

VERSION 1

# *Brand Concepts*

Mind, Body, Health & Politics

12.24.20

# *Stretching The Mind*

Direction 1

The brand direction ‘Stretching The Mind’ is about visually depicting what *Mind, Body, Health & Politics* encourages its listeners to do; to expand their consciousness and stretch their minds to consider and explore novel ideas relating to all facets of modern life. By discussing topics that defy conventional rules of conversation—erectile dysfunction, psychedelics, the hidden side of antidepressants—*Mind, Body, Health & Politics* provides listeners with the opportunity to learn about topics that have a direct impact on their lives but that extend beyond what mainstream media will discuss.



Hosted By [Dr. Richard Louis Miller](#)

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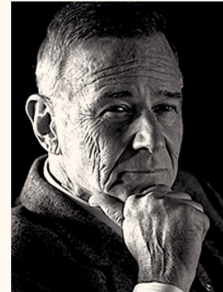
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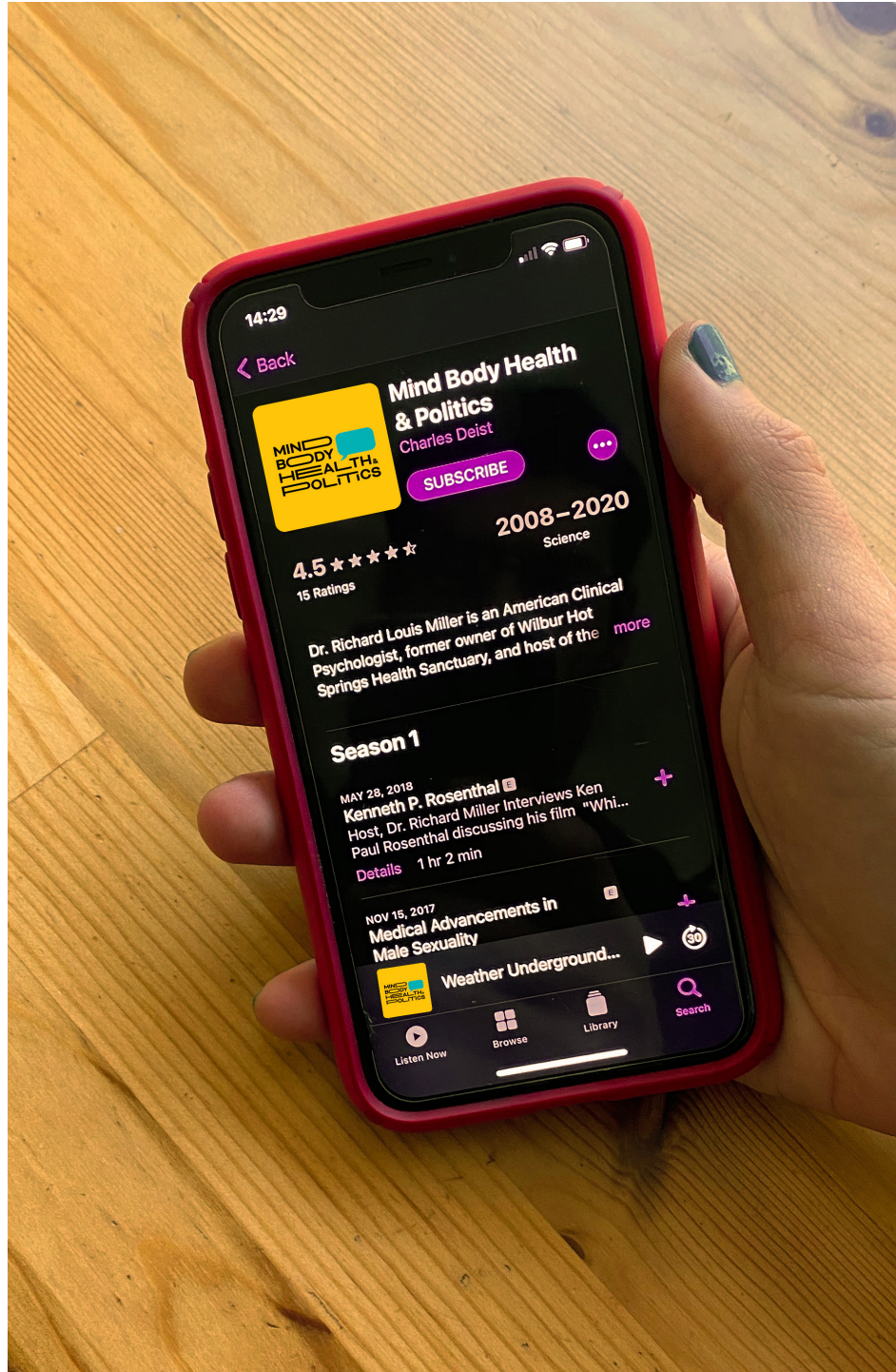
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ABOUT

