



curio museum design

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BRANDING & IDENTITY

Logo Design

Malley Farm Holistic Living

April 13, 2024

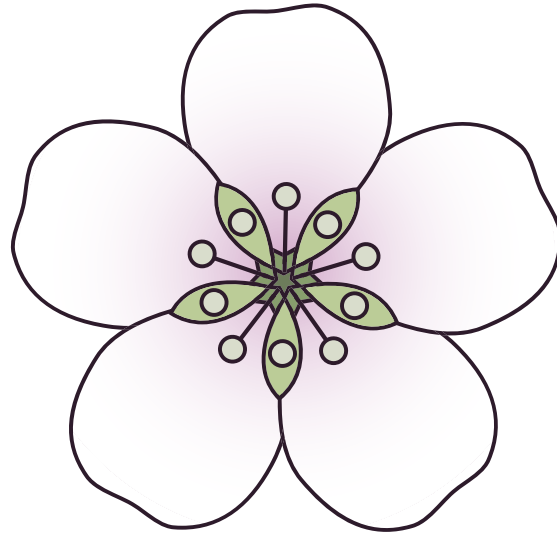
● **growth, balance, strength**

- Sober Sisters Recovery is evolving and will re-emerge as Malley Farm
- Holistic Living for Women, a home that encompasses whole body health and wellness. Malley Farm will be a safe, welcoming space for both residents
- and the greater community, offering services that promote balance and
- strengthen the body and mind.

# apple blossom

five petals in perfect balance





M A I L L E Y F A R M

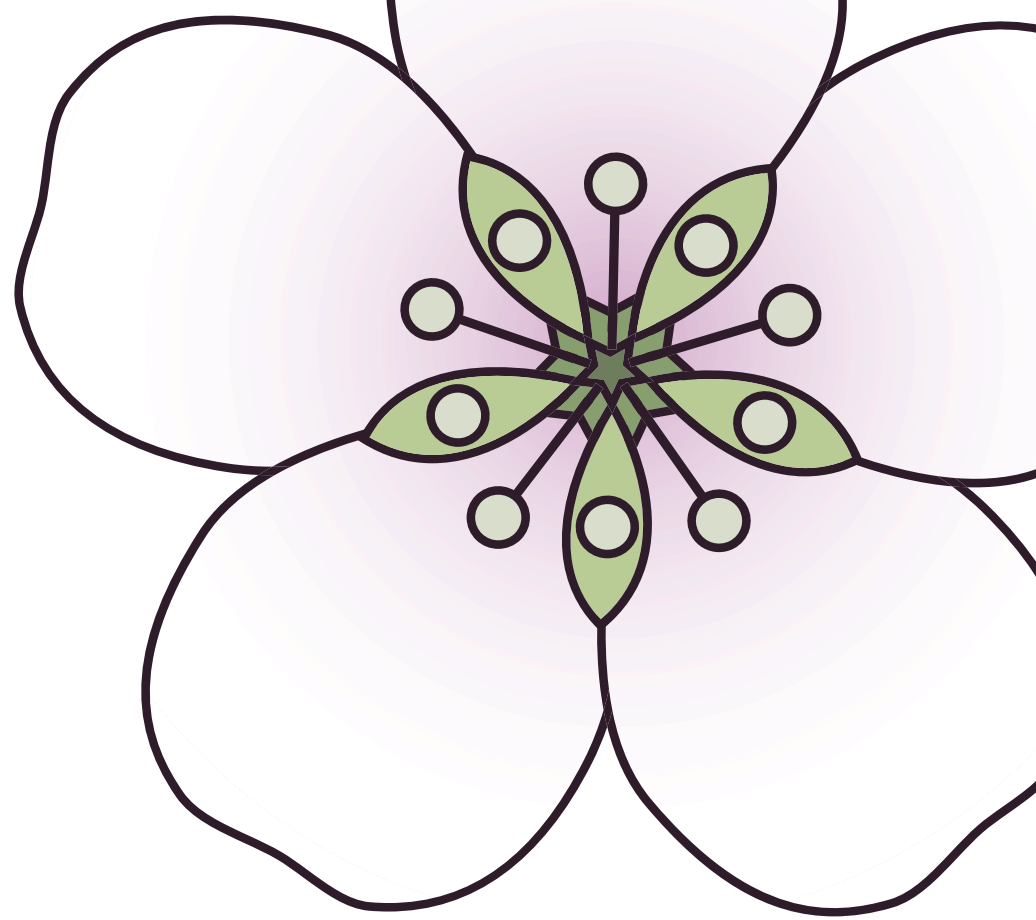
*holistic living*

## the apple blossom

- the apple blossom traditionally signifies love, regeneration, and new beginnings
- apple blossoms also represent the cyclical nature of life – the earth rests during winter and comes alive again in the spring

