



THERA[®]

A PRIFE WELLNESS GALLERY



TABLE OF CONTENTS:

Brand Overview

Logo

Typography

Color Palette

Imagery

Voice & Tone

Do's & Don'ts

BRAND OVERVIEW

The rebranding of PWG to THERA aims to create a more experience-driven identity, positioning the brand as a self-care, customer-facing concept that evokes a spa-like atmosphere. THERA will showcase the therapeutic benefits of Prife's products while providing a comfortable and relaxing environment. This strategic shift will broaden market appeal, attracting both new and existing clientele



PRIMARY LOGO



ALTERNATIVE ICONS



LOGO

The THERA logo has been crafted to convey a refined, high-end aesthetic. It features a luxury-style display typeface paired with a clean, thin sans-serif font for balance and sophistication. The emblem positioned to the left of the wordmark signifies our partnership with Prife.

TYPOGRAPHY

There are 3 fonts used in THERA's Branding. Laura Lux is used mainly as a display font, Grathink - Regular should be used for headers and titles, and Luxora - Light is used for details and body text.

Laura - Lux
Grathink - Regular
Luxora - Light



EXPLORE THE
WORLD'S FIRST
TERAHERTZ-POWERED
SPA EXPERIENCE, WHERE
SCIENCE MEETS
SERENITY.



COLOR PALETTE



IMAGERY



VOICE & TONE

THERA's brand presence should embody a sense of warmth, confidence, and elevation. As a high-end self-care experience, THERA must consistently reflect this standard through thoughtfully curated imagery, a refined color palette, and a cohesive tone across all communications, design elements, and social media platforms.



DO'S & DON'TS

DO'S

Leave a good amount of space when using the logos. Keep color ways to black and white or the approved brand colors.

Use visual hierarchy when arranging text, and assets in design.



GIVE YOURSELF
A DAY OFF

DON'TS

Do not skew, rearrange, or reform the logo. This logo has been approved for use in its original orientation.

Do not use display, or title fonts as body text. Do not skew text in a non-legible way

