

VERSION 2

Brand Concepts

Mind, Body, Health & Politics

01.14.21

Stretching The Mind

Direction 1

V2

Recap

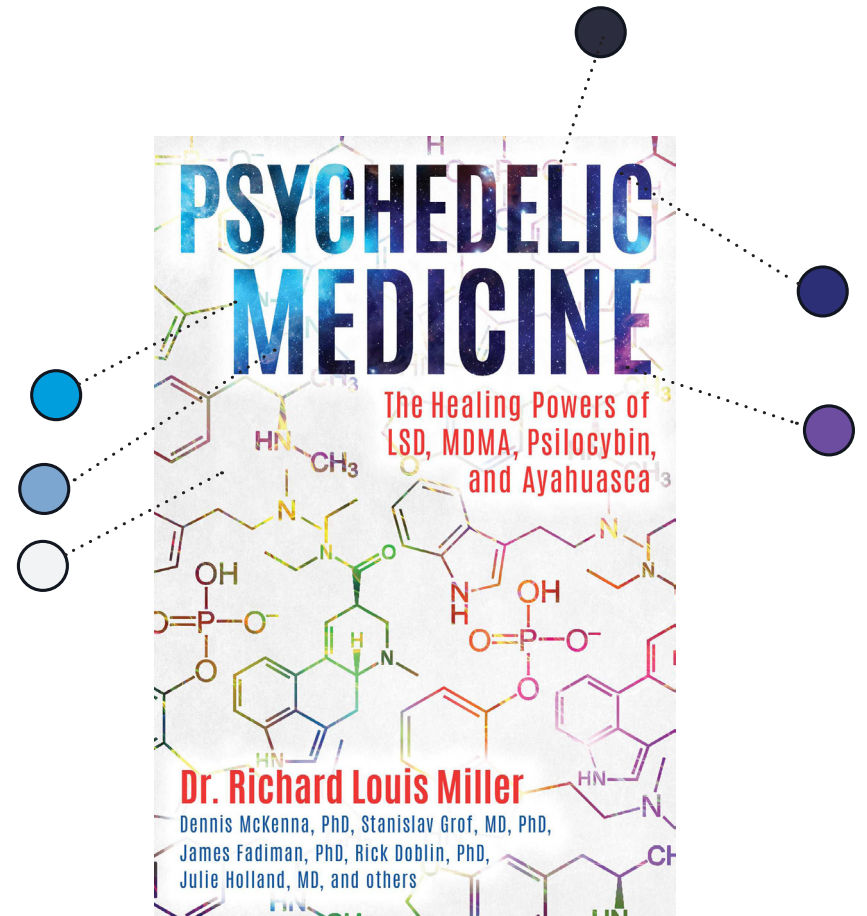
The brand direction 'Stretching The Mind' is about visually depicting what *Mind, Body, Health & Politics* encourages its listeners to do; to expand their consciousness and stretch their minds to consider and explore novel ideas relating to all facets of modern life.

What's New

I revised the color palette to incorporate cool colors from the 'Psychedelic Medicine' book cover.

<p>Transcendental Blue CMYK: 84, 18, 0, 0 RGB: 4, 157, 217 HEX: #059ed9</p>	<p>Deep Thoughts Blue CMYK: 100, 99, 21, 8 RGB: 37, 27, 158 HEX: #251B9E</p>	<p>Text Gray CMYK: 33, 87, 27, 97 RGB: 22, 24, 33 HEX: #161821</p>
<p>Conscious Purple CMYK: 68, 82, 0, 0 RGB: 107, 66, 192 HEX: #6B42C0</p>	<p>Insight Blue CMYK: 46, 21, 0, 7 RGB: 128, 188, 237 HEX: #80BCED</p>	<p>Clarity White CMYK: 0, 0, 0, 5 RGB: 242, 242, 242 HEX: #F2F2F2</p>

For this revised palette, I selected cool colors from the book cover. The focus on cool colors (purples and blues) keeps the brand feeling soothing, insightful, fluid, and dreamy.





