



# The method

Our entire brand is based on the Hintsa method.

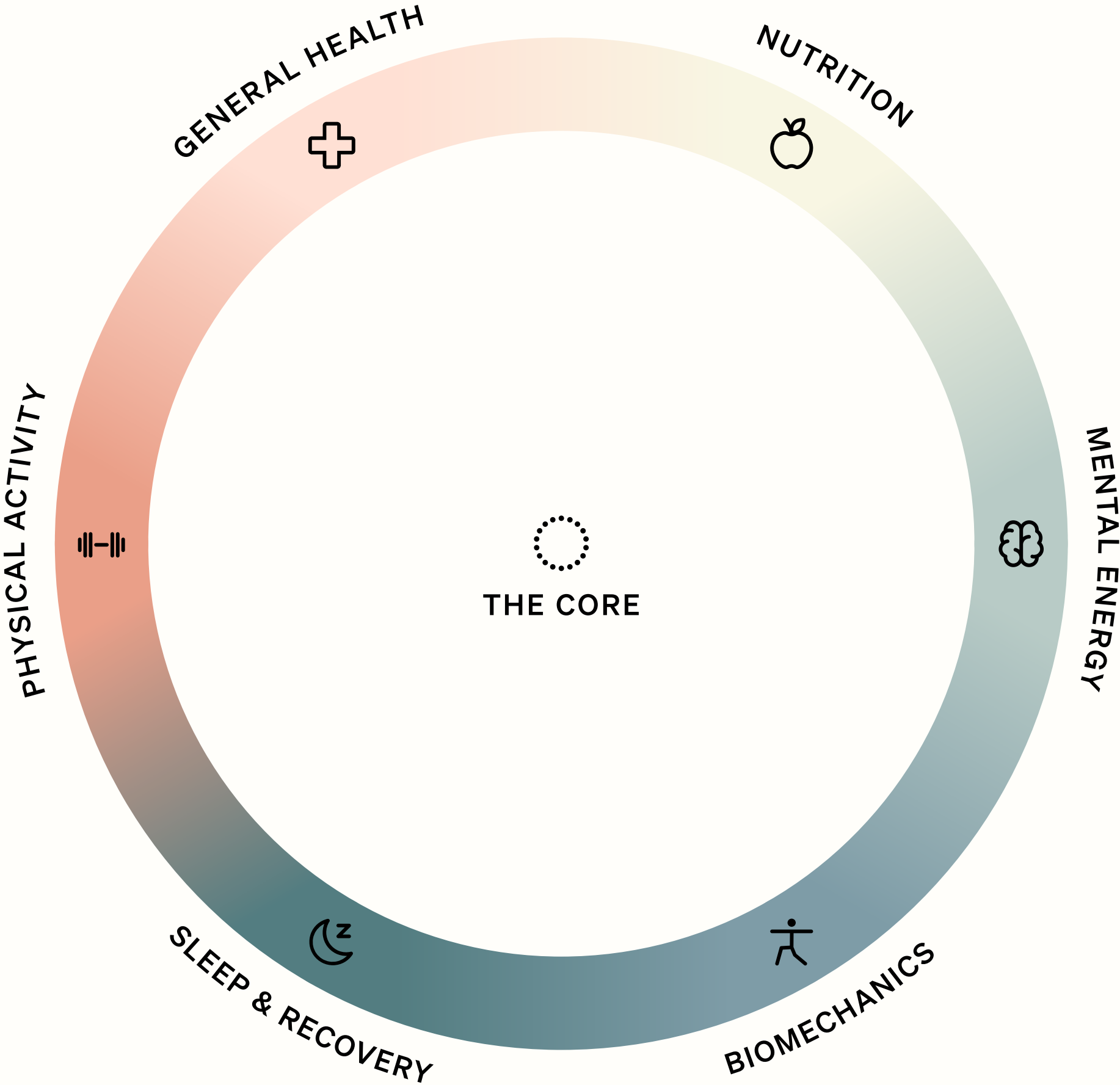
Forming your Circle of Better Life starts with understanding your core, answering three key questions.

The invisible core is surrounded by the six facets of a better life. Together these form a harmonious whole.



# Rationale

The Circle of Better Life is made up of six colours, each signifying one of the elements. The gradiated nature of the mark is a visual representation of a wheel spinning, directly alluding to high performance.



**PHYSICAL ACTIVITY**  
Tangerine, the most vivid colour in the palette, an exciting pop of colour to signify explosivity and exercise.

**GENERAL HEALTH**  
Flushed pink, alluding to personal health and wellbeing. The opposite of being pale or with an unhealthy pallor.

**NUTRITION**  
Oatmeal colour, alluding to grains, as they are good sources of complex carbohydrates and are an important part of a healthy diet.

