Freedom Wellness Centers, LLC

Brand Guide · 2026

Brand Messaging · Mission · Philosophy · Logo

Get Well. Stay Well. Live Well.

Our Mission

Freedom Wellness Centers is dedicated to helping, serving, and educating our patients about the benefits of chiropractic care and healthy living. We empower individuals and families to take an active role in their health and wellness.

Wellness is a lifestyle.

Our Wellness Philosophy

BE • DO • LIVE

BE WELL

Build a mindset focused on health and wellness.

DO WELL

Make daily choices that support a healthy lifestyle.

LIVE WELL

Experience a healthier, more active, fulfilling life.

Our Brand Promise

Helping people move beyond pain and embrace a lifetime of wellness.

Brand Consistency

Use the official purple (#67156E), vibrant green (#42C637), and deep forest green (#207219) throughout all messaging and marketing materials.

#67156E	#42C637	#207219
Primary Purple	Vibrant Green	Deep Forest Green

Our Logo

The navigation star signifies navigation toward wellness. Use only the approved versions below.



Stacked: primary logo, square spaces



Horizontal: website headers, letterhead



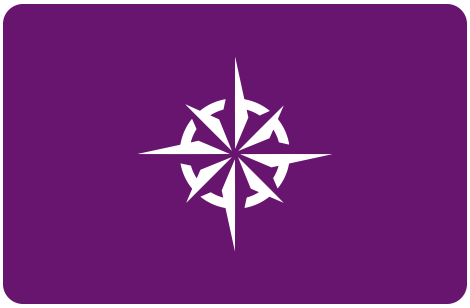
Star: profile pictures, small spaces



Stacked with tagline: signs, posters, social posts



Horizontal with tagline: business cards, banners



White versions: purple or dark backgrounds

Use it well

- Minimum widths: star 0.25 in, stacked 1 in, horizontal 1.5 in.
- With tagline: stacked 2 in, horizontal 2.75 in.
- Keep clear space around the logo equal to the height of the FREEDOM letters.
- Use purple on white or light backgrounds, and white on purple.

Avoid

- Stretching, rotating, recoloring, or adding effects to the logo.
- Placing the logo on busy photos or low-contrast backgrounds.
- Using the retired script and spine logos.
- Using the raised-arms figure as a logo. It may support campaigns as an illustration.

Color use

Primary Purple: logos, headlines, large color areas

Vibrant Green: accents and shapes, not text on white

Deep Forest Green: text and icons on white, not on purple

Typography

Logo wordmark: Archivo Expanded ExtraBold
Everything else: Jost

Standard wording

Name: Freedom Wellness Centers, or Freedom Wellness Centers, LLC in legal use
Phone: 630-289-BACK (2225) **Web:** FreedomWellness.LLC
Address: 1732 W Algonquin Rd, Hoffman Estates, IL 60192

Our Mascot

Meet Nova, our wellness navigator, who brings the navigation star to life in campaigns and patient education.



Meet Nova

Role: Campaign illustration and friendly guide. Nova is not a logo.

Personality: Upbeat, encouraging and curious.

Look: Primary Purple body with soft, rounded points, a face, and Vibrant Green cheeks and sparkles.

CMO mode: Sunglasses, for fun and celebratory posts.

"Let's find your way to wellness."

Nova's Expressions



Happy

Everyday posts and booklets



Cheering

Milestones and announcements



Thinking

Tips, FAQs and quizzes



Waving

Welcomes and new-patient emails

Use Nova well

- Keep Nova's rounded points, face and Primary Purple body every time.
- Use Vibrant Green only for cheeks, sparkles and accents.
- On purple backgrounds, set Nova on a white circle or panel.
- Use Nova on social posts, booklets, signs and welcome emails.
- Show the logo separately, with its own clear space.

Avoid

- Using Nova as a logo or locking Nova up with the wordmark.
- Sharpening Nova's points to look like the logo star.
- Stretching, recoloring, or adding effects to Nova.
- Placing purple Nova directly on purple.
- Giving Nova lines that make health claims our sources don't support.

Nova styles



Flat: the standard.
Everyday posts, print, booklets and small sizes. All styles start here.



Plush: special occasions.
Hero social posts, celebrations and merchandise.

Not for regular use.
Sharp-pointed 3D renders that look like the logo star. Pixel art only for a one-off post.