

Morning Lotus



# Brand Guidelines



The New Advertising Formula

[www.a2dd.com](http://www.a2dd.com)

## Morning Lotus Logo

It's important to maintain the proportions of the logo design without altering its height and width.



MORNING LOTUS  
COUNSELING, LLC



# Logo Design Overview

The Morning Lotus logo and branding are designed with symmetrical patterns to represent the idea of a lotus flower and a sense of balance. According to color psychology, the color blue is believed to evoke feelings of calmness and relaxation. It also signifies stability and reliability. To create contrast and highlight the shape of lotus flower petals, we incorporated a warm color gradient of yellows into the design.



# Color Background - Options



MORNING LOTUS  
COUNSELING, LLC

Orange



MORNING LOTUS  
COUNSELING, LLC

Black & White



MORNING LOTUS  
COUNSELING, LLC

Blue

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Brand Guidelines

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## Logo Design Overview

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MORNING LOTUS  
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Brand Guidelines - Morning Lotus Logo

03

## Color Background - Options



MORNING LOTUS  
COUNSELING, LLC

Orange

Brand Guidelines



MORNING LOTUS  
COUNSELING, LLC

Black & White



MORNING LOTUS  
COUNSELING, LLC

Blue

04

## Merchandising



Brand Guidelines



05

# Merchandising