**MENTAL ENERGY**  
Opal grey, alluding to cognitive function and the human brain's "grey matter."

**BIOMECHANICS**  
Cobalt colour, as it is a key component used in all high grade engineering, but it is also an essential element in all metabolisms.

**SLEEP & RECOVERY**  
Midnight green, the darkest colour in the palette, calming and relaxed, alluding to restful, undisturbed sleep.

# Lockups

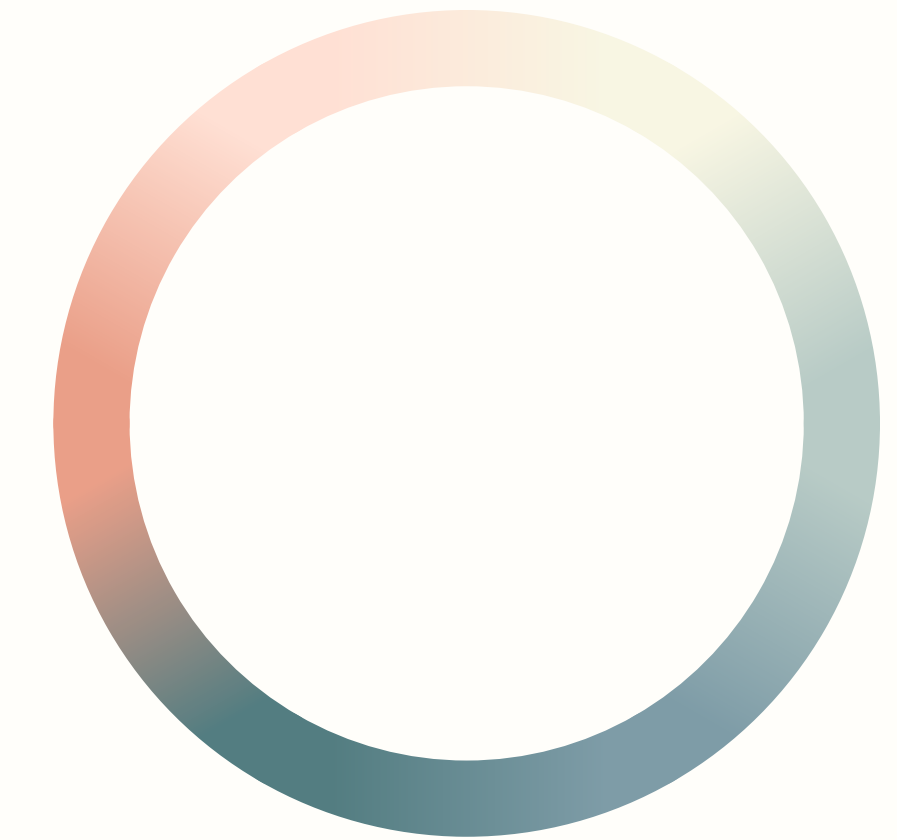
In almost all occasions, the Hintsa wordmark will be used in conjunction with ‘the circle.’

There are two configurations, a horizontal and a vertical lockup. Either can be used, depending on what is most legible for the application, and ensures that the minimum clear space is observed.

Horizontal Lockup



Vertical Lockup



## LOGO

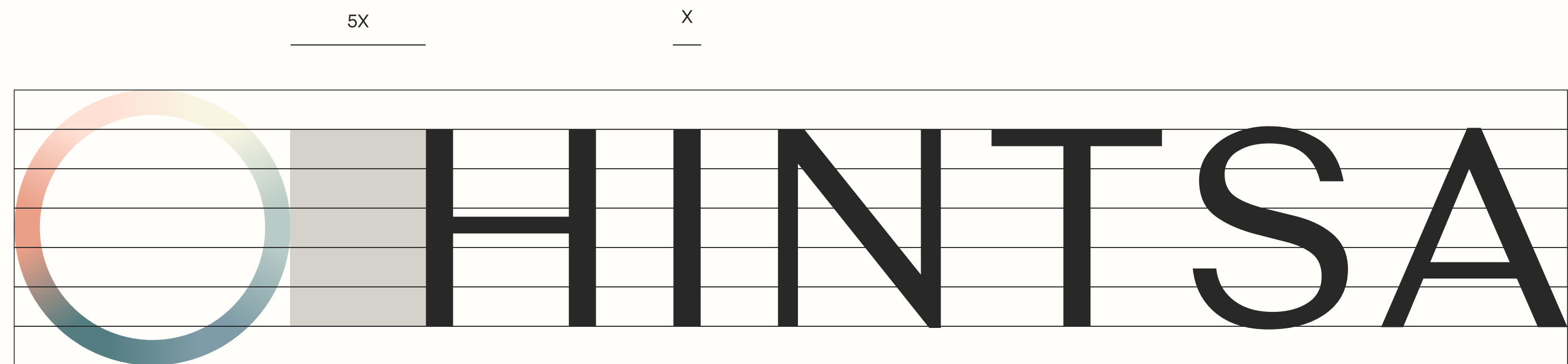
# Construction

In almost all occasions, the Hintsa wordmark will be used in conjunction with ‘the circle.’

