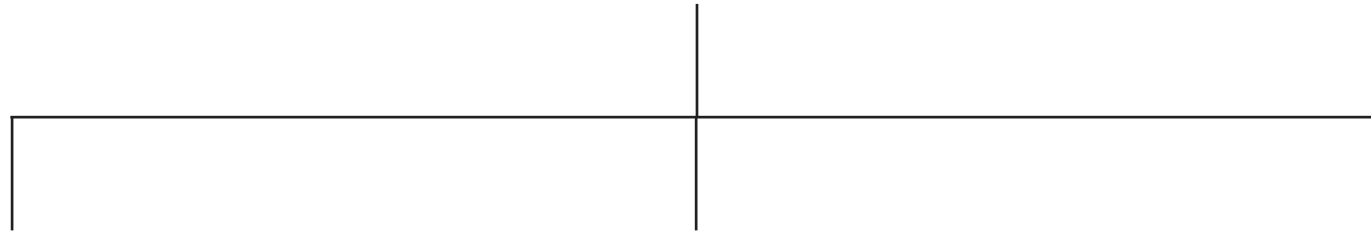


THE  
**EMMA JAMES**  
COLLECTION

## Core Colours

### Emma James Collection Neutral Tones



### Emma James Physio Green & Gold



### Emma James Corporate Blue & Purple



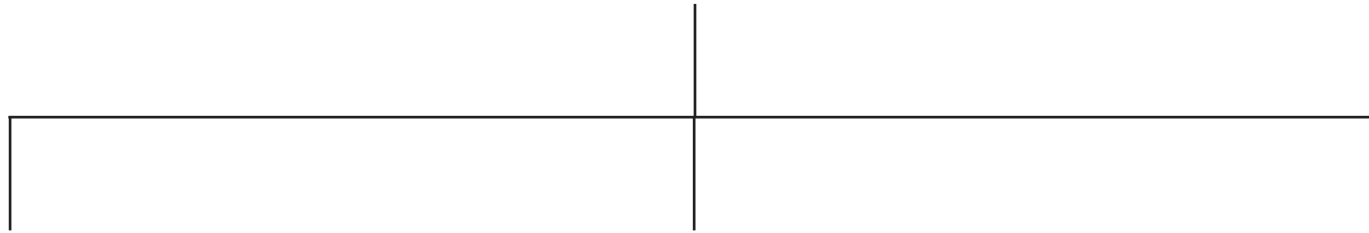
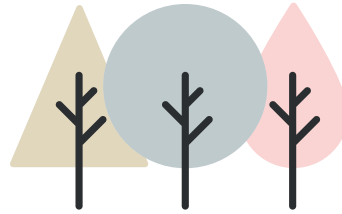
### Emma James Wellbeing Moss & Pink



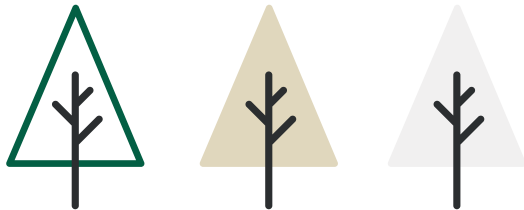
Each colour pallet contains a dark, mid and light tone that form the core colours, but various tints and tones of each can be used to lighten/darken sections or highlight elements etc - the neutral tones of the collection create a core foundation that remains unbiased toward any one of the sub-brands, with the sub-brand colours being brighter and allowing them to have their own individual personalities and impact relevant to their audience

