



SALT CHIROPRACTIC

BRING OUT THE FLAVOUR OF YOUR LIFE



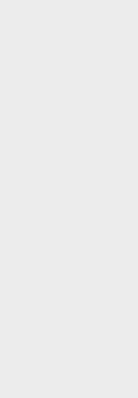
Logo Concept



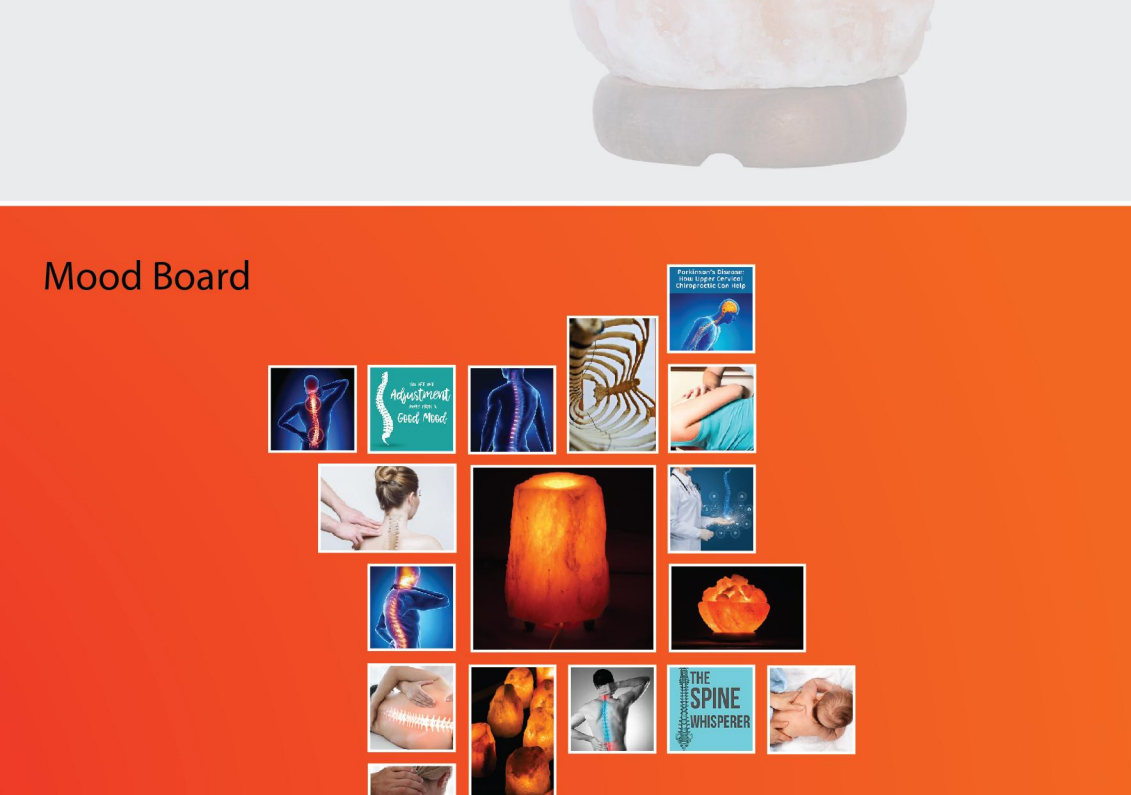
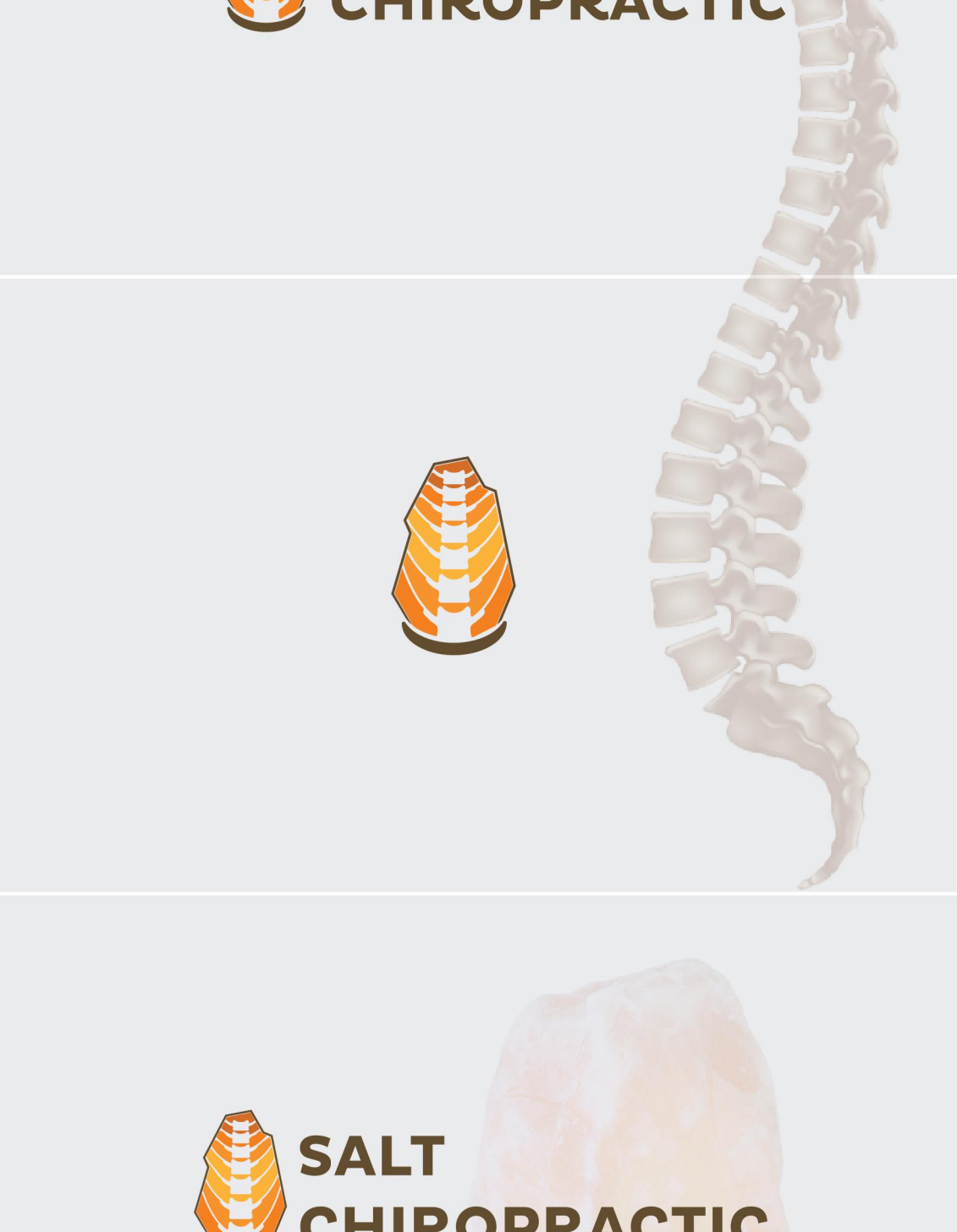
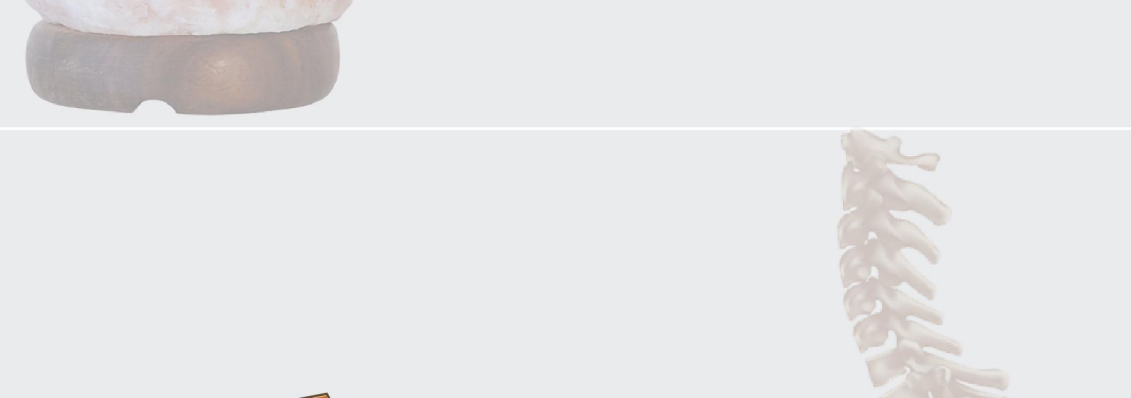
Salt Lamp



