

T H E R A D I A N T B R A N D

HEALTH & WELLNESS MADE EASY.

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# about the brand

The Radiant Brand is a health and wellness brand dedicated to empowering individuals on their journey towards holistic healing and personal transformation. The Radiant Brand believes that true well-being encompasses not only physical health but also mental and spiritual harmony. Our range of products and services is meticulously designed to address these core aspects and facilitate a profound healing experience from within.

Beyond our products and services, The Radiant Brand is committed to building a supportive community that shares a common vision of holistic healing. We believe in the power of connection and collaboration, and we actively foster a sense of belonging and support among our customers. Our online forums, workshops, and events provide opportunities for individuals to engage, share their experiences, and learn from one another, creating a vibrant community that uplifts and inspires.



# logo identity



T H E R A D I A N T B R A N D



# mood board | the concept

## overview

The Radiant Brand is a health and wellness brand focused on helping individuals heal from within with products and services that heal the mind, body, and soul.

## photography style

The Radiant Brand's photography style captures the essence of natural beauty and serene moments. Through soft lighting, organic compositions, and authentic expressions, our imagery evokes a sense of tranquility and inner peace.

## typography

The typography combines elegance and simplicity. The clean and modern sans-serif fonts exude a sense of clarity and sophistication, while subtle organic curves add a touch of warmth. The carefully chosen typefaces embody the brand's ethos of balance, aligning beautifully with the overall aesthetic and enhancing the reading experience.

## color palette

The Radiant Brand's color palette is inspired by nature's vibrant hues and soothing tones. Muted earthy shades like soft sage greens, warm terracotta, gentle blush pinks, and serene blues dominate the palette, evoking a sense of calmness and rejuvenation. Accents of gold or copper add a touch of luxury and radiance, symbolizing the transformative power of our products and services. Together, these colors create a harmonious and inviting visual atmosphere that embodies our brand's holistic approach to well-being.

## textures

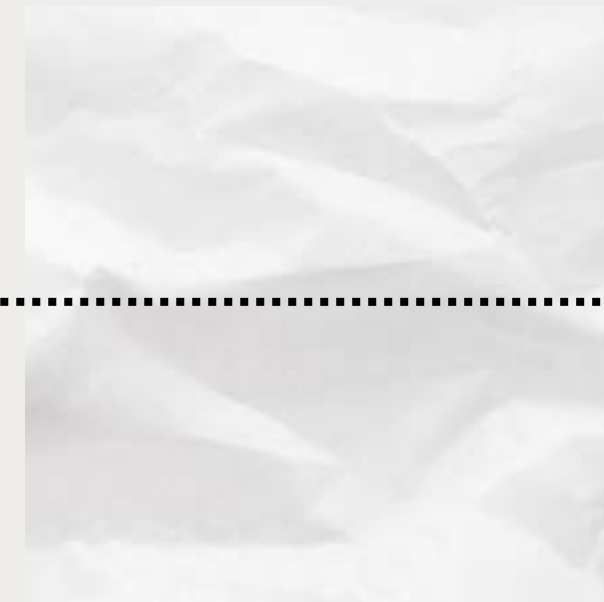
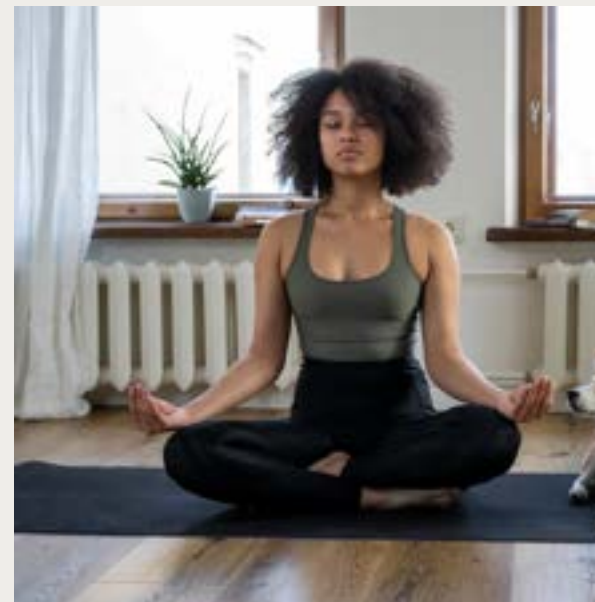
The texture employed by The Radiant Brand embraces a natural and tactile feel. From soft linen backgrounds to delicate brushstrokes and subtle paper textures, our design elements evoke a sense of grounding and connection to the physical world. These textures enhance the overall visual experience, infusing depth and a sensory quality that resonates with our audience.

grounded



Soft linen backgrounds evoke a sense of calmness by offering a light and airy feel.

