

# Brand Assets

Thank you for your interest in SHAPE.  
View our guidelines to help you with our brand resources.

## Our Brand

Think of SHAPE, think of people, science and flourishing.

We've spent years studying flourishing at work, how it affects us, and how to harness it.  
That's us, we pioneered that.

We realised the world needed flourishing, but through education, encouragement and inspiration.

**That's our mission; to help the world's companies flourish. And do it faster.**

That's why SHAPE is creative, compelling and pioneering.

## Our Name

We go simply by the name SHAPE.

Throughout our content, you'll spot "SHAPE" is always displayed in uppercase letters. That's because it was conceived as an important and distinguished representation of the positive transformation flourishing brings.

So, whether you're crafting content, engaging with our brand, or simply spreading the word, always use CAPS when it comes to SHAPE.

## Our Co-Founders



**Ali Khan**  
Chief Executive Officer



**Dr. John Lang**  
Chief Science Officer

## Our Brand Identity

### The Logo

The SHAPE logo is circular to symbolise continuity and the ongoing journey of flourishing. It's a powerful emblem of emergence, intrigue and growth. The logo is all about representing 'living and being.'

The colour choice reinforces SHAPE's commitment to being a reliable and trustworthy partner, founded on scientific strength as well as a guardian of the highest quality data.

### The Mascot

The logo transforms into our mascot. It communicates using helpful visual imagery. This visual metaphor reinforces SHAPE's role as a facilitator in bringing out the best in individuals.

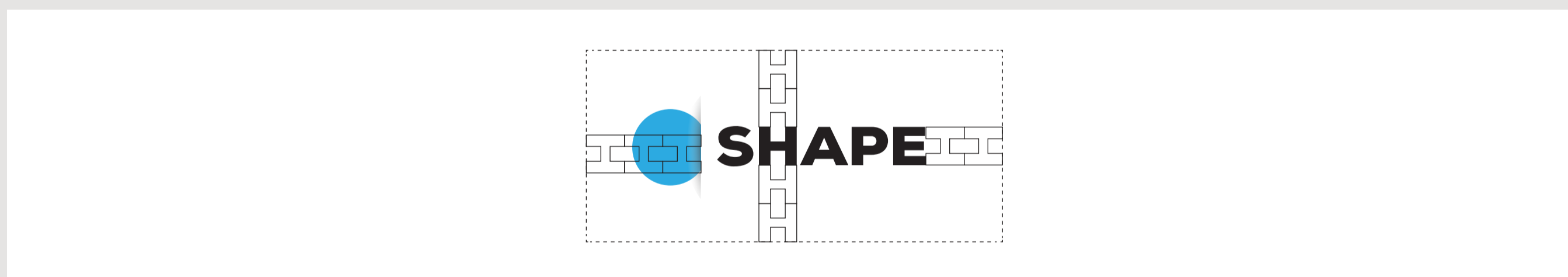
The mascot is exclusively for use by SHAPE only.

### Logo Colour Variants



### Logo Exclusion Zone

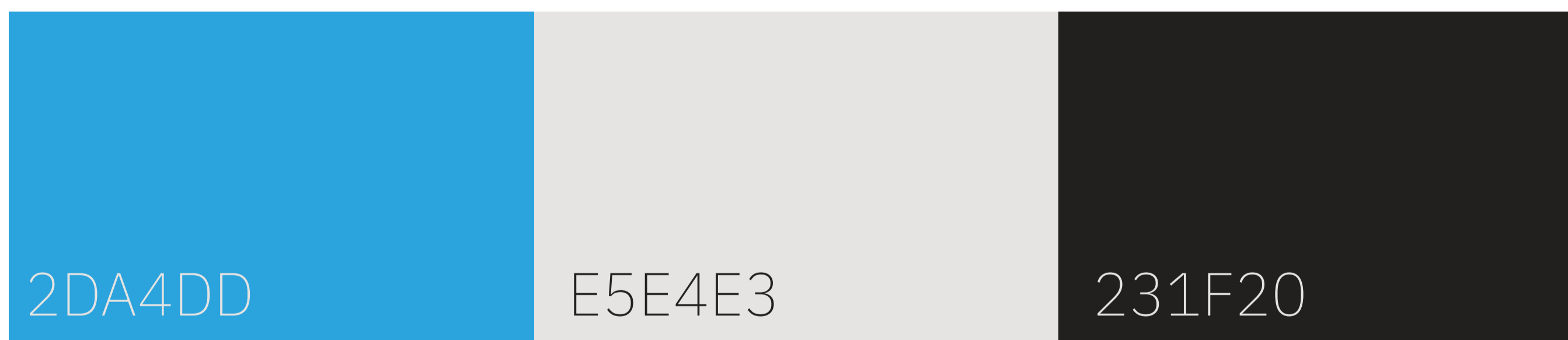
No text or design elements should compromise the exclusion zone of the logo. The specific boundaries of this exclusion zone are represented with the "H" of the logotype and measured as shown here.



### Logo Don'ts

- DON'T outline logo
- DON'T add shadow to logo
- DON'T use the logo on any colour other than its specified background
- DON'T rotate logo
- DON'T alter the logo colours
- DON'T change the size ratios of the circle and logo

### The Brand Colours



## Friendly Legal Reminder

This is a friendly legal reminder that these graphics are proprietary and protected under intellectual property laws.

[Download Assets](#)

**Got questions? Get in touch.**