**The mission of Mind Body Health & Politics is to expand consciousness, stimulate thought, enhance mental and physical health and encourage community.**

Dr. Richard Louis Miller is an American Clinical Psychologist, Founder of Wilbur Hot Springs Health Sanctuary, and broadcaster who hosts the Mind Body Health & Politics talk radio program from Mendocino County, California. Dr. Miller was also Founder and chief clinician of the nationally acclaimed, pioneering, Cokenders Alcohol and Drug Program.





**MIND  
BODY  
HEALTH &  
POLITICS**

[mpbh.com/add](http://mpbh.com/add)

March 20, 2021, 6:30PM  
Sydney Goldstein Theater  
275 Hayes Street  
San Francisco

A Conversation with  
Dr. Gabor Maté  
**ADD & Social  
Stresses in  
the COVID Era**



Physician and bestselling author Dr. Gabor Maté and *Mind, Body, Health & Politics* host, Dr. Robert Louis Miller, discuss the diagnosis known as ADD. They explore if ADD diagnoses help, if and when they harm, and what people with an ADD diagnosis can do to live life as normally and productively as possible.

\$25 members | \$50 general

**MIND**  
**BODY**  
**HEALTH &**  
**POLITICS**

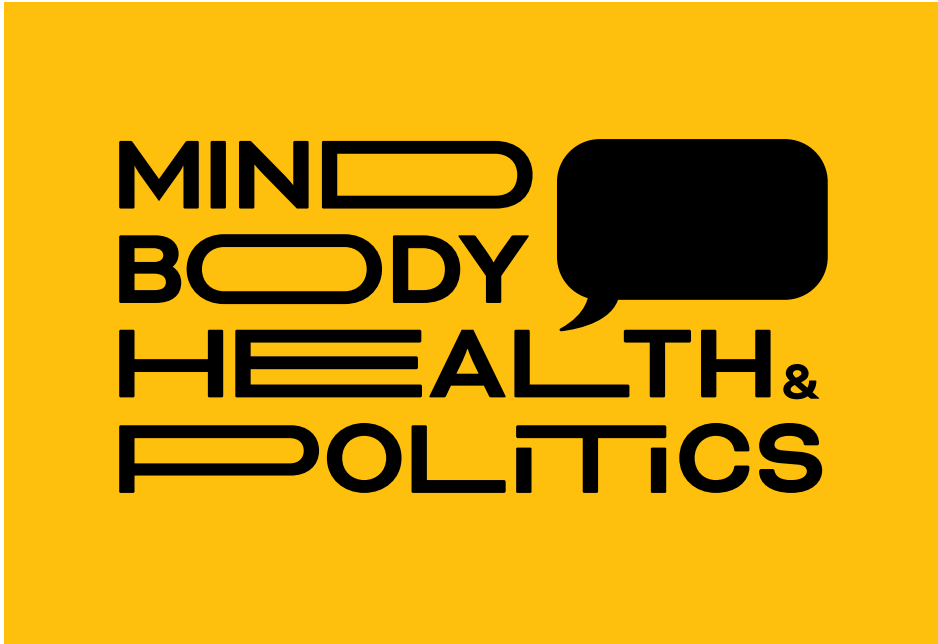


Full Lock-Up

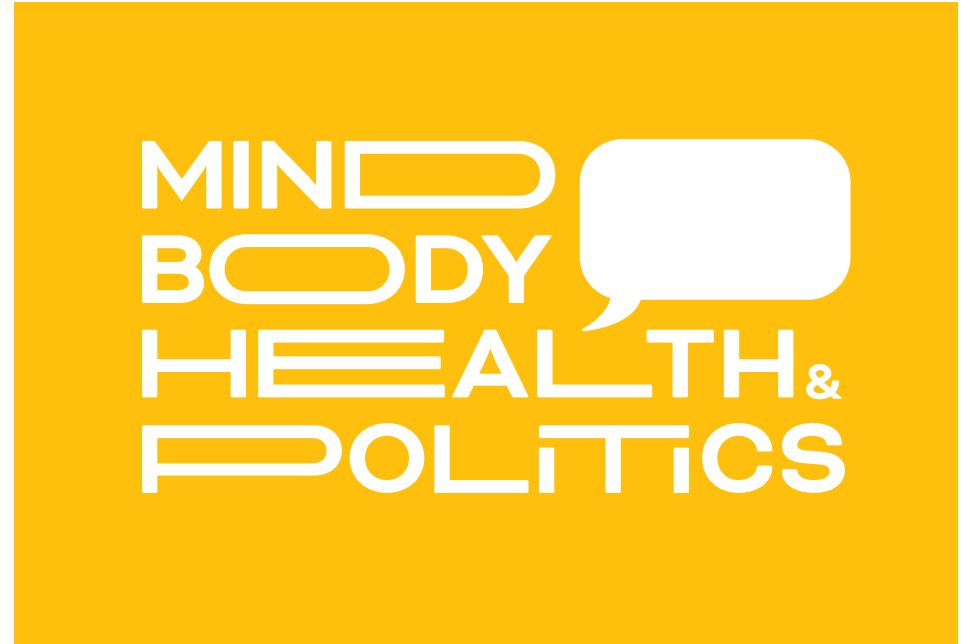


Full-Color Reverse





Black Logo



White Logo

**MIND**  
**BODY**  
**HEALTH &**  
**POLITICS**



Hosted By Dr. Richard Louis Miller

Full Lock-Up with Tagline for Website