In the horizontal lockup, the space between the circle and the wordmark should be equivalent to the width of 5 of the wordmark’s ‘I’ letter.

The correct diameter of the circle can be found by dividing the height of the wordmark by five and multiplying this by 7. For example, if the wordmark is 2.5cm high, the circle should be 3.5cm tall.

Horizontal Lockup



## LOGO

# Construction

In almost all occasions, the Hintsa wordmark will be used in conjunction with ‘the circle.’

In the vertical lockup, the space between the circle and the wordmark should be equivalent to the height of the wordmark.

The diameter of the circle should be the same as the width of the wordmark.

Vertical Lockup



## LOGO

# Clear Space

To maintain the integrity of the Hintsa lockups and prevent overcrowding in compositions, a minimum space around the lockup should be kept clear from all other graphic elements.

This space should be equivalent to the height of the letter H from the wordmark.

Horizontal Lockup



# Clear Space

To maintain the integrity of the Hintsa lockups and prevent overcrowding in compositions, a minimum space around the lockup should be kept clear from all other graphic elements.

This space should be equivalent to the height of the letter H from the wordmark.

Vertical Lockup





# Single colour lockups

There may be instances where the lockup may need to be used in single colour, this may be due to print limitations, or where it needs to be featured on one of the Hintsa brand colours.

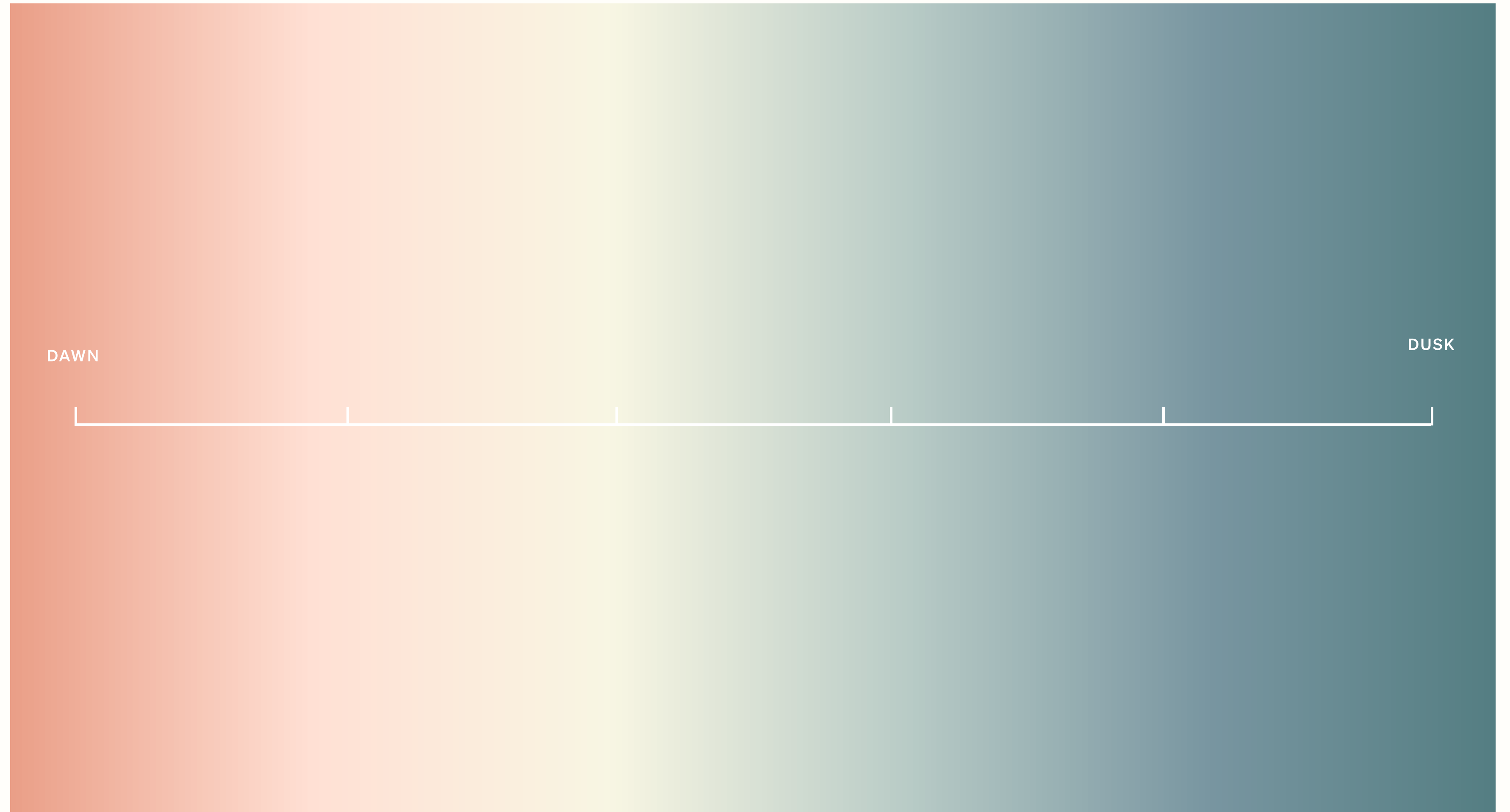
Please follow this guide to ensure maximum legibility.



