



HARMONIA SPRINGS

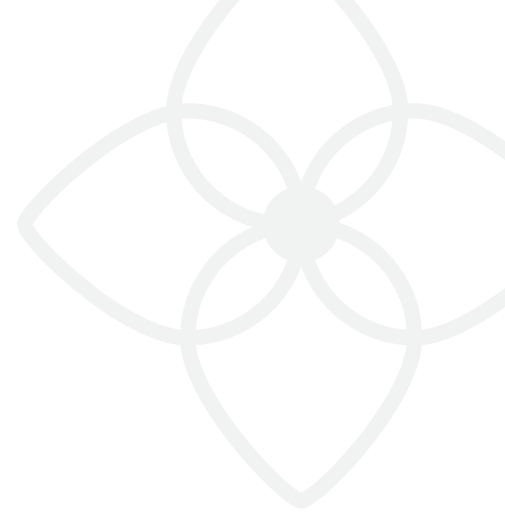


Brand Guidelines

Standards for Unified Communication,
Design, and Branding



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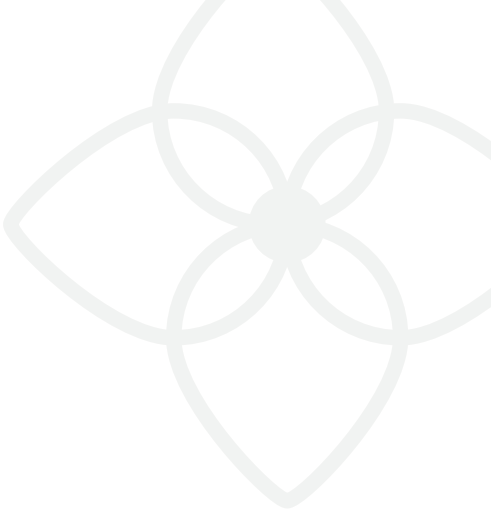
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Introduction to the Harmonia Springs Brand

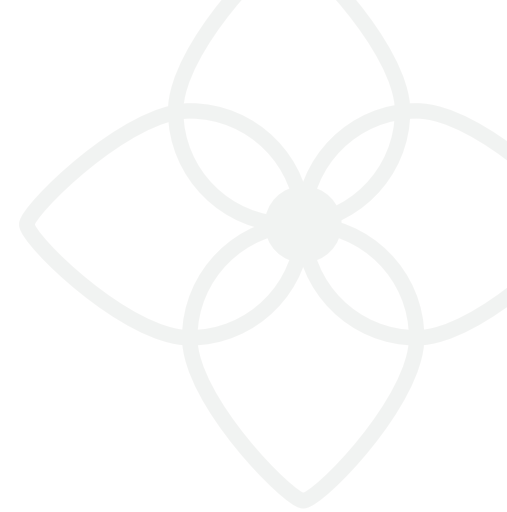
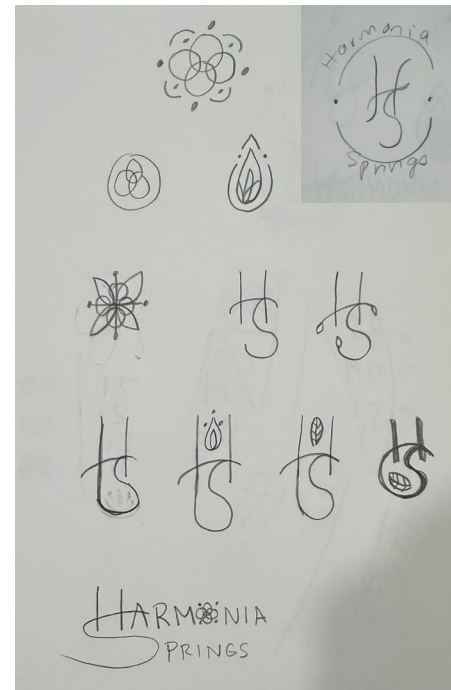
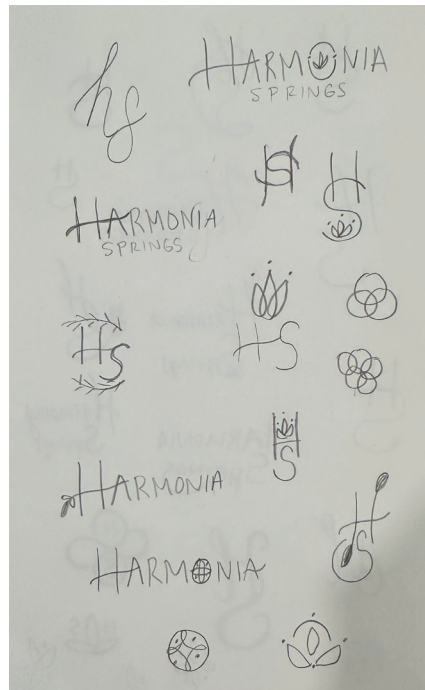
