



**COMPANY  
BRANDING  
GUIDE**

Break The Stress Cycle

## LOGO

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The Unwind logos were purposely designed to show off the two most prominent company colors: Light Blue and Light Green. Research has shown that that light blue is a calming color that inspires serenity, while light green is associated with renewal and growth. For this reason, it was necessary to project these two particular colors in our logo. The apparently twisted “U”, as suggested by negative space, is a reference to our name in that everyone can benefit from “unwinding.” In addition, through closer examination, it can be seen that the stems and the curved bottom of the “U” together form two eyes and a mouth. This smiley face showcases our brand’s commitment to providing stimulating and satisfying products that assist in reducing consumers’ stress.

## FONTS

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### SourceSansPro BLACK

This is used for headings in titles for our presentations and slideshows.

### Maven Pro BOLD

This is used for headings and titles for our official documents, such as the business plan.

### Maven Pro

This is used for regular text for our official documents, such as the business plan.

### SourceSansPro

This is used for regular text for our presentations and slideshows.

## COLORS

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#3ABFEF




#99CA3C



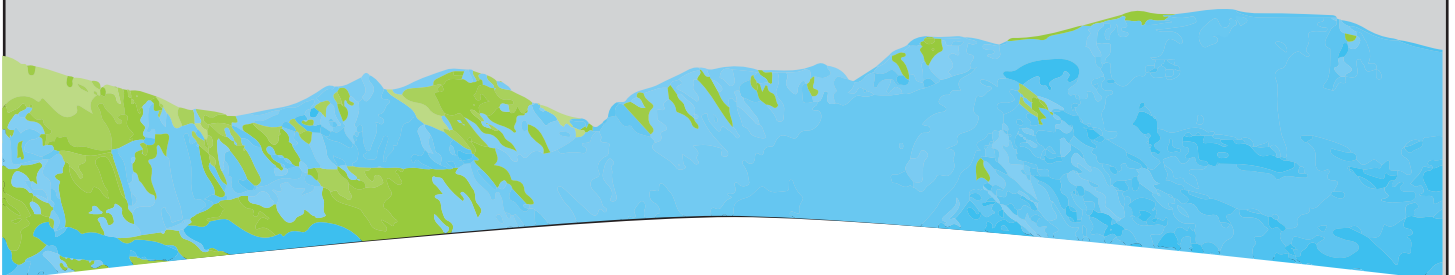
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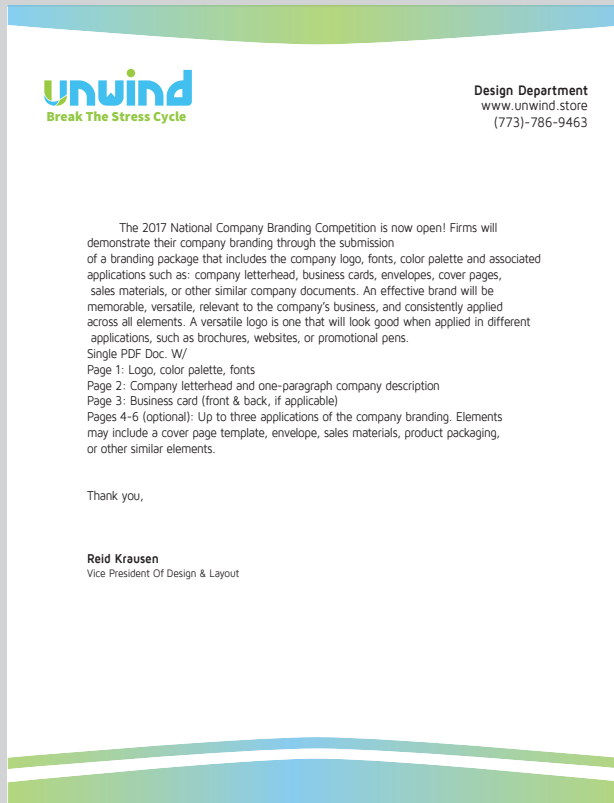
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#000000

