



VORTEX

VITALITY CLINIC & *Spa*

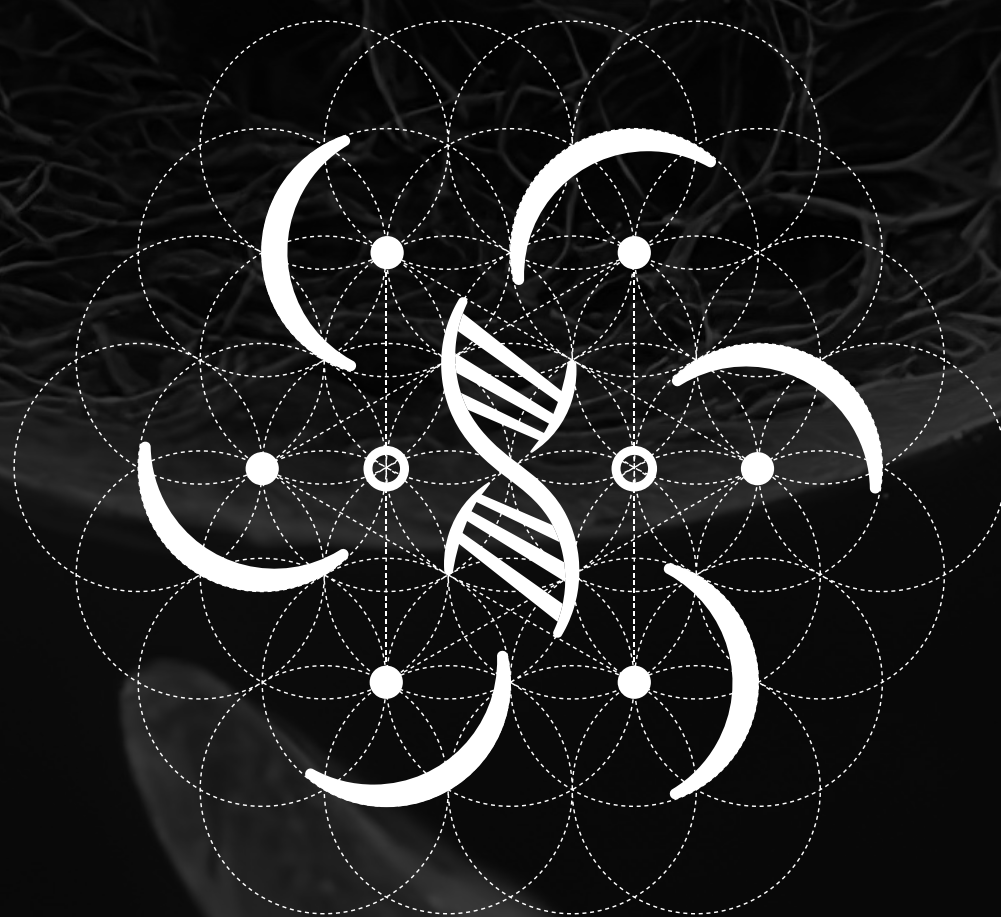
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Brandbook

