

S U N W A V E

A life of choice.

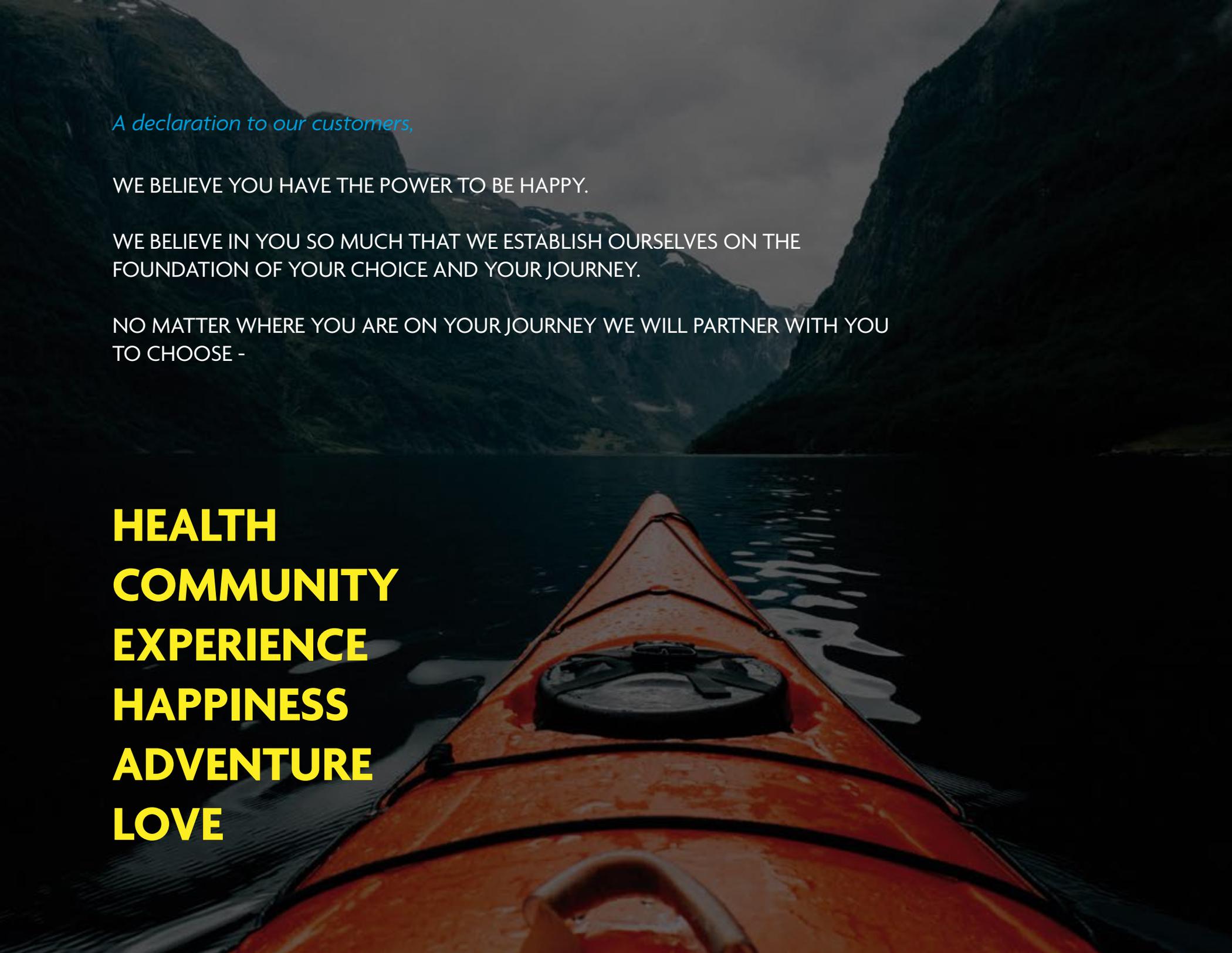
A declaration to our customers,

WE BELIEVE YOU HAVE THE POWER TO BE HAPPY.

WE BELIEVE IN YOU SO MUCH THAT WE ESTABLISH OURSELVES ON THE FOUNDATION OF YOUR CHOICE AND YOUR JOURNEY.

NO MATTER WHERE YOU ARE ON YOUR JOURNEY WE WILL PARTNER WITH YOU TO CHOOSE -

**HEALTH
COMMUNITY
EXPERIENCE
HAPPINESS
ADVENTURE
LOVE**



WE BELIEVE IN YOUR **CHOICE.**

Every person can change their world.

HEALTH

SunWave is a holistic adventure company that focuses on what makes each individual healthy.

COMMUNITY

This isn't a quick fix scheme. This is a commitment.

EXPERIENCE

But, don't get freaked out. Unlike most commitments, we're not asking much from you. You don't have to uproot your whole lifestyle to participate in the SunWave Commitment.

HAPPINESS

Instead, what we ask is that you take a look at where you are in your journey right now. Ask yourself if you're happy. If you're not we want to partner with you. Every step of this life is valuable, we don't believe in wasted time.

ADVENTURE

So whether you want to lose weight, go on a new adventure, or experience a life of community, let us walk along side you.

LOVE

Let us help you **choose.**

TYPOGRAPHY

Bold Clean Modern

AGENDA BOLD

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AGENDA REGULAR

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AGENDA ITALIC

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TYPE HANDLING

Header type should always be aligned left.
Body type can be aligned left with header or other design elements.

