



RORY CALLAGHAN

# VISUAL STYLE GUIDE

LOGO · COLOUR · TYPE

## LOGO

---

### MAIN Vertical / Stacked



RORY CALLAGHAN

### SECONDARY Inline / Horizontal



### SECONDARY Monogram



## COLOUR + TEXTURE

---



RGB: 77 • 184 • 209  
CMYK: 63 • 7 • 14 • 0  
#4DB8D1



RGB: 18 • 132 • 98  
CMYK: 85 • 25 • 74 • 10  
#128462



RGB: 231 • 229 • 228  
CMYK: 8 • 7 • 7 • 0  
#E7E5E2



TEXTURE

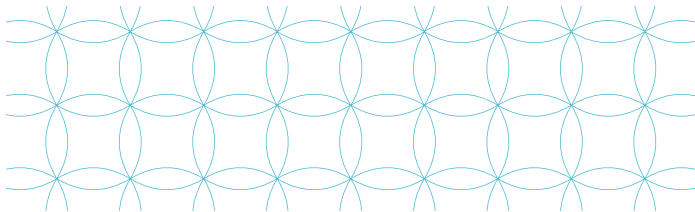


TEXTURE

## PATTERN

---

Sky Leaves



Moss Leaves



## TYPOGRAPHY

---

Amazonas Regular  
Kerning +20

Use this typeface for running text,  
at large sizes for headings and at  
small sizes for captions.

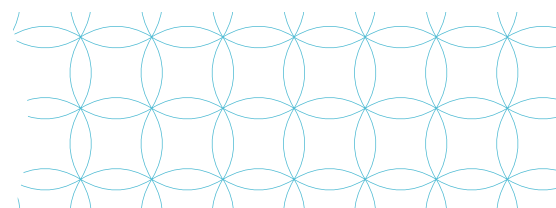
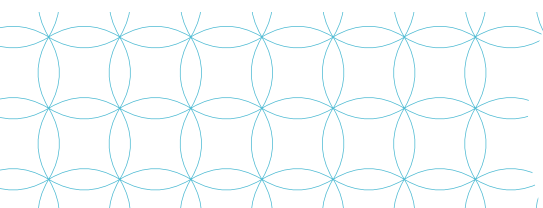
Quicksand: Light  
Quicksand: Medium

Use this typeface for all body copy.

Use this typeface as an alternate to  
Amazonas for headlines or as a sub heading.

Handlee Regular

Use this typeface as an accent in  
combination with the hero images  
or other brand fonts.



We all know the truth. We often care for our cars, our clothes and our pets better than we care for ourselves. With a background as an allied health professional he had a realisation that in the pursuit of finding our purpose and having a bigger impact, health is true wealth. Rory is leading the movement to shift the conversation from passive health care and the harsh reality of sick care, to empowered SelfCare.

Rory has a clear vision, to be part of creating Blue Zones globally, working towards good healthcare for all people at all ages, regardless of birth right. To create a platform for human centric health and wellbeing; a collaboration where SelfCare leaders share their wisdom openly and freely in the benefit of humankind.

Rory is both deep and insightful with a natural gift of living life on purpose as the driver of his human experience. Rory is unapologetically a positive disruption and even social distortion to a health and wellbeing system that has served us well so far, to be a win for all rather than just a win for some.

*SelfCare is learning to take ownership and take care of ourselves.* Imagine the world could live in if we were to fill our own cup and serve from overflow. Imagine the ripple effect for our families and our communities with the collective compound of change that starts with SelfCare.





# MOOD BOARD

---

