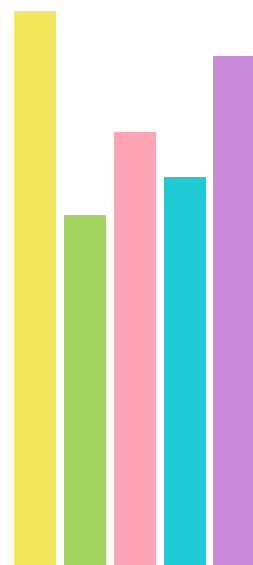




PSYCHEDELIX

BRAND & STYLE GUIDE



Contents

The PSYCHEDELIX Brand & Style Guide serves as a reference for our company's employees and contractors. Let this guide not limit your creativity, but give you a place to start. Our team has spent years building a brand for employees and consumers to fall in love with. We hope you enjoy your journey with PSYCHEDELIX.

All photos in this guide are not the property of PSYCHEDELIX or its personnel.

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INCEPTION

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INCEPTION

WELCOME - LETTER FROM THE CEO

COMPANY OVERVIEW

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BRAND BRIEF



Welcome

As the CEO and founder of PSYCHEDELIX, I'd like to welcome you to the reality that we've created. The PSYCHEDELIX team acknowledges the monumental importance of the mind in who we are as humans. We work diligently to find new ways to stimulate, expand, and shape the psyche.

To put it simply, we are a company that provides psychological services for recreational purposes. Before PSYCHEDELIX, psychological service was a generally therapeutic industry. We believe that in order to boost the mood, attitude, and quality of life for individuals, we must use psychology as a recreational release.

Our aesthetic must remain consistent and our brand must evolve with our nation's culture. When designing for our company, open your mind and give us all you've got.

I believe that the world can be changed one mind at a time. Without the mind, what are we?

Aseema Chavan
Aseema Chavan, CEO



PSYCHE-WHAT?

PSYCHEDELIX aims to explore the subconscious and expand the minds of individuals. We converge psychology and recreation, creating a place for experience and experiment. Our motivation stems from a national need for more open, experimental, and optimistic mentalities. PSYCHEDELIX provides innovative and enjoyable methods to achieve this goal. We belong in the culture with those who aren't followers of mainstream interests, but who find their own niche in unique and intriguing brands.

PSYCHEDELIX is not only **one** of those intriguing brands, but **the** intriguing brand.



Our Services

PSYCHEDELIX offers a near-futuristic selection of services that we describe as recreational psychology. We offer a place to go for consumers to have a mental release, a mind-altering adventure, or a meditational journey just to name a few - all without the use of any substances.

OUR CURRENT SERVICE OFFERINGS

- Sensory Deprivation Tanks
- Guided Meditation
- Recreational Hypnosis
- Virtual Reality Exploration
- Motivational Guidance and Goal-Setting
- Fitness and Wellness Facilities
- Sensory Rooms

WHAT IS A SENSORY DEPRIVATION TANK?

Seen on the right, this is a soundless, light-less tank in which the participant floats on the water due to the high concentration of sodium. The purpose of the tank is to isolate the mind without having to focus on other senses. This method is proven to have useful effects regarding stress level, creativity, and mind expansion.



PSYCHEDELIX is

OUT OF THE ORDINARY

SURREAL

SPUNKY

FIRST-CLASS

STIMULATING

CEREBRAL

CONCEPTUAL



Brand Platform

Our brand platform provides a framework for defining the PSYCHEDELIX brand identity. It contains the core elements of our brand and its perception among consumers and competitors. Please keep our brand platform in mind when designing content for the company.



Brand Brief

The PSYCHEDELIX brand brief provides a big picture of our brand's background and direction. Every department within our company must use the brand brief as a foundation for all branding efforts.

THE BIG IDEA



**BETTER THE *WORLD*,
ONE *MIND* AT A TIME.**

KEY STAKEHOLDERS

- Customers
- Customers' social network
- Employees
- Shareholders

KEY BELIEFS

Positive influences on the mind are essential to happiness and spiritual comfort. Psychedelic experiences should be experienced by everyone, and drugs shouldn't be necessary to do so.

MISSION

Our motivation stems from a national need of more open, experimental and happy mentalities.

TARGET MARKET

- All genders & identities
- Ages 16 to 50
- All ethnicities + all cultures
- Middle to upper economic class

COMPETITIVE ADVANTAGE

PSYCHEDELIX is the only company of its kind that specializes in drug-free psychedelic recreation.

VALUE PROPOSITION

PSYCHEDELIX provides a place for people to experience their hidden desires and explore their own personal paradise.

ATTRIBUTES

- Cerebral
- Splashy
- Spunky
- Sophisticated
- Conceptual

PERSONA

THE TRADEMARK

LOGOTYPE

THE FLOURISH

BUILDING THE FLOURISH

BLACK & WHITE LOGOS

COLOR LOGOS

EXCLUSION ZONE

SMALLEST LOGO SIZE

INCORRECT USE



The Trademark

The PSYCHEDELIX trademark is a combination of spunk and class. Our iconic flourish graphic is paired with clean and simple text to put the mind at ease.

While pleasing to the eye, our full trademark is used sparingly - the individual components are more often use independently.

See the following pages for logo construction and usage.



