



We aim to educate our patients about Chiropractic and other natural solutions to common health problems in order to motivate you to take a more active and responsible role in restoring and maintaining your own health as well as the people around you.

CORE ELEMENTS

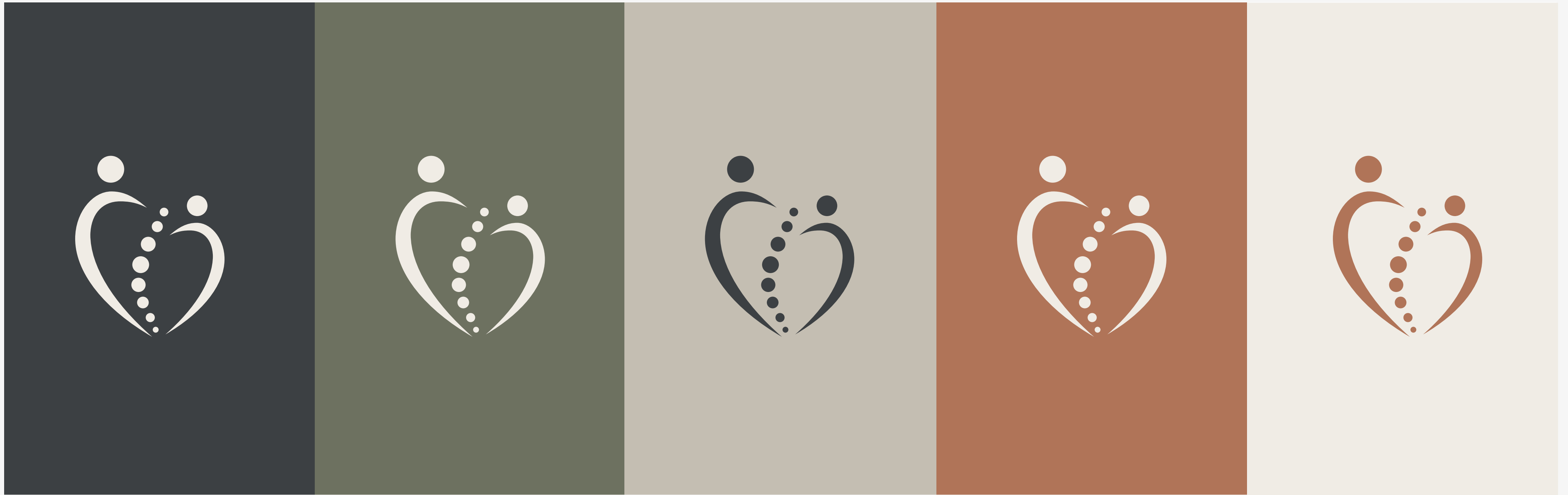
Logo



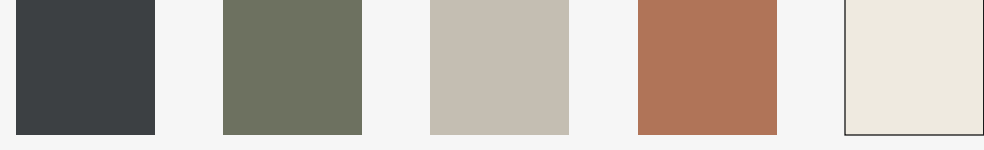
It is a picture of a heart resembling the fact that we care; The dots above the left and right resemble chiropractors working on the spine. More specifically, they resemble the multi-generational nature of our practice.

My father began the practice in 1978 and I joined in 2011. We are doubling down our investment time, energy and money in this practice so that it will be a beacon of healing for the next generation as well.