# MIND BODY HEALTH & POLITICS

The **wordmark** is set in Bicyletta, a geometric sans serif typeface. The absence of serifs makes the logo feel approachable. The uppercase letters suggest authority and credibility, and lend an air of gravitas. The stretched letters feel playful and whimsical, and reflect MBH&P's commitment to helping its listeners expand their minds. Lastly, the stretched letter forms are unexpected and elicit curiosity. The conversation bubble reflect the show's conversational format as well as its goal to encourage community.

Inter .....

The mission of Mind Body Health & Politics is to expand consciousness, stimulate thought, enhance mental and physical health and encourage community.

Source Serif Pro .....

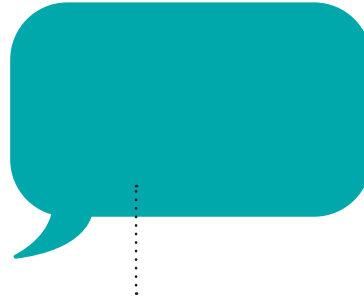
Dr. Richard Louis Miller is an American Clinical Psychologist, Founder of Wilbur Hot Springs Health Sanctuary, and broadcaster who hosts the Mind Body Health & Politics talk radio program from Mendocino County, California. Dr. Miller was also Founder and chief clinician of the nationally acclaimed, pioneering, Cokenders Alcohol and Drug Program.

**Inter**, a sans serif Google-compatible font, pairs well with the playful letterforms of the wordmark; The type is friendly and conversational. It feels laid back without appearing apathetic.

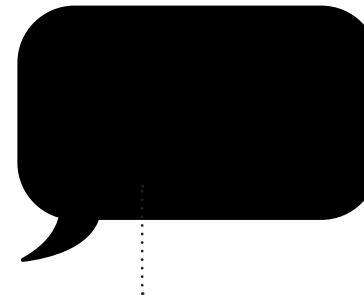
**Source Serif Pro**, another Google-compatible font, keeps this brand direction from appearing 'too comfortable.' The serifs of this font bestow the visual look and feel with authority and credibility, which subtly balances the whimsy of the logo.



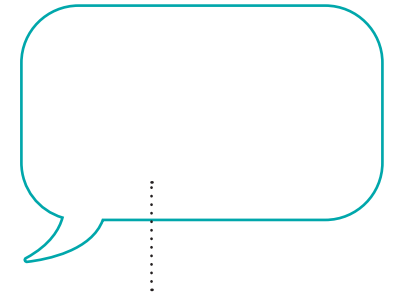
Yellow is associated with intellect; Orange is associated with warmth and positivity.