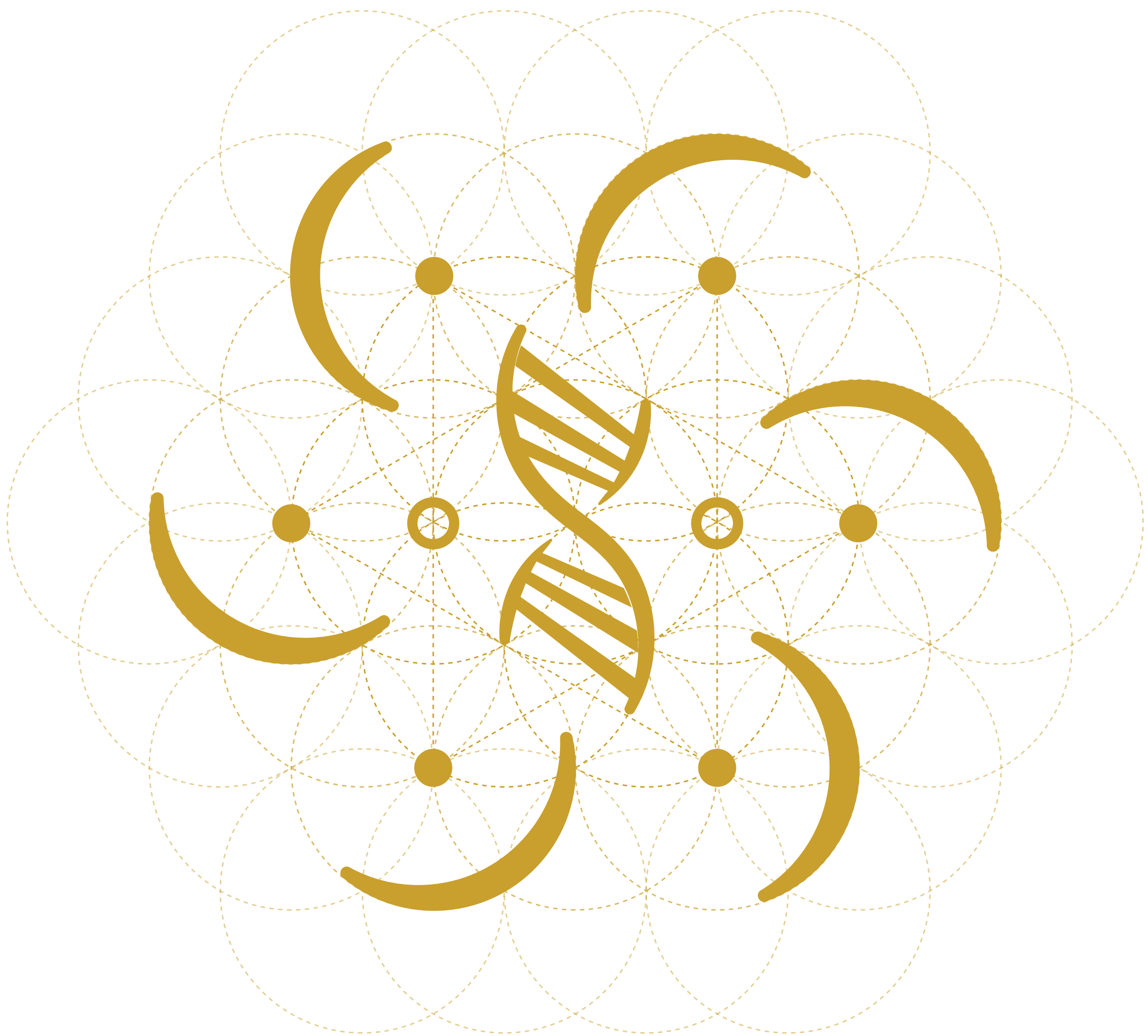
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Vortex Vitality Clinic works with  
regenerative medicine (Stem cells).

We offer individualized programs  
designed to meet the patients goals and  
needs, whether in the area of personal  
improvement and performance,  
anti-aging or chronic disease.



# Icon Construction



A Flower of Life gives the proportions  
of cell reproduction, as well as the precise  
measurments for our identity.

# Name Construction

**V O R T E X**  
**VITALITY CLINIC & *Spa***

The brand's name shows remarkable balance between rounded and straight symmetries. "V" of "Vortex" is cut in a way that its base becomes a pointed arrow that lifts up.

