



Brand Guidelines

The Overview

Consistency is the backbone of an authentic, trustworthy, and recognizable brand and customer experience. This means consistency in the way you look, speak to, and service your customers and target audience.

Staying consistent involves awareness, effort, and it also involves rules. That's where brand guidelines come in. Use these guidelines to ensure a cohesive look and feel for The Rooted Self brand across all mediums.

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Logo

Primary Logo

This is our primary logo and should always be used when circumstances allow.



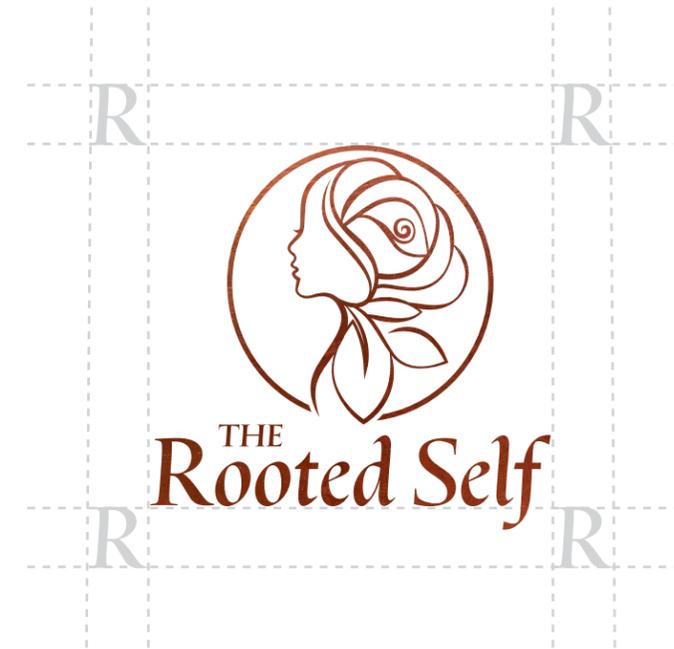
Secondary Logos

These are our secondary logos and should only be used when needed such as on a colored background or in greyscale.



Clear Space

Always maintain a clearspace equal to the size of the R in the logo (excluding the descender—ie “tail”—of the f).



Minimum Size

Logo should never be scaled so small it renders illegible.



Misuse

No changes should ever be made to the logo. Here are some ground rules to make sure the logo is always used correctly and consistently.