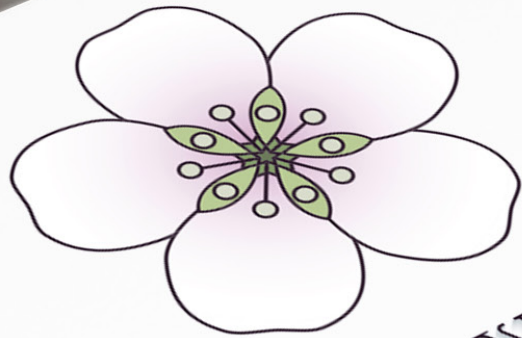
## five petals in perfect balance

- with five petals and amazing stamens, the apple blossom is stunning, intricate, and symmetrical
- the resulting design represents balance in nature
- the five aspects of holistic development: physical, mental, emotional, social, spiritual
- the five elements of both the Greek Tradition and Buddhism: air, water, fire, earth, ether
- the five elements of traditional Chinese medicine: metal, water, wood, fire, earth

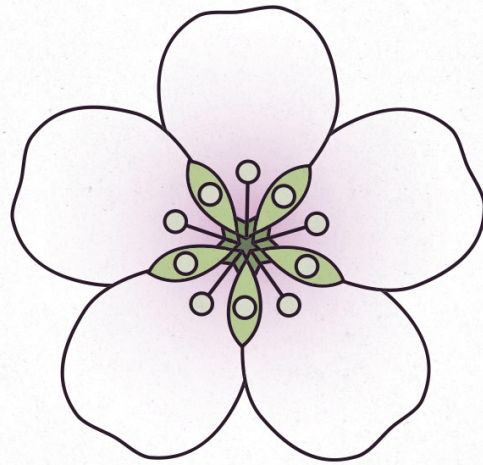


## a pink bloom

- pale pink blossoms symbolize grace, gentleness, and joy
- they are also associated with trust and gratitude



MALLEY FARM  
*holistic living*



MAILLEY FARM

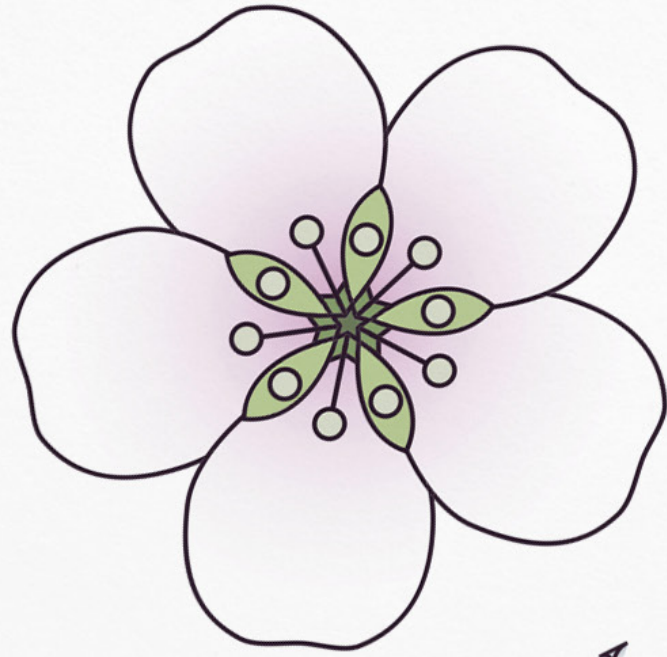
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## **supplemental graphics**

While the blossom will be the main design, leaves will be used as supplemental graphics throughout the site and on outreach materials. Nature images may also be used.





MALLEY FARM  
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