



# Brand Identity Guide



[www.bodygraph.com](http://www.bodygraph.com)

Last updated: FEB 2025

# Bodygraph.com Brand Identity Guide

A concise guide outlining the core visual identity of Bodygraph.com, including logo usage, brand colors, and typography. This document ensures consistency across all branding and marketing materials.

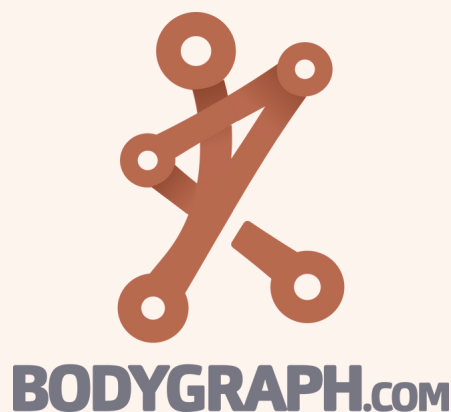
# Logo

Maintain clear space around the logo;  
don't stretch or distort it.

Use the primary logo in full color whenever possible:



Alternative versions:



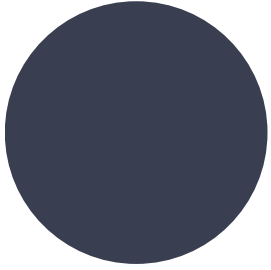
# Colors



Primary

#FDF4EE

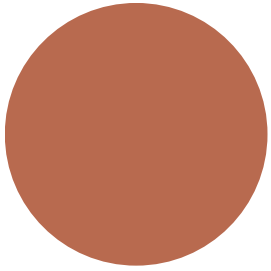
Main background



Typography

#393E51

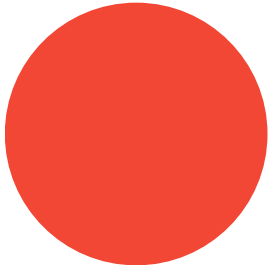
Fonts, secondary call to action buttons



Accent

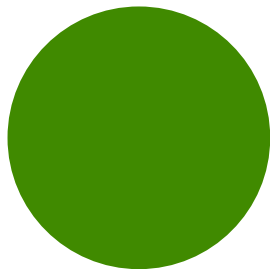
#B86A4F

Active menu items



Important Message Bg

#F34735



CTA

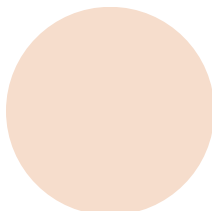
#408A00

Main button

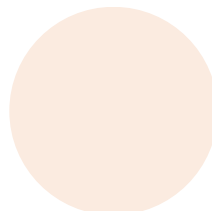
## Other Background variatons



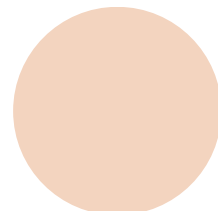
#FDF4EE



#F6DDCC



#FBE0E0



#F3D4BF

Fonts

Headline

DM Serif Display

Sub-Headline

Optima

Body

Open Sans