



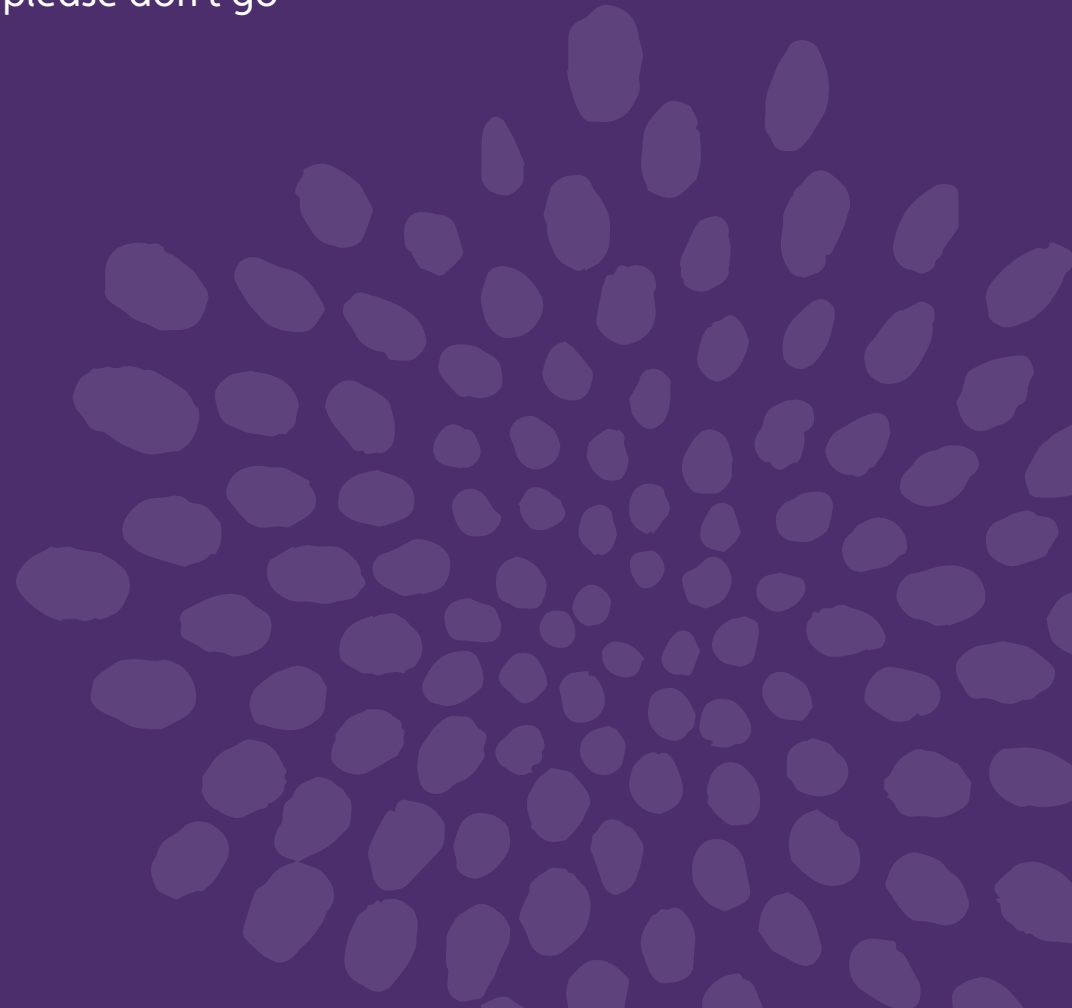
HOME WELLNESS

Logo Usage Guidelines

Logo

This is our logo. There are plenty of artistic explanations for it, but the simple version is this: the spiral floral shape in the middle is based on sequences in the natural order of our world. All around us are rhythms and cycles we hardly notice, but couldn't function without.

Also, we like how colorful it is. With that in mind, please don't go and break it.



Second  NatureTM

H O M E W E L L N E S S

Logo cont.

A. Clear Space

To maintain the integrity of the Second Nature Logo, keep a fixed amount of open space around the entire logo to help it stand out.

An appropriate clear space for the logo is equal to the size of the “n” Second Nature and is proportional to the size of the logo being used.

B. Without “Home Wellness”

Great for use on the web or on smaller applications.

C. Stacked

Rarely used in the wilds, this version is specific to something like vertical web banners or the like. It’s available to you on request.



Ways to break the logo:

- A. Distort it. We worked SO hard on these proportions.
- B. Recolor it with the wrong colors (like, c'mon).
- C. Place it over top something ridiculous, like a picture of some nasty tater tots.
- D. Angle the logo or add a drop shadow behind it. Just, please no.

A



B



C



D