Logotype

Our logotype is composed using the font 'Rift' in both Medium and Light. The logotype can be used independently when applicable

'PSYCHEDELIX' uses

Rift Medium

'EXPLORE YOURSELF' uses

Rift Light

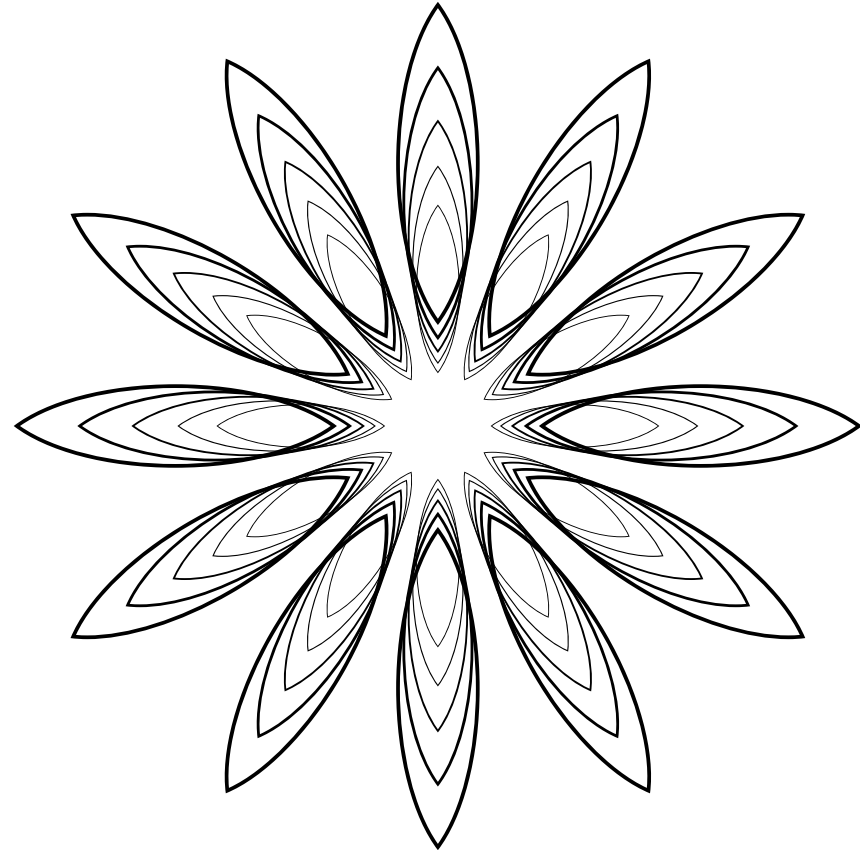
The logotype's tracking and kerning have been tailored to best reflect our brand.



The Flourish

Our flourish brand mark represents the growth and energy we aim to provide through our services. It provides both buzz and balance to our brand and can be used independently when sufficient brand context is present.

See the following page for a breakdown of the Flourish's construction.



Building the Flourish

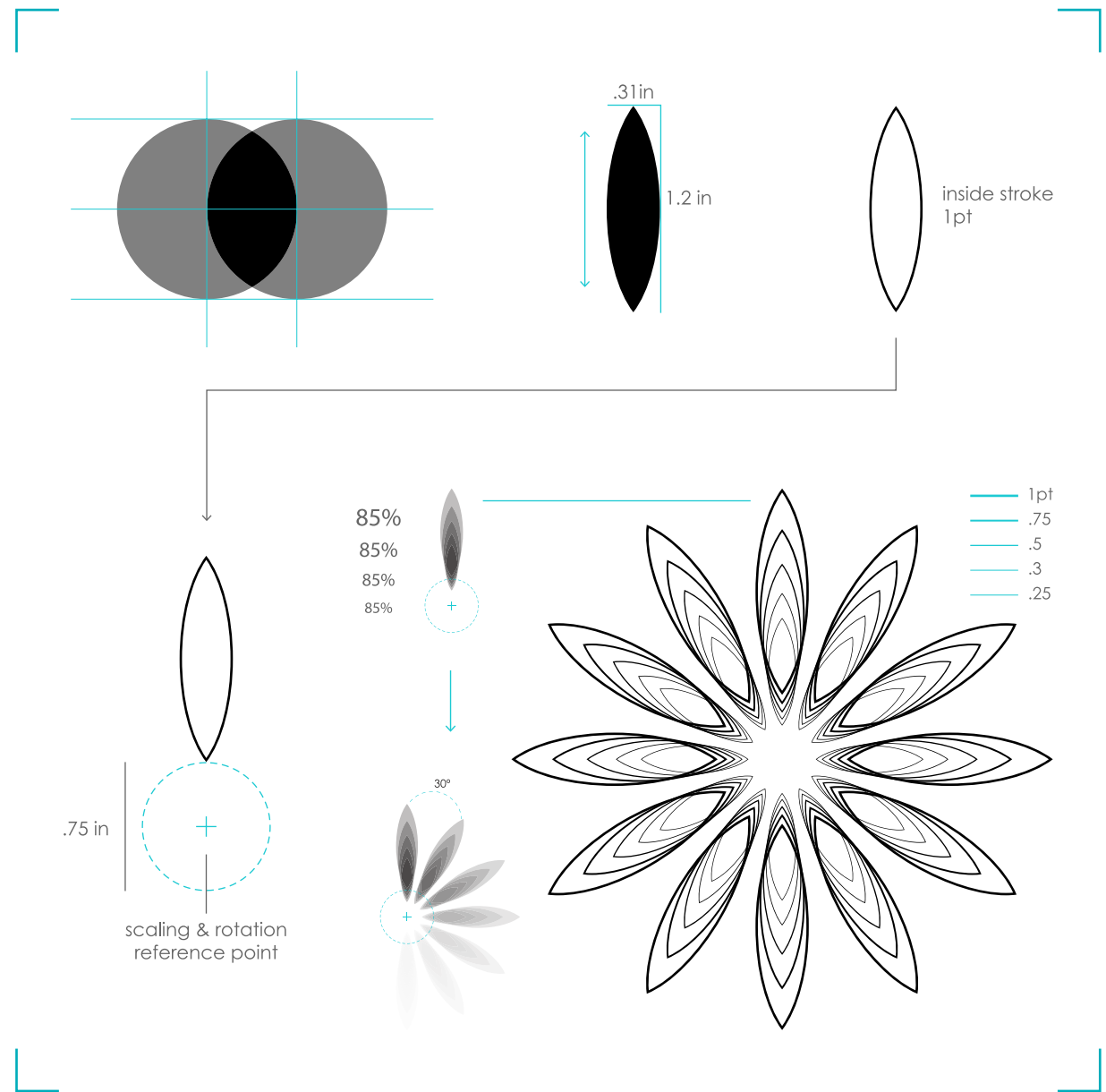
Our flourish brand mark was made with special care, using a shape that is consistent throughout our brand. Here you can find how to build the flourish step-by-step.

