



Unwind
Find your balance

Branding Guide

Company description

Unwind is a Limited Liability company (LLC) in the market of stress-relief that sells innovative products ranging from low to high price points. We also offer services including meditation videos, blog posts and subscription boxes to our customers. Because of our variety of price points, our pricing strategy is price-layering as it encompasses the large range of budgets of many students. We also offer services including meditation videos, blog posts and subscription boxes to our customers. Our headquarters are in Crystal Lake, IL.

Letter Head

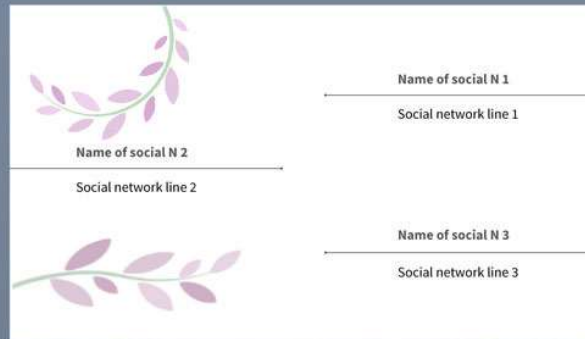


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1200 South McHenry Avenue Crystal Lake Illinois 60014

Telephone 815.455.3860

Business cards



Logo



Our logos base is the yin and yang simple which is popular to represent a balance of good and bad. Also incorporated is strands of lavender which is a popular scent associated with removing stress symptoms.

Fonts

Bahnschrift Semi bold

- header for formal documents

Bahnschrift semibold semiconden

- Header for slide shows and presentations

Bahnschrift light condensed

- Text for slide shows and presentations

Bahnschrift Light

- formal documents text

Colors

#a187be

#ebebeb

#000000

#ad69ca