STYLE

WellCalm visual language connects the users with the key elements of our services with a healthy message. (accesibility, flexibility and convenience)

As a web based company utilizing technology, our brand image is simple and futuristic.

WellCalm serves everyone (elderly to couples etc). It is easy to read, user friendly and recognizable to whom need our services.

Serving in the health industry comes with an obligation of being safe and reliable. Our tone kept simple and straight forward by using clean layouts. By introducing the color "pink", our services represent vitality, good health and care to our clientele.

LOGO   WELLCALM

WellCalm logo is designed with custom typography as the main element in content. By avoiding using an "symbol based logo" we kept the focus on the brand name. As the brand name is creative in content (well+calm), we prevented the duplication and overwhelming the senses of the viewer while making our name easily memorable and recognizable.

COLORS

"Hollywood Cerise" tone. This color is being used widely in health industry as a sign of vitality, caring, safe, life and love. Our brand will be relatable to the pink color as we are a safe, approachable and personable company."ABBEY" tone. Shades of Abbey tone darker to lighter, provides the sense of calming and reliving affect of our services. The color is easily compatible with our vibrant sub brand colors. As the color is neutral it allows the vibrant colors come forward and lets the CALM brand colors stand out.

Hollywood Cerise
#EC008B
236, 0, 139
Abbey
#5E5F61
94, 95, 97
Service color scheme

We picked the perfect color palette to convey a healthy message and express the personality of each treatment. The color architecture of the app is an essential part of our seamless user experience. We highlighted our offered services by assigning an individual color to guide the users throughout the selection process.

Cerulean
HEX #00ADEF
RGB 0, 173, 239
Sushi
HEX #8CC63E
RGB 140, 198, 62