Hosted By Dr. Richard Louis Miller

Full Lock-Up with Tagline for Website



Full Lock-Up without Tagline



Reverse Logo



Abbreviated Logo



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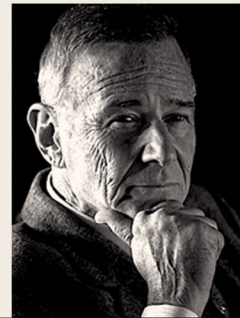
Hosted By Dr. Richard Louis Miller

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ABOUT

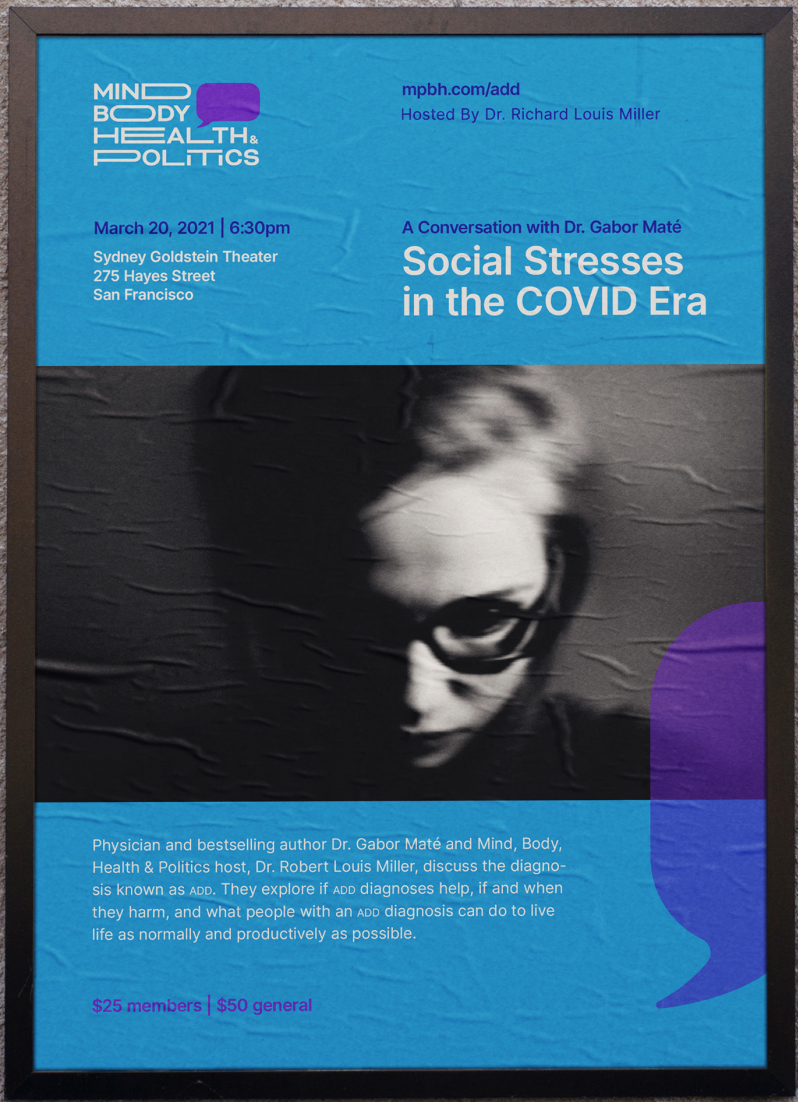
The mission of Mind Body Health & Politics is to expand consciousness, stimulate thought, enhance mental and physical health and encourage community.

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.



Podcast





**MIND
BODY
HEALTH &
POLITICS**

mpbh.com/add
Hosted By Dr. Richard Louis Miller

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

A Conversation with Dr. Gabor Maté
**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



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

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Inter, a sans serif Google-compatible font, pairs well with the playful letterforms of the wordmark; The type is friendly and conversational. It feels laidedback 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.