# Full Color Palette (web & printing)

## Flax

HEX: #E1D38A

CMYK: 0, 6, 39, 12

## White

HEX: #FFFFFF

CMYK: 0, 0, 0, 0

## Lemon Curry

HEX: #bf9b28

CMYK: 0, 19, 79, 25

## California Gold

HEX: #B69122

CMYK: 0, 20, 81, 29

## Black

HEX: #000000

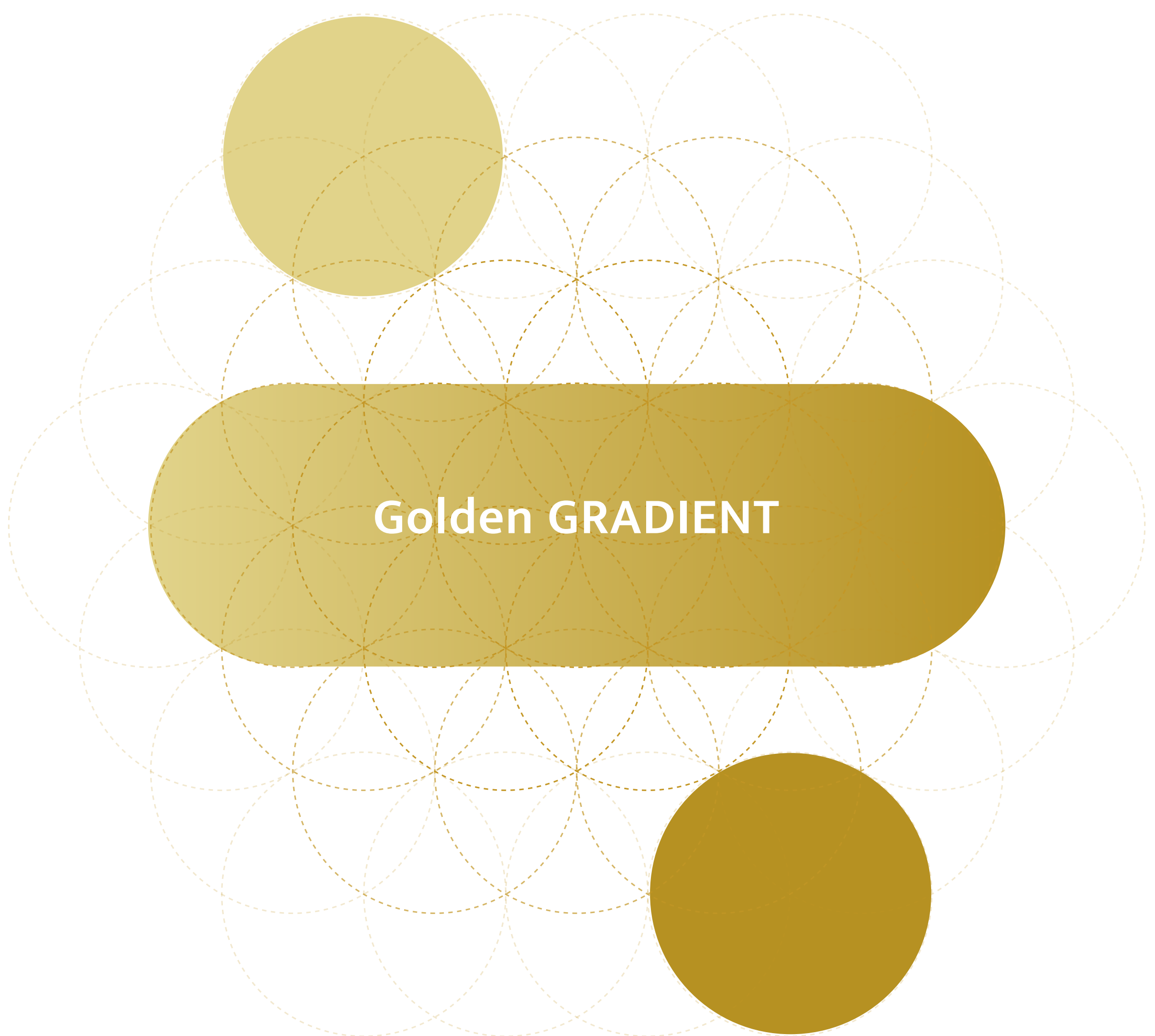
CMYK: 0, 0, 0, 100

# Brand Gradient (only web)

## Flax

HEX: #E1D38A

CMYK: 0, 6, 39, 12



## California Gold

HEX: #B69122

CMYK: 0, 20, 81, 29

# Brand “Clean” Version



**VORTEX**

VITALITY CLINIC & *Spa*

We call this the “Clean” Version of the Logo because it has the most adaptative and versatile arrangement of elements.

This version is used for botg digital and printed purposes.

