



Brand & Style Guide

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Mission

At RTJ Wellness, our mission is to empower organizations and individuals to master the art of managing toxic stress through engaging, evidence-based education and tailored workshops. We are dedicated to fostering environments where every dimension of wellness is prioritized, leading to thriving workplaces and enriched personal lives.

Vision

At RTJ Wellness, our vision is to create a world where organizations and individuals thrive by mastering the management of toxic stress through engaging, evidence-based education and customized workshops. We envision workplaces and communities that prioritize every dimension of wellness—physical, mental, emotional, environmental, financial, spiritual and social—leading to enhanced productivity, reduced absenteeism, and enriched quality of life.



RTJ Wellness

Primary Logo

The primary logo is used in places like your website header, business cards, letterhead, and other places where a horizontal logo makes sense.



Secondary Logo

The secondary logo is an alternate layout of your logo that you can use in places where you want to fill up a larger canvas. This might be on a business card or a t-shirt or the back of a brochure.



Brandmark

This icon represents your brand's identity. It's a part of your logo, but can be used separately as a design piece in other marketing materials including your social media profile picture.





Incorrect Logo Usage

Here are examples of how not to use your logo.



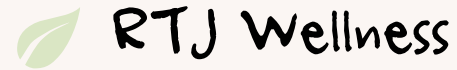
NO

Do not distort or warp the logo in any way



NO

Do not rotate the logo



NO

Do not change the type-face



NO

Do not re-colour the logo



NO

Do not outline or create a keyline around the logo

03/ Colour Palette



Use these colours when creating documents & graphics for your business. Do not use colours other than the ones on this page. When getting items professionally printed, your printer may request these colour codes to ensure brand

Merriweather

| | |
|----|-----------|
| Aa | Light |
| Aa | Regular |
| Aa | Bold |
| Aa | UltraBold |

Merriweather Sans

| | |
|----|-----------|
| Aa | Light |
| Aa | Regular |
| Aa | Medium |
| Aa | SemiBold |
| Aa | Bold |
| Aa | ExtraBold |

Primary Font

Your primary font is used as part of your brand identity. It should be used in your logo, social media, headers of documents and website pages, and anywhere you are advertising key information.

Secondary Font

Your secondary font is also sometimes called the “body font.” You’ll use this below headings where you have large copies of text. It complements your primary font and is designed to work together in tandem.

Below is an example of how to format your fonts. Use the primary font in a larger, bolder format and the secondary font for the body text below.



**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

Integer finibus tincidunt quam, sit amet dictum ipsum bibendum eu. Cras pulvinar dui nisi, ac imperdiet magna interdum a. Donec risus diam, posuere nec laoreet eget, accumsan vel dui. Fusce vel ex eu dui pulvinar ullamcorper. Fusce non lacus dolor.

These icons can be used in social media profile pictures, your website favicon, and anywhere else where the use of an icon is necessary.