FINAL FLOURISH SIZE BEFORE SCALING

3.15 inches x 3.15 inches

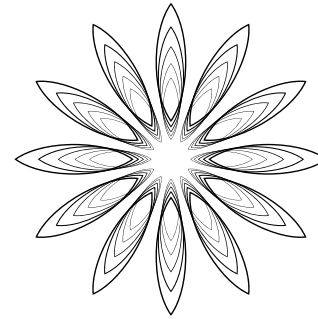
DON'T FORGET

After following the steps on this page, expand all strokes and group the graphic to create one icon, ready to be scaled.

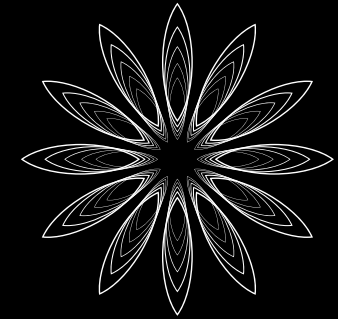


Black & White Logos

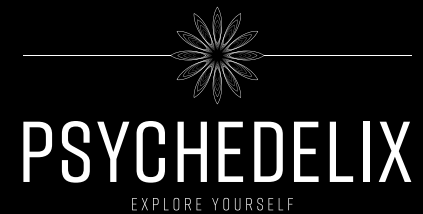
When used in black and white fashion, our logos should be used in black for light backgrounds and in white for dark backgrounds. See the examples for guidance.



PSYCHEDELIX
EXPLORE YOURSELF



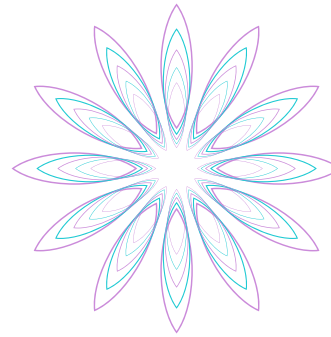
PSYCHEDELIX
EXPLORE YOURSELF



Color Logos

Our color logos are generally shown in two-color fashion using our purple and blue colors. Alternatively, the logos may be shown on a colored background if filled with white.

Our full color palette can be found in the following section.



PSYCHEDELIX
EXPLORE YOURSELF



Exclusion Zone

Our logo needs some room to breathe. To provide a reference for the space needed around the logo, use the width of the letter X from 'PSYCHEDELIX'. This exclusion zone reference can be used across the board with all of our other logos.

THE PURPOSE OF THE EXCLUSION ZONE

No elements should be placed inside the exclusion zone - no exceptions.



Smallest Size

Our logo can only be scaled so small before it loses its impact. See the smallest usable size for each of our logos to the right.

NOTE FOR THE FLOURISH

While the flourish mark may lose detail when scaling to smaller sizes, it still maintains its overall form.

W = 2.0659 in
H = 1.254 in



W = .5205 in
H = .5205 in



W = 2.0659 in
H = 1.254 in



Incorrect Use

The PSYCHEDELIX logo is one of the brand's most valuable assets, thus it should be treated as such. Treat the logo and its variations with care and avoid the incorrect uses shown to the right.

AVOID THE FOLLOWING:

- Stretching
- Reflecting
- Re-aligning
- Re-coloring
- Adjusting opacity
- Poor background choice



EXPRESSION

COLOR PALETTE

VISUAL ELEMENTS

PATTERN

TYPOGRAPHY

PHOTOGRAPHY: CORRECT USE

PHOTOGRAPHY: INCORRECT USE



Color Palette

The PSYCHEDELIX color palette reflects our brand's dynamic nature. Each color can be used in combination with any other color found in our palette. Our choice of purple and blue make up our primary colors while the pink, green, and yellow colors form our secondary palette.

Our brand is as colorful as the mind itself - use color generously and be mindful its effect on the human brain.

