VALE

WELLNESS

Make room to feel better

IDENTITY SYSTEM / SAMPLE

Primary
#B75C49

Ink
#4B5B45

Canvas
#F2E8D9

TYPE & APPLICATION

Headline: Arial Bold / Supporting text: Helvetica

Use the primary mark with generous clear space on quiet backgrounds.

Pair campaign photography with restrained typography and the accent color.

Fictional concept created for Brickell Wallstreet Branding demonstrations.