Turquoise is associated with communication and clarity. It's also energizing and feels fresh.

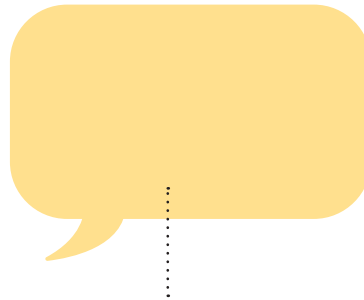


Black is sophisticated and authoritative.

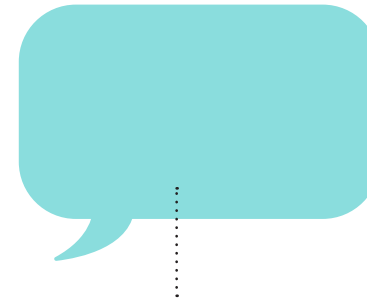


White is clean and crisp. It's a nice antidote to the bright yellow-orange and turquoise.

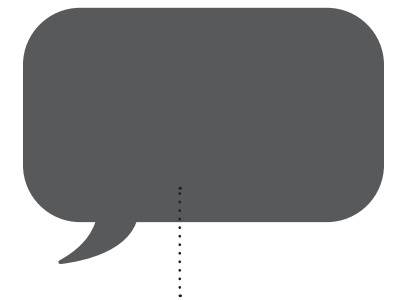
**This color palette is bright and vibrant—not what you might expect from an intellectual radio show, and that's the point. This color combination conveys energy and excitement, and it feels edgy.**



A toned-down yellow gives the palette some dimension, which is especially useful for website buttons.



A toned-down turquoise, like a toned-down yellow, gives the palette more dimension.

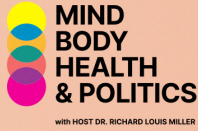
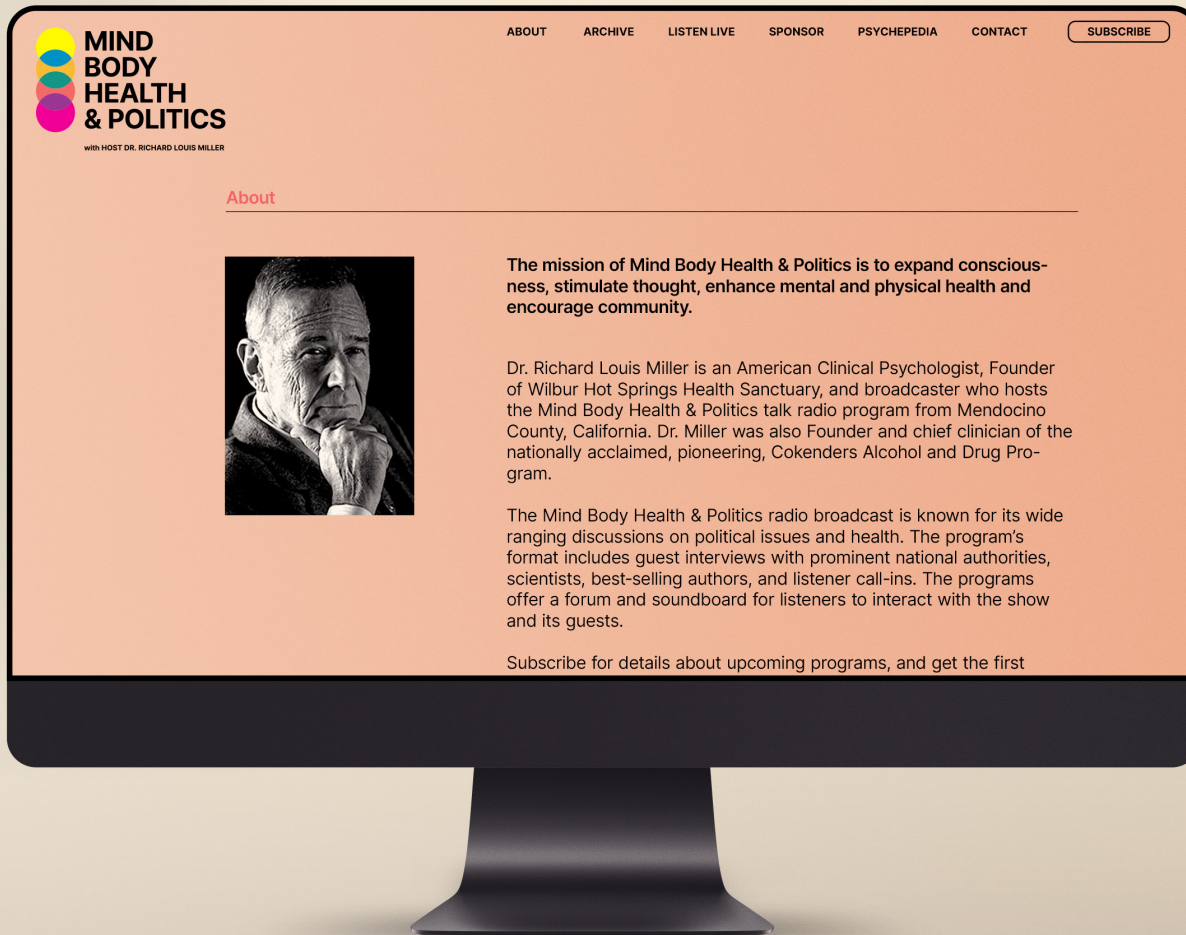


