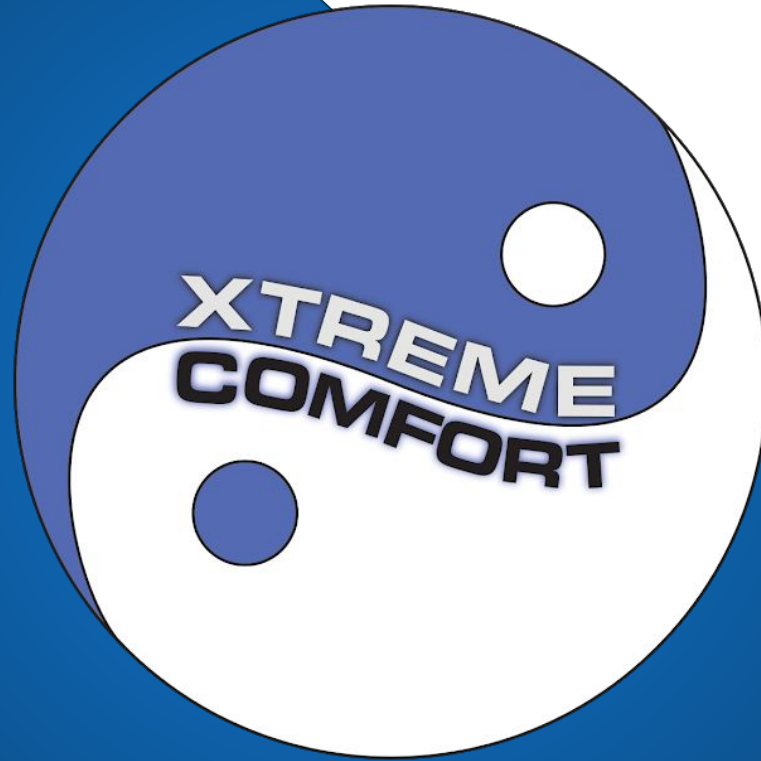
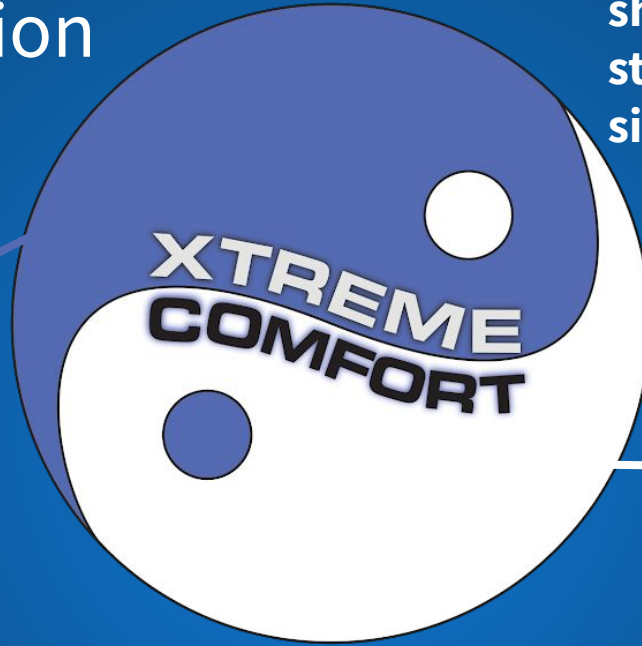


# Branding Guide



# Logo/Font Selection

We used #546AV2 since it provides a nice calming baby blue to show a peaceful logo



Overall the design of our logo shows the ying yang of violent stress relief and the calming side, and how they balance.

#FFFFFF is one of our color choices as it is calming and contrasts the baby blue.

**Font-** Using **Source Sans Pro** it is easy on the eyes and very clear to read overall relating to one of our themes of relaxation.

# Letterhead/Company Description

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## Mission Statement:

At Xtreme Comfort we strive to improve mental health through our unique services and products. We invite you to our state of the art stress relief facilities so you can relieve your stress in your own custom way. Through our rage rooms, axe throwing and spa services we will have you saying that it's Mental Health: Reimagined.

# Business Card Front

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The background of the business card is a photograph of an axe with a wooden handle and a black head, embedded in a wooden target with concentric blue and red rings. The scene is set outdoors with a wooden fence and some foliage in the background.