## COLOUR

# Rationale

The colour palette is designed around the concept of 24 hour wellbeing, since achieving wellbeing is an ongoing process with no quick fixes.



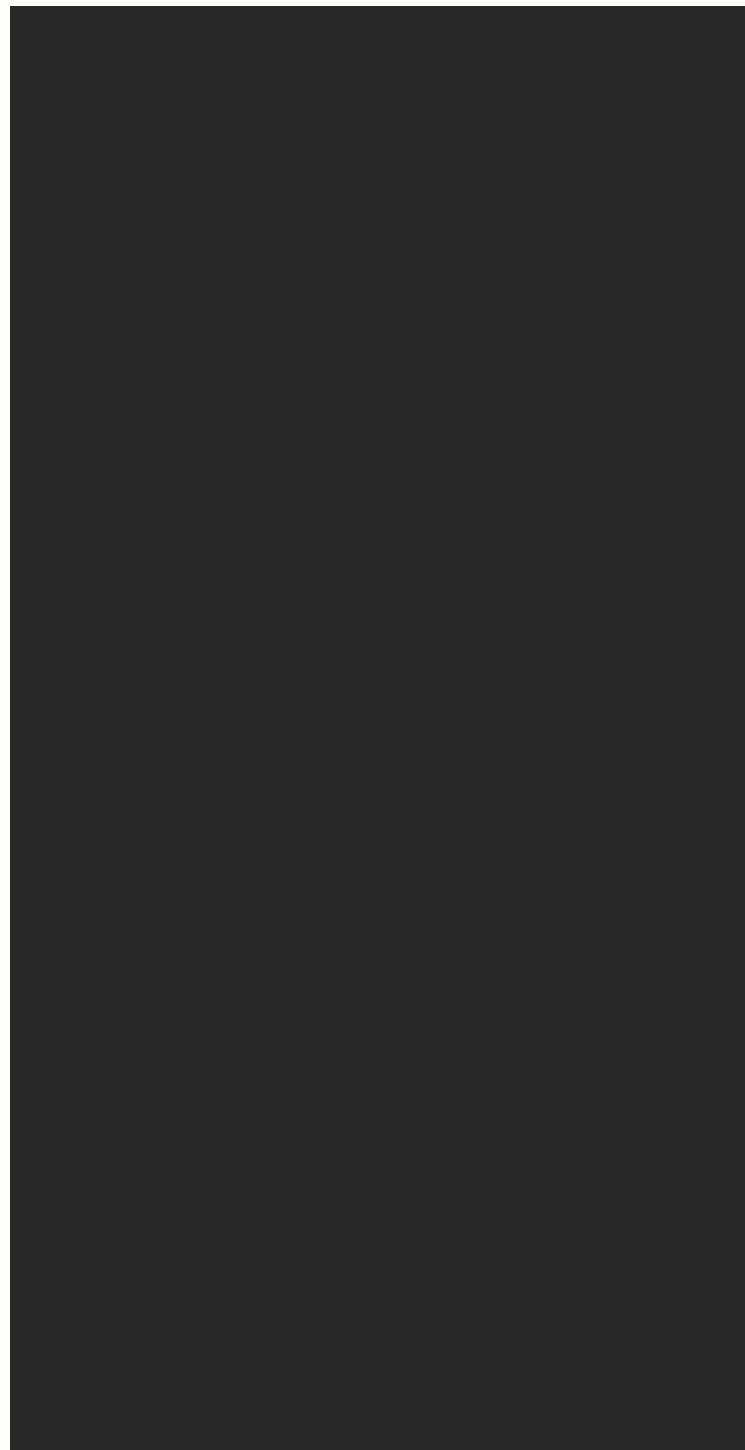
COLOUR

# Primary colours

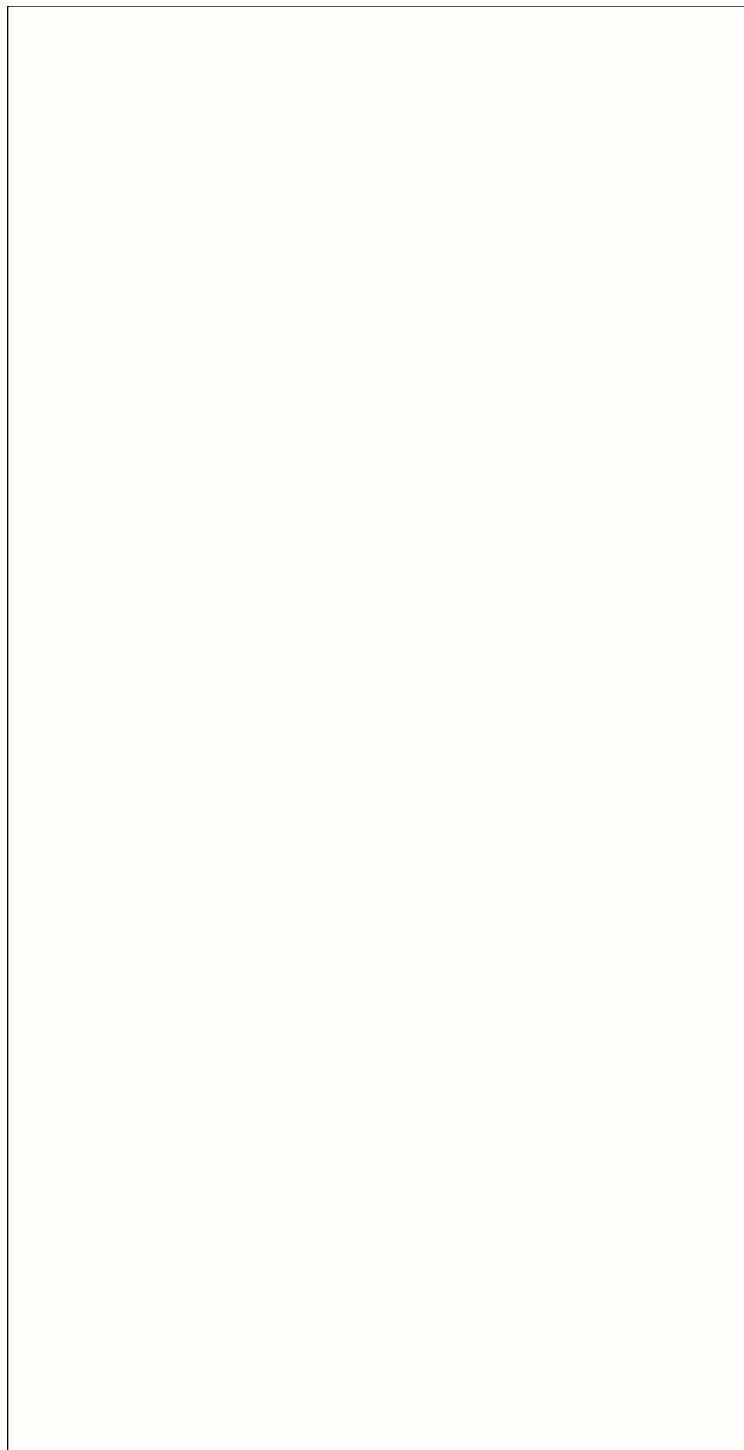
Hintsa’s primary colours are Charcoal and Ivory. The wordmark is exclusively shown in these two colours, as are backgrounds and all instances of text.

Alongside this, we also have two supplementary colours, Granite and Alabaster, which can be used to emphasise or differentiate visual elements.