Text gray keeps content from getting too heavy.

# *Continuum*

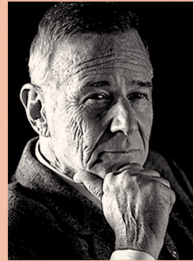
Direction 2

Where does a health problem stop and physical distress begin? If a political issue impacts our day-to-day, why wouldn't it impact us mentally, too? 'Continuum' is about the ways in which factors relating to the mind, body, health, and political climate intermingle and contribute to the texture of our lives. *Mind, Body, Health & Politics* tunes listeners into subject matter they might not encounter elsewhere. This collective enlightening that listeners experience awakens them to new ways of seeing the world, and themselves, which is exciting and stimulating. 'Continuum' seeks to convey the interplay between mind, body, health, and politics, as well as reflect the vibrancy that remains to be unlocked in life when we can expand consciousness and improve our wellbeing.



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## About



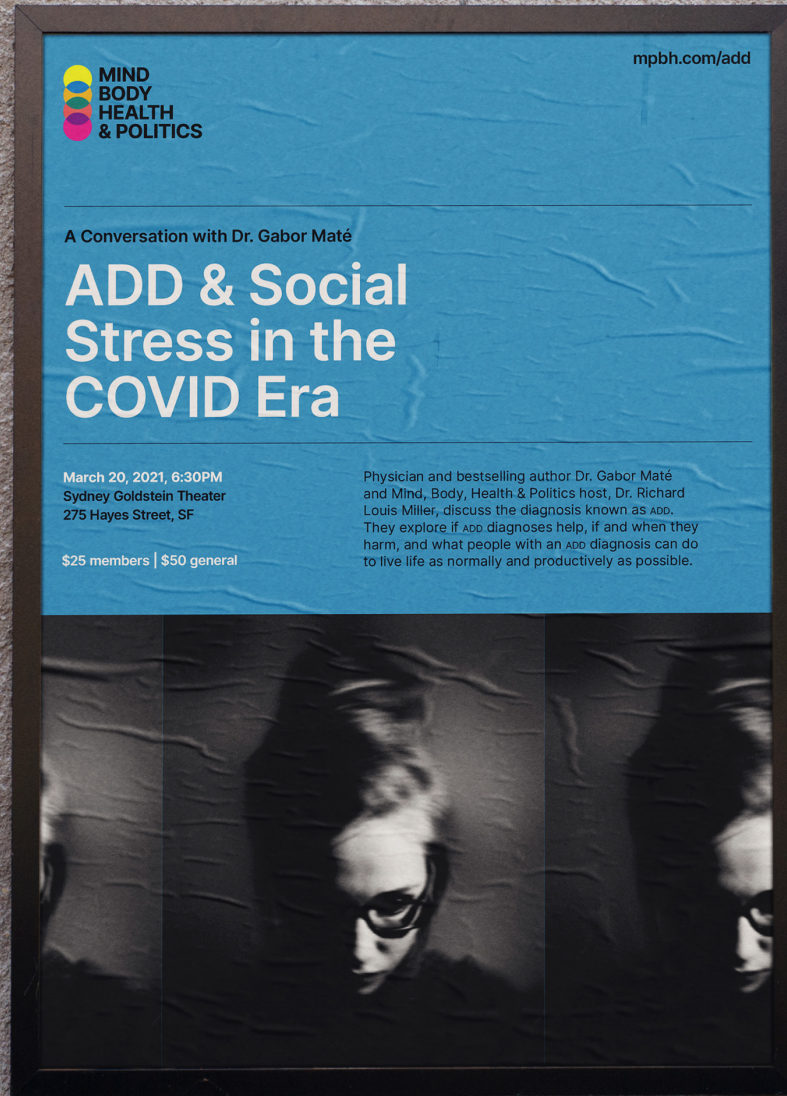
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The Mind Body Health & Politics radio broadcast is known for its wide ranging discussions on political issues and health. The program's format includes guest interviews with prominent national authorities, scientists, best-selling authors, and listener call-ins. The programs offer a forum and soundboard for listeners to interact with the show and its guests.