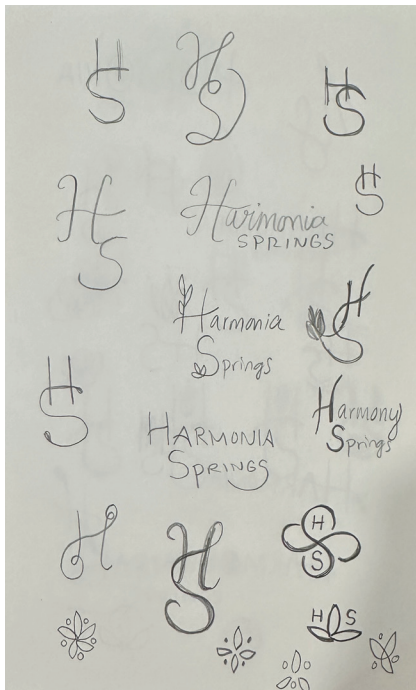
Harmonia Springs is a luxury spa and wellness retreat offering premium rejuvenating experiences and elegant hotel accommodations. Whether guests visit for a milestone celebration, a business trip, or a peaceful getaway, we are dedicated to providing an atmosphere of tranquility, care, and indulgence. Every detail of our service is designed to help guests feel refreshed, restored, and valued.

