MOCEAN

Brandbook 2020

Mission

Restoring health, well-being, and hope through a holistic approach to physiotherapy

At MOCEAN, we believe everyone deserves the chance to live life to its fullest. We understand the confusion, frustration, and hopelessness that come from living with pain and not knowing what to do about it.

We are a physiotherapy wellness clinic that combines state-of-the-art healthcare technology and modern science with a uniquely holistic approach to evaluate, diagnose, and treat anyone in need.

From weight-loss to chronic pain to stress relief, we offer **holistic solutions** aimed at helping you achieve true, lasting health and well-being, for life.

Vision

Making the world a better place, one life at a time

In a world filled with pain and brokenness, we are committed to doing what it takes to help bring about positive change the world needs.

We believe this first starts by changing the lives of those around us. We believe it is our responsiblity to care of others, protect the underprivileged, and help and treat the sick.We are also committed to donating 50% of our net profits towards acts of mercy and social justice in the world.

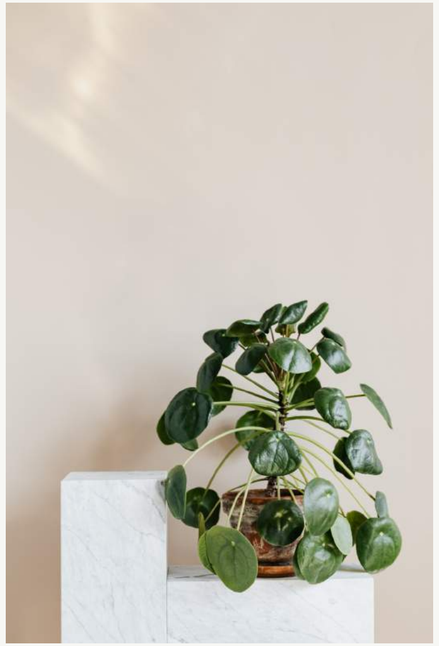
We will always be a company that loves others as ourselves. And we believe, by doing so, we can create a healthier, more whole world, one ripple at a time.

Values & Beliefs

Our values and beliefs guide everything that we do at MOCEAN.

- Holistic care
- Cutting Edge Technology
- Compassion and Generosity
- Hope and Positivity
- Exceeding expectations
- Balance and Harmony
- Loving others as ourselves

Moodboard



Tone & Voice

Our tone is marked by authenticity and warmth, and must be consistent in all audience communication.

Warm, gentle and kind

Compassionate

Understanding and receptive

Informative and approachable

Confident and straightforward

Friendly, light, hopeful

Reassuring

Colors

Our colors are recognizable, inviting, and complementary.

Colors should be used to create consistency and visual interest in a thoughtful manner.

primary colors

Used for headlines and key elements

MOCEAN Blue
HEX #00BED6
hsl 187, 100%, 42%
rgb 0, 190, 214

Midnight Blue
HEX #073B63
hsl 206, 87%, 21%
rgb 7, 59, 99

Darkest Blue
HEX #002440
hsl 206, 100%, 13%
rgb 0, 36, 64

secondary colors

Used sparingly for accent items

Yellow
HEX #FCC441
hsl 42, 97%, 62%
rgb 252, 196, 65

Coral
HEX #FF9B7E
hsl 13, 100%, 75%
rgb 255, 155, 126

Green
HEX #16B699
hsl 169, 78%, 40%
rgb 22, 182, 153

background colors

Clay
HEX #F8F7F5
hsl 40, 18%, 97%
rgb 248, 247, 245

Pale Peach
HEX #FFFBF5
hsl 36, 100%, 98%
rgb 255, 251, 245

Pale Blue
HEX #EDF6F8
hsl 191, 44%, 95%
rgb 237, 246, 248

Pale Sage
HEX #E0EEE8
hsl 154, 29%, 91%
rgb 224, 238, 232

Typography

Our typefaces are soft, clean and modern.

The two typefaces are used together to create balance and harmony.

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular or **Bold**

Letter spacing: 0-0.5px

Used for headlines or subheadlines

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light, Regular or **Semibold**