Subscribe for details about upcoming programs, and get the first





 MIND  
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A Conversation with Dr. Gabor Maté


# ADD & Social Stress in the COVID Era

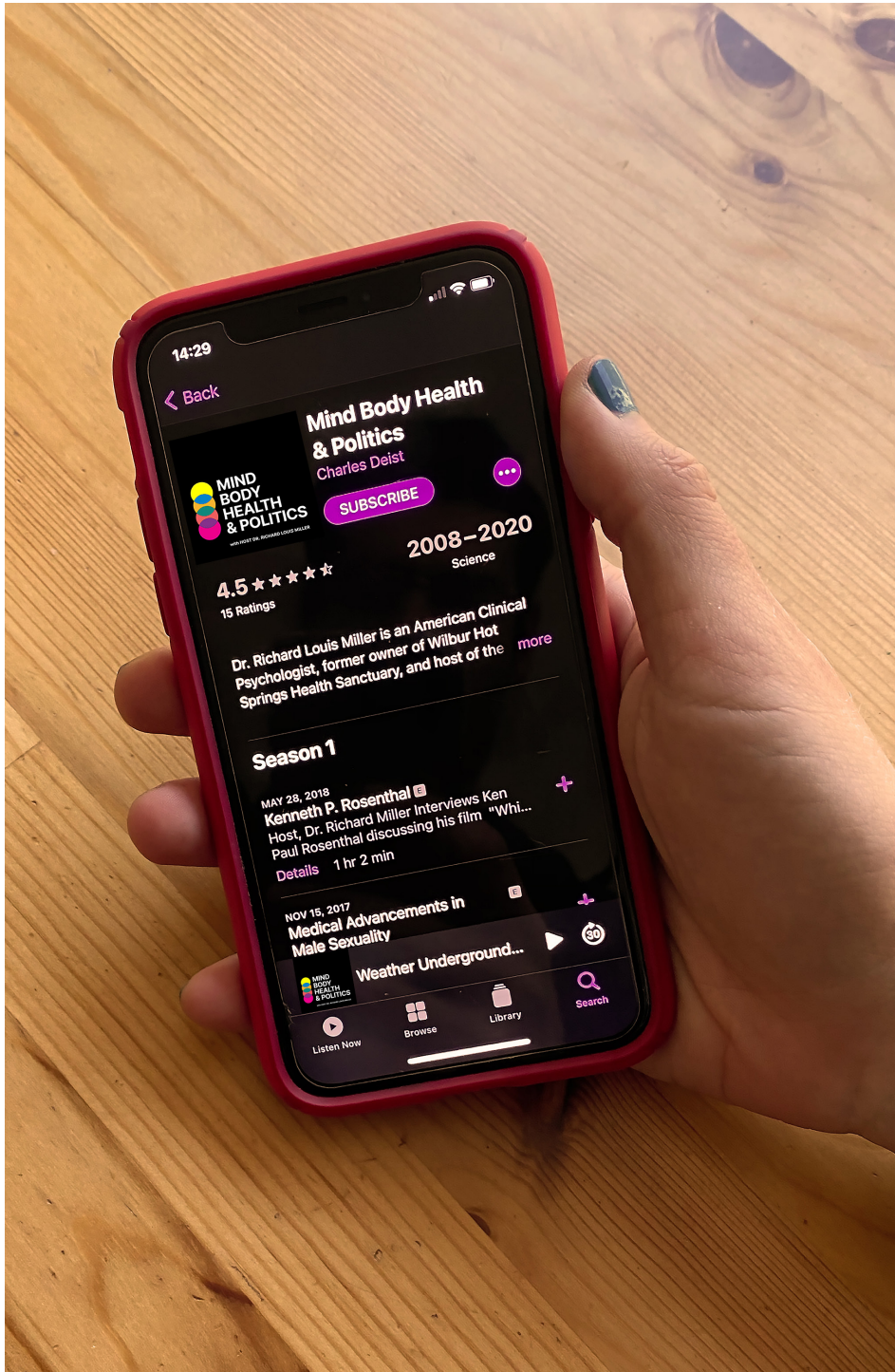
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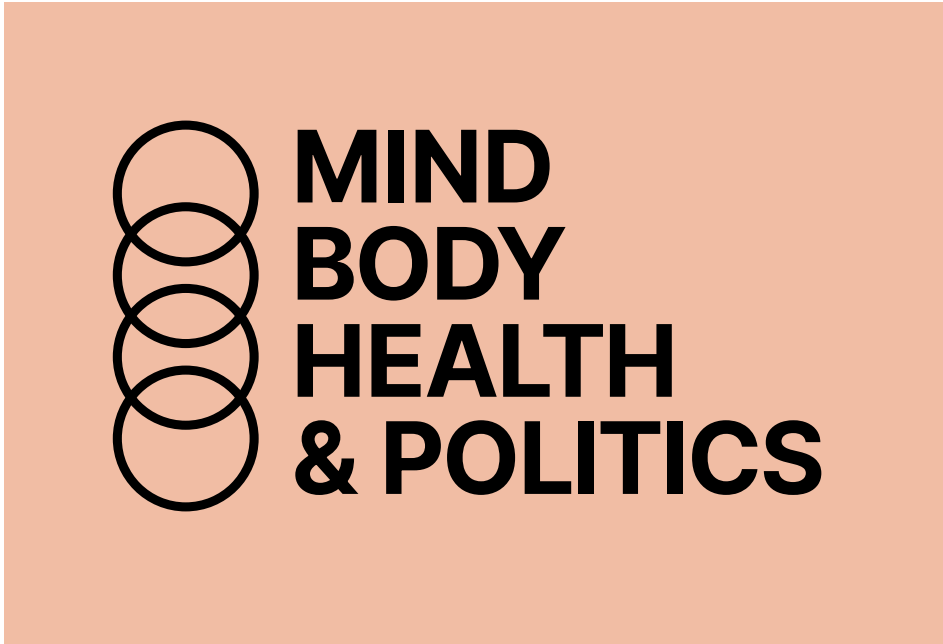