These brand guidelines reflect the refined personality and high standards of Harmonia Springs. From serene color palettes to elegant typography and thoughtful visuals, our brand design mirrors the premium experience we offer. Consistency in our visual identity ensures that every interaction—from digital touchpoints to on-site materials—feels as luxurious, harmonious, and elevated as the experience itself.

Welcome to the Creative Journey: Where Ideas Begin to Take Shape

Every great brand begins with a sketch—a raw, exploratory step that sparks the creative journey. The initial sketching phase is vital for unlocking possibilities, allowing designers to freely explore concepts before refining a final direction. This process is especially crucial in logo and branding design, where visual identity must align with core values and evoke the right emotional response.

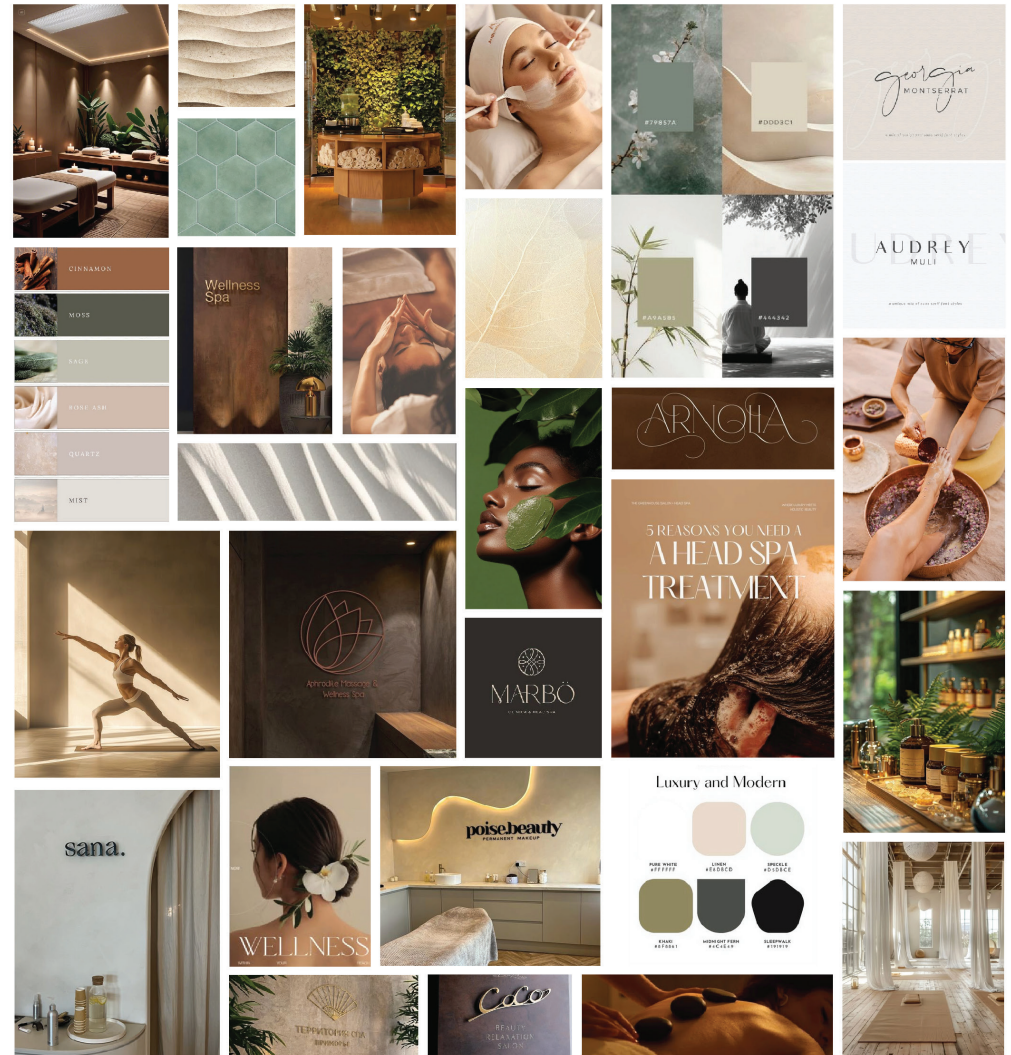
In the development of the Harmonia Springs brand, sketching played a key role in shaping a look that is refined, light, minimal, and luxurious. Through thoughtful exploration, the brand's essence came to life—elegant and relaxing, just as intended.



Shaping the Vision: The Power of a Visual Mood Board

An essential step in the branding journey is the creation of a visual mood board—a curated collection of inspiration that brings together typography, textures, colors, imagery, and other creative elements. This process helps distill the brand's desired aesthetic and emotional tone, guiding the design direction with clarity and purpose.

For Harmonia Springs, the mood board drew from calming color palettes, elegant and refined typography, premium signage details, and luxurious spa imagery. These inspirations laid the visual foundation for a brand that feels serene, sophisticated, and distinctly high-end.



LOGO

The integrity of the Harmonia Springs logo is essential to our brand. Its weight, spacing, and proportions must never be modified or distorted. The flower icon always appears at the heart of the letter “O.” Only the designated brand colors—green, black, and white—may be used, as outlined in these guidelines.

PRIMARY LOGO

HARMONIA
SPRINGS

LOGO

The Harmonia Springs logo should only appear in Harmonia Springs Green, Black, or reversed in White. Do not use any other colors or place the logo on distracting or non-approved backgrounds. Consistent use ensures a strong, elegant brand presence.

HARMONIA
SPRINGS

HARMONIA
SPRINGS

HARMONIA
SPRINGS

LOGO

CLEAR SPACE & MINIMUM SIZE

Please ensure there is clear space around the Harmonia Springs logo to maintain legibility and visual impact. Use the height of the letter “S” from the logo as a guide for the minimum spacing on all sides.



Minimum Size:
1" W x .33" H

LOGO

HORIZONTAL OPTION

A secondary option for the Harmonia Springs logo is a horizontal version, ideal for layouts where a wider format is required.

HARMONIA SPRINGS



Use the height of the letter “S” from the logo as a guide for the minimum spacing on all sides.



