



# Brand Kit

Healing Holistic Wellness

# About us

Healing Holistic Wellness provides effective healing methods that align and strengthen the Body, Mind, and Energetic Vitality (Chi).

Through the use of acupuncture, targeted neurofeedback, guided meditation, and holistic wellness techniques—including breath work and embodied manifesting—clients undergo a transformative and balanced healing experience.

At Healing Holistic Wellness, we establish a safe environment for clients to heal, educate them on cultivating a calm and focused mindset, and empower clients to envision and manifest the life they aspire to create.



# About the owner

Tueykay ("Too-kay") Jew harnesses the power of simple, spiritual principles to organically facilitate emotional healing. She is a California State Licensed and nationally Certified Acupuncturist, Licensed Chinese Herbalist, certified Neurofeedback practitioner, and an energy & intuitive healer.

Grounded in more than 30 years of years of experience coupled with international training, Tueykay helps creative people identify and overcome challenges trauma, and mental blocks that prevent people from achieving their highest levels of success.

Tueykay, originally from Montreal, Quebec, Canada, made California her home in the 1990s. She graduated from Emperor's College of Traditional Chinese Medicine in Santa Monica, California, and further enriched her expertise through training in India, the Zen Buddhist Center, and studying at Lerab Ling, a Tibetan Monastery in France. Since 1997, Tueykay has been an avid practitioner of yoga.



# Our brand

Healing Holistic Wellness offers effective healing methods by combining these approaches, we align and strengthen your body, mind, and Energetic Vitality (Chi), resulting in a transformative and balanced healing effect.

## OUR VALUES

- Healing
- Empowerment
- Creativity
- Compassion
- Kindness
- Discretion
- Open-mindedness
- Emotional, physical, and spiritual safety
- Spirituality, but not religiosity

## OUR AUDIENCE

The Healing Holistic Wellness community includes business leaders, entertainment executives, athletes, and active career professionals who seek a safe space to recover and heal from past trauma.



# Logo Design

The logo design is intended to channel the essence of our business: to offer a holistic healing experience for each client.

The colors in the logo represent important key elements of holistic wellness:

Pink, for kindness, calmness, and gratitude.

Purple, for creativity, peace, and wisdom.



# Logo Usage



## PRIMARY LOGO

This is the main HHW logo.  
It should be used in this  
form whenever possible.



## INVERTED PRIMARY LOGO

This version is all-white  
for greater legibility on  
photographs or on dark  
backgrounds.

# Logo Usage, Dos

- The logo must be presented in its original two-color format. When not possible, the logo must be in all white or all black, depending on the background to which the logo is applied.
- The all white logo can be featured on solid-colored backgrounds within the HHW color palette. Do not set the full color logo on a photograph or gradient background unless there is enough contrast between the logo and colored background on which it is placed.
- To ensure the legibility of the logo, always preserve whitespace around the logo to separate it from other visual elements. This isolates the logo from competing elements such as photography, text, or background patterns that may detract attention from the logo.
- The logo must always be seen in its entirety.
- Healing Holistic Wellness should always be spelled with the first letter in each word capitalized.
- The appropriate abbreviation is "HHW" and not "H.H.W."

# Logo Usage, Dont's

- No elements of the logo may be cropped or reconfigured.
- Logo must be uniformly scaled. Do not stretch, squeeze, or alter the proportions of the logo.
- Logo should always appear upright. Do not tilt or rotate the logo in part or in its entirety.
- Do not bevel, emboss, add drop shadow, outline, or any other effect to the logo.
- Do not present the logo in "outline only" and do not add an outline to the logo.
- Do not reverse the logo colors, apply colors to the logo, or change the logo colors in any way
- Do not put a white box around the logo when placed on a dark background.
- Don't place the logo on a busy photograph or patterns.

# Color palette

The consistent use of color is one of the easiest ways to distinguish our brand.