Color Palette

Colors

ROOTED SELF DARK GREEN

#: 5c6e6c

cmyk: 66, 45, 51, 17

rgb: 92, 110, 108

ROOTED SELF LIGHT GREEN

#: a6b7aa

cmyk: 37, 19, 33, 0

rgb: 166, 183, 170

ROOTED SELF SAND

#: f2debf

cmyk: 4, 11, 26, 0

rgb: 242, 222, 191

ROOTED SELF CORAL

#: d39087

cmyk: 16, 49, 41, 0

rgb: 211, 144, 135

Colored Textures

ROOTED SELF SAND

+ COPPER TEXTURE AT 10% OPACITY

ROOTED SELF LIGHT GREEN

+ MOSS TEXTURE AT 5% OPACITY

ROOTED SELF CORAL

+ COPPER TEXTURE AT 15% OPACITY

COPPER TEXTURE

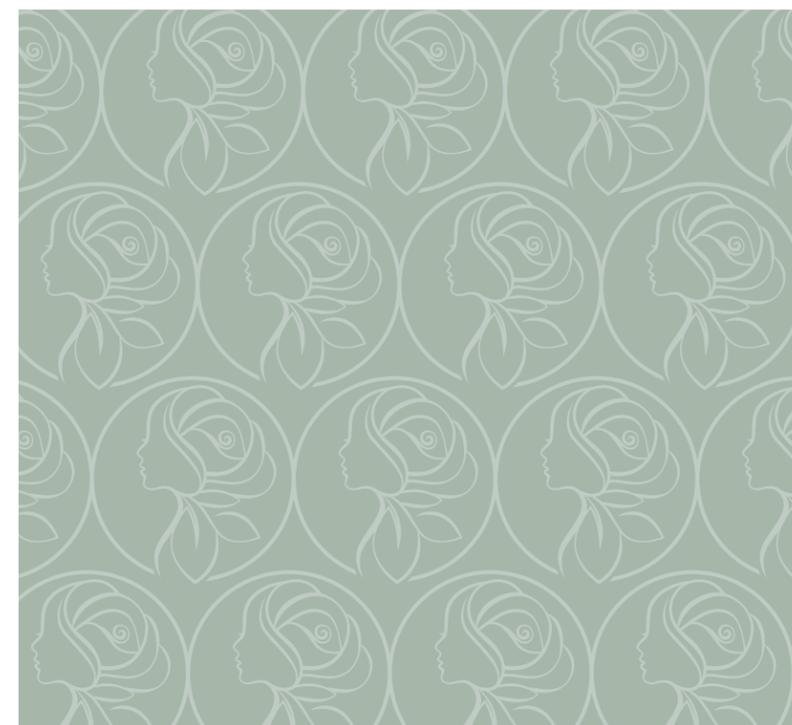
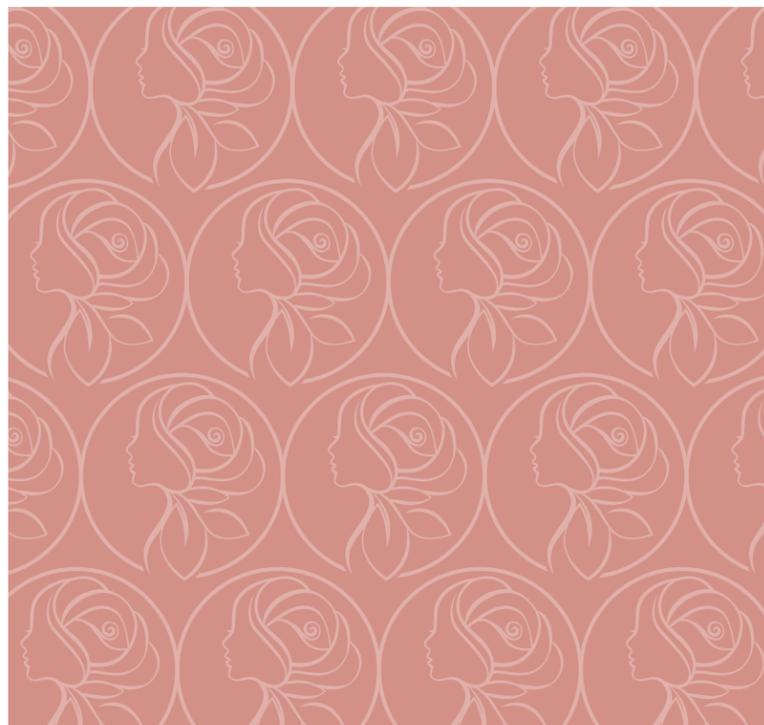


Graphic Elements

Watermark



Pattern





Typography

Typography

Our typography for headlines and subheaders is Poppins Medium.

Our typography for body copy and intro headlines is Esteban Regular.

Esteban may be downloaded for free from google fonts, and Poppins may be purchased from Adobe Fonts.