Minimum Size:
1.5” W x .126” H

GUIDELINES FOR LOGO USAGE

DO:

- ✓ Use high-resolution digital artwork on all material
- ✓ Give the logo the proper amount of clear space
- ✓ Ensure the logo's integrity
- ✓ Reverse the logo on the Harmonia Springs green or black background
- ✓ Keep the logo intact

DON'T:

- ✗ Alter, crop, or remove any part of the logo
- ✗ Configure the elements into a different logo
- ✗ Distort the logo
- ✗ Tilt the logo in any direction
- ✗ Add any effect or treatments to the logo
- ✗ Alter the proportions of the logo
- ✗ Duplicate any part of the logo to create a pattern
- ✗ Recreate the type or substitute another typeface
- ✗ Surround logo with other competing shapes
- ✗ Use unapproved colors
- ✗ Create your own logo

EXAMPLES OF WHAT NOT TO DO:



Do not squash.



Do not stretch.



Do not use unapproved colors.



Do not tilt.



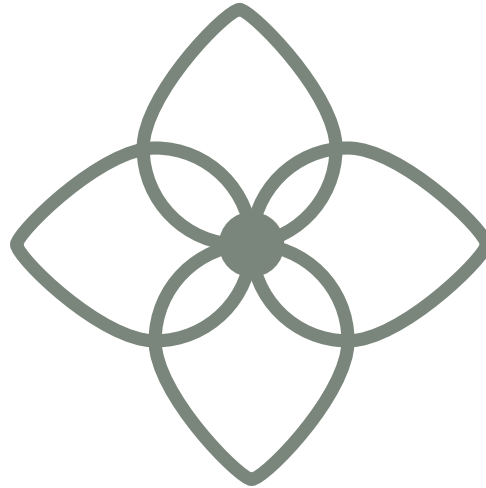
Do not alter or create your own.

LOGO

FLOWER ICON

The flower icon is a unique and recognizable element of our brand identity. It must not be redrawn, altered, or distorted in any way. Only the approved color variations outlined in this document are permitted.

The flower icon may be used as a subtle accent or with reduced opacity to enhance the design. Use it sparingly to ensure it remains understated and does not overwhelm the layout.



Minimum Size:
.3" W x .3" H



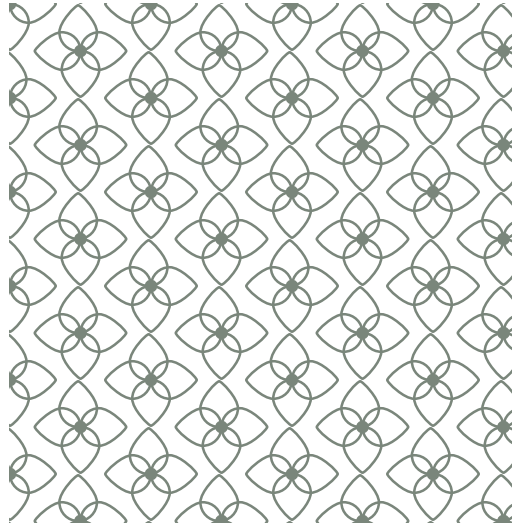
Minimum Size:
.3" W x .3" H

LOGO

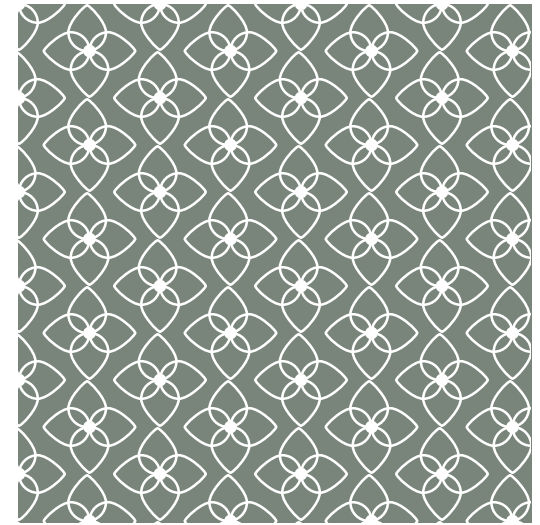
PATTERN DESIGN

The flower icon is the sole approved element for creating patterns, and only the official pattern provided may be used—no custom or alternative patterns are allowed.

Additionally, only the color variations specified in this document are permitted for use.