tranquil



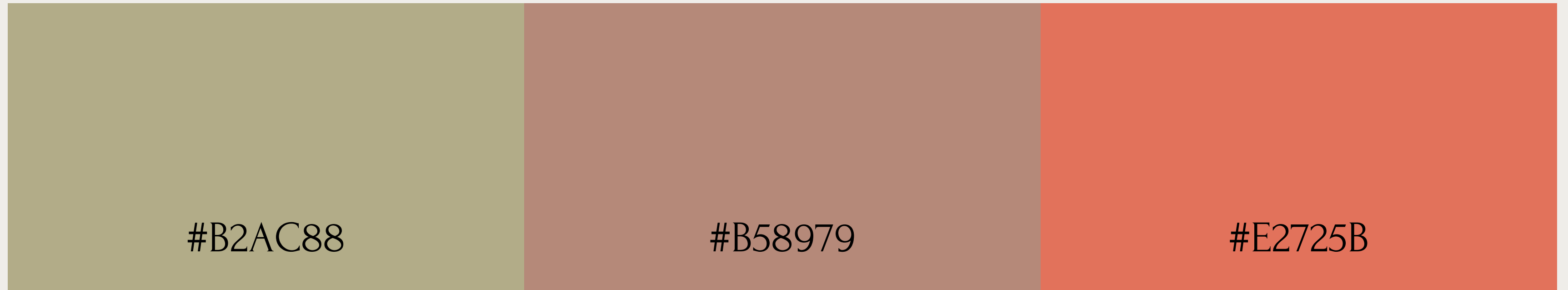
Photography style provides a sense of tranquility through relaxing scenery and well lit backgrounds.

wellness



Traces of earth tones within the textures and imageries used also help evoke a grounded feeling.

# color palette



# typography

## tenor sans

Tenor Sans is a modern and versatile typeface that strikes a perfect balance between simplicity and sophistication. With its clean lines and legible letterforms, Tenor Sans adds a touch of contemporary elegance to our branding.

## forum

Forum embodies a timeless charm with its classic serif style. Its graceful letterforms and refined details evoke a sense of sophistication and evoke a sense of elegance, making it a perfect choice for designs that require a touch of traditional beauty.

# header | tenor sans | 60 - 80 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + - = { } [ ] \ | ; : " ' < > ? , . / ` ~

## subheader | tenor sans | 25 - 30 pt

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1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + - = { } [ ] \ | ; : " ' < > ? , . / ` ~

## header | tenor sans | 18 - 21 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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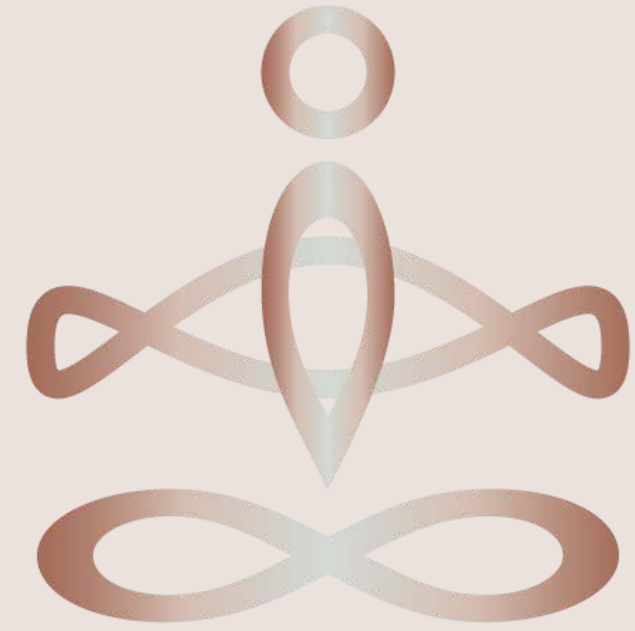


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THE RADIANT BRAND

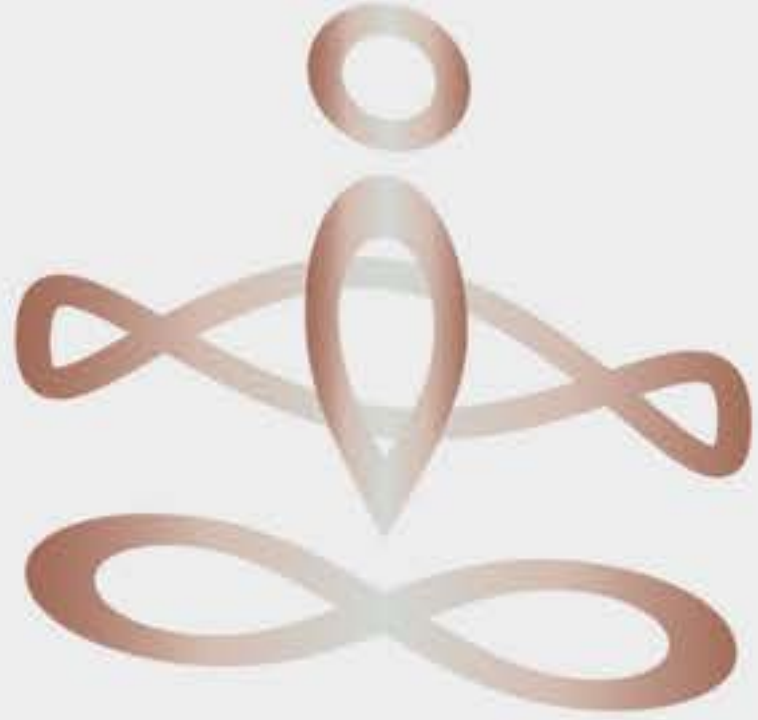
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EST. 2019



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# Created By

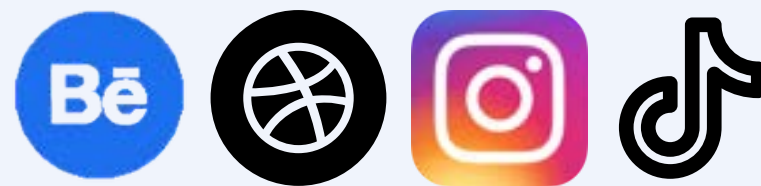


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Ready to see the detailed version? Inquire today to start your project!



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