage for TRU Healthcare

When selecting photos for TRU Healthcare's branding, it's crucial to prioritize visuals that create a positive atmosphere and convey a sense of hope. The imagery should reflect the positive journey toward obtaining home healthcare, emphasizing the brighter side of aging and the potential for a better life.

When choosing photos, choose images that evoke feelings of optimism, hopefulness, and empowerment. Portray a safe, welcoming, and inclusive environment that encourages individuals seeking home health to feel comfortable and encouraged.



Acceptable



Acceptable



Not Acceptable



Not Acceptable

## Photo Usage for TRU Wellness Center

When selecting photos for TRU Wellness Center's branding, we want to prioritize visuals that create a optimistic atmosphere and convey the feeling of a hopeful transformation. The imagery should reflect the journey toward successful treatment, emphasizing the potential joyful end result.

When choosing photos, choose images that evoke feelings of optimism and hopefulness. Portray a safe, welcoming, and inclusive environment that encourages individuals seeking ketamine treatment to feel comfortable and supported in their treatment.



Acceptable



Acceptable



Not Acceptable



Not Acceptable



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