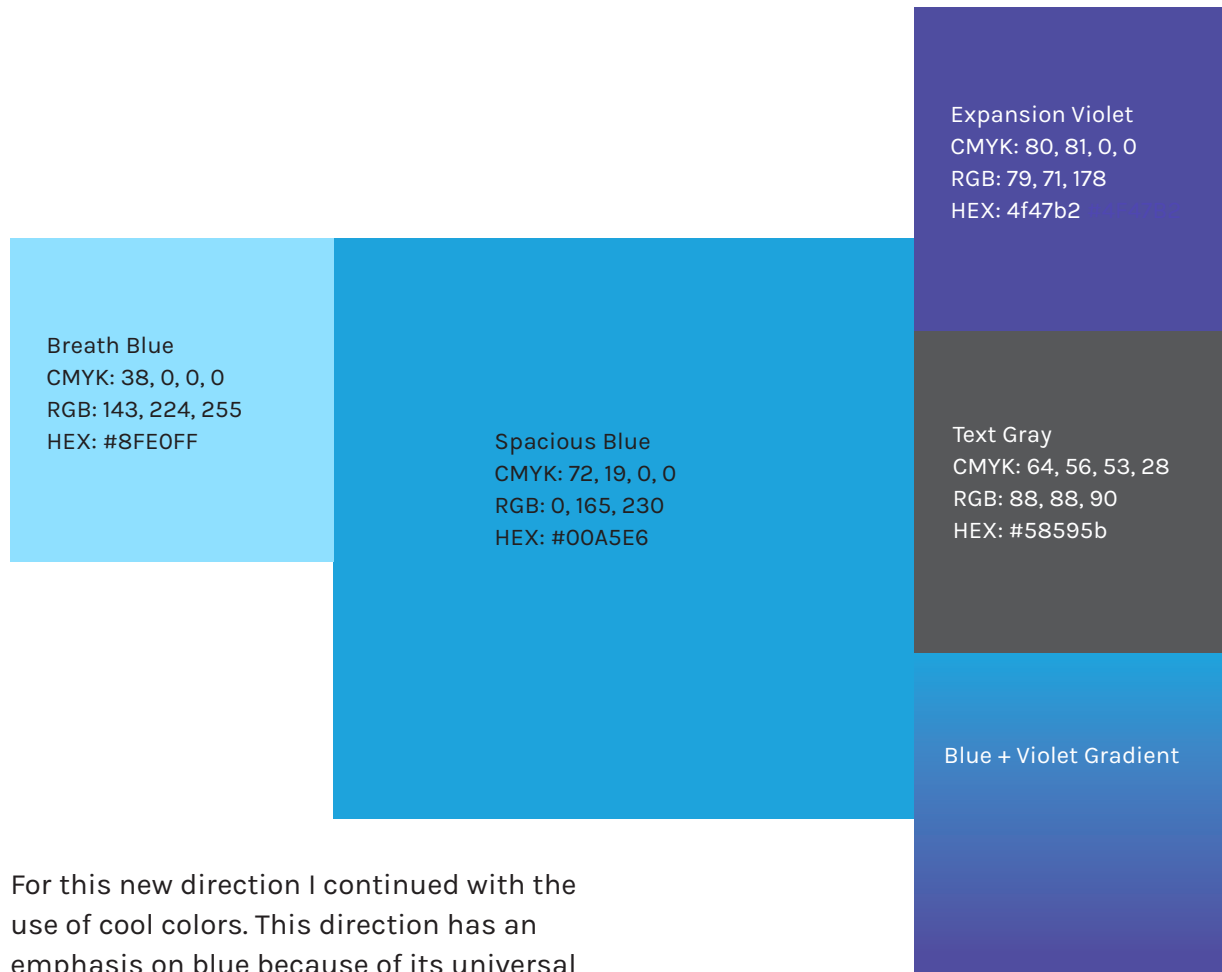
Community Circle

Direction 31

V1

Recap

You requested that I explore a direction wherein the words themselves create a circle shape. 'Community Circle' is about how the mind, body, health, and politics are the facets that unite us all as human beings and form the contour of our lives.



For this new direction I continued with the use of cool colors. This direction has an emphasis on blue because of its universal appeal and its associations with trust, serenity, and the sky, which can symbolize limitless possibilities. I also introduced a gradient, which adds visual depth to this concept.