Charcoal  
#282828  
RGB: 40, 40, 40  
CMYK: 0, 0, 0, 84



Ivory  
#FFFEFA  
RGB: 255, 254, 250  
CMYK: 0, 0, 2, 0



Granite  
#7C7871  
RGB: 124, 120, 113  
CMYK: 0, 3, 9, 51



Alabaster  
#D5D1CB  
RGB: 213, 209, 203  
CMYK: 0, 2, 5, 16



# Secondary colours

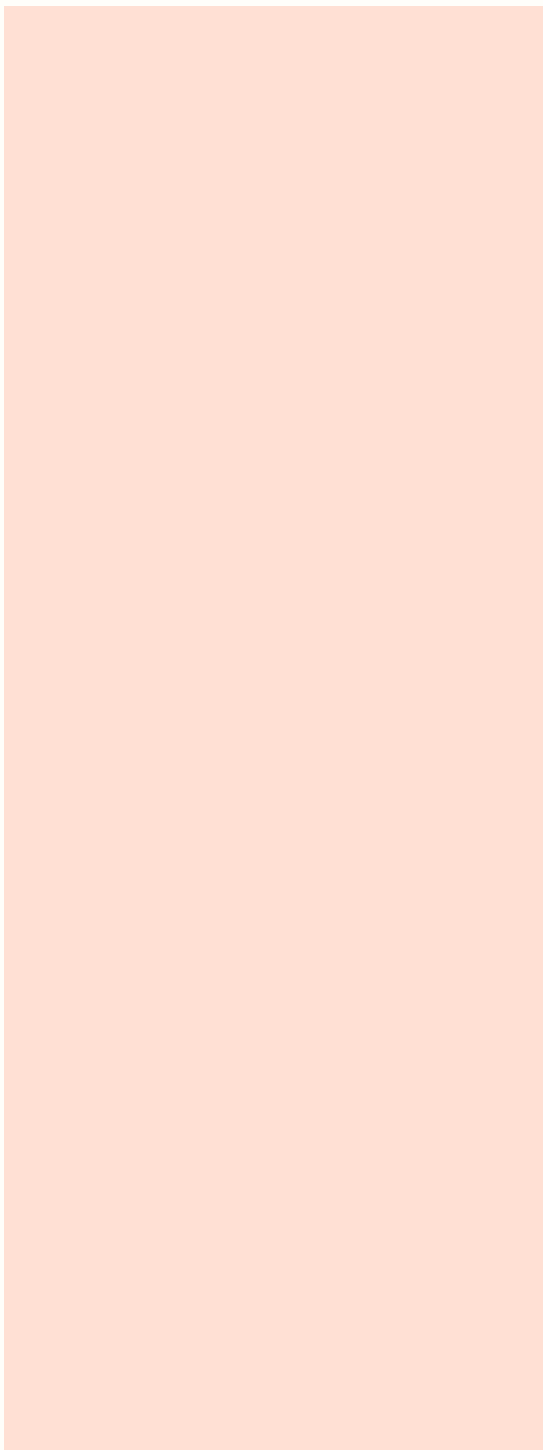
The secondary colour palette is constructed out of the six individual elements of The Circle of Better Life. They are to be used when talking about the individual elements or when supplementary colours are needed for infographics.

No large quantities of these colours are to be used in print or digital, unless directly expressing the specifics of The Circle of Better Life.

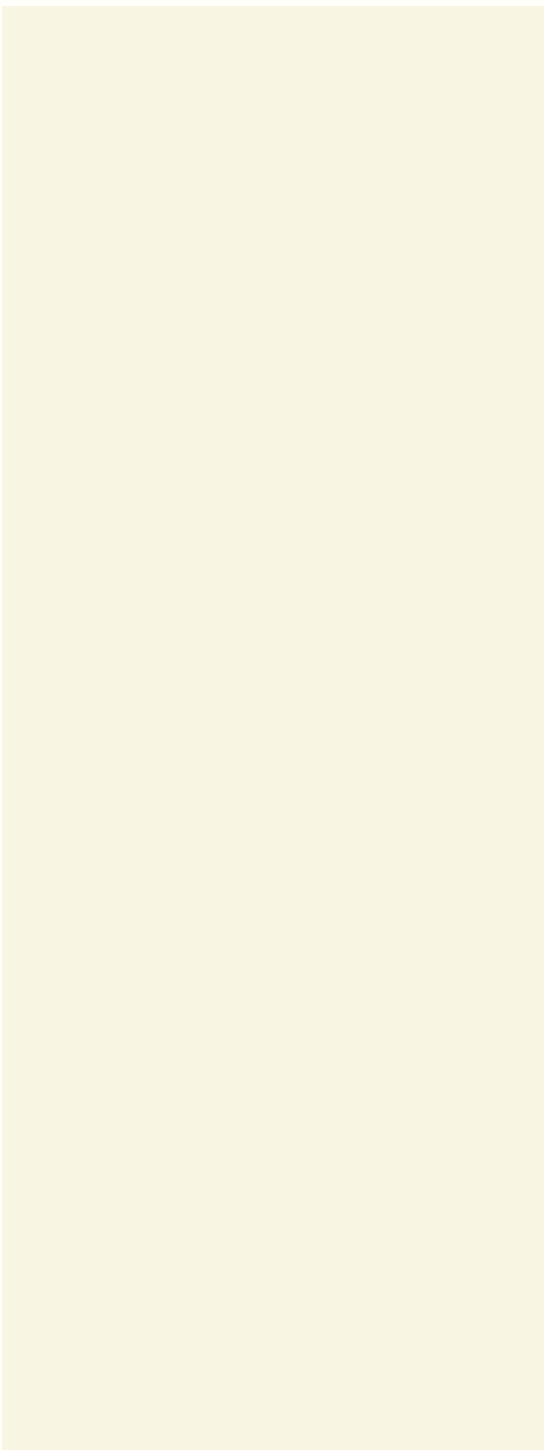
Tangerine  
#EA9F88  
RGB: 234, 159, 136  
CMYK: 0, 32, 42, 8