ICON



WORDMARK



HOLLADAY
C H I R O P R A C T I C

HOLLADAY
C H I R O P R A C T I C

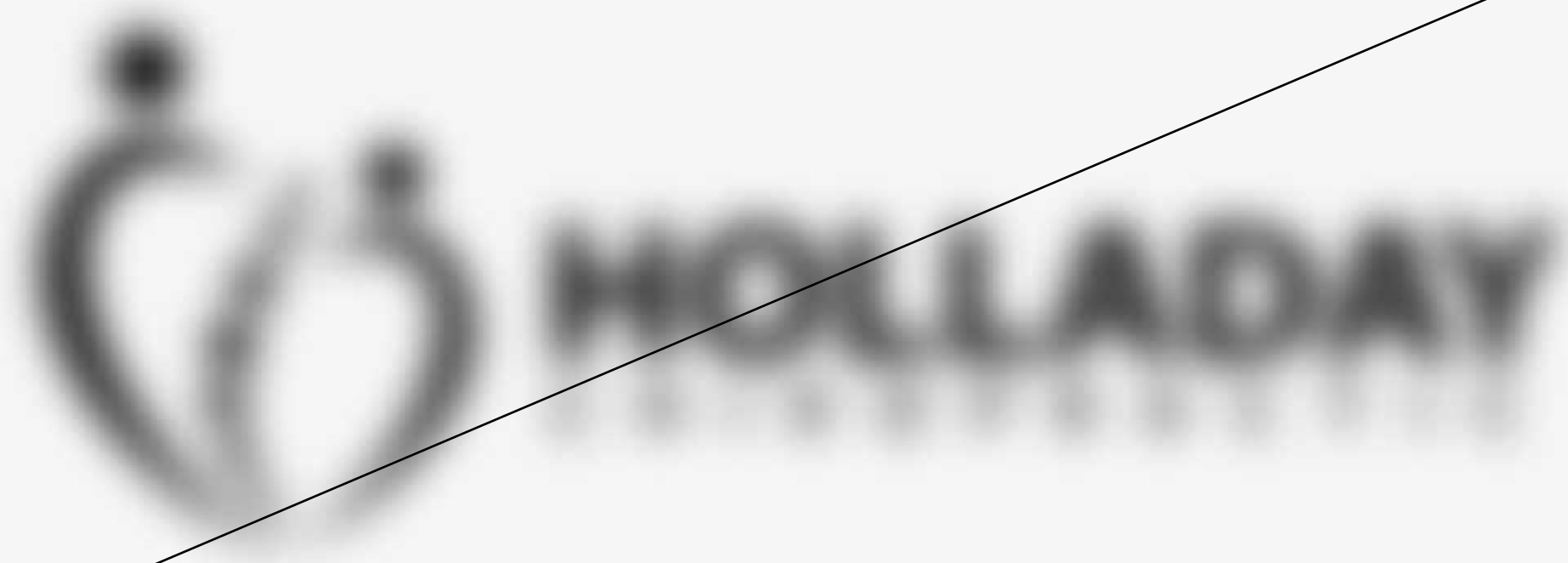
HOLLADAY
C H I R O P R A C T I C

HOLLADAY
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HOLLADAY
C H I R O P R A C T I C

INCORRECT USAGE

#007100



#000000



#000000



BRAND COLORS

#6D7160

#C4BEB2

#F0ECE5

#B07458

#3C4043

#F6F6F6

#F4F6F5

Typography

We're using two fonts with some possibilities: *Myriad*

MYRIAD PRO

Myriad Pro is our more impactful typeface, and its condensed appearance can lend itself well to functional headlines and wayfinding.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & + =

FUTURA

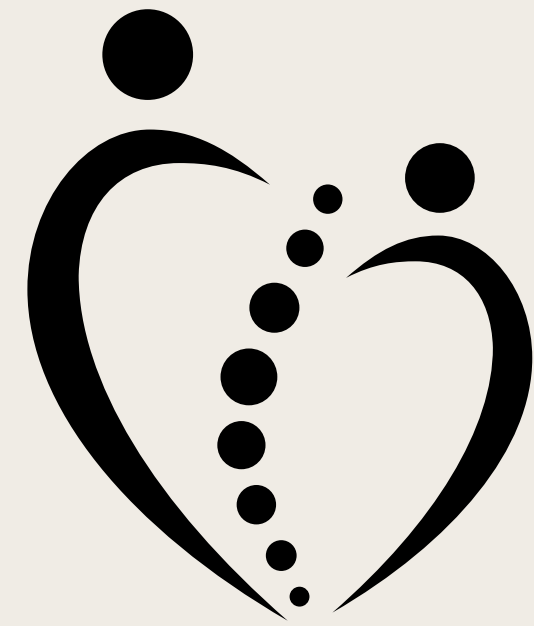
Futura is our most versatile typeface, frequently used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & + =





HOLLADAY
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