

un

brand style guide.



01 about

about

Zun is a holistic medicine company addressing the psychological, familial, societal, ethical and spiritual as well as biological dimensions of health and illness. They are targeting women between the ages of 18-30 with their merchandise and herbal products.



02 logo

logo

The Zun logo is composed of a U and N, the letter N is a reflected copy of the letter U. The letters are attached to create the letter Z on its side, representing unity and balance.

03 colors

colors

These core brand colors accentuate each other enough to emphasize the warmer colors but maintain a sophisticated color palette reminiscent of sunsets and nature.

04 fonts

fonts

Karla Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

05 pattern

pattern

This pattern is designed using translated Zun logos with the addition of the letter Z to complete the brand name. The pattern is intended to be used in a similar color to the background it is placed on to add visual interest but keep the focus on text or other graphics.



un

an **attitudinal**
approach to healthcare.