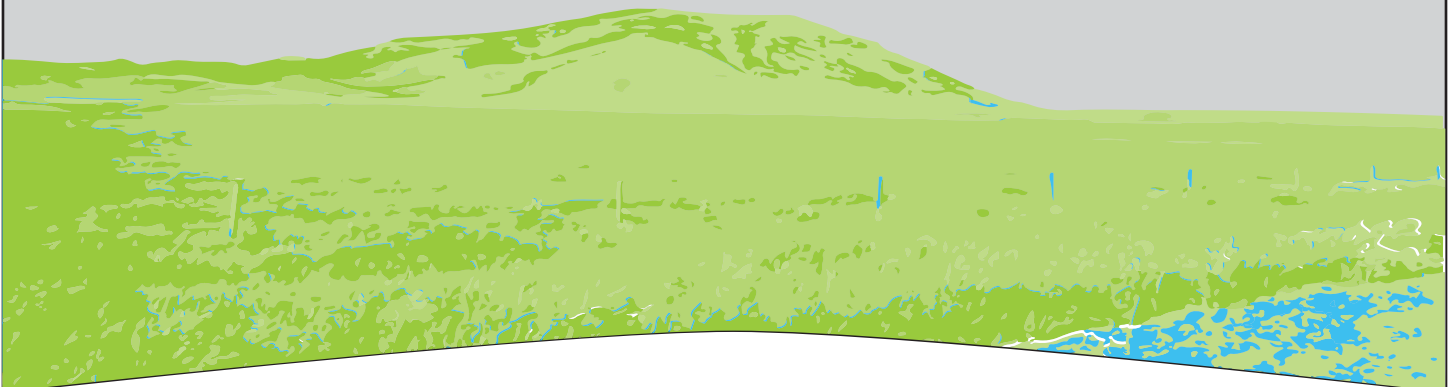


## LETTERHEAD



## COMPANY DESCRIPTION

Unwind, headquartered at 1200 S McHenry Avenue, Crystal Lake, Illinois is a start up VE firm whose purpose is to sell a variety of products designed to relieve the everyday stress of its customers. Unwind began its operations in August of 2017, with twenty one employees. Classified as a Sports and Leisure company, the company markets both active and recovery products in order to be both useful and convenient in our customers' everyday lives. The company offers products for both VE individuals and firms. Our plan is to market our unique products in an innovative way in order to stand out amongst other VE competition and be the number one destination of stress relief for our customers.