THE PSYCHOLOGY BEHIND OUR COLOR CHOICES

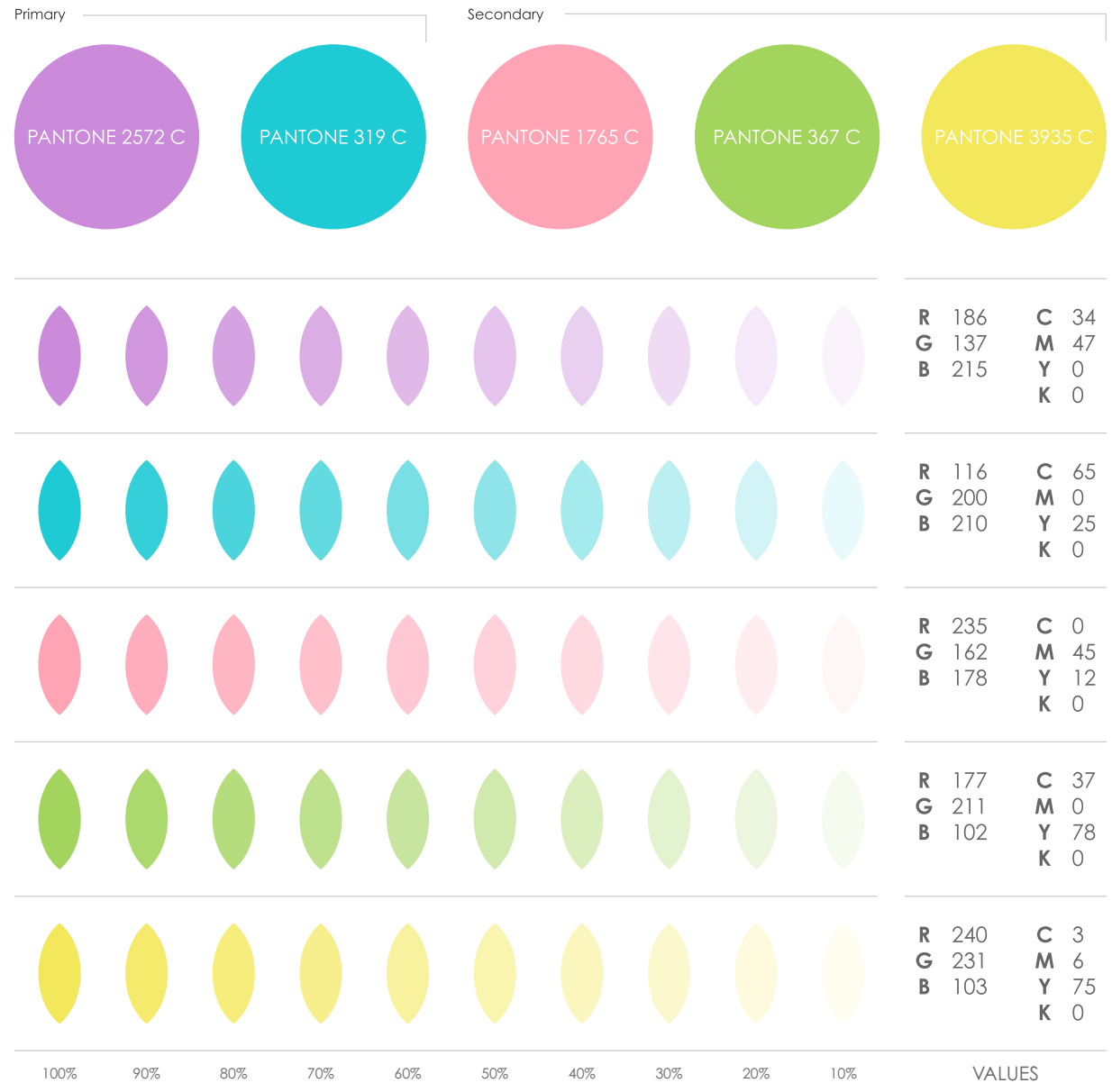
PURPLE portrays the mystery of PSYCHEDELIX and the creativity of our methods.

BLUE adds intelligence and stability to our brand.

PINK calms the mind and portrays kindness.

GREEN represents the growth and mental refresh that our company provides.

YELLOW electrifies and energizes.




Visual Elements


While we encourage our design teams to use their creativity, there are a few basic guidelines to keep in mind. The recommendations to the right provide a few quick tips, although some cases may call for an exception.

NOTE FOR STROKE WEIGHTS

The 0.5pt stroke weight is a general starting point; the stroke weight may need adjusted based on the overall size of the final product.


100%  80% 

in most cases use black at an **80% tint** versus 100%



the shape that makes up our Flourish is the key shape to design with when creating elements for our brand

lines should generally be used at a stroke weight of 0.5pt



use shapes with rounded corners to frame text or images



Drop Shadow

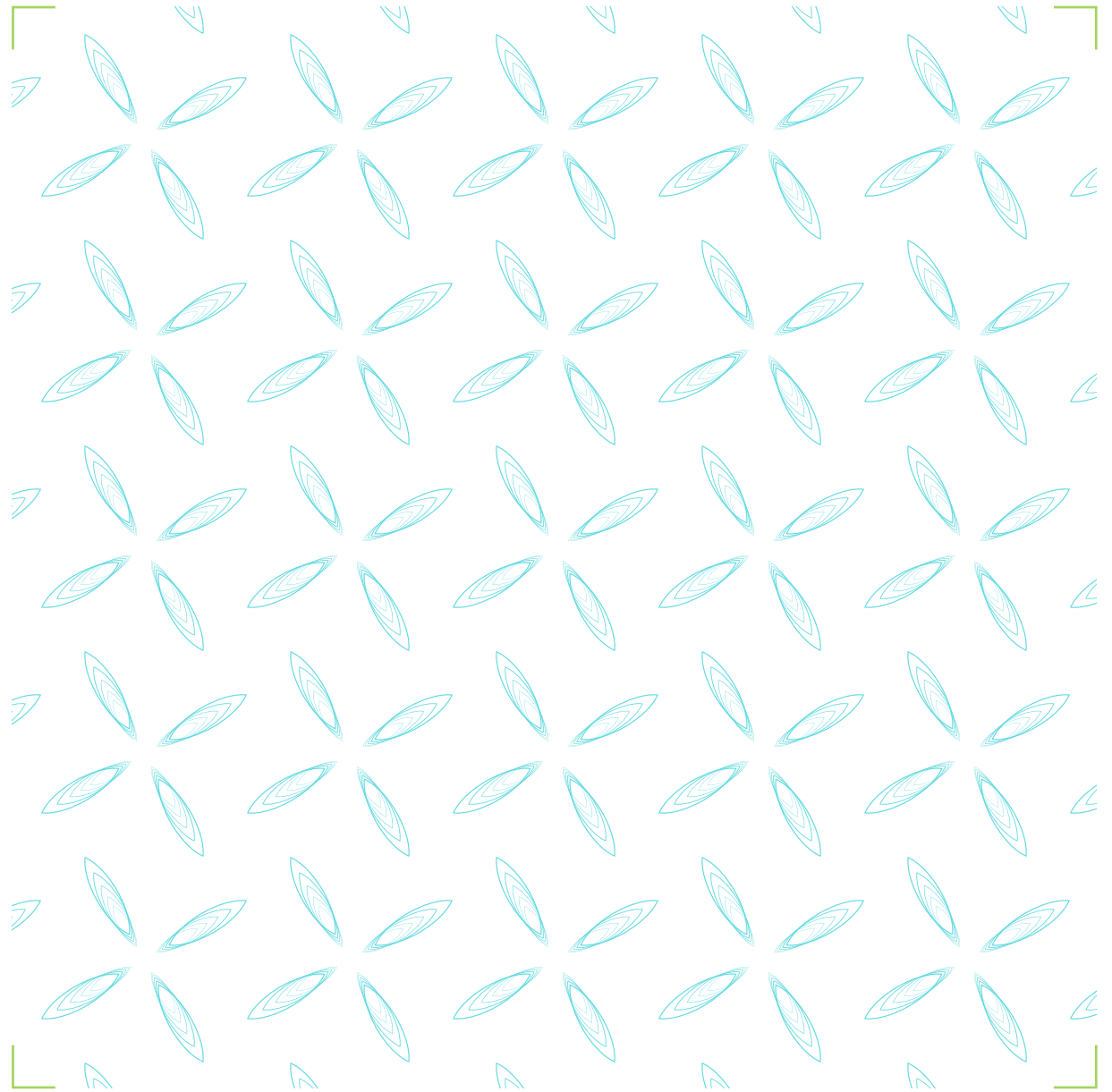
color = same as stroke
opacity = 90%
x offset = y offset