100% Opacity



100% Opacity



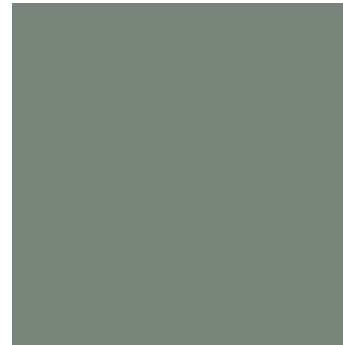
Minimum 10% Opacity



Minimum 10% Opacity

COLOR

Color is key to expressing a brand's personality and emotion. Harmonia Springs uses a signature green as its primary color, chosen to convey calm, renewal, and refined luxury.



PMS 5265 C
#7A857B
RGB 122, 133, 123
CMYK 54, 38, 49, 7



PMS PROCESS BLACK
#000000
RGB 0, 0, 0
CMYK 0, 0, 0, 0

FONT

Fonts are essential for expressing a brand's voice and visual language.

Harmonia Springs uses Work Sans as its primary typeface and Baskerville as a secondary. Together, they create a balanced and elegant look that works seamlessly across both print and digital designs.

PRIMARY FONT

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Thin	Regular	Bold
Extra Light	Medium	Extra Bold
Light	Semibold	Black

Work Sans was chosen for its clean, modern look and readability across all media. Its versatility and simplicity align with Harmonia Springs' calm, refined aesthetic, conveying clarity, elegance, and a sense of luxury.

SECONDARY FONT

Baskerville

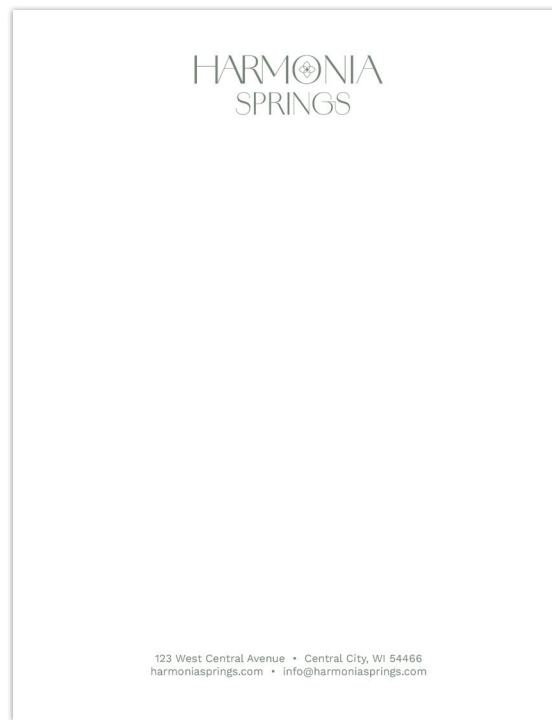
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular	Semibold	Bold
<i>Italic</i>	<i>Semibold Italic</i>	<i>Bold Italic</i>

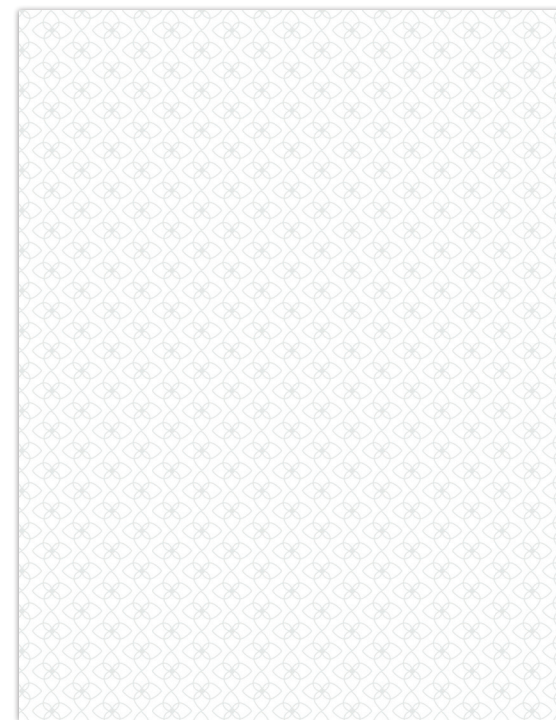
Baskerville was chosen for its timeless elegance, refined contrast, and excellent legibility. As a classic serif, it adds sophistication and a sense of trust—perfect for spa menus, brochures, and guest materials. Paired with Work Sans, it balances modern simplicity with luxurious detail.

