



Kenny, Reynolds & Associates  
**PHYSICAL THERAPY**

# Brand Identity

FOR KENNY & ASSOCIATES PHYSICAL THERAPY

# ABOUT

PEOPLE, NOT PROTOCOLS

## VISION AND MISSION

Personalized, one-on-one approach, to help people return to highest level of fitness they desire, in order to live their life to the fullest.



# LOGO

PROFESSIONAL, CLEAR  
AND CONCISE

## PLANNED USES

Website  
Digital - Email, Newsletters, etc.  
Print - Newsletter, Flyers, Brochures  
Embroidered - Company shirts

## DETAILS

**K Graphic** - Shutterstock custom licensed  
**Square background** surround on K - slightly rounded border (3px).

**Lettering** - Capriola font, Regular  
**Lines** - 2px thickness, aligned to top and bottom of square background

## COLORS

### For Light Backgrounds

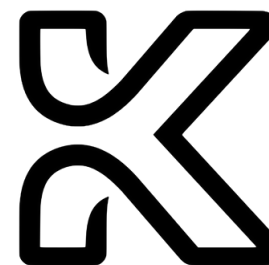
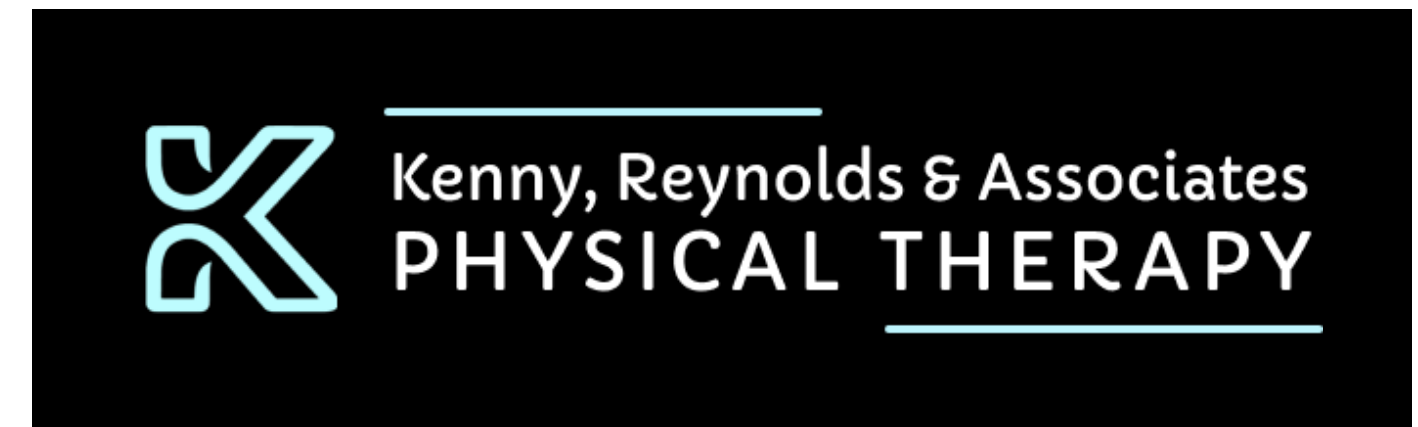
White K, Dark Teal square and lettering,  
Black lines

### For Dark Backgrounds

Turquoise K and Lines, White Lettering, Sans  
Square surround



Kenny, Reynolds & Associates  
**PHYSICAL THERAPY**



Stand-alone K ideally only used when full logo is also within view (i.e. website page, flyer, etc.)

# COLORS

MODERN PALETTE  
REPRESENTING HEALTH  
CARE/WELLNESS  
BUT, UNIQUE FOR PHYSICAL  
THERAPY

## COLOR USAGE RULES

Primary - White

Secondary - Dark Teal

Accents/CTAs - Turquoise

Visual Accents - Black

Backgrounds - Opaque Dark Teal and Light Turquoise

Temporary Banner - Lighter Lilac

### WHITE

HEX #ffffff  
CMYK (0%, 0%, 0%, 0%)  
RGB (255, 255, 255)

### OPAQUE DARK TEAL

HEX #f3f6f6  
CMYK (1%, 0%, 0%, 4%)  
RGB (243, 246, 246)

### LIGHT TURQUOISE

HEX #ebfcfe  
CMYK (7%, 1%, 0%, 0%)  
RGB (235, 252, 254)

### BLACK

HEX #000000  
CMYK (0%, 0%, 0%, 100%)  
RGB (0,0,0)

### TURQUOISE

HEX #bdf4fc  
CMYK (25%, 3%, 0%, 1%)  
RGB (189, 244, 252)

### DARK TEAL

HEX #0f4544  
CMYK (78%, 0%, 1%, 73%)  
RGB (15, 69, 68)

### LIGHTER LILAC

HEX #cbd2ea  
CMYK (13%, 10%, 0%, 8%)  
RGB (204, 211, 235)

# TYPOGRAPHY

SANS SERIF  
CRISP AND MODERN

Aa

## HEADINGS

HEX #323232

## PAGE CONTENT

HEX #424242

## Nunito Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqUuRrSsTtUuVvWwXxYyZz

1234567890

!@#\$%^&\*()\_+<>?/\

**black**   **bold**   regular   light

## Heading 1

## Heading 2

## Heading 3

### Paragraph Basic Font

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation laboris nisi ut aliquip ex ea commodo consequat.