Type sizes should be consistent across all platforms.

Header type should be at least twice the size as the body type.

Quote or special text should never be larger than the header.

HEADER

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HEADER

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DIGITAL & COATED

SUNSHINE

PMS 1-8 C
HEX #fff200
RGB 255 242 0
CMYK 0 0 100 0

OCEAN

PMS 115-16 C
HEX #009cd7
RGB 0 156 215
CMYK 100 0 12

SKY

PMS 115-5 C
HEX #6acff6
RGB 106 207 246
CMYK 51 0 0 0

UNCOATED

SUNSHINE

PMS 1-8 U
HEX #fff200
RGB 255 242 0
CMYK 0 0 100 0

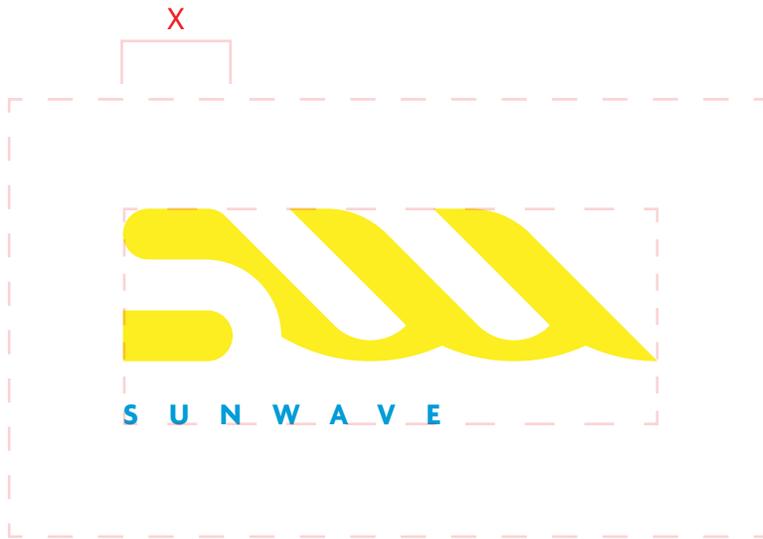
OCEAN

PMS 115-8 U
HEX #00aeef
RGB 0 174 239
CMYK 100 0 0 0

SKY

PMS 115-5 U
HEX #6acff6
RGB 106 207 246
CMYK 51 0 0 0

PRIMARY LOGO LOCKUP



No visual assets should be placed inside the margin shown in the diagram shown here.

This rule is not applicable on website menus.

Clothing and product application should strive to follow these margin rules whenever possible.

For larger formats or when applicable, the logo can be placed against the top edge.

ISOLATED LOGO



LOGO HANDLING

ORIENTATION

The logo orientation priority should be horizontal from left to right. The logo can be used vertically so long as it is the *ISOLATED LOGO*.

SIZE

The logo handling for best viewability depends on the distance of the viewer. For any application where readability is a concern such as embroidery or web usage use the *ISOLATED LOGO* to maintain brand integrity.

SIZE

Preferred placement of the logo is $\frac{1}{2} X$ when placed in the top left corner of the application. When not placed in top left it should favor center alignment, aligned left, and always honor the full margin of X .

OTHER

The logo can also be used as a cutout of a photo so long as it retains the readability necessary to ensure brand integrity.

PRIORITY



VERTICAL



DESIGN COLLATERAL



Graphic elements should utilize the 45 degree angle from top-left to bottom-right whenever possible. When choosing photo assets always refer to the core values.

Food: assets should always showcase a health centered tone, bright, and interesting

Adventure: outdoor fun, prioritizing the inclusion of people whenever possible.

Community: friends enjoying coffee, visiting, or engaging in some sort of outdoor activity



When appropriate a more illustrative approach can be applied. Prioritize the use of the approved color palette. The illustration should display the core values and prioritize adventure, fun, and a hint of whimsy.

SOCIAL

Keep in mind all the rules for logo handling.
Ensure that the logo is present on each post to increase brand awareness.



THE SUNWAVE COMMITMENT

I hereby agree

- I. I have the power to choose.**
- II. I have the power to be happy.**
- III. My journey is my own, but I don't have to go alone.**
- IV. Shame has no place on my journey.**
- VI. Each step, no matter how small is an important part of my path.**
- VII. I will choose community.**
- VIII. I will choose to use my story to help others.**

No matter where you are on your adventure, you are valuable. We support you on your journey and will help you achieve your goals. Nobody has to feel ashamed, nobody has to feel alone. We're committed to you and your choice.



TONE & MOOD

When writing content for SunWave it's important to maintain consistency across all platforms and mediums. Your audience will feel the whiplash if the tone or style of writing changes between the different applications.

KEYNOTES

FUN

The mind operates 30% better in a positive frame of mind. Part of SunWave's creed is that there is no room for shame in their audience's journey. So keep things fun and lighthearted but not too fluffy to have your audience not take you serious.

ENCOURAGING

Everyone's journey is the hardest journey they've ever experienced, regardless of how it compares to other's journeys. That's why it's important to encourage each person right where they are now.

AUTHENTIC

Transparency and authenticity is one of the most valuable assets we have to offer each other. Maintaining a tone of authenticity is crucial for your audience to give you their trust. If you are not z then your audience will keep you at a distance and never let you into the struggles they're experiencing. A balance must be struck however, to maintain professional and not share for the wrong reasons.