

# BRAND GUIDELINES

---

These brand guidelines have been created to ensure Fearless Minds presents a cohesive and authentic identity. Rooted in resilience and growth, the visual system blends professionalism with warmth to reflect the supportive, approachable nature of the practice.



This guide brings together the elements that tell the story of Fearless Minds. From the logo to the colors and typography, each piece reflects resilience, growth, and authenticity, creating a brand identity that feels consistent, welcoming, and true to its mission.

# TABLE OF CONTENT



01. Mood Board

02. Logo Reveal

03. Logo Explained

04. Logo Variations

05. Color Palette

06. Business Card









# Fearless Minds



Fearless  Minds

## Logo Explained.

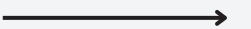
The primary logo for Fearless Minds combines a serif and handwritten font to symbolize both professionalism and approachability, while the wildflower motif represents resilience, growth, and the beauty of flourishing in unexpected places.



# LOGO VARIATIONS

To keep the Fearless Minds identity flexible and consistent across different uses, the logo has been designed in multiple variations. From the primary logo to simplified marks, each version maintains the same balance of professionalism and warmth while ensuring legibility and impact in every format.

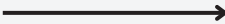
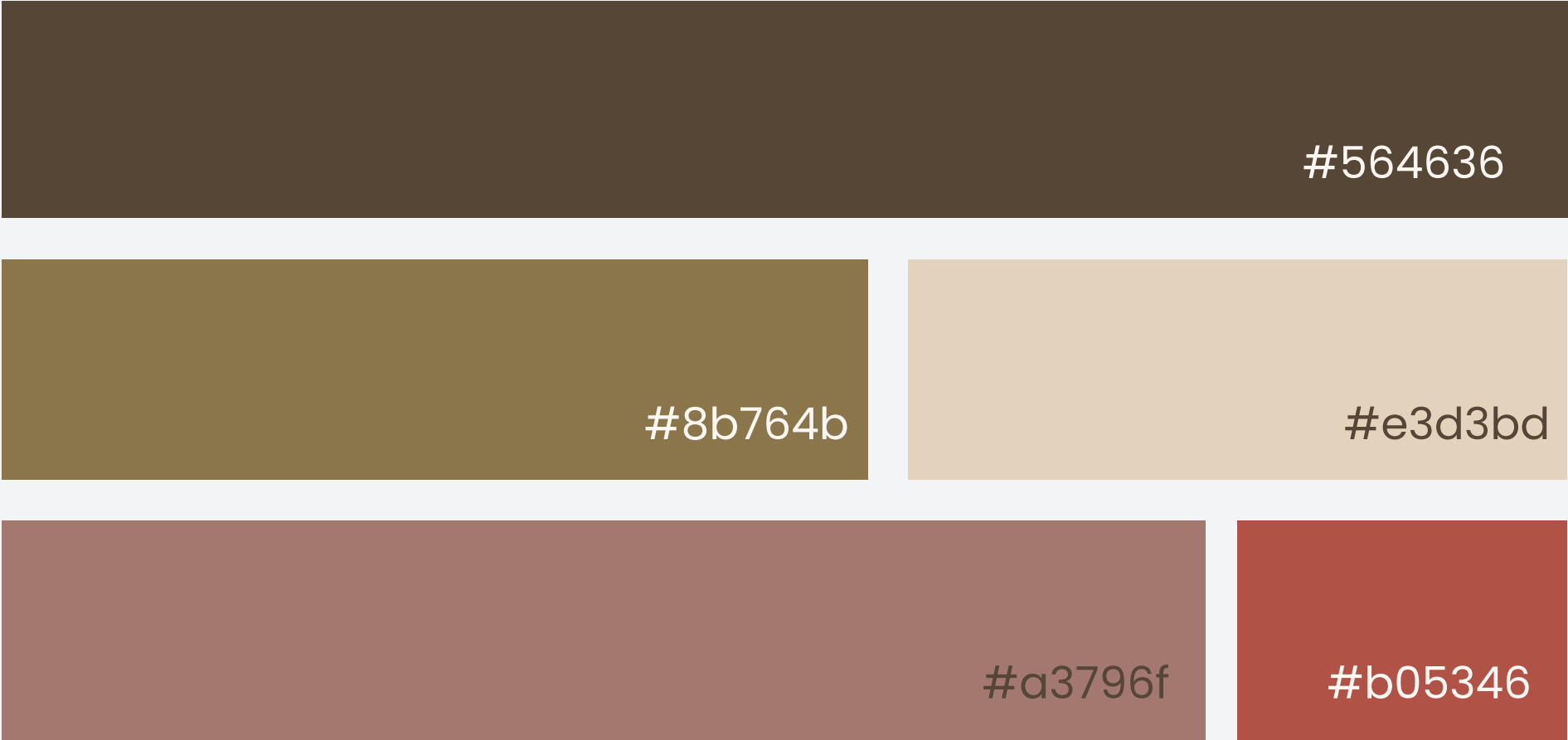
Fearless  
*Minds*





# COLOR PALETTE

The Fearless Minds color palette is inspired by nature and calm, grounding tones. Soft neutrals paired with muted, earthy hues create a sense of warmth, stability, and approachability, reflecting the supportive and therapeutic essence of the brand.



# TYPOGRAPHY

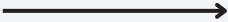
Aa

The Seasons

Aa

RALEWAY

Presentation are communication tools that can be used as demonstrations, lectures, reports, and more. it is mostly presented before an audience.





Spatial  
Creative  
Studio

# BUSINESS CARD

The business card design extends the brand identity into a tangible touchpoint, showcasing the logo, color palette, and typography in a professional yet welcoming format.



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