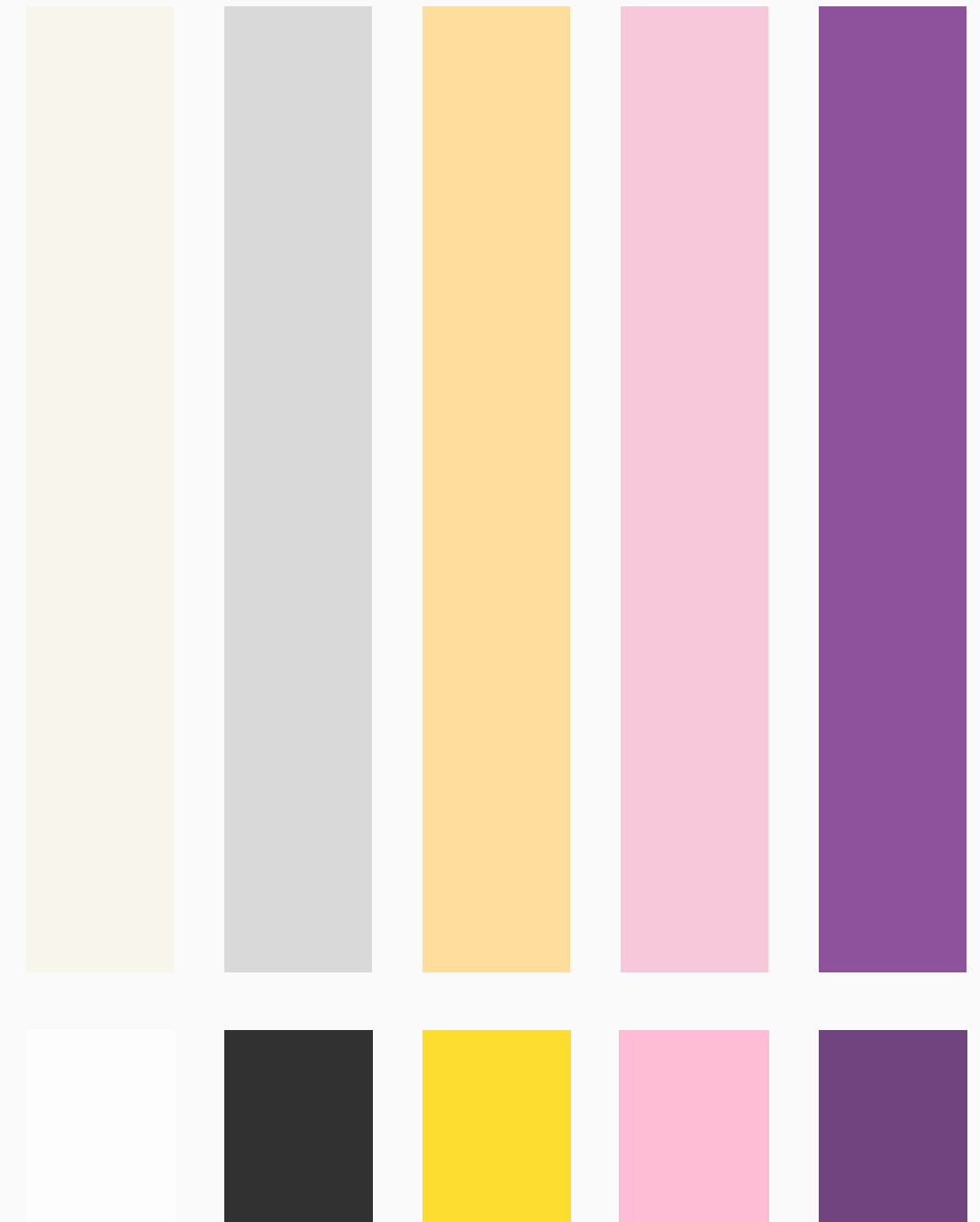
Our core color palette includes soft yellows, pinks, and purples. Limiting color to this palette will serve to strengthen our brand.

Each color is assigned to a brand personality and related key messaging around three topics:

- Yellow: company and wellness industry
- Pink: owner
- Purple: audience and clients

*You can learn more our brand personalities and key messages in greater detail in our Brand Voice section.*

Opt for using the softer tones before the bolder, more saturated ones. The proportion of usage can be seen in the right, and additional information can be found on the next page.



# Brand colors

Below are the primary brand colors. Use these color proportions in any layout or collateral design. They can be used for background and be the dominant color in a project.

**#F8F5ED**

**#D9D9D9**

**#FFDD9D**

**#F6C8D9**

**#8E529D**

## ADDITIONAL COLORS

Our secondary color palette includes the core hues in higher saturation and intensity. A little goes a long way with these colors. Use them as accents or as a background when high-impact visuals are needed; however, do so sparingly.

**#FFFFFF**

**#000000**

**#FFD700**

**#FFAFCC**

**#521861**

# Typography

The typefaces chosen for the Healing Holistic Wellness brand are: Baskerville Display PT, Raleway, and Montserrat. Used together, the brand conveys an inviting, grounding energy. Each typeface was chosen for its balance of ying and yang, for a harmonious visual feng shui. These typographical choices are simple and modern, contributing to the luxury aesthetic of the brand.