Consider this to be the first option when using the logo for any physical and digital application.

# Brand “Clean” Colors



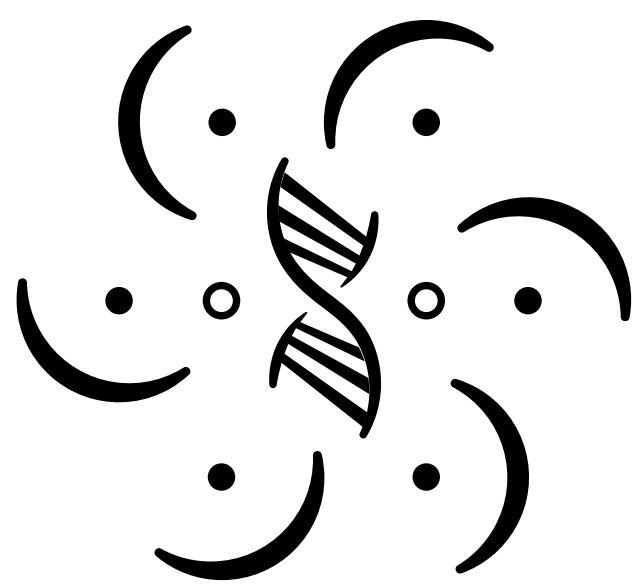
**VORTEX**  
VITALITY CLINIC & *Spa*

\*Universal use on white background.



**VORTEX**  
VITALITY CLINIC & *Spa*

\*Use on color background or images.



**VORTEX**  
VITALITY CLINIC & *Spa*

\*BW Printing on white background.



**VORTEX**  
VITALITY CLINIC & *Spa*

\*web use on black or white background.

Each version of the logo has 4 different color applications. Each application adapts to distinct environments and is meant to avoid any external influence that reduces its legibility.

# “Clean” Version Horizontal



\*Universal use on white background.



\*Use on color background or images.



