

## 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

copper verdigris

RGB: 0 171 150

HEX: 00ab96

CMYK: xx xx xx xx

**PANTONE\*** 



atlantic

RGB: 0 50 62

HEX: 00323e

CMYK: xx xx xx xx

# ABCDE FGhiJK LMNOP

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.

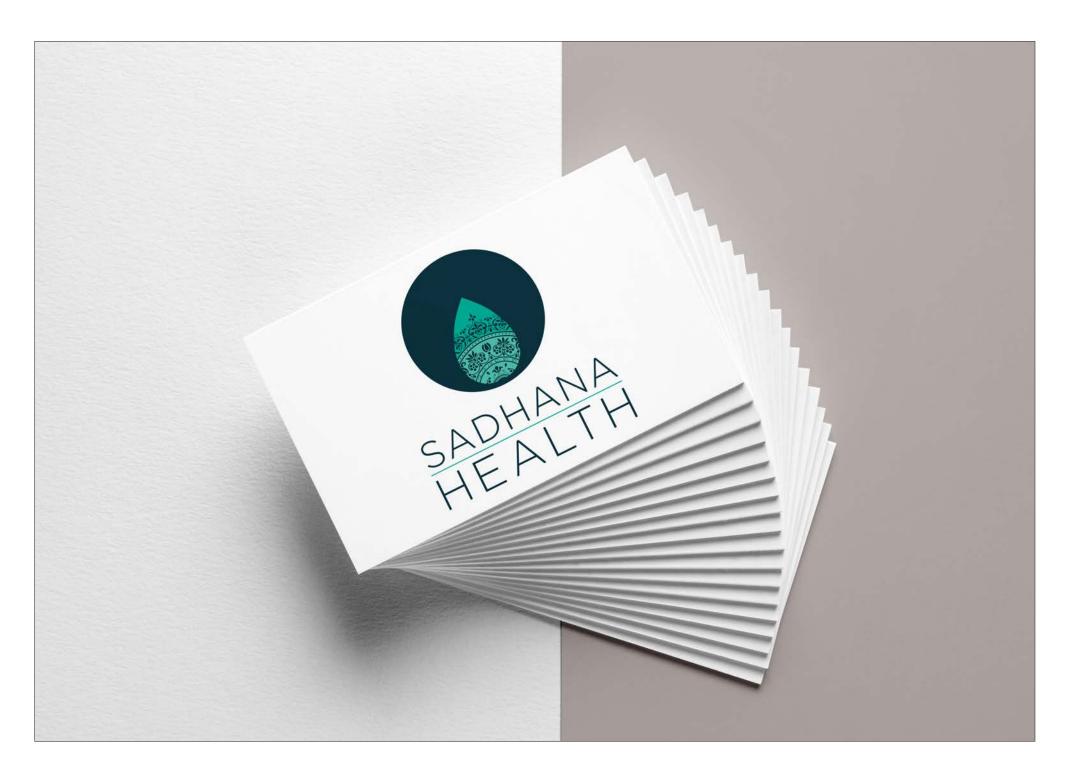
Primordial colors: saline and mineral. Ink formulas (Pantone and CMYK) will be dialed in and finalized with test prints.







print mockup







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