use white space to provide design elements with adequate breathing room

Pattern

While PSYCHEDELIX favors white space and solid backgrounds, our pattern may be used when deemed appropriate. The pattern was created using a variation of our flourish.

The color, scale, and opacity of the pattern and its elements may be adjusted in any fashion deemed appropriate.



Typography

Century Gothic Pro was chosen as the primary supporting typeface because of its simple and neat appearance.

The typeface used in the logotype is Rift, both in medium and light.

THE PSYCHEDELIX BRAND NAME

The PSYCHEDELIX brand name should always be shown in all caps. This includes when the name is shown in headlines, subheads, body copy, etc.

Rift Medium

PSYCHEDELIX

Rift Light

EXPLORE YOURSELF

Body Copy

10 point
Sentence case
14 point leading
80% black

This sample copy presents the various styles of the Century Gothic. **BOLD text** can be used to highlight important words or phrases, while *italic text may be used similarly*. Finally, ***bold italic text*** can portray the highest importance.

Headline

32 point
bold, Title Case
auto leading (38.4)
color of choice

Headline Text

Subhead

14 point
regular, CAPS
auto leading (16.8)
color of choice

SUBHEAD TEXT

Caption

9 point
Sentence case, italic
14 point leading
80% black

Caption text for images or graphics

Photography: Correct Use

The imagery used in relation to our brand must portray what we're all about. These images effectively and successfully do just that. Images should be bright, unique, and stimulating. Imagery can be used whenever deemed necessary and should be used to show what we look like in both the literal world and the figurative world.

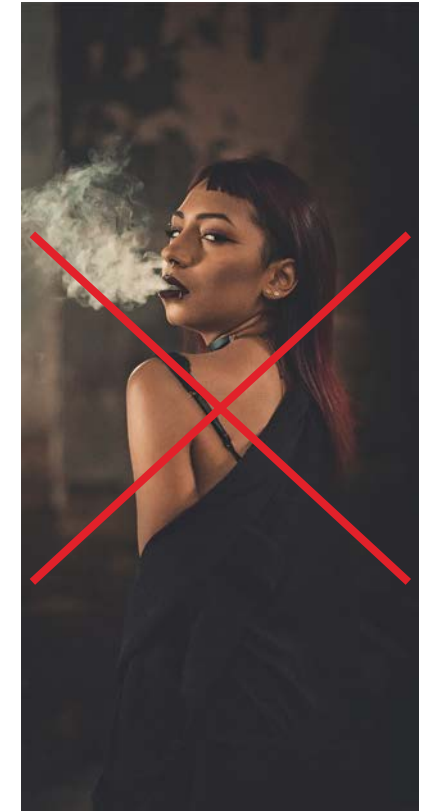
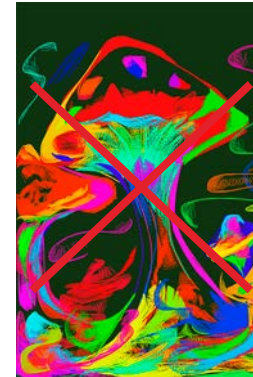


Photography: Incorrect Use

The images we do NOT want to use look generic, dull, or irrelevant. Avoid using images that denote drug use or religious figures. We are a drug-free and non-denominational facility, therefore our images should not reflect otherwise. Additionally, our images should not look like "stock" photos.

NOTE FOR IMAGE QUALITY

Be sure to use images that are large enough for the intended purpose. Imagery should never appear pixelated or low-quality.