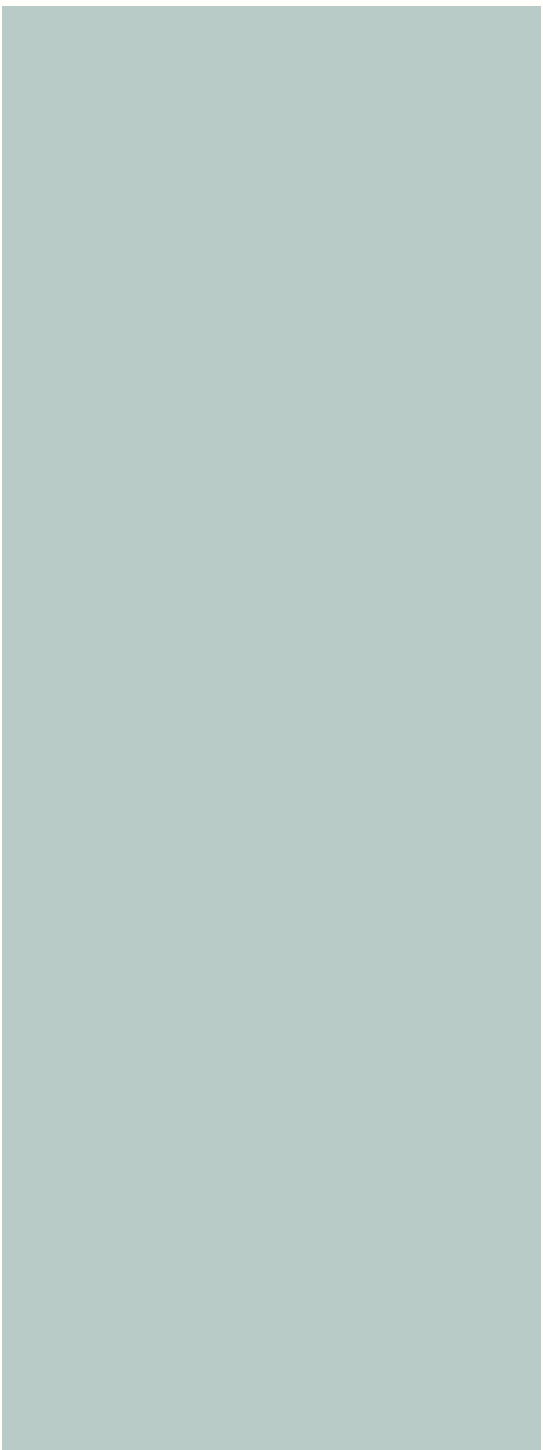
Rose  
#FFE0D4  
RGB: 255, 224, 212  
CMYK: 0, 12, 17, 0



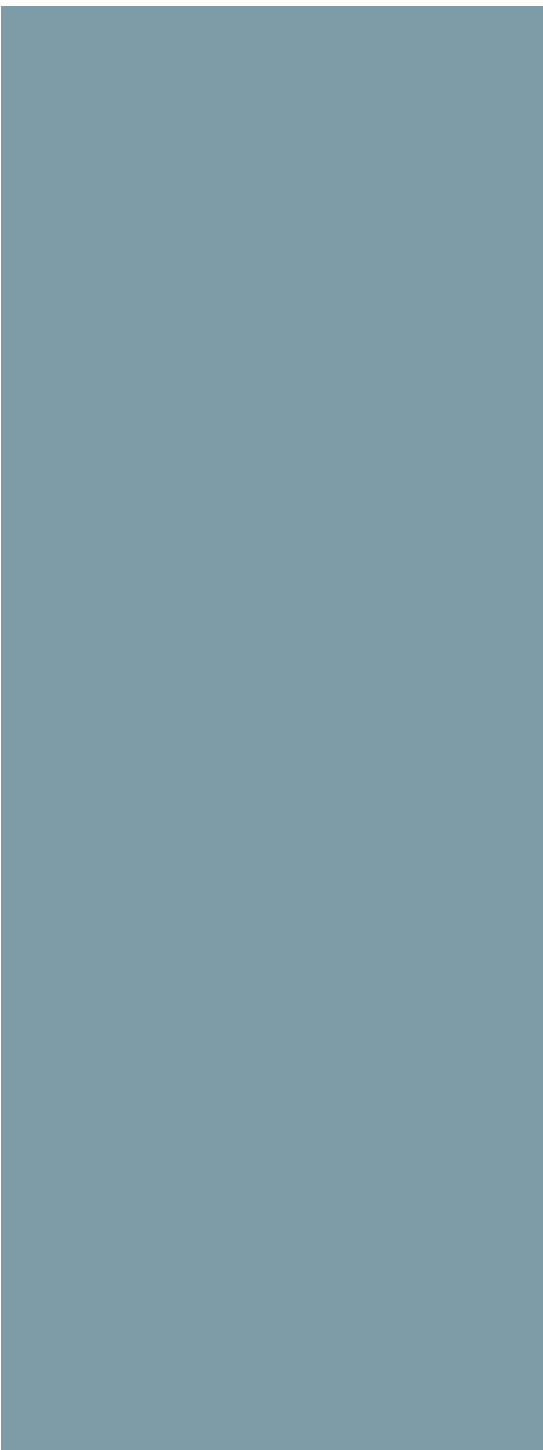
Oatmeal  
#F8F6E3  
RGB: 248, 246, 227  
CMYK: 0, 1, 8, 3