**TYLER LE**

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**CHIEF EXECUTIVE OFFICER**

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**Phone: 630-946-3418**

**Email: [ceo@xtreme-comfort.net](mailto:ceo@xtreme-comfort.net)**

**Address: 1020 Dunham Rd, St. Charles, IL 60174**

**Website: [www.xtreme-comfort.net](http://www.xtreme-comfort.net)**

# Business Card Back

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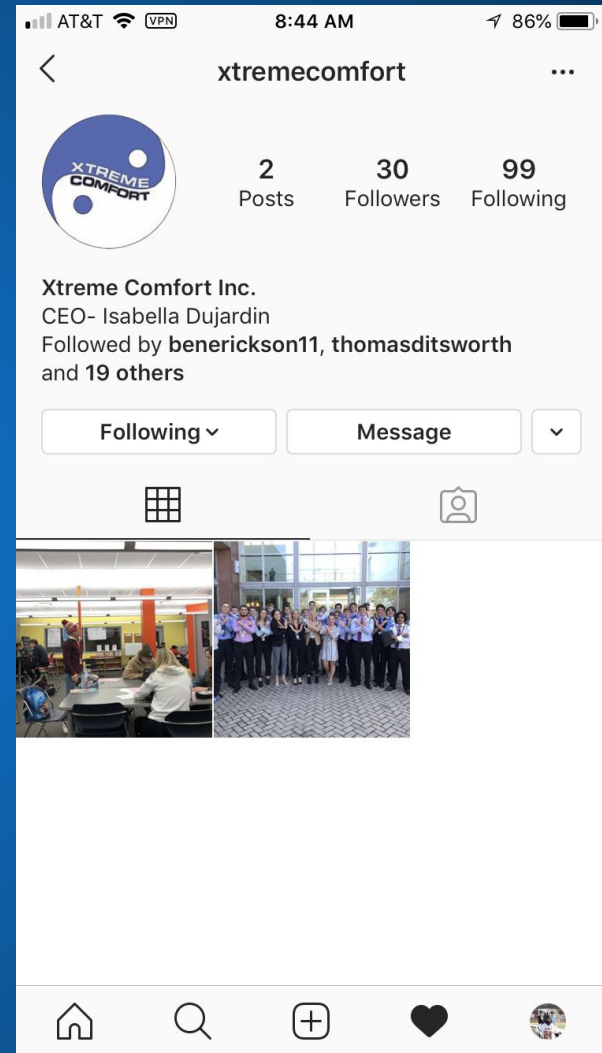
# Branding Applications

## Flyer



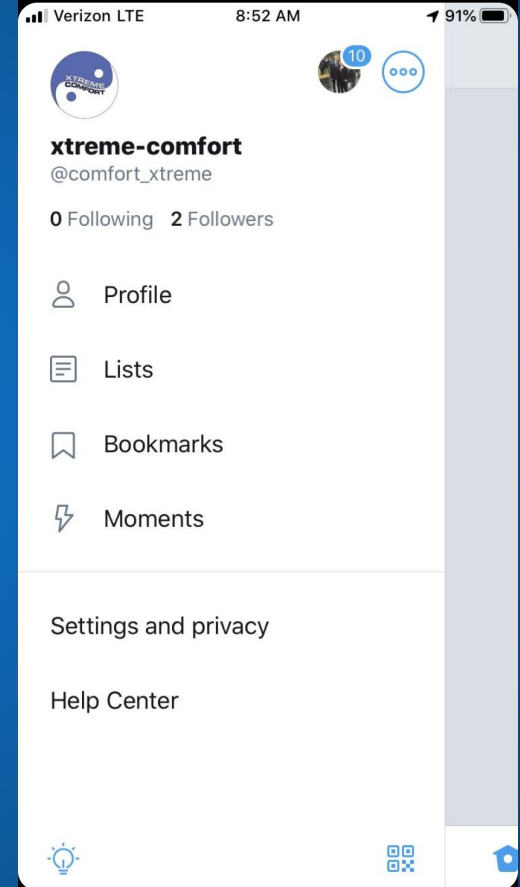
# Branding Applications

## Instagram



# Branding Applications

## Twitter





# Merchandise - Quarter Zip/Backpack/Stress Ball

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