



BRAND MANUAL

Identity • Expression • Experience

A premium, practical guide for applying the Chilax Consulting brand consistently across print, digital, corporate and event environments.

VERSION 1.1 • 2026

THE STORY BEHIND CHILAX

CALM IN THE COMPLEXITY. CLARITY IN THE DECISION. STRATEGY IN THE JOURNEY.



WHY THE NAME

The name CHILAX is inspired by the words “CHILL” and “RELAX.” More than a name, it represents a promise: business challenges do not have to feel overwhelming when the right strategic partner is beside you.

At Chilax Consulting, we bring calm to the chaos, clarity to the noise and strategy to the journey—so clients can focus on running and growing their business with confidence.

THE INDUSTRY GAP WE EXIST TO CLOSE

Many businesses work with branding agencies, technology providers, marketers and consultants independently. The result can be fragmented activity, duplicated effort and investments that do not connect to one business outcome.

Chilax Consulting was established as the strategic bridge between business ambition and practical transformation—aligning strategy, brand, technology, process and execution into coordinated action.

STRATEGY	BRAND	TECHNOLOGY	EXECUTION
Clear direction and priorities.	Distinct positioning and trust.	Tools that serve the business.	Action that creates measurable value.

THE MARK: PROTECTION + PROGRESS

The Chilax icon is designed to communicate how we partner with businesses: create clarity, protect momentum and enable sustainable growth.



THE CRESCENT “C”

Represents CHILAX, partnership, protection and the steady guidance we provide through transformation.



THE ASCENDING BARS

Represent progress, measurable results and the ambition to help businesses improve, scale and grow.



TOGETHER

The crescent embracing the bars represents the balance of support and forward movement: strategy that enables growth.

BRAND PROMISE

“We bring calm to the chaos, clarity to the noise and strategy to the journey.”

Chill. Relax. We’ve got the strategy.

WHAT THE BRAND SHOULD ALWAYS FEEL LIKE

- Calm, not passive
- Premium, not excessive
- Strategic, not complicated
- Confident, not arrogant
- Modern, not trend-dependent
- Human, not overly corporate

PRIMARY LOGO CONFIGURATIONS

 STACKED VERSION Use when a centered or more compact brand presence is preferred.	 HORIZONTAL VERSION Preferred for website headers, signage, document headers and wide-format applications.
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SECONDARY VARIATIONS

 ICON ONLY	 MONO BLACK	 MONO WHITE	 GOLD
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USAGE RULES

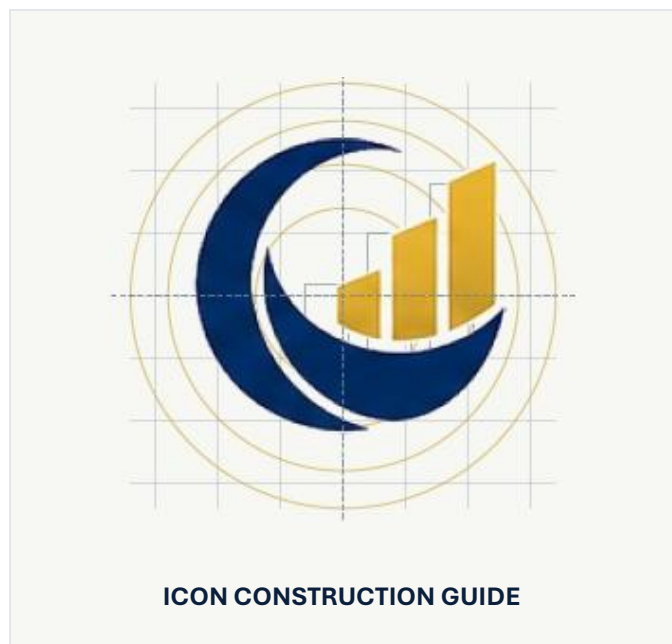
DO • Maintain the original proportions. • Use approved navy, gold, white or monochrome versions. • Give the logo generous clear space. • Use the icon alone only when the brand is already recognizable.	DON'T • Stretch, skew or rotate the logo. • Change the brand colours. • Add glow, bevel, drop shadows or outlines. • Crowd the logo with text, borders or photography.
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CLEAR SPACE & MINIMUM SIZE

Clear space: keep at least the height of the “C” in CHILAX around all sides of the logo. Minimum recommended width: 32 mm for print and 180 px for digital horizontal use.

