

PSYCHADEMY
of life

BRAND GUIDELINES





Brand is a **story unfolding**
across all customers
touch points

01 ABOUT US

Psychademy of Life — a digital haven where personal growth meets mental well-being.

We're dedicated to nurturing minds and empowering lives through insightful resources and transformative content. Rooted in empathy, our platform provides a safe space to explore holistic well-being, unlocking your full potential. At Psychademy of Life, we believe in fostering a community that embraces authenticity, resilience, and continuous self-discovery. Join us on this journey of growth, where your well-being is at the heart of everything we do.



02

BRAND VALUES

At Psychademy of Life, we embark on a transformative journey, fostering mental well-being and personal growth. Our digital sanctuary transcends boundaries, offering resources and insights to nurture your mind. Rooted in empathy, authenticity, and empowerment, our brand values guide us in creating a supportive space for holistic life enhancement.

● Empathy:

We prioritize understanding and compassion, fostering connections that empower individuals on their unique paths to mental wellness.

● Authenticity:

Our commitment to authenticity ensures that our content and resources resonate genuinely with our audience, promoting trust and openness.

● Empowerment:

Through knowledge and encouragement, we empower individuals to take charge of their mental well-being and navigate life's challenges with resilience.



03 LOGO

Composition

A harmonious blend of elements, colors, and typography, symbolizing brand identity with visual resonance.

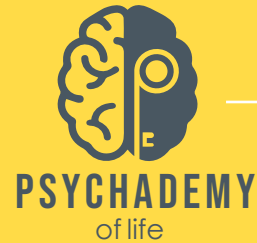
- 1 The logo symbol
- 2 The logo title



VARIATIONS



PROPORTION





04 TYPOGRAPHY

Typography is about presenting your text adding **aesthetic value** to your content.



BEBAS NEUE REGULAR

It is a versatile font that works well in a variety of contexts, from corporate branding to web design. It is particularly suitable for headlines, logos, and other display uses

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

A B



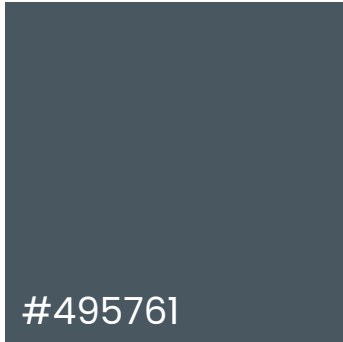
Century Gothic

It is a popular font for use in advertising. It has a geometric and sans-serif design, making it easy to read on digital screens.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

Aa Bb

abcdefghijklmnopqrstuv
wxyz



#495761

R: 73% G: 87%
B: 97%

C: 73% M: 57%
Y: 48% K: 26%



#FFDB47

R: 255% G: 219%
B: 71%

C: 1% M: 11%
Y: 83% K: 0%

05 BRAND COLORS



The selection of brand colors is a strategic journey, reflecting the identity. Each color holds significance, conveying our values and evoking specific emotions. From the vibrant hues that symbolize energy and innovation to the calming tones that represent trust, the palette is a visual language.

Consistency in using these colors across all platforms reinforces brand recognition, fostering a cohesive and memorable connection with the audience. The brand colors are not just shades; they are a reflection of who we are.