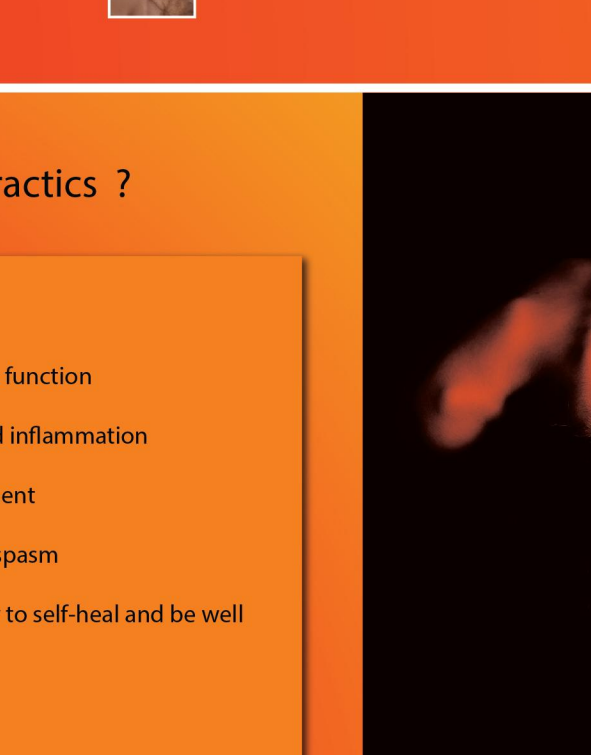
Spine



Text

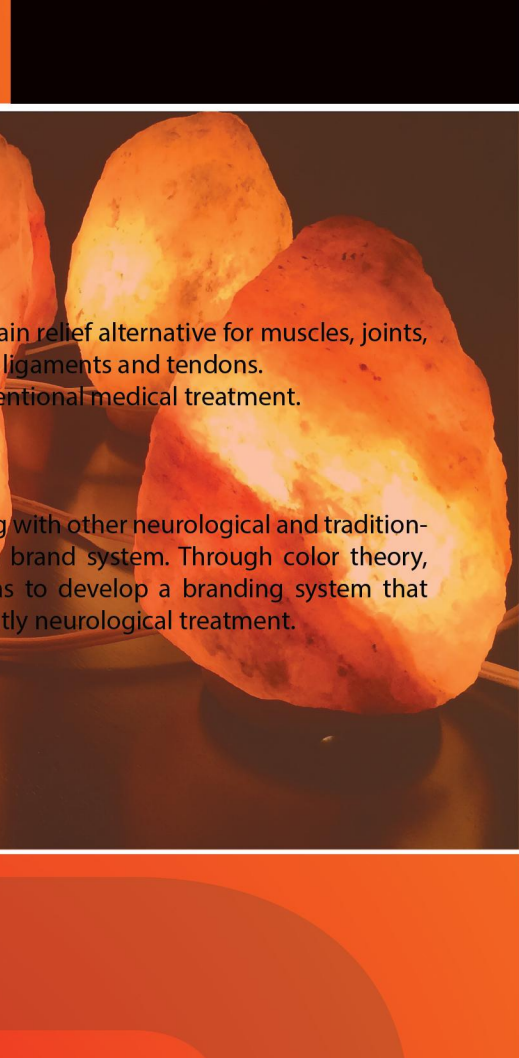


Mood Board



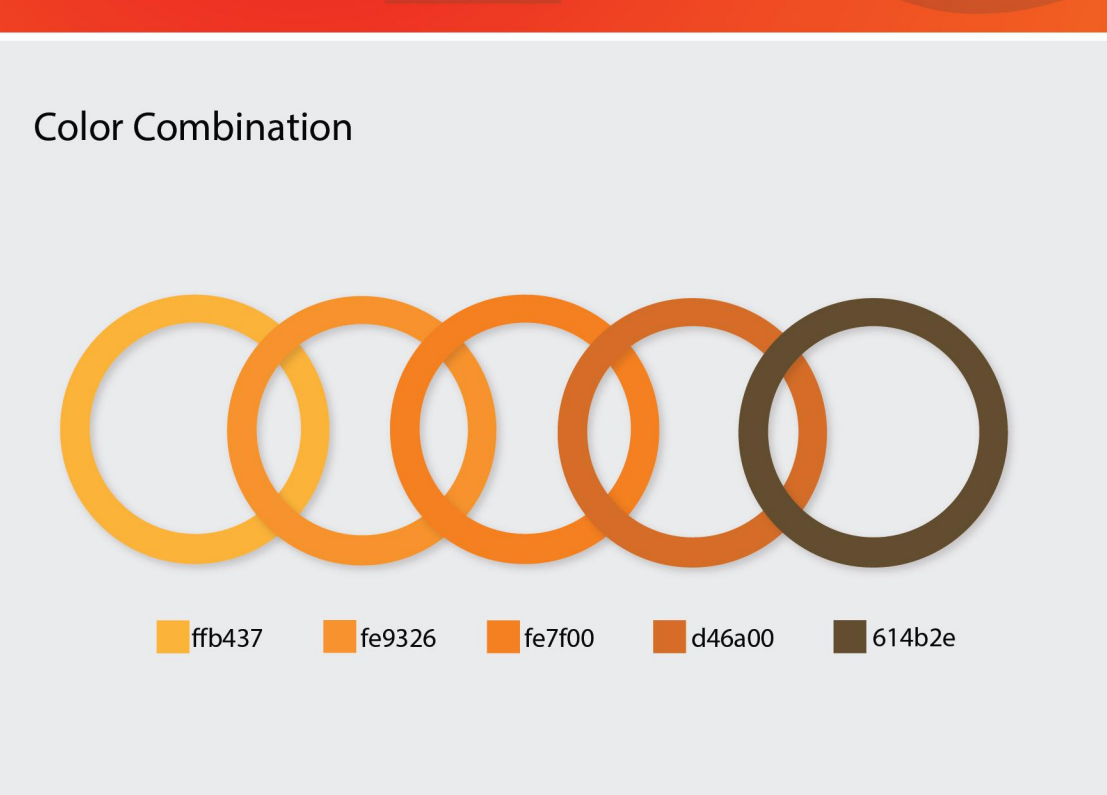
Why Chiropractics ?

- To improve joint function
- Reduce pain and inflammation
- Increase movement
- Reduce muscle spasm
- Allow your body to self-heal and be well



Description
SALT chiropractors are primarily trained as a pain relief alternative for muscles, joints, bones and connective tissue such as cartilage, ligaments and tendons. It is sometimes used in conjunction with conventional medical treatment.

Position
After researching Chiropractic Neurology along with other neurological and traditional chiropractors, I began conceptualizing a visual brand system. Through color theory, typography and design ideation my goal was to develop a branding system that reflected both chiropractic but more importantly neurological treatment.



Typography

PLUTO BOLD

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

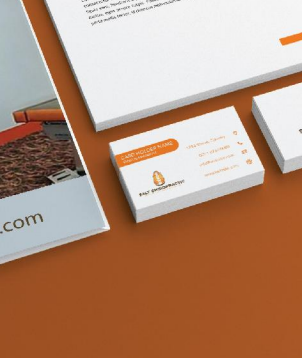
Pluto is a friendly looking type family that combines the straight architecture of sans serif typefaces with the playfulness of script typefaces. The fonts are informal and have a cute look at first sight, which makes Pluto show its character when set in big sizes.

Color Combination



- #ffb437
- #fe9326
- #fe7f00
- #d46a00
- #614b2e

Logo Icon



Stationary Set



Application Form