LOGO CONSTRUCTION & PROPORTION

The Chilax mark is built on a disciplined geometric relationship between the protective crescent form and the ascending bars. The guide below illustrates construction logic, alignment and clear spacing.



PROPORTION

The crescent remains the dominant shape, while the three bars sit optically centered within the open form.

ALIGNMENT

The bars rise on a shared baseline and follow a steady ascending rhythm to communicate measurable growth.

CLEAR SPACE

Maintain an exclusion zone equal to the height of the “C” around the logo to preserve visibility and premium presence.

MINIMUM SIZE

For legibility, avoid reproducing the horizontal logo below 32 mm in print or 180 px in digital formats.

CLEAR SPACE RULE



CHILAX
CONSULTING

application.

Keep at least one “C” height of breathing room around the logo in every

A PREMIUM PALETTE BUILT ON RESTRAINT

The Chilax palette is intentionally simple. Navy establishes authority, gold signals value and progress, while white space keeps the brand calm, modern and premium.

DEEP NAVY	CHILAX GOLD	WHITE	SOFT OFF-WHITE	CHARCOAL
#0B1F3A	#DBB42C	#FFFFFF	#F7F7F4	#20252D
RGB 11, 31, 58	RGB 219, 180, 44	RGB 255, 255, 255	RGB 247, 247, 244	RGB 32, 37, 45

RECOMMENDED COLOUR BALANCE

60% White / Off-White • 30% Deep Navy • 10% Gold

Gold is an accent, not the atmosphere. Premium comes from restraint, spacing and composition—not from making every element shine.

CLEAR. MODERN. EXECUTIVE.

Typography and tone should feel confident, contemporary and intentionally restrained. Strong hierarchy and clarity are central to the Chilax visual language.

AVENIR NEXT

Primary brand typeface

Fallback order: Montserrat → Gotham → Proxima Nova → Inter

VOICE PRINCIPLES

STRATEGIC	CALM	PREMIUM	HUMAN
Lead with insight, purpose and business relevance.	Simplify the message and reduce unnecessary complexity.	Sound assured and polished—never loud or exaggerated.	Be collaborative, practical and approachable.

PREMIUM THROUGH CLARITY, NOT CLUTTER

Every Chilax visual should communicate confidence, structure and forward movement. The brand should feel executive, modern and intentional across consulting, digital and event environments.

PHOTOGRAPHY Use sophisticated corporate environments, real leadership moments, architecture, workspaces, technology and curated event imagery.	LAYOUT Use strong grids, generous negative space, large headlines, fine gold dividers and a clear single focal point.
ICONOGRAPHY Use minimal line icons in navy, white or gold. Keep stroke weights consistent and purposeful.	EVENT STYLING Translate the brand into environments through controlled navy, white and gold, refined signage and strategic logo placement.

APPLICATION PRINCIPLES

- Social media: one clear idea per post, strong hierarchy and enough breathing space for mobile viewing.
- Corporate documents: use the horizontal logo in headers, restrained navy/gold accents and consistent page structure.
- Web: white/off-white dominant, navy anchor sections, gold only for strategic highlights and CTAs.
- Signage & large format: prioritize legibility, logo clear space and simple messaging visible from a distance.
- Embroidery & apparel: use simplified full-colour or monochrome marks; avoid tiny details and decorative effects.

BUSINESS + BRAND + TECHNOLOGY + STRATEGY

Chill. Relax. We've got the strategy.