

Logo

Primary Dr. Ida Rolf Institute Wordmark Logo (main logo for use on promotional materials both digital and print)



Primary Dr. Ida Rolf Institute Wordmark Logo with Tagline



Logo Lockup with Little Boy Mark and Tagline (alternate logo which includes the little boy mark)



**If using a JPG file, please place over a white or black background or a primary branding color (listed below). Otherwise, please use PNG or EPS files to place over any colors of choice since their transparent backgrounds allow it.

Elements

Tagline

We hold to higher standards®

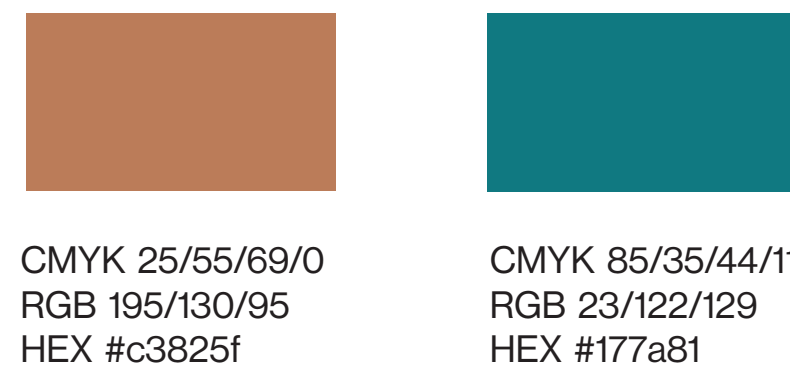
We hold to higher standards®

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Color Palette

Primary Colors (these are the brand hero colors)



Secondary Colors (to be used as accent colors only)



Typography

Aa Neue Haas Grotesk Roman in sentence case for headlines

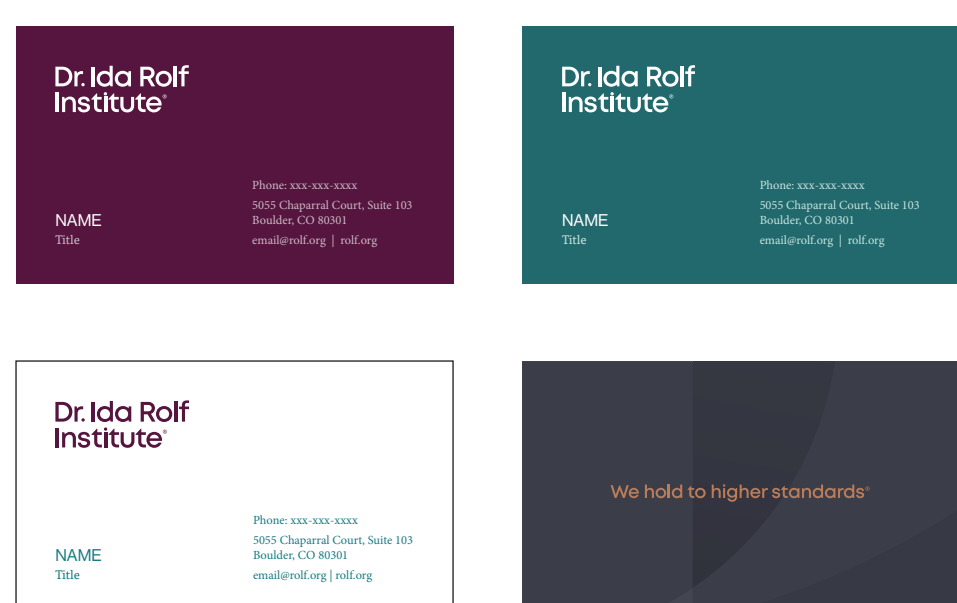
Neue Haas Grotesk Bold in sentence case for subheadings

Aa Playfair Display Regular for body copy and voluptur and there is mindaiens alunteuian conet redsque necae.

[Neue Haas Grotesk is a purchased typeface. Arial Regular may be used as an alternative typeface.]

External Collateral

Business Cards



Graphic Pattern



Print