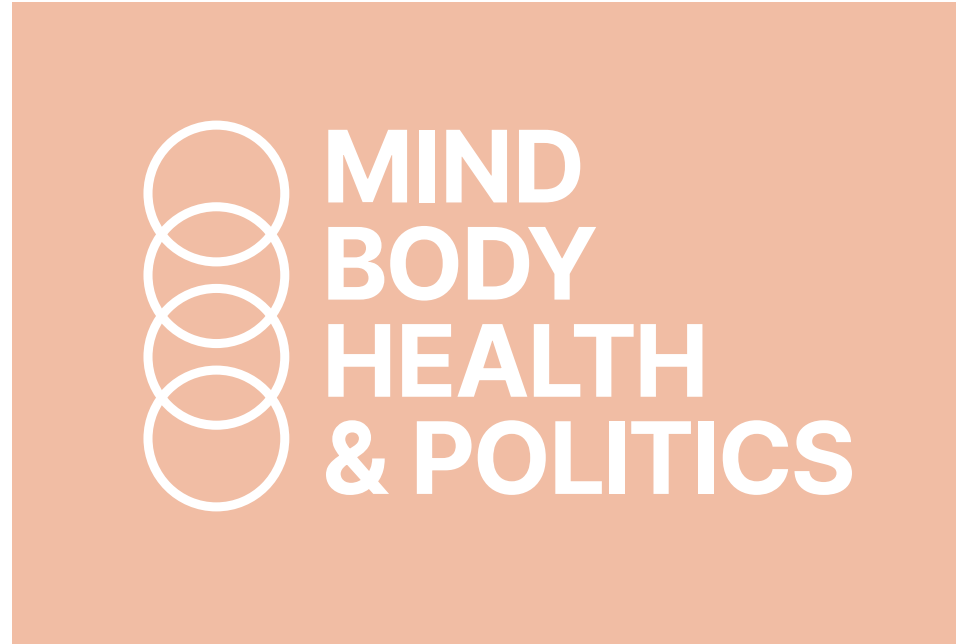
Full Lock-Up



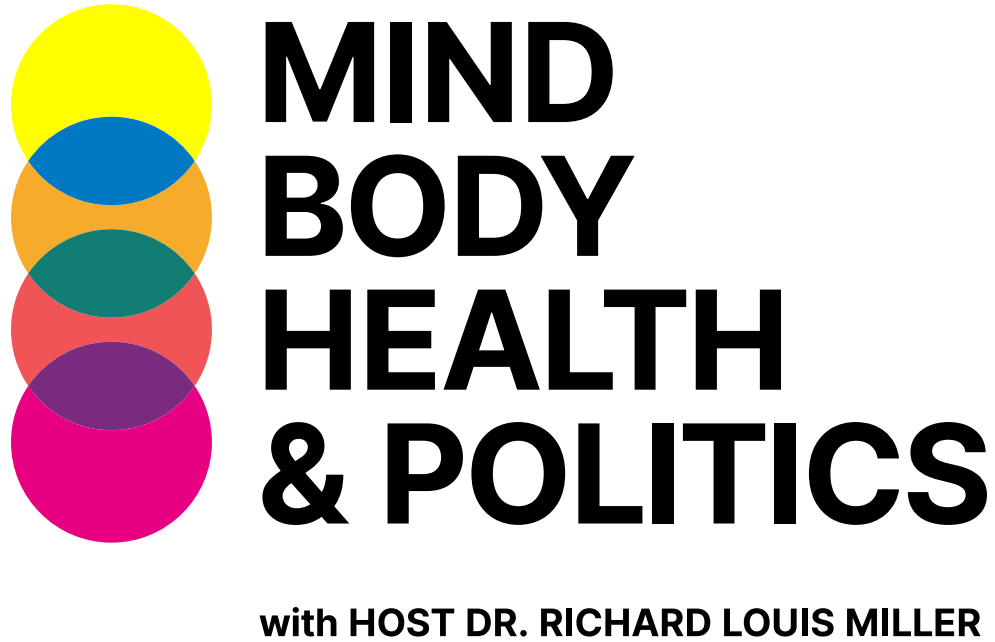
Full-Color Reverse



Black Logo



White Logo



Full Lock-Up with Tagline for Website



**The wordmark** is set in Inter, a sleek sans serif typeface that feels clean, modern, and authoritative. The circles on the left represent the four subjects discussed on the show. Their overlap symbolizes how every issue affecting the mind, body, health or political climate has a mental, physical and political perspective. Circles are known for being harmonious and therefore reflects the show's dedication to community. The way the colors increase from magenta to yellow feels like a rising sun or enlightenment.

Inter Semi Bold .....

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Inter Regular .....

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**Inter** comes in many weights (extra thin, thin, light, regular, medium, semibold, bold, black) making it a great stand-alone font. The clean lines and open counter spaces of the lowercase letters o, a, e, b, d, and p make this font feel friendly and approachable. Moreover, the simplicity of Inter feels slightly austere, imparting an air of authority and sophistication into an otherwise bright, modern, and minimalist brand direction.





This color palette is bright and vibrant. Its use of warm colors evokes passion, movement, and action, while the cool colors provide a soothing balance of trust, dependability, and clarity. Their vividness is inspired by psychedelics. Each color can be toned down for use as a background that doesn't compromise legibility.

*Thank you.*