PAPER SYSTEM

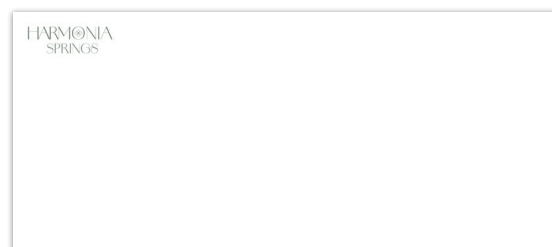
Paper continues to play a valuable role in business communication, and for Harmonia Springs, it supports the trust our customers place in our luxury spa services and quality. Our well-designed, traditional paper system reinforces our brand identity and helps Harmonia Springs stand out, build credibility, and create a lasting impression.



Letterhead Front



Letterhead Back



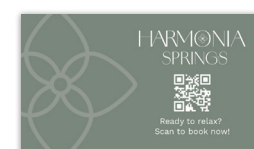
Envelope Front



Envelope Back



Business Card Front



Business Card Back

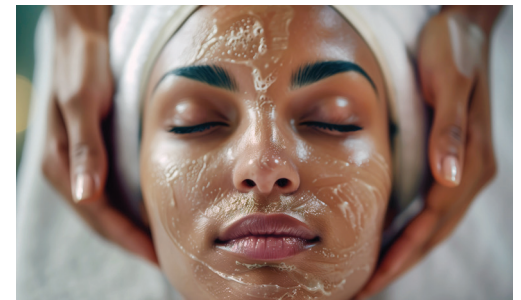
PHOTOS

Harmonia Springs takes pride in offering luxurious, high-quality spa services, and this standard of excellence extends to the imagery we use.

Visuals play a key role in expressing the brand's personality—elegant, serene, and refined. High-quality imagery reflects the care, detail, and atmosphere our clients can expect, helping to visually communicate the essence of the Harmonia Springs experience.

PHOTOGRAPHY STANDARDS

To maintain the Harmonia Springs brand image, only high-quality, professional photography should be used. Images must authentically represent our luxury services and serene experiences. Avoid dated visuals, low-resolution images, or photos with unnatural poses or forced smiles. Every photo should feel modern, elegant, and true to the Harmonia Springs experience.



GUIDELINES FOR PHOTO USAGE

DO:

- ✓ Use high-resolution, professionally shot or properly licensed stock images
- ✓ Select images that capture the brand's luxurious, serene, and elegant character
- ✓ Select imagery that feels authentic and natural, not overly staged
- ✓ Highlight real experiences and genuine spa environments
- ✓ Use photography with soft and balanced lighting

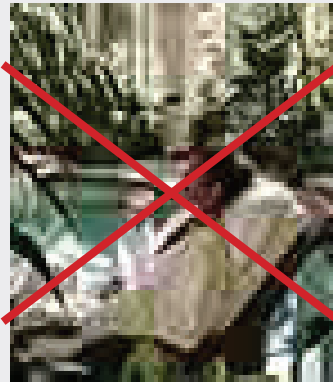
DON'T:

- ✗ Use low-quality, pixelated, or poorly lit images
- ✗ Choose outdated visuals
- ✗ Select photos with forced smiles or overly posed subjects
- ✗ Use cluttered or busy environments that don't evoke relaxation
- ✗ Select imagery with colors or styles that conflict with brand aesthetics
- ✗ Choose photos without proper usage rights or licensing
- ✗ Squash, stretch, or distort images in any way

EXAMPLES OF WHAT NOT TO USE:



Do not squash, stretch, or distort.



Do not use pixelated or low-quality images.