# Option 1 - Combined Logos

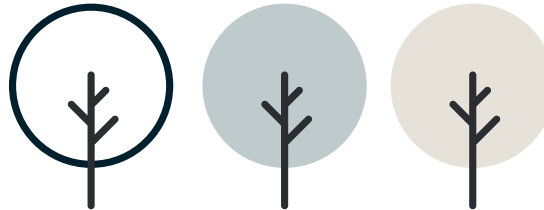
Emma James Collection  
Combined Icons



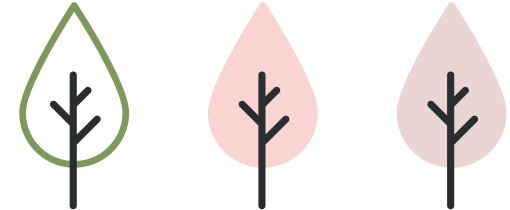
Emma James Physio - Upward



Emma James Corporate - Rounded



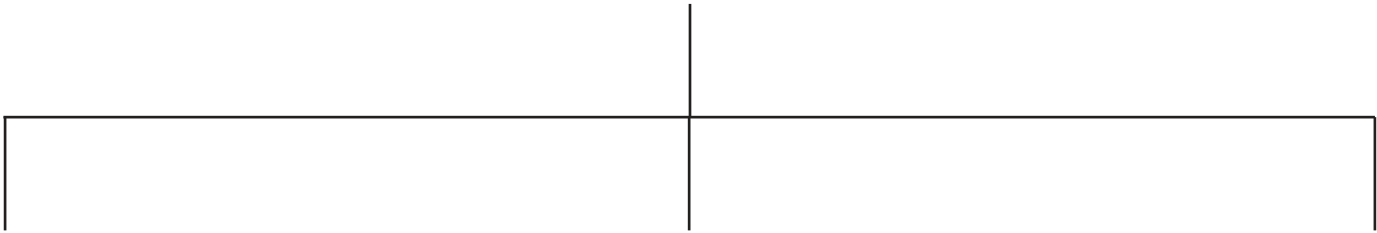
Emma James Wellbeing - Leaf



Has benefits of building our a recognisable entity in the form of the forest/family aspect of the logos coming together under the main brand - can however be restrictive if more are continued to be added so works best at present with three coming together to form one single entity as the collection