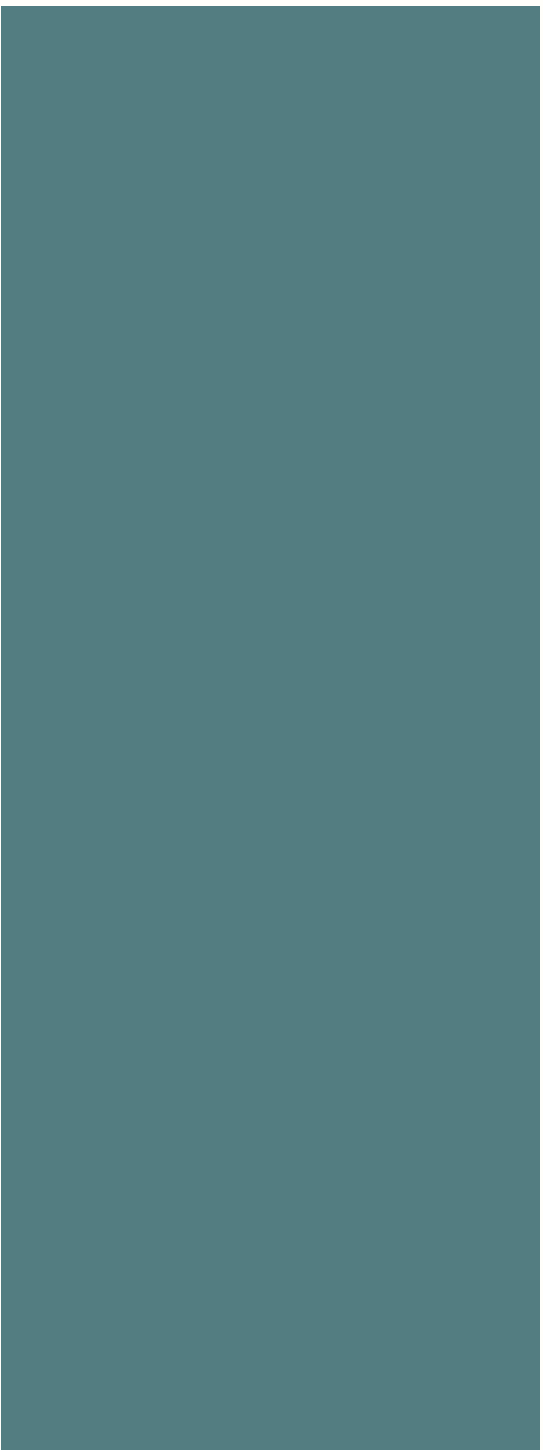
Opal  
#B8CBC6  
RGB: 184, 203, 198  
CMYK: 9, 0, 2, 20



Cobalt  
#7E9CA7  
RGB: 126, 156, 167  
CMYK: 25, 7, 0, 35



Midnight  
#537D81  
RGB: 83, 125, 129  
CMYK: 36, 3, 0, 49



# Introduction

The Söhne font family, produced by Klim Type Foundry, has been selected as the primary Hintsa brand typeface.

The modernist grotesk has a warmth, expressing the trustworthy and pragmatic aspects of the brand, but also embodies the provenance of Swiss typography.

AaBb

TYPOGRAPHY

In Use

Here is an example guide of how the typestyles work within a usage case.

Please bear in mind that it is not necessary to utilise all typestyles in all instances of text.

Sub Heading  
12pt.  
Tracking: 130%  
Line height: 100%

Headline 1  
64pt.  
Tracking: 0%  
Line height: 100%

Headline 3  
16pt.  
Tracking: 0%  
Line height: 130%

Body Text  
12pt.  
Tracking: 0%  
Line height: 130%

OUR STORY

Twenty years of rethinking success

To improve your performance, you need to think how all the elements in you interact. Imagine a wheel constructed of seven components. If one part breaks, the wheel stops spinning. For the wheel to spin smoothly, all parts need to be in place and in balance. This, representing the integrated nature of health and wellbeing, is the foundation of our services.

The lessons from Ethiopia

In the early 1990s, Dr Aki Hintsa, a specialist in orthopaedic and trauma surgery, was working as a doctor in a war-torn Ethiopia. Having long worked as a physician to the Finnish Olympic team, Dr Hintsa was excited by the routines of elite Ethiopian distance runners. He became intrigued not only by their dominance of this sport but also by the state of life balance they had achieved. The individual who ultimately opened Dr Hintsa's eyes was H

# Thank you.