Bussiness Card



**Reid Krausen**

Vice President of Design & Layout

+(773) 786-9463

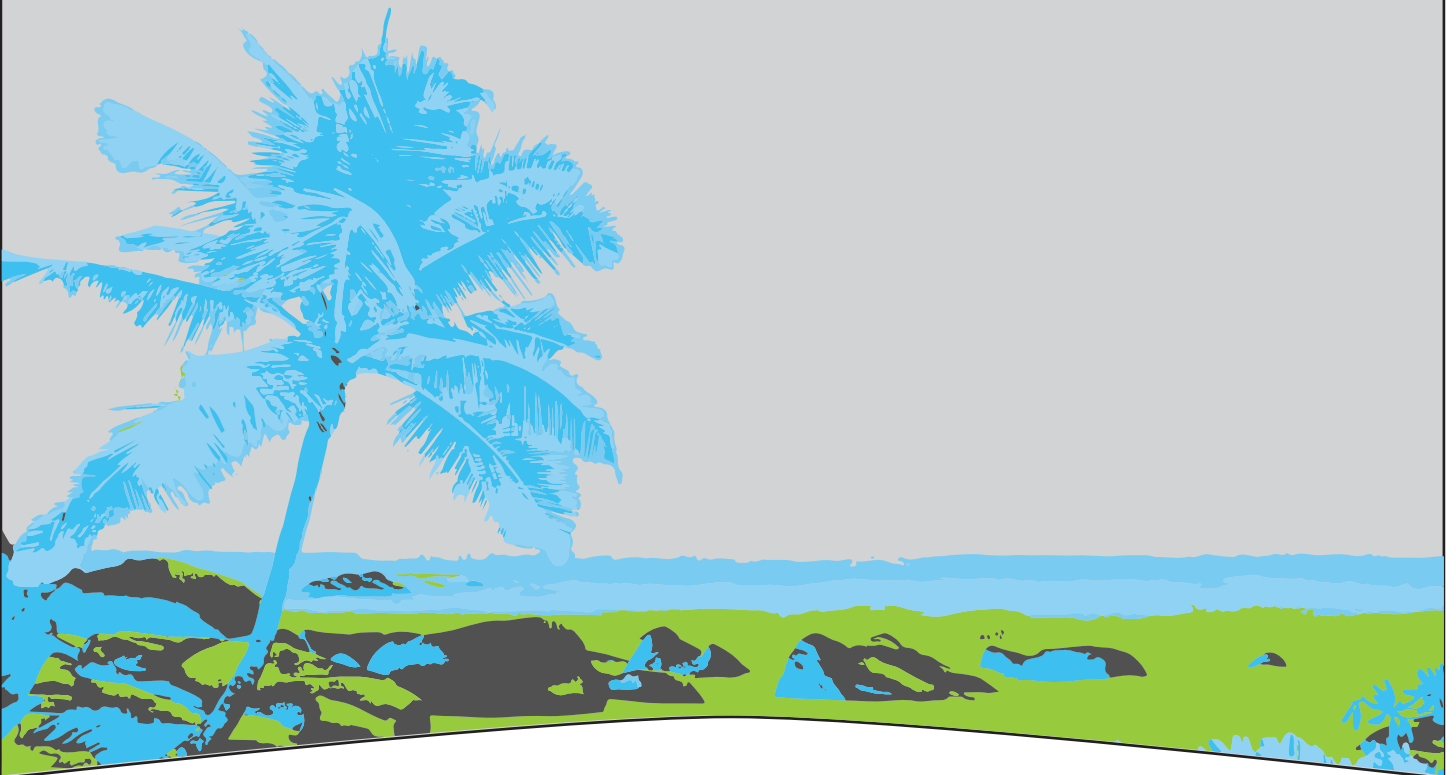
reid@unwind.store

www.unwind.store

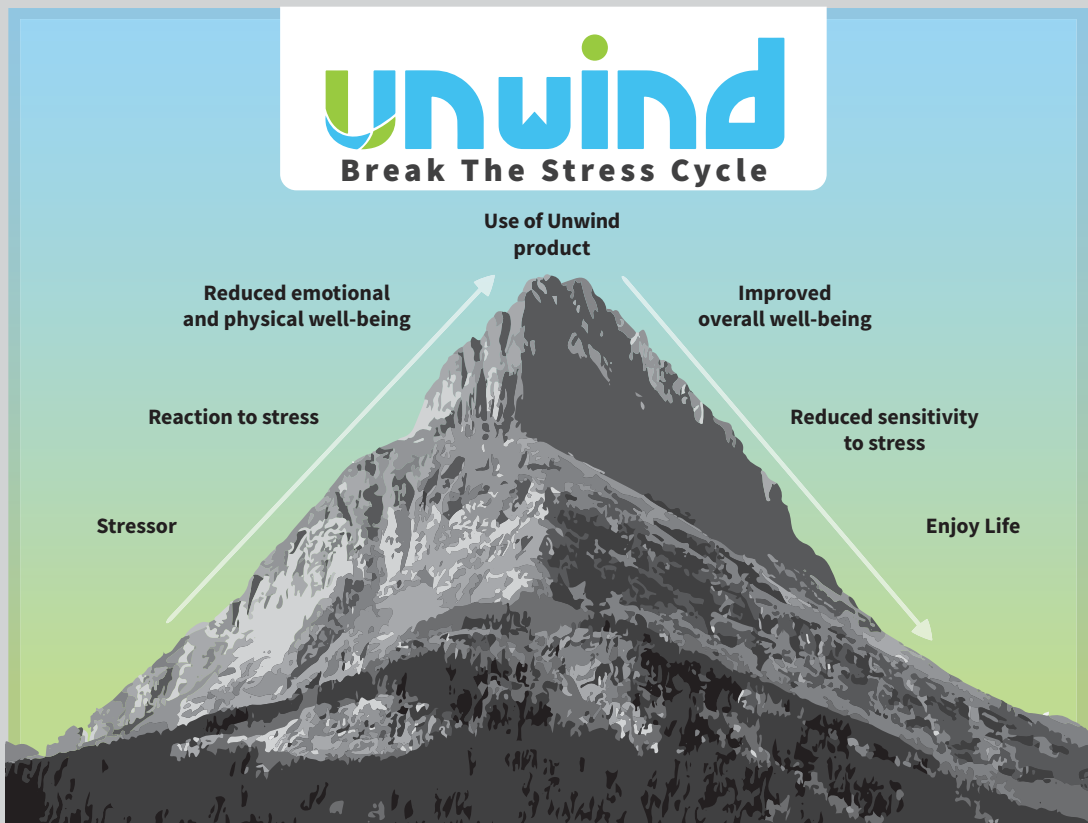
**UNWIND**  
Break The Stress Cycle

The logo features the word 'UNWIND' in a large, blue, sans-serif font. The letter 'U' is stylized with a green-to-blue gradient. Below the word, the tagline 'Break The Stress Cycle' is written in a smaller, black, sans-serif font.

www.unwind.store

The text is centered over a stylized, blue-toned illustration of a mountain range with green highlights on the peaks.

## Stress Cycle



We felt a mountain was a proper representation of our brand for a few reasons. For starters, Unwind encourages our consumers to get active as a way to reduce stress. Images of nature imply outdoor physical activity - especially those of mountains. Mountains are associated with an array of activities: hiking, biking, boating, skiing, etc. This ultimately advocates our methods for active stress relief. In addition, the mountain shows the effect of the use of Unwind products. As you go up the mountain, stress just builds and builds. The peak represents the use of Unwind products, as the stress stops building up. From there it's just downhill as your stress is relieved. This is an effective visualization of our approach to stress relief that we will utilize for advertising.

