



LOFTHOUSE
HYPNOSIS

Brand Usage Guide | 2024

BRANDING

Full Wordmark



Circle Wordmark



Title + Tagline



Icon Only



Brand Colors

Hypnosis Blue-Gray
#829d9c

Healing Blue
#c5d8d7

Mindful Blue
#c5d8d7

Simple White
#c5d8d7

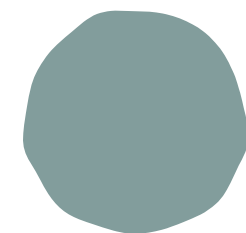
Brand Fonts

Area Normal

Regular / **Semibold** / **Bold**

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

Brand Shapes/Iconography





USAGE GUIDE



✗ DO NOT place against busy backgrounds.



✗ DO NOT stretch, distort, or visually change aspects of the logo(s).



✗ DO NOT change colors or use colors outside of approved brand colors.



✗ DO NOT apply dark shadows or other heavy effects.

IN ACTION











Design by Rosie Inman for the Brilliam Group 2024

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