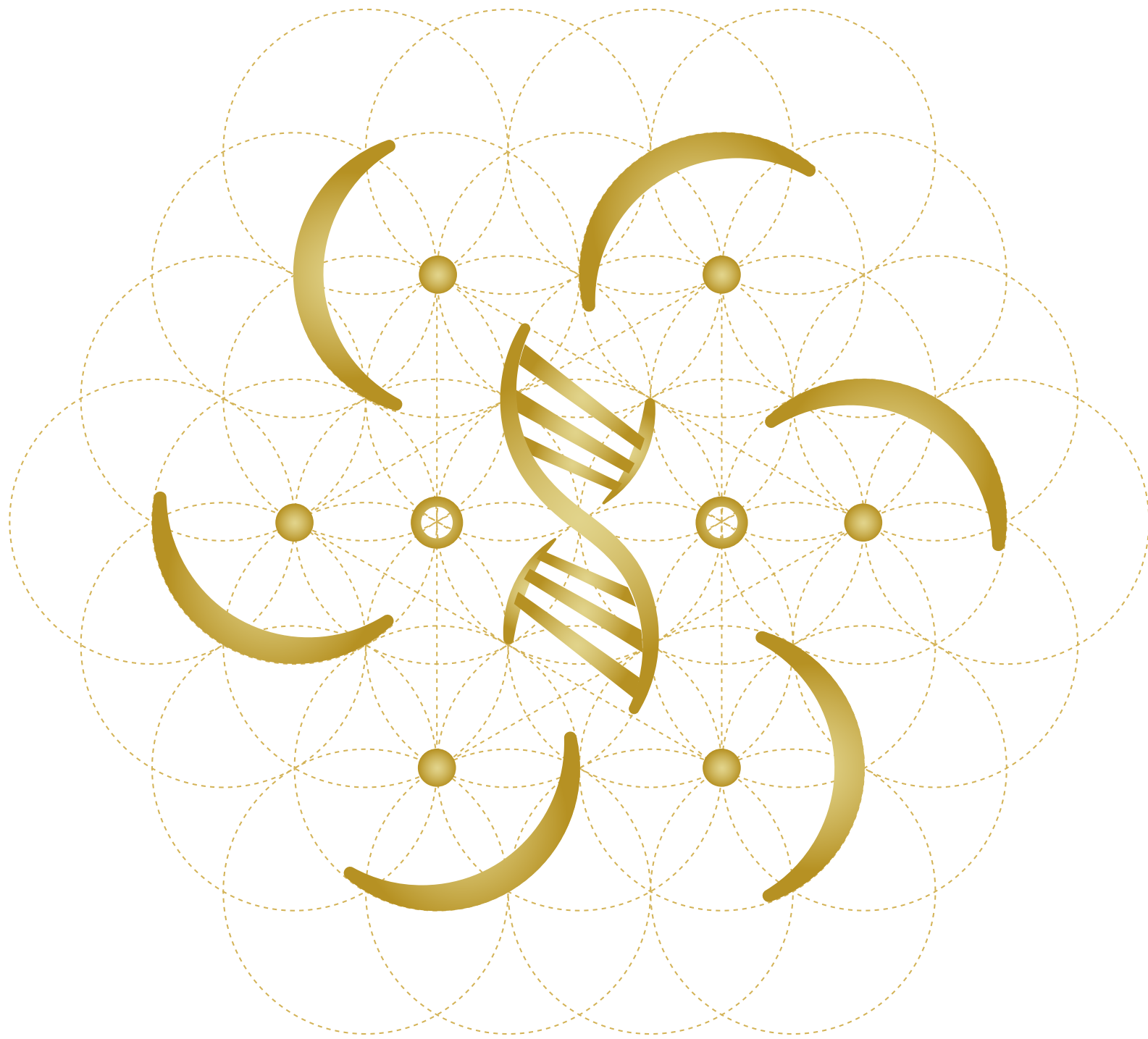
\*1 Ink Printing on white background.



\*web use on black or white background.

Ideal for any use where the logo needs to fit rectangular geometries. Use it for website headers or formal printed documents.

# Brand “Flower” Version



# VORTEX

VITALITY CLINIC & *Spa*

We call this the “Flower” Version of the Logo because it contains a symbol called “Flower of Life” showing it as the construction grid for creating the logo. This version is mostly used for digital purposes because the grid can make the logo appear too busy or heavy when printed.

# Brand “Flower” Colors



\*Universal use on white background.



\*Use on color background or images.



\*BW Printing on white background.



\*web use on black or white background.

Each version of the logo has 4 different color applications.  
Each application adapts to distinct environments and is meant  
to show the aesthetics and beauty of the brand.

# “Flower” Version Horizontal



\*Universal use on white background.



\*Use on color background or images.



\*1 Ink Printing on white background.



\*Only web use on white background.

Ideal for any use where the logo needs to fit rectangular geometries. Use it for website headers or promotional printed documents.

# Brand Font Family

## Playfair Display Bold

Playfair Display pairs perfectly for **special titles** and **product variations**. You can use it all caps too in rare occasions avoiding to pair with the logo in any version.