WITH HOST DR. RICHARD LOUIS MILLER

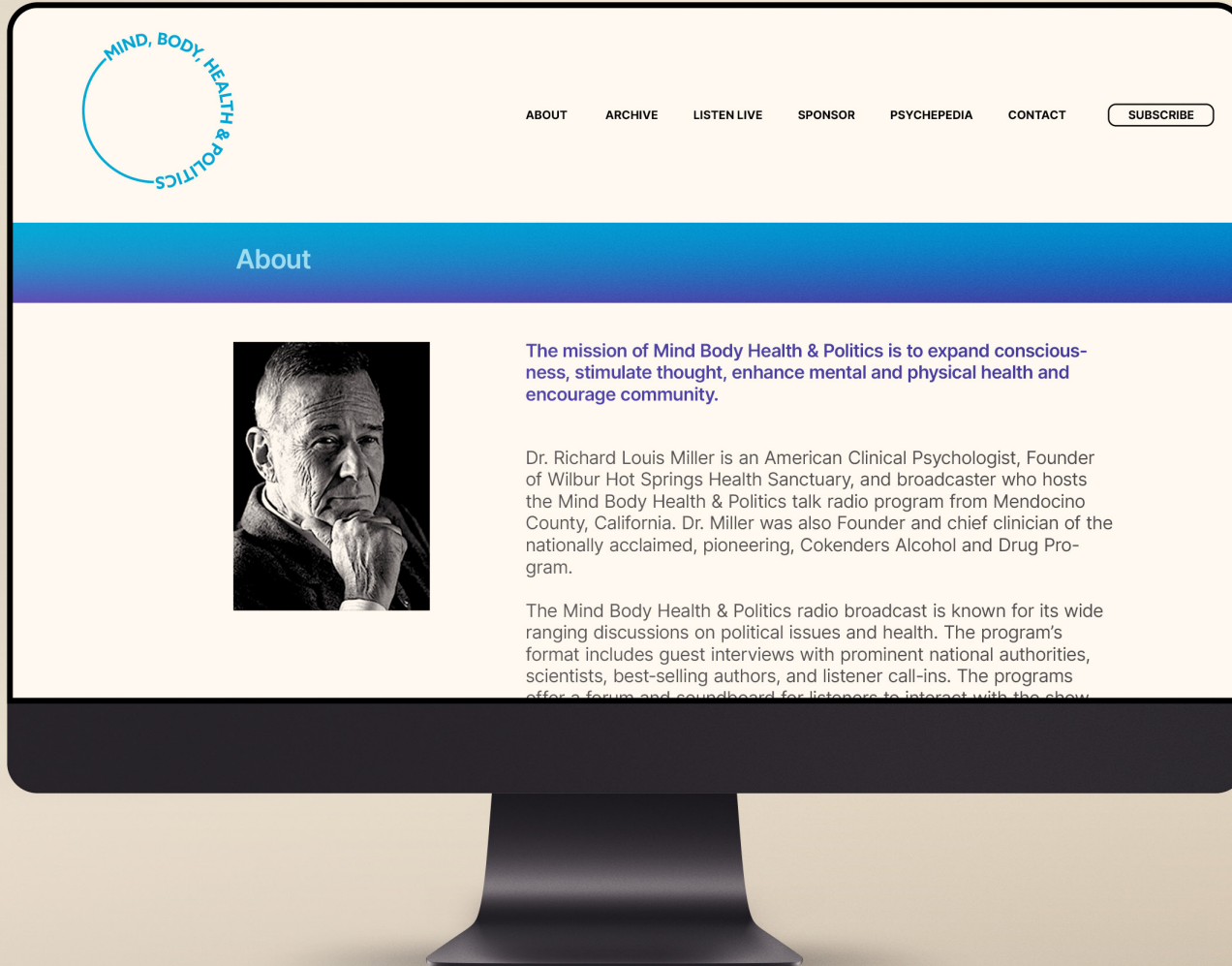
Full Lock-Up with Tagline for Website

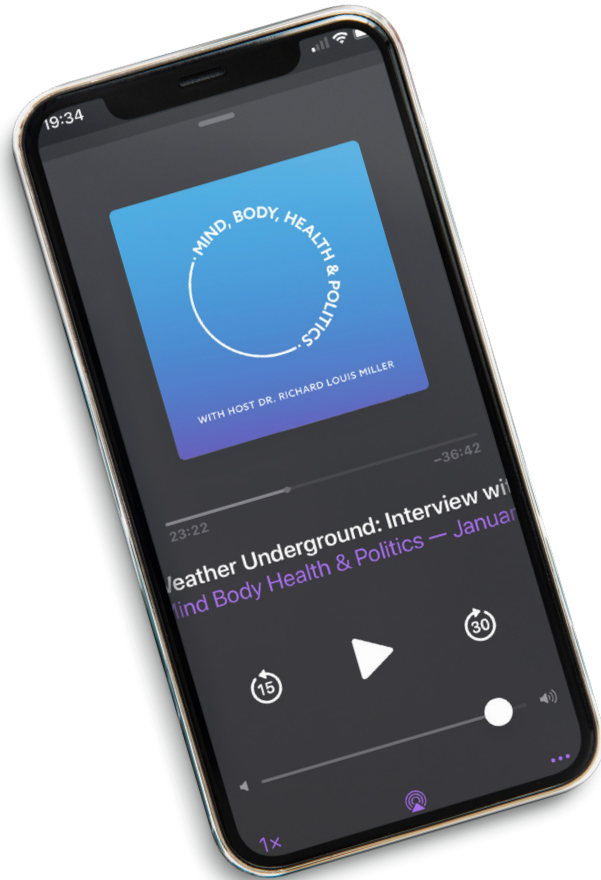


Full Lock-Up without Tagline



Reverse Logo on Gradient





MIND, BODY, HEALTH & POLITICS

mpbh.com/add

A Conversation with Dr. Gabor Maté

ADD & Social Stress in the COVID Era

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

\$25 members | \$50 general

Physician and bestselling author Dr. Gabor Maté and Mind, Body, Health & Politics host, Dr. Richard 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.