COMMUNICATION

STATIONERY: BUSINESS CARD

STATIONERY: LETTERHEAD

STATIONERY: ENVELOPES

MEMBER LOYALTY INCENTIVES

MEMBER CARD & KEY FOB

MOBILE APP



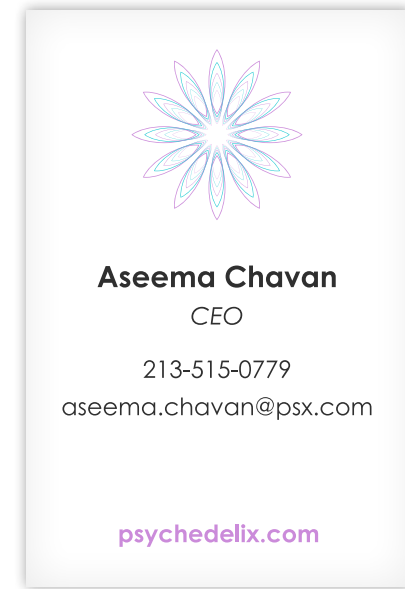
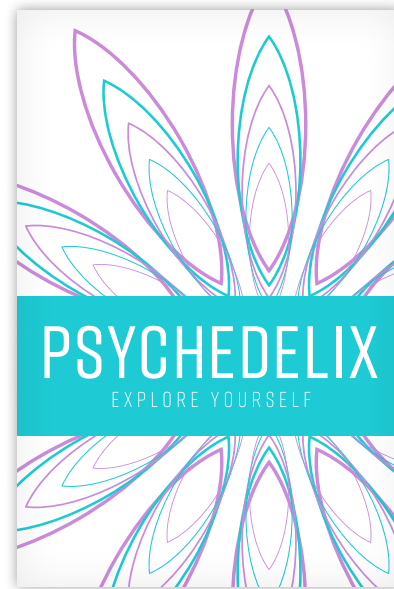
Stationery: Business Card

The PSYCHEDELIX stationery set maintains our company's look across all platforms of communication. Using premium stock for all stationery pushes our presence as a modern and high-end brand.

Our business card design is standard throughout the company, and we alter the design biyearly to keep things fresh.

SIZE OF THE TRIMMED BUSINESS CARD

2 inches wide, 3 inches tall, portrait orientation



Stationery: Letterhead

While email and internet messaging are useful tools, we believe that physical mail holds a superior status when providing to the sense of touch. Letterhead is most commonly used for exchanges with third party companies or consumers.

SIZE OF THE LETTERHEAD

Standard letter, 8.5 inches wide, 11 inches tall



Stationery: Envelopes

Our two styles of envelopes offer a pop of color to ensure our message does not go unnoticed. These may be used for mailing material such as letters, marketing pieces, and more. Be sure to avoid using a standard white envelope if possible.

SIZE OF THE ENVELOPES

Standard #10, 9.5 inches wide, 4.125 inches tall



Member Loyalty Incentives

Many of our customers become long-term members. In an effort to promote brand loyalty, we provide incentives to those who stick with us for the long run. The products rewarded to loyal members are exclusively designed and distributed by PSYCHEDELIX.

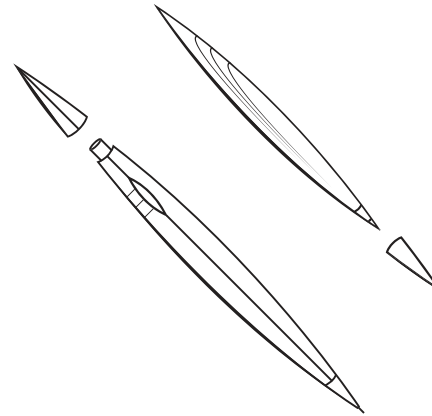
INCENTIVES & INCREMENTS

1 year - pen and pencil set

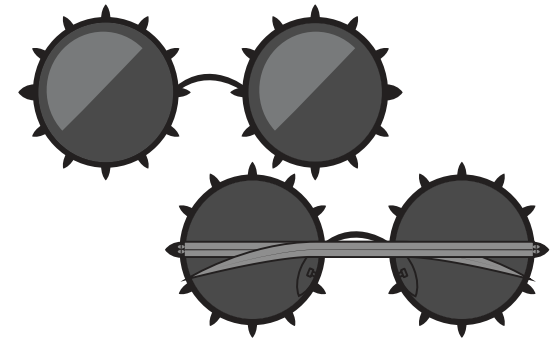
2 years - sunglasses

5 years - premium sound system

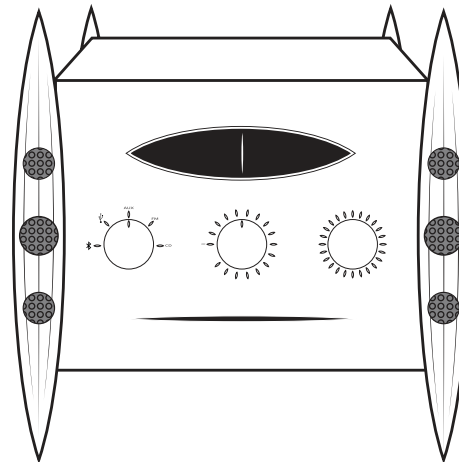
10 years - magnetic timepiece



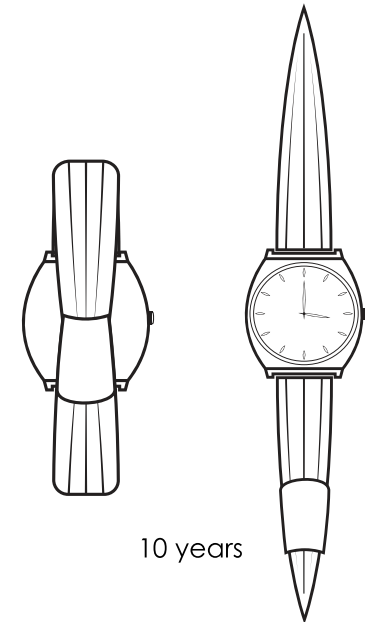
1 year



2 years



5 years



10 years

Member Card & Key Fob

We strive for our members to feel valued and exclusive. Our membership cards and key fobs are used by members to check into our facilities in order to use our services.