Poppins Medium

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

Esteban Regular

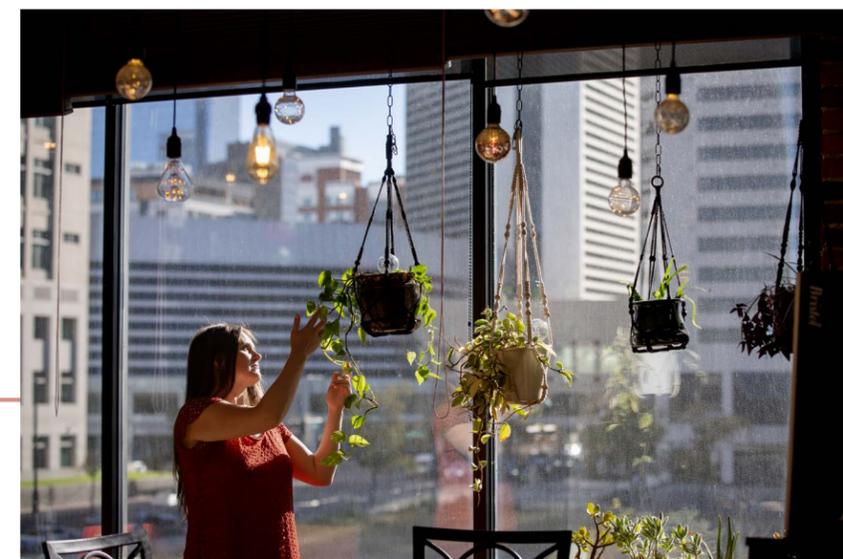
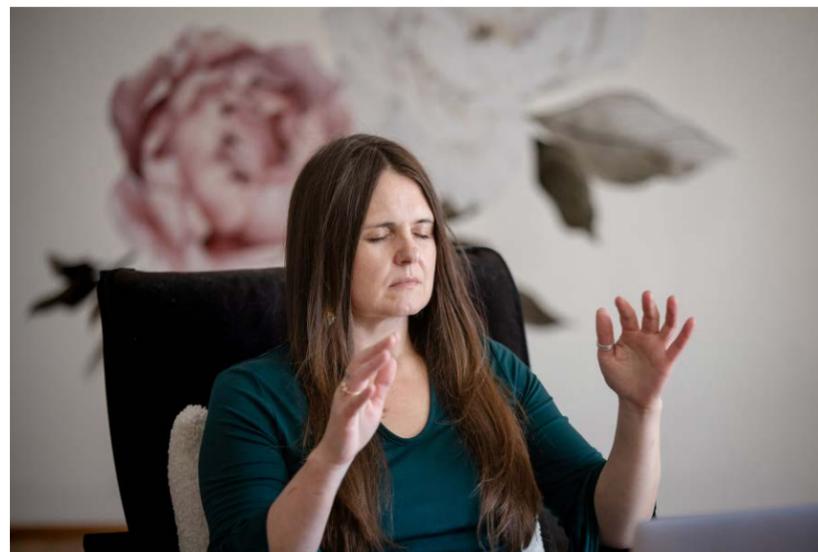
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



Imagery

Photography

Our Rooted Self photography style shows mind body connection in action through beautiful scenes grounded in nature and real life environments.





Application



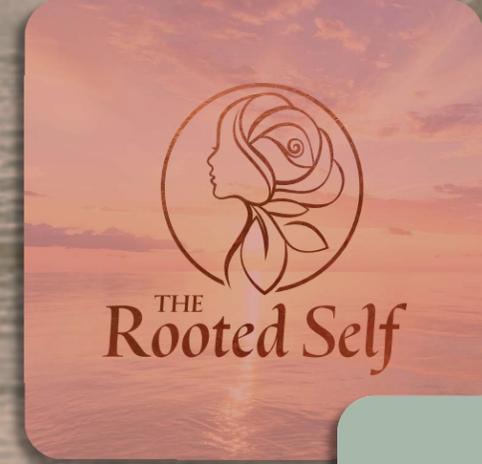
Mind-Body Counseling and Energy Healing

Complete healing is possible.

[Schedule a Session](#)



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Services



Counseling

Licensed mental health therapy with focus on addictions, trauma and couples. Explore, heal, and transform into the greatest version of yourself.

[Learn More](#)



Energy Healing

Intuitive energy reading and healing to support and guide your own energy system. Clear energy blocks to support your body in its natural drive to heal.

[Learn More](#)



Animal Communication

Connect with your pet intuitively to understand what they are saying with their behaviors and medical conditions. When your pet is comfortable and content, you can relax too.

[Learn More](#)

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Thank you!

We appreciate you taking the steps to help us protect The Rooted Self brand.

If you have any questions, please reach out to Katie@therootedself.org.