## Option 2 - Standalone Collection

Emma James Collection  
Combined Icons



Emma James Physio - Upward



Emma James Corporate - Rounded



Emma James Wellbeing - Leaf

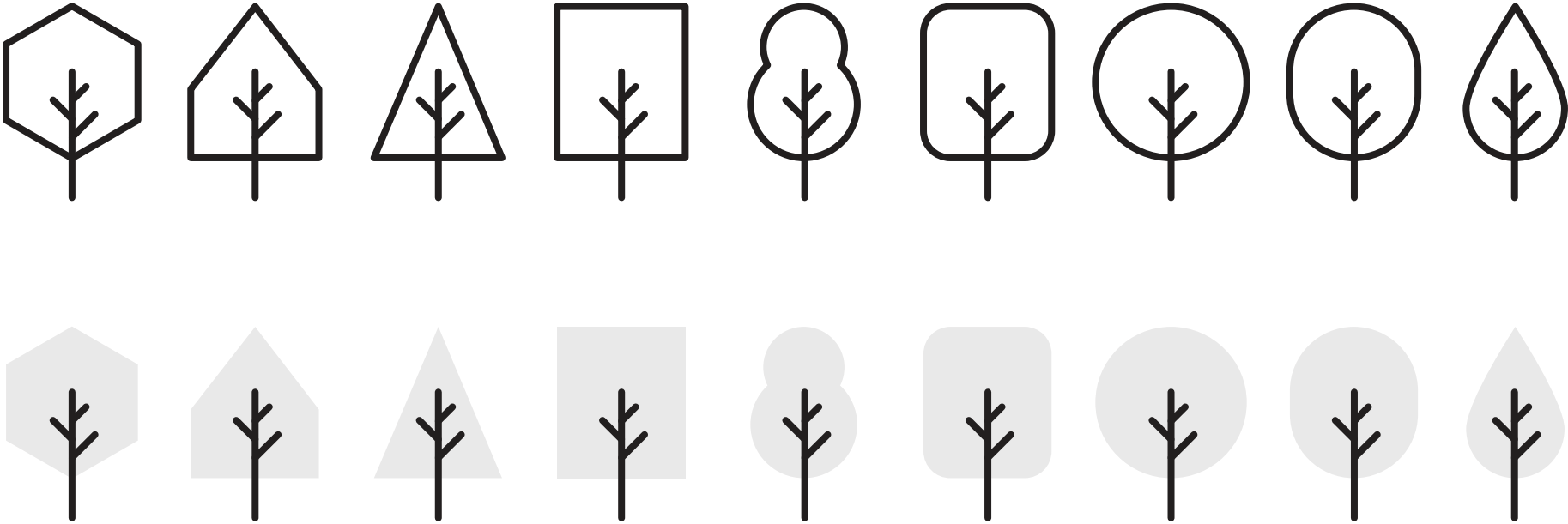


Simplified option that arguably allows for more growth as the logos aren't combined into the 'collection' logo so it would be able to remain all encompassing instead of having to continuously accommodate new additions

# Additional Icon Options

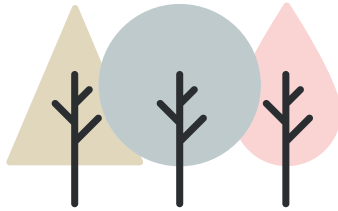
## Growth Options

Can be used for adding further business ventures within the family by utilising the recurring 'branch' motif

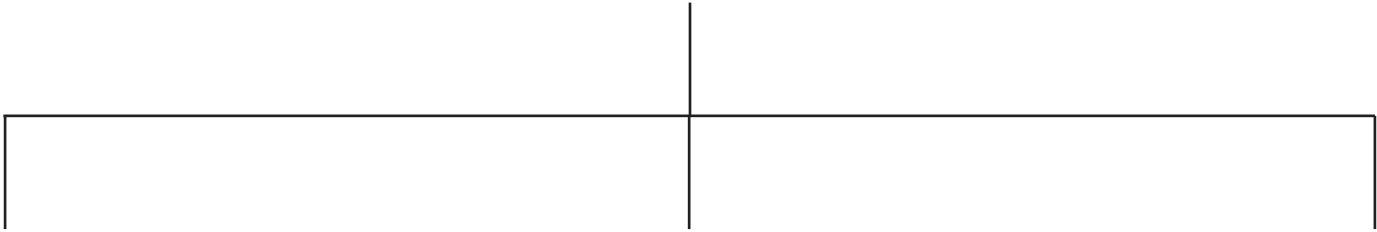


The scope for additional growth as a business through familiar but different takes on the same thing, allows for a coherent brand family to be build

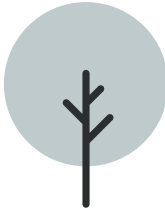
Logo Family Option 1



THE  
**EMMA JAMES**  
COLLECTION



**EMMA JAMES**  
PHYSIOTHERAPY



**EMMA JAMES**  
CORPORATE

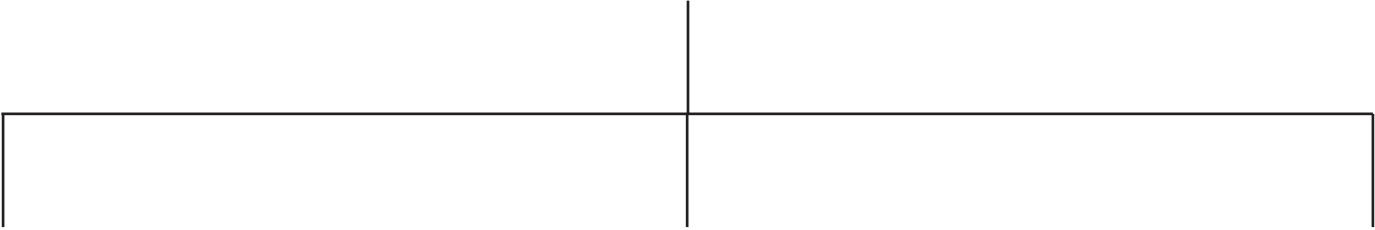


**EMMA JAMES**  
WELLBEING

Logo Family Option 2



THE  
**EMMA JAMES**  
COLLECTION



**EMMA JAMES**  
PHYSIOTHERAPY



**EMMA JAMES**  
CORPORATE



**EMMA JAMES**  
WELLBEING