The standard card is provided for all members, while the platinum card is earned after 3 years of membership.

Standard



Platinum



Mobile App

PSYCHEDELIX offers a mobile app on both Android and iOS devices. The app allows users to check facility hours and class schedules, scan in to the facility, and explore all that we have to offer.



ENVIRONMENT

PICTOGRAM SET

INTERIOR SIGNAGE

BILLBOARD

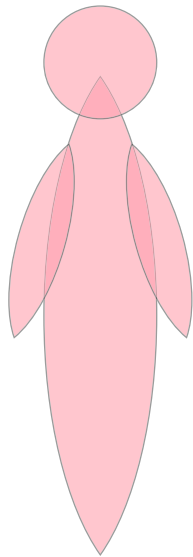
COMPANY VEHICLE

EXTERIOR

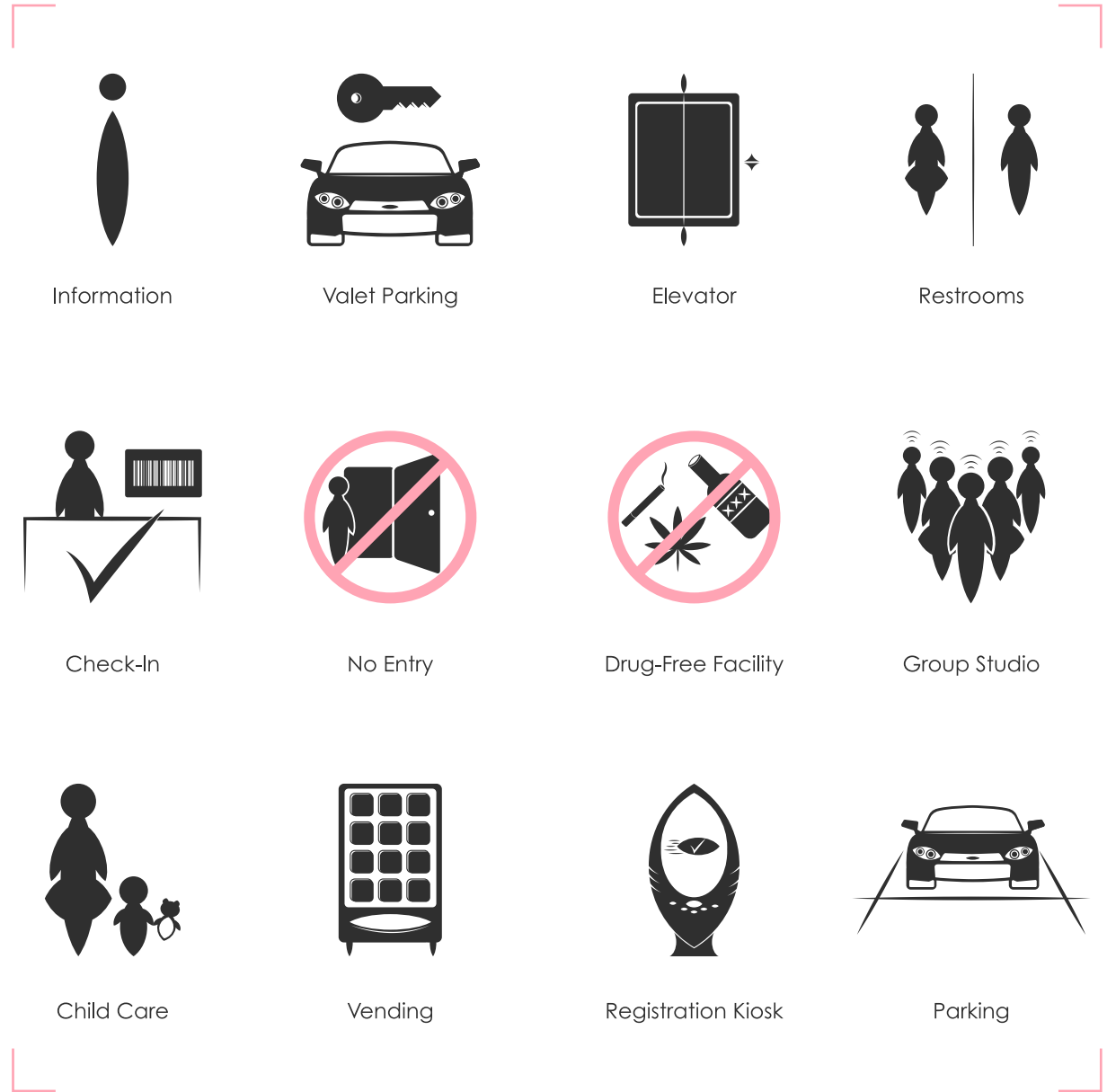


Pictogram Set

Our pictograms were created using the “key shape” that forms the Flourish. The set to the right is mainly used on signage material within our facilities. The examples shown here can be used as a basis for designing other icons for various purposes.



EXAMPLE PICTOGRAM ANATOMY



Interior Signage

Our interior signage uses pops of color to draw attention and our stylized pictograms to portray information. The examples to the right present how our signage should be designed with our “key shape” in mind.



Billboard

Our billboard designs are often photographic as seen in the example to the right. While the message of our billboards may vary, be sure to include our brand name or logo as one of the largest elements in the hierarchy.

Regarding verbiage, feel free to use your creativity when developing phrases to catch the eye.

REMINDER FOR PHOTOGRAPHY

Refer to pages 20 and 21 for guidelines on acceptable and unacceptable photography,



Company Vehicle

Our standard company vehicle serves as a traveling piece of advertisement. That fact in mind, we have chosen the Mercedes Benz G-Wagon SUV (G 550). The choice of vehicle and color allow our brand's opulence to be omnipresent in the eyes of consumers or potential members.