**Baskerville Display PT** acts as a title font in all marketing communications pieces. Its classic aesthetic conveys professionalism and trust.

**Raleway** is to be used for headings. When needed, it can be paired with the title font. Raleway is an approachable, yet semi-formal font lending to its versatility. It communicates friendliness and discretion.

**Montserrat** is the primary font for use in subheadings and in paragraphs and can be paired with the heading when used in all caps. It has clean, simple lines, with a balance of rounded, circular letter forms and sharp angles. This illustrates the type of compassionate and engaging experience we strive for our clients.

All fonts are universally accessible and are available in most world alphabets and mainstream software and online platforms.

A large typographic sample showing the letters 'Aa' in a classic serif font, likely Baskerville Display PT, set against a light beige background.

For titles

Aa

Baskerville Display PT

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

---

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

! @ # \$ % ^ & \* ( )

For headings

Aa

Raleway

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

---

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

! @ # \$ % ^ & \* ( )

**FOR SUBHEADINGS**  
and paragraphs

Aa

Montserrat

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

---

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

! @ # \$ % ^ & \* ( )

Baskerville Display PT  
Camel Case  
#000000

---

Raleway  
Sentence case  
#574C46

---

Monsterrat  
**ALL CAPS**  
**BOLD WEIGHT**  
#000000

---

Monsterrat  
#574C46

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# Page Titles

## This is your heading

### SUBHEADLINES LOOK LIKE THIS.

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor incididunt  
ut labore et dolore magna aliqua. Convallis  
convallis tellus id interdum velit laoreet id donec  
ultrices. Dui sapien eget mi proin sed libero enim  
sed faucibus, sed do eiusmod tempor incididunt  
ut labore et dolore magna aliqua.

# Brand voice

Our brand voice at Healing Holistic Wellness is healing, gentle, transforming, and supportive.

## **BRAND PERSONALITY**

As with all aspects of our brand expression, our tone of voice is guided by our brand personality – translating those qualities into actionable writing and communications direction.

On the next two pages, you'll learn how our brand personalities are reflected in key messages.

Holistic  
Healing Wellness

Tueykay Jew

Call to Action

Message focus

Company  
& Wellness industry

Owner

Audience

Message purpose

To educate  
and welcome  
the audience

To showcase  
owner expertise  
and industry  
knowledge

To inspire audience  
to become clients  
and unlock  
their potential

Message voice

- Calm
- Inviting
- **Gentle**
- Nonjudgmental
- Professional

- Confident
- Compassionate
- Creative
- Empathetic
- Motivator
- **Supportive**

- Bold
- Clear
- Energetic
- Engaging
- Inspiring
- **Transformative**

# Holistic Healing Wellness

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At Healing Holistic Wellness, we establish a safe environment for clients to heal, educate them on cultivating a calm and focused mindset, and empower clients to envision and manifest the life they aspire to create.

# Tueykay Jew

Tueykay Jew harnesses the power of simple, spiritual principles to organically facilitate emotional healing.

Grounded in more than 30 years of years of experience coupled with international training, Tueykay helps creative people identify and overcome challenges trauma, and mental blocks that prevent people from achieving their highest levels of success.

Experience newfound clarity, achieve optimal physical and mental health, and embrace holistic well-being under Tueykay's expert guidance.

# Call to Action

Unleash your limitless potential through neurofeedback and brain training.

Whether you're a business executive, an athlete, or simply on a journey of personal growth, our healing methods help conquer performance anxiety, manage stress, and break free from the pursuit of perfection.

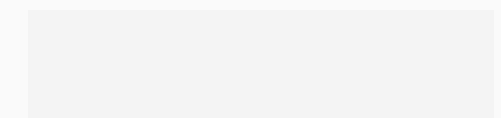
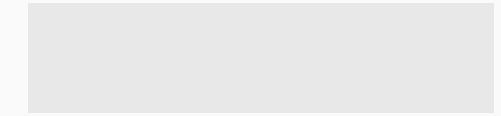
Embrace a clear and focused mindset for consistent peak performance in all aspects of life.

We invite you to join us! Immerse yourself in boundless imagination, leave our sessions blissful, and embrace the abundance and joy you deserve.

# Moodboard

All photography and images should include natural light and convey a sense of positivity, emotional safety, and the diverse clientele of Los Angeles and the Holistic Healing Wellness community.

HHW's innovative approach to wellness shines through with clear and crisp photos and images that emphasize our comprehensive approach to healing the whole person.





# Contact

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