

Serein

Brand guidelines

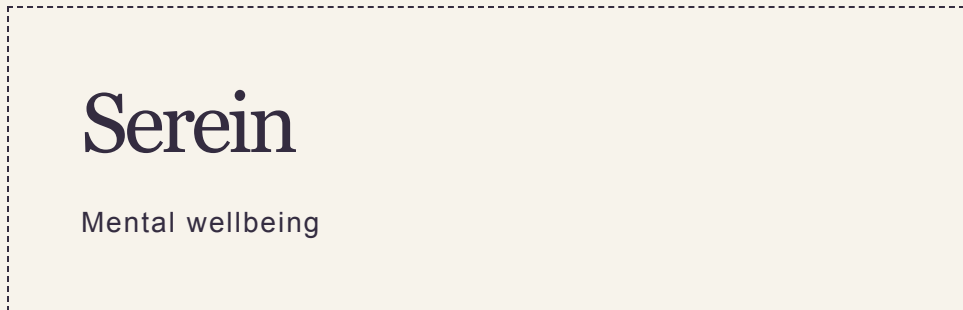
A quieter first step into a conversation about wellbeing.

Identity · Colour · Typography
Applications · Voice



AI-assisted identity application mockup.

A recognisable signature.



The dashed boundary illustrates clear space, not a printed element. Use the editable SVG supplied with this guide.

- Use the serif wordmark in title case, with the descriptor on a separate line.
- Keep one capital-S height clear around the wordmark. Minimum width: 100 px digitally or 25 mm in print.
- Use aubergine on ivory or lavender; use ivory on aubergine.
- Do not condense the letters, set the wordmark in all caps or add clinical symbols.

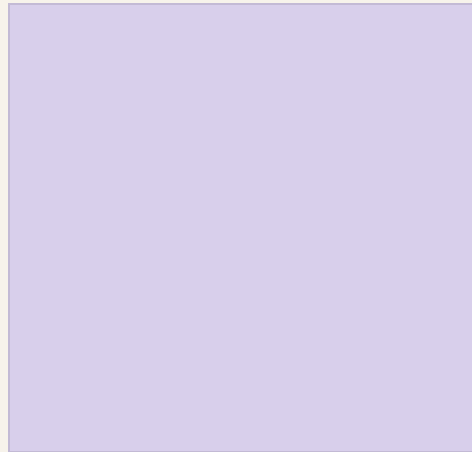
A colour for every role.



Aubergine

#342C40

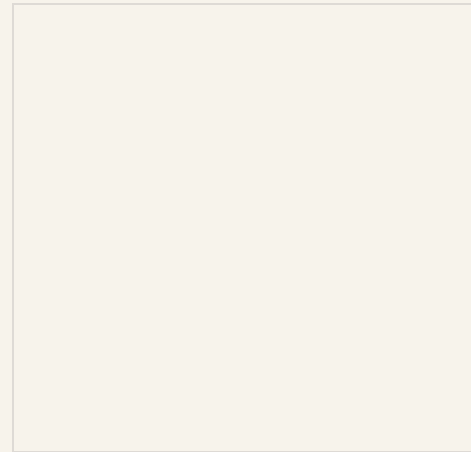
Primary wordmark, headings and body text.



Lavender

#D8CFEB

Quiet backgrounds and the open-arch motif.



Ivory

#F7F3EB

Welcome packs, reading surfaces and stationery.



Moss

#7E8B74

Environmental accents; avoid small white text on this colour.

Use the hex values for digital work. For print, ask the production partner to convert with the intended stock and colour profile, then approve a physical proof. Keep small text on a high-contrast solid surface.

Type gives the brand its voice.

Aa

A little space. A first conversation.

Georgia / Display

Use for the wordmark and principal headlines. Keep sentence case and a clear hierarchy. Avoid decorative effects.

Arial / Supporting text

Use for body copy, labels and practical details. Start at 16 px for digital body text and adjust for the context; use comfortable line spacing.

One clear headline.

A short introduction.

Then the detail that helps someone act.

The editable wordmark references Georgia. Install the typeface before editing; outline the final approved lettering for production.

The system in everyday use.



Application mockup: a visual study of materials and placement.

One open arch creates a sense of space. Crop it at the edge of a cover; never place it over body copy.

Welcome folder

A generous ivory cover and one arch introduce the practice. Inside pages prioritise the appointment process and contact choices.

Appointment cards

A clear date, time and practitioner area supports practical use; the identity stays secondary to the appointment details.

Wayfinding

Use short, respectful labels with clear contrast. Give directions enough room to be read at a distance.

Stay consistent. Stay human.

Voice principles

- Invite rather than instruct: “Let’s start with a conversation.”
- Explain what happens next without pressure or urgency.
- Avoid diagnostic labels in marketing copy and promises of recovery.

Make space for the person. Calm hierarchy, gentle pacing and thoughtful language are the core of the identity.

Before you publish

01 / Check the wordmark proportions and clear space.

02 / Use the specified colour roles and readable contrast.

03 / Keep text clear of patterns and photographs.

04 / Confirm names, dates and contact details.

05 / Proof printed materials at their actual size.

Serein is a fictional practice created for an independent Branding Pioneers identity study; it is not a commissioned client project. Visual mockups are AI-assisted; this document defines the editable identity system. Edition 1.0 / October 2026.