Our company vehicles are used for a variety of tasks including deliveries, employee transport, and member pick-up and drop-off.

Once purchased, our vehicles take a trip to the shop for some finishing touches that include branded decals and customizations.

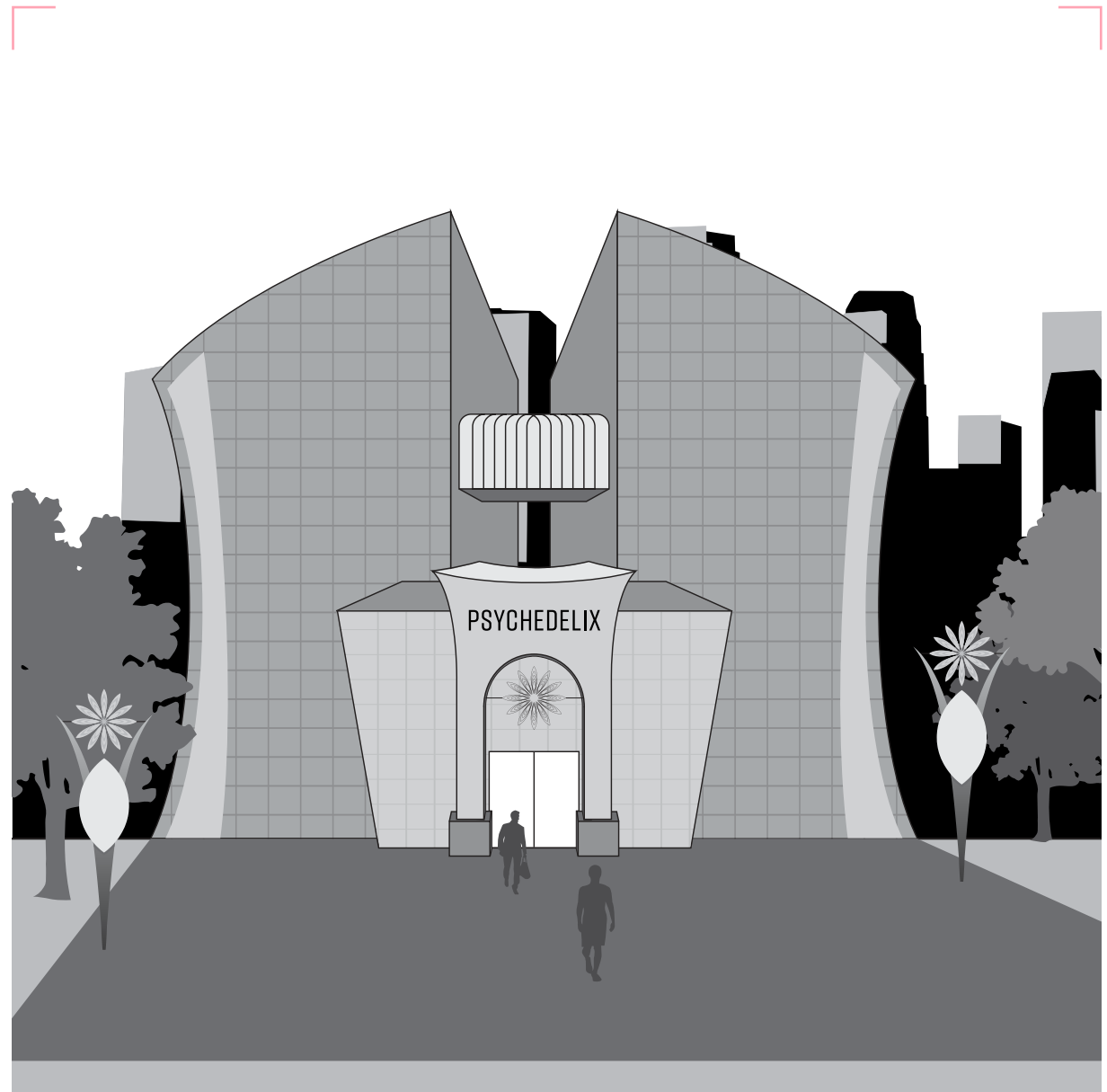
Branded Customizations



Exterior

The exterior of our facilities must draw customers in and align with the brand's identity. Our building was designed to feel modern, sophisticated, and out of the ordinary. Our members should feel a sense of exclusivity when entering our space.

The building features two separate structures joined by a glass sky bridge in the center. To the right you can see the original concept for our building.



We'd like to thank you for being a part of our team, for exploring our company, and for exploring yourself throughout the process. Our brand could not thrive without our dedicated employees.

Please do not hesitate to provide our corporate office with any comments or suggests regarding content found in this guide.

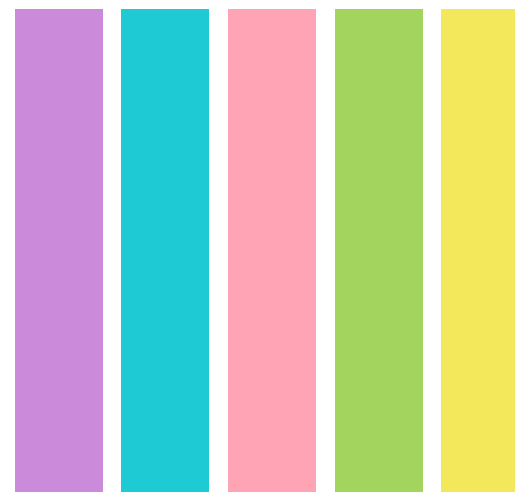
We look forward to the evolution of our brand and sincerely thank you for your efforts and contributions.

CONTACT CORPORATE

PSYCHEDELIX Corporate Headquarters
503 South Grand Street
Los Angeles, California 90071

213-515-0778

design@psx.com



thank you