## Work Sans Extra Bold (text)

Work Sans is the main corporate font family. The Bold style is used for **general titles** and brings clear and formal presence to the brand's way of communicating. Use it both big and small caps.

## Work Sans Light (text)

Work Sans Light works best for **paragraphs**. Its use extends to any web application as websites or PDF as well as any brand's printed documents like business cards or printed letters.

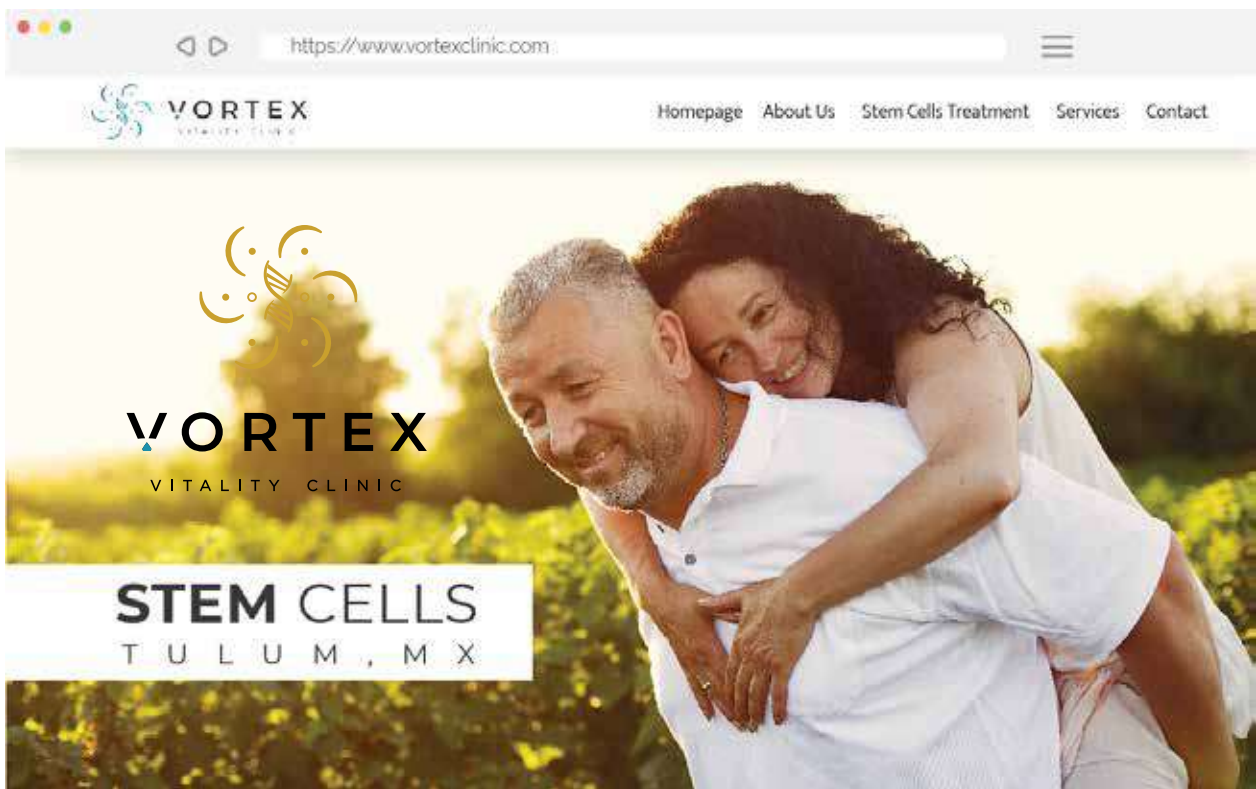
# Restrictions



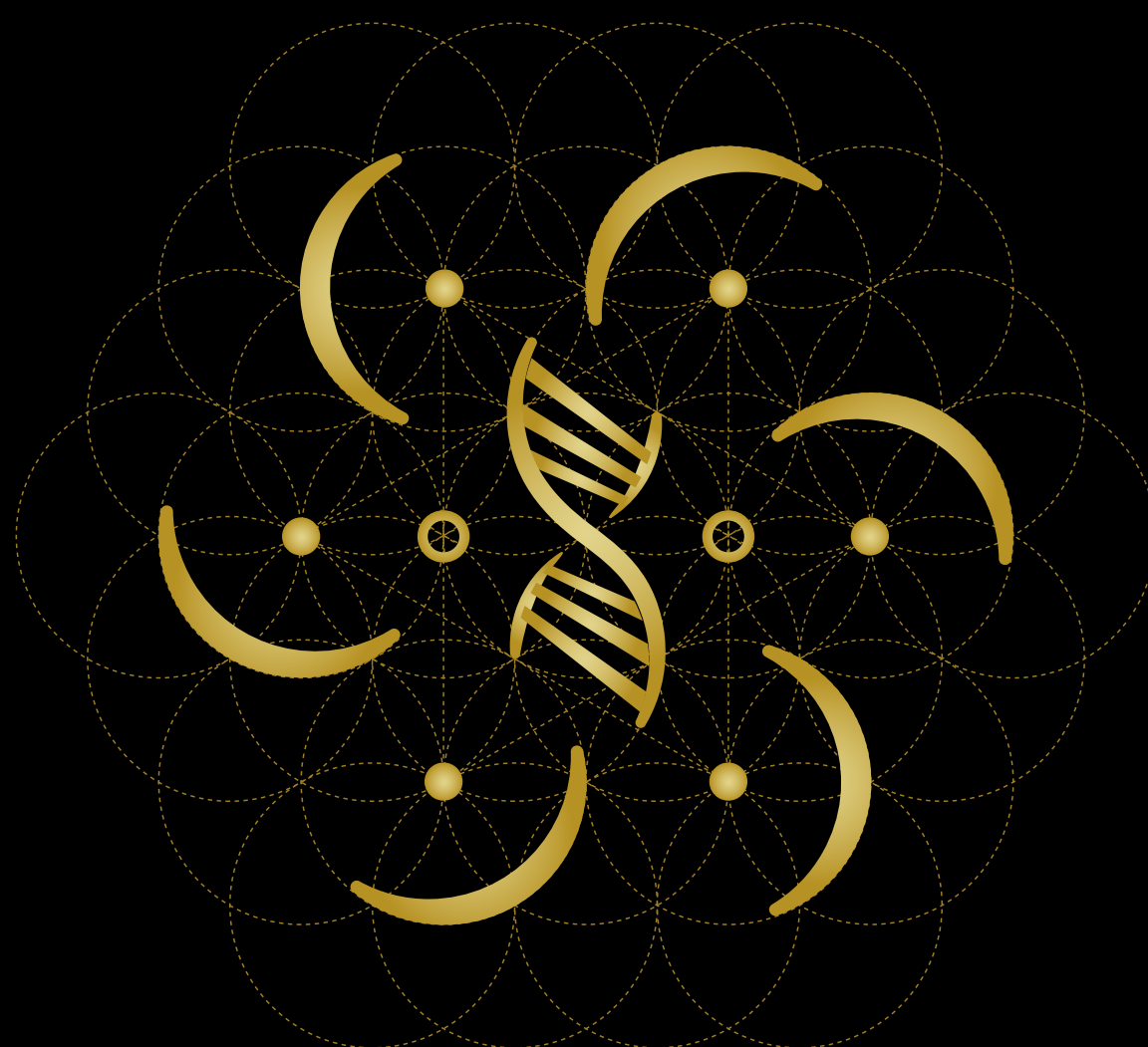
Don't deform or rotate



Don't change logo's colors



Don't place logo on  
top of images  
(use white version instead)



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Brand designed by **Mayan Solutions**