Letter spacing: 0.25px

Used for body copy

Photography

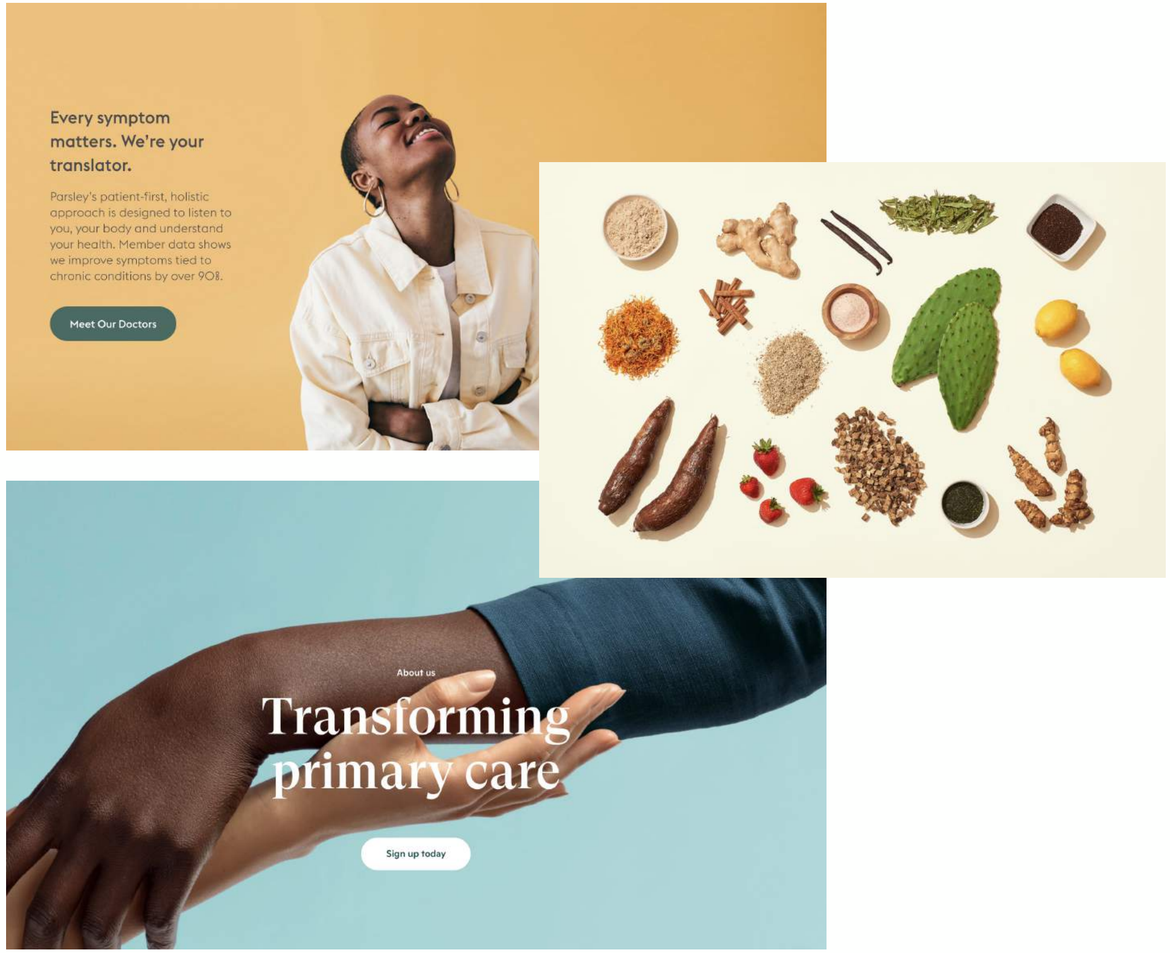
Images used needs to match the visual style and voice of the brand. They must be carefully considered to not just communicate the right message but also to build deeper, emotional connections with our customers.

DO

- ✓ Use images of relatable people in real life situations to build trust and authentic connection.
- ✓ Use naturally edited photos with softer colors and lot of light.
- ✓ Use photos with negative space and little busy elements.
- ✓ Use high quality images.

DON’T

- ✗ Use obviously staged photos of unrelatable models.
- ✗ Use heavily edited photos with high contrast.
- ✗ Use images that don’t relate/support the text.

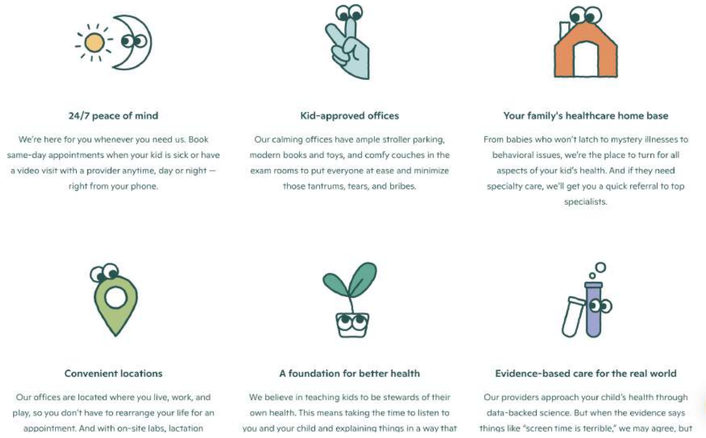


Illustrations and iconography

Illustrations and icons should be used to convey ideas in a thoughtful manner. They should follow the overall visual guidelines and be consistent with each other.

ILLUSTRATIONS

Use minimal vector illustrations containing brand colors

ICONS

Use minimal vector icons with thin/no stroke, containing brand colors or with no fill