Inter Semi Bold

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Inter Regular

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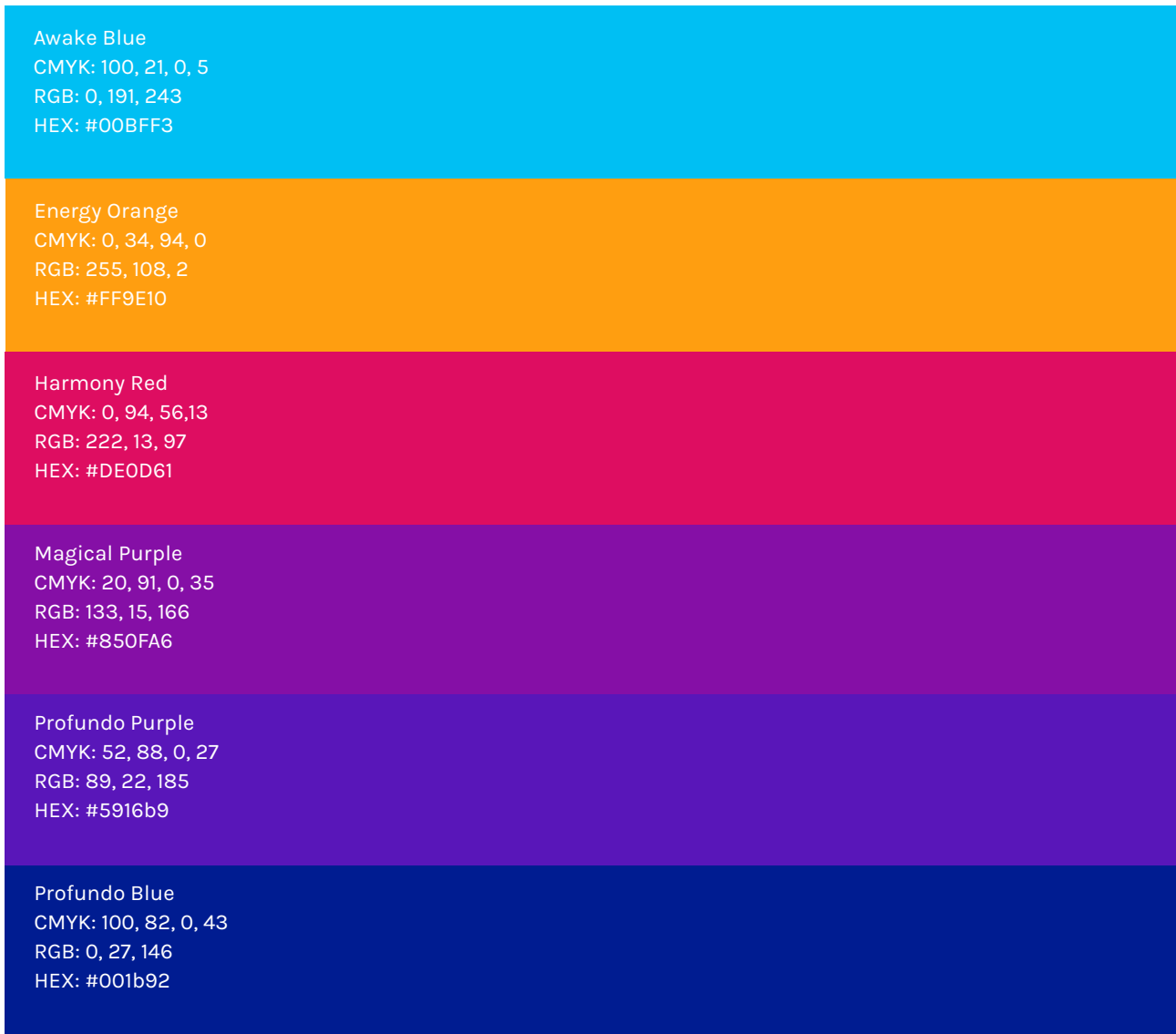
Inter comes in many weights (extra thin, thin, light, regular, medium, semibold, bold, black) making it a great stand-alone font. The clean lines and open counter spaces of the lowercase letters o, a, e, b, d, and p make this font feel friendly and approachable. Moreover, the simplicity of Inter feels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

