



Spread your wings...



**TF Wellness Palladium
Corporate identity**



Introduction:

WHO AND WHERE?

Palladim is a modern wellness complex in the heart of our small city of Sežana, situated in the picturesque Karst region in the south western Slovenia. With the Adriatic sea at 12 km distance, surrounded by hills and vineyards, 2 km away from the Italian border it is a unique spot for a **relaxing** weekend. It is designed for people who like sports and need some relaxing moments **after intense sports activity**.

WHAT AND HOW?

You can choose from **comfort to luxury** treatments with **professional sport fiziotherapists, sport massage, sauna, swimmingpool, all kinds of relaxing therapies, natural cosmetics treatments, hairdresser, barber, lounge, nutritional consultants, designer's shop and wine cellar with our own prestigious brand**.

For those, who need extra training, we offer a well equipped **fitness and cross fit** facility.

ONLINE?

Designes's clothes, massage accessories, nutritional consulting, fitness training, cosmetic accessories and our own brand of wine are available in our **E-shop**.

Logo:

LESS IS MORE!

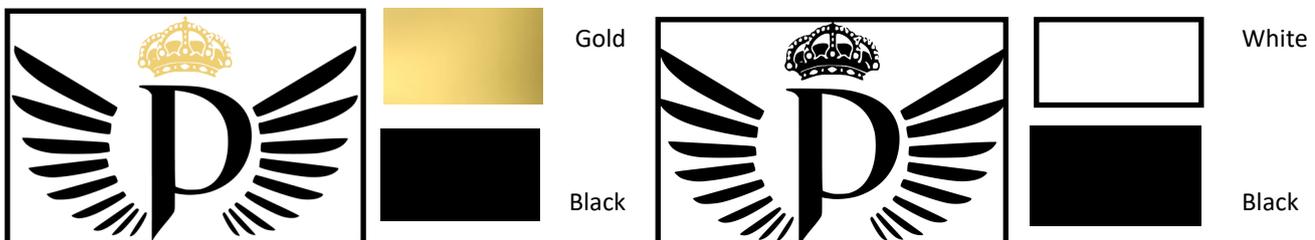
Our logo has a simple and clear design. The story is built around the letter P that is the initial of Palladium.

THE SOURCE!

Palladium is a **rare** and important element. It is used in catalytic converters, electronics, dentistry, medicine, hydrogen purification, chemical applications, groundwater treatment, and jewelry. Palladium is a key component of fuel cells, which react hydrogen with oxygen to produce electricity, heat, and water. The numerous applications and limited supply sources result in considerable **investment interest**.

COLD, CROWN AND WINGS!

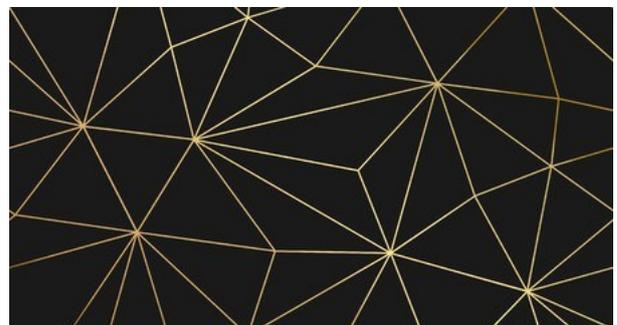
So Palladium is a **prestigious** element, **environmental friendly** and it fits perfectly into our **mission**. The golden crown represents the prestige of the element and the spreaded wings represent the orientation to the future. **Being healthy, fit and relaxed is the greatest investment in our future.!**



Background and typography:

We are still choosing the typography for web page, mobile app and signs in the building. We have 3 options. We choose the background for our communications. The typography we use as secondary typography is Cambria Math.

FITNESS
THERAPY
SHOP



Slogan:

Spread your wings ...

Slogan **Spread your wings** suits perfectly to the **mision** and **philosphy** of our training firm. **Spread your wings and fly** is a common quote that talks about moving from your comfort zone to achieve something bigger. Professional sportsman need proper treatment, relaxing and nutrition to recover after competitions and intense training. With our help each sportsman can achieve his/her **highest potential**.

 ... and fly!

It also binds with our **logo**, because when you see the logo, you instantly connect it to **spreaded wings and the natural consequence is to fly** (achieve greater results).

So our logo is dynamic as well as our slogan. They both reflect our orientation to the future with care and valorisation of helth, environment and common well-being.

Spread your wings...

