



BRAND BOOK

**BRANDING
DOCUMENT**

VERSION 1.0
/ 2018

**WE LOVE
OUR BRAND.**

**BE MINDFUL
WHEN APPLYING IT.**

ABOUT THIS GUIDE

This brand book is a guide that streamlines principles, benchmarks, ideas, and gives cadence to exactly how the TrapEaze Technique brand should be represented.

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01

BRAND OVERVIEW

01.0

BRIEF INTRO

Less Pain More Gain, LLC is dedicated to helping those who are suffering to get the very most out of life through eliminating or minimizing their chronic upper back pain via the breakthrough patent-pending TrapEAZE Technique™.

Thanks to the TrapEAZE Technique's simple four step non-invasive non-surgical treatment, licensed healthcare practitioner's can aid patients who are in desperate need of help.

In order to positively affect the highest volume of upper back pain patients possible we assist licensed practitioners by providing them with the means to help them to generate brand new prospective patients.

We also grant certification to those who have proven their clinical capability to utilize the TrapEAZE Technique™ and have met our stringent requirements.



**The TrapEAZE
Technique is
the world's
only simple
4-step system
for chronic
debilitating
upper trape-
zius muscle
pain.**

02

**BRAND
MARK**

02.0

LOGO INTRO

Having a strong brand is important and consistence is paramount to the success of any identity system.

Consistent use of the logo with supporting elements helps in building brand quality and character.



02.1

LOGO VERSIONS



Brand Colors

TrapEaze Technique logo must always be printed in two brand colors; (PMS: 7621C) and (PMS: Black 6 C), the preferred background color is white.



Dark Version

If TrapEaze Technique logo cannot be printed or displayed in brand colors, the logo can appear in black or gray. White are the preferred background color for this option as well.



White Version

Brand colors, Black, Gray or other dark colors are the preferred background colors for this option.

02.2

CLEAR SPACE

The Clear space has been established to ensure logo visibility and impact. Always maintain the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc, as described below.



The logo should be surrounded by clear space equal to half the height of the logotype (the SQUARE represents half the logo height in the illustrations).

02.3

MINIMUM SIZE

At Minimum size, the logo is still clearly legible and provides a strong level of identification.

When using a lower quality printing technique (i.e. screenprinting), it is recommended that the logo should be used in a larger size. The logo must never be used in a smaller size than the size described below.



02.4

MISUSE

To maintain consistency throughout our identity application, it's essential that the brand mark is never altered in anyway. The brand mark should always be reproduced from the master artwork provided by TrapEaze Technique.



Do not compress



Do not alter design



Do not stretch



Do not
interchange color



Do not use on busy
background



Do not filter



Do not rotate



Do not alter design



Do not eliminate trade
mark sign

03

BRAND COLORS

03.0

PRIMARY COLORS

ROOF TERRACOTTA

PMS 7621 C

CMYK 20, 100, 99, 11

RGB 180, 32, 38

HEX #B42026

75%

50%

25%

Our Corporate colors are a distinct and crucial part of our identity as they make our brand instantly recognizable.

When applied consistently, the brand colors also provide a strong visual link across various materials and communications and set our company apart from the competition.

BLACK

PMS Black 6 C

CMYK 75, 68, 67, 90

RGB 0, 0, 0

HEX #000000

75%

50%

25%

04

BRAND TYPEFACES

04.0

TYPEFACES

Clear communication is an essential part of the TrapEaze Technique brand. Used consistently, font typefaces play a significant role in reinforcing the brand.

TrapEaze Technique uses “Helvetica and Montserrat” fonts (for both print and web). These should be used for all print materials, events, and copy set in online graphics as well.

Montserrat

Bold
Regular
Light



A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r t v w x y z

0 1 2 3 4 5 6 7 8 9 10 11 12
/ / @ [] # \$! % ^ & * () + =

Helvetica

Bold

Bold Oblique

Regular

Oblique

Light

Light Oblique



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 //@7[]#\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 //@7[]#\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 //@7[]#\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 //@7[]#\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 //@7[]#\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 //@7[]#\$

04.3

TYPOGRAPHY

Typography is another important element of our brand. By controlling the type styles and alignment used, we further strengthen the visual distinctiveness of TrapEaze Technique brand.

Introducing the overall piece

FOR HEADING & TITLE USE
Montserrat - Bold
24/28 POINTS (Pt)

Introducing section
Describing paragraph

Sub head, Helvetica, 14/16 Pt

Small title, Helvetica, 11/12 Pt

Body paragraphy, Helvetica - 300, 11/12 Pt

Bullets points to list items.
Custom line spacing.

- Bullet, Helvetica - 300, 11/12 Pt

- Bullet, Helvetica - 300, 11/12 Pt

Line height should be 1.5 to create space between bullets

Highlighting the main idea

Callout, Helvetica, 12/14 Pt

A call to action with a period at the end.

This is a call to action, CTA.
Montserrat, 20/24 Pt

THAT'S How We Should Be Represented!

TrapEaze Technique brand including the logo, name, colors and identifying elements are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of the TrapEaze Technique name and marks.



TrapEaze Technique

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