



curio museum design

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BRANDING & IDENTITY

Branding Concept
Sadhana Health
August 1, 2020

Design Objective

Integrate the highly decorative and traditional SIMT leaf into a strong, modern logo for future parent company, **Sadhana Health**.



copper flame
RGB: 81 192 170
HEX: 51c0aa
CMYK: xx xx xx xx

PANTONE®
tbd



copper verdigris
RGB: 0 171 150
HEX: 00ab96
CMYK: xx xx xx xx

PANTONE®
tbd



atlantic
RGB: 0 50 62
HEX: 00323e
CMYK: xx xx xx xx

PANTONE®
tbd

A B C D E
F G h i J K
L M N O P

main font: gotham light

Designed by American type designer, Tobias Frere-Jones, Gotham was directly inspired by the architectural signage of mid-twentieth century New York. The clean, open shapes lend themselves perfectly to the elemental feel of the design.

Primordial colors: saline and mineral. Ink formulas (Pantone and CMYK) will be dialed in and finalized with test prints.



sign mockup



SADHANA

HEALTH

The leaf feels like it's set back and supported within the sphere... nascent... also hints of a seed or a flame



print mockup



SADHANA
HEALTH



DHANA
ALTH



SADHANA
HEALTH

MODERN

Strong and simple, clean

GEOMETRIC

Balanced, orderly, comforting

ELEMENTAL

Clean, primary shapes

PRIMORDIAL

Saline and mineral colors

NASCENT

A sense of earliest creation



Prepared for Sadhana Health, Inc
by the Curio Museum