An Intellectual Journey

Direction 4

V1

‘An Intellectual Journey’ is inspired by many things. First and foremost, the logo for this direction recalls vintage travel stickers, badges, and patches that commemorated national parks, cities, and other adventure destinations. This felt fitting, especially since Mind, Body, Health & Politics takes its listeners on a journey to new ideas. After working on ‘Community Circle,’ I was drawn to the idea of community that circles connote. The circular text paths and forms that comprise this logo feel harmonious and unified, reflecting Mind, Body, Health & Politics commitment to creating community.



For this revised palette, I took inspiration from the bright colors of psychedelic art. To keep things feeling cerebral and sophisticated but not too serious, some of the cooler colors have been darkened to add depth.



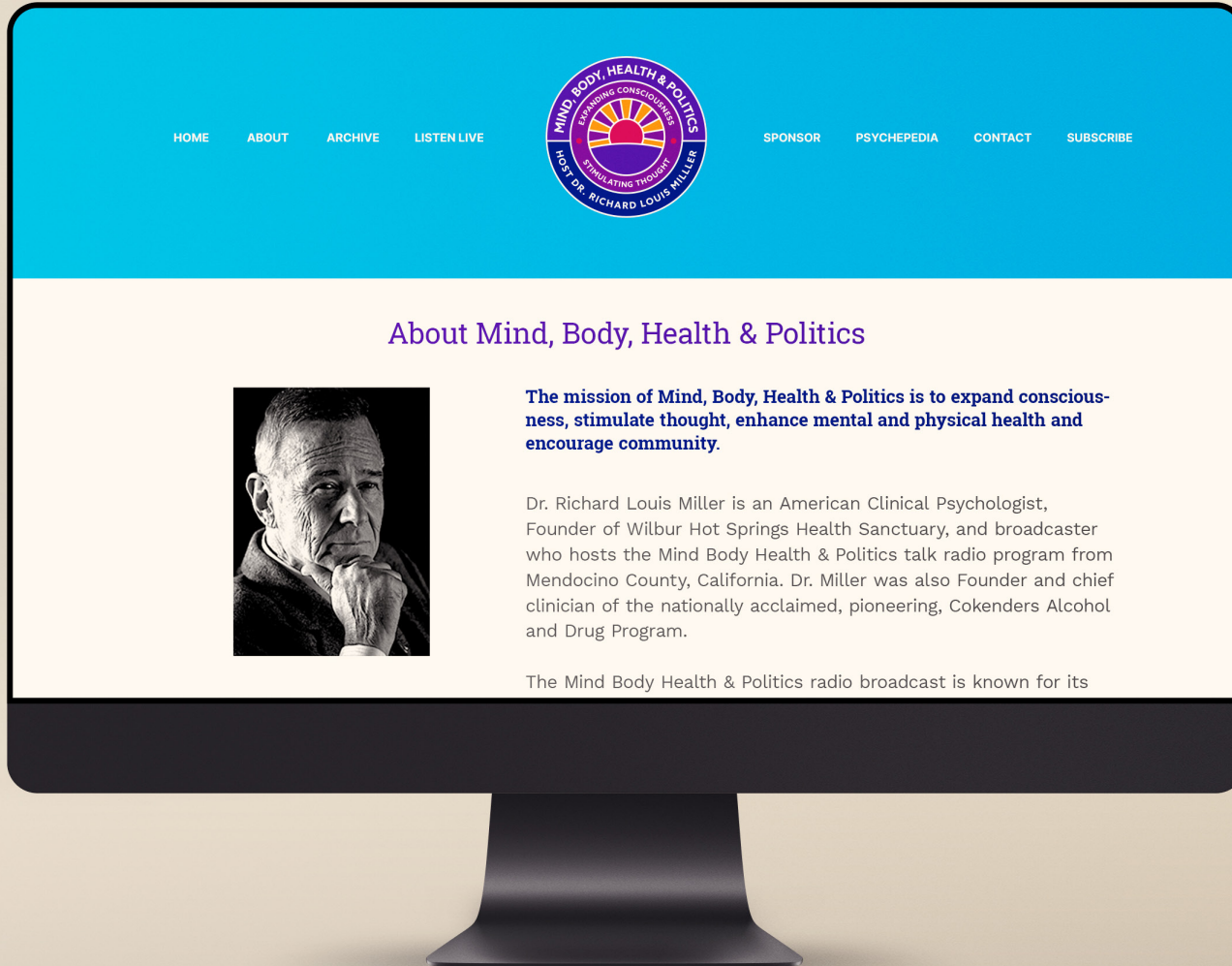
Full Lock-Up



Reverse Lock-Up

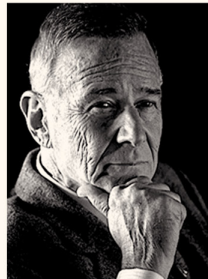


This logo was inspired by vintage travel memorabilia, notably stickers, patches, and pins. The sun burst in the middle represents enlightenment, well-being, and vitality. The sun was inspired by the imagery presented on LSD tabs. In the full-color version, each inner ring becomes brighter and brighter, as to represent the achievement of full mental wakefulness. The font, Azo, is simple and elegant, making it timeless and approachable. The logo also includes the podcast's 'tagline' as well as its mission, which ensures the audience always knows what this icon is representing.



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About Mind, Body, Health & Politics



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

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The Mind Body Health & Politics radio broadcast is known for its

Podcast



The poster is framed in black and set against a textured grey wall. It has a light blue background with a large, circular, black and white photograph of a person's face in profile, looking down. The text is arranged in a clean, modern layout.

MIND, BODY, HEALTH & POLITICS
EXPANDING CONSCIOUSNESS
STIMULATING THOUGHT
HOST DR. RICHARD LOUIS MILLER

mpbh.com/add

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Robot Slab

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Work Sans

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Roboto Slab, a serif Google-compatible font, pairs well with the retro vibes of the logo. The slab serifs also add a slight touch of character and softness to this brand direction, which can otherwise feel very geometric.

Work Sans, another Google-compatible font, counteracts the geometric letter forms found in the logo. The counterforms of the ‘o’ and lowercase ‘e’ feel friendly and folksy, which nods to *Mind, Body, Health & Politics’s* dedication to creating community.

Thank you.