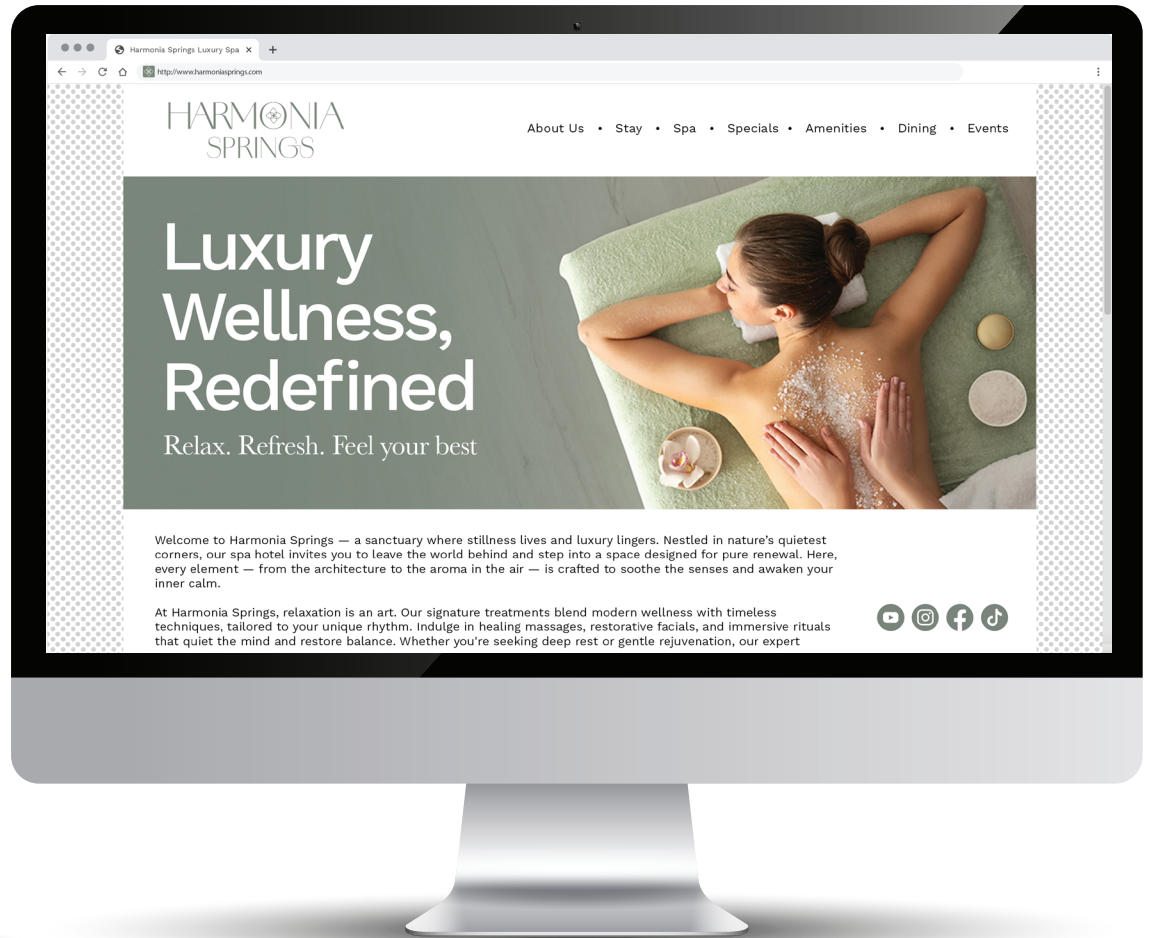
Do not use forced smiles or overly posed subjects



Do not use images with colors or styles that conflict with the brand aesthetics

WEB

Consistency in branding is equally vital online. The Harmonia Springs website should evoke the same clean, luxurious, and calming atmosphere that defines the in-person experience.



WRAP

The design of a vehicle wrap plays a key role in maintaining Harmonia Springs' brand consistency. As a mobile advertisement, the vehicle should reflect the same brand standards and visual identity.

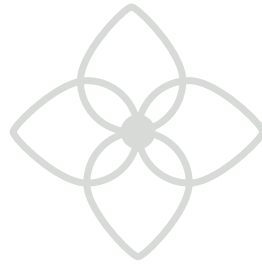


ROBE

Consistent use of the Harmonia Springs brand across all touchpoints enhances brand awareness and builds trust—especially when every detail reflects care and quality.

Providing guests with premium robes and slippers featuring high-quality embroidered branding ensures they feel relaxed, valued, and completely at ease from arrival to departure.





THANK YOU

Thank you for taking the time to read and apply the Harmonia Springs brand guidelines. Your attention to detail and commitment to consistency help us maintain the luxurious, calming, and trusted experience our guests expect. Together, we ensure every touchpoint reflects the true essence of Harmonia Springs.



HARMONIA
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