

**yoga
move
ment**
power. peace. presence.



BRAND GUIDELINES

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INTRODUCTION

INTRODUCTION

YOGA MOVEMENT

Within a span of six years, Yoga Movement has become one of the leading force in Singapore's yoga industry, with many choosing us as the number one place to try out yoga.

Yoga Movement currently has six locations across Singapore, making it easily accessible for everyone. The team believes in sharing and introducing the yoga lifestyle through the staff and brand.

NEW BRAND PLATFORM

ATTRIBUTES

The new branding of Yoga Movement will be built on these three core attributes: warm, inclusive & refreshing.

Our brand is the symbol of our dedication, and quality of service to all our consumers. We believe everyone should be given the opportunity to do yoga and to clear common misconceptions on yoga.

Warm: Staff members are the representative of our brand and first contact point with our consumers, therefore they must be warm and positive towards them.

Inclusive: The brand must be inclusive of our consumers, ensuring they feel welcomed when entering studios and classes.

Refreshing: In order to appeal to our consumers, we must remain relevant and produce content that will appeal to consumers.

STRATEGY & OBJECTIVE

We believe yoga is more than just 'yoga', it's a lifestyle. Therefore, we believe in giving our consumers a holistic experience practicing yoga through experienced instructors and the unique yoga environment we have provided. This will enhance their experience and slowly integrate yoga into their everyday lives.

Our current main objective is to be a warm and inclusive brand for everyone, regardless of their background.

THE LOGO

THE LOGO

RATIONALE

The new logo is a great representation of the revamped brand and exhibits the brand attributes of Yoga Movement.

Prana, in the context of yoga, is the energy or life force within a person. It's also to show a radiation of energy from a person. Its a belief that everyone is an extension of prana much like a ripple is an extension of smaller ripples which are all interconnected. We incorporated Prana into the logo through an abstract form (with three points) as well as the ripples. The primary logo makes use of turquoise blue which is a representation of serenity and inclusiveness making it resonate with our brand attributes. The type is a contrasting grey so that the focus is on the logo yet making it legible.

The ripples, instead of the traditional curvy and wavy lines, we used subtle bulging lines. By going from thick to thin and making use of the subtle bulges, it shows an outward movement from its core. It represents the freedom in which one will experience while doing yoga. The centre triangle is also a representation of the direction where YM will take its consumers which is forward and signifies progression.



PRIMARY LOGO

The main logo consists of the logotype, symbol and tagline. The alternate vertical version may be used in appropriate situations. In most situations, the horizontal logo without the tagline should be use for all applications (website, corporate stationery, apparels etc.)

This new logo represents the direction we're heading to. It reflects the brand's characteristics and resonates well with our consumer base which is essential in part of the brand's revamp. The symbol is the representation of our consumer base and is meant to be inclusive and relatable to each consumer of the brand. Therefore, it is important to ensure the logo's integrity as it represents the brand.



SECONDARY LOGOS

In certain cases where using the horizontal logo will not be appropriate (e.g on water bottles or when there's insufficient space for the horizontal version), the alternate logos should be used.

The horizontal logo should primarily be used, followed by the vertical logo and finally the symbol.

HORIZONTAL

1. without tagline
2. with tagline

VERTICAL

3. without tagline
4. with tagline

SYMBOL

5. prana symbol only

1.

yoga
move
ment

2.



3.



yoga
move
ment

4.



yoga
move
ment

power. peace. presence.

5.



LOGO COLOUR VARIATIONS

The logo colours varies from each situation. In most cases, the original logo colours will be used on all backgrounds whenever possible as long as it has enough contrast.

If the background uses one of the corporate colours, follow the order of preference listed below.

The colour variations also applies to the secondary logos and symbol.

ALL BG

1. original (if possible)
2. turquoise
3. beige

TURQOISE BG

1. beige
2. white
3. grey
4. black

BEIGE BG

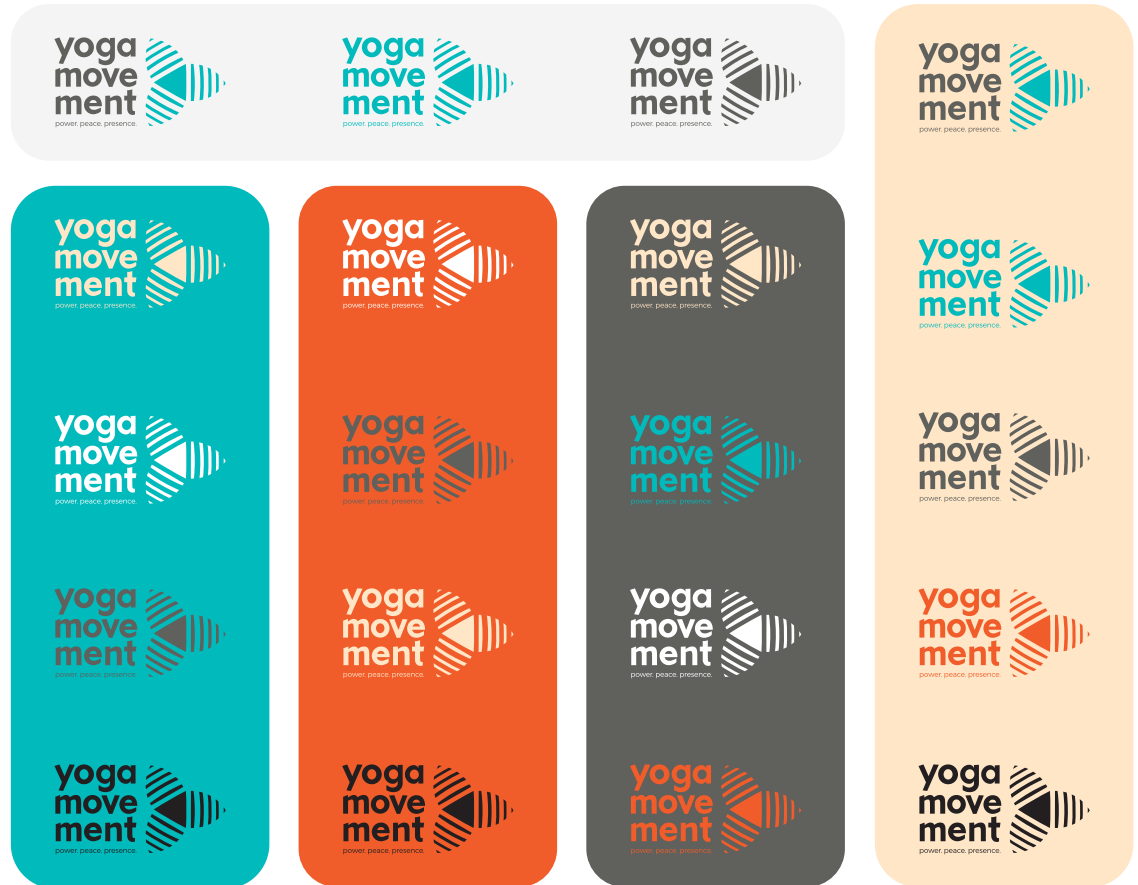
1. original (if possible)
2. turquoise
3. grey
4. orange
5. black

GREY BG

1. beige
2. turquoise
3. white
4. orange

ORANGE BG

1. white
2. grey
3. beige
4. black



CLEAR SPACE

To ensure legibility, always keep an equal amount of space around the logo. This is to prevent the logo from competing with other graphic elements and logos. Without the space, the logo's impact may be lessened with the overcrowdedness of other logos.

The clear space is defined as the height of the 'a'. The space must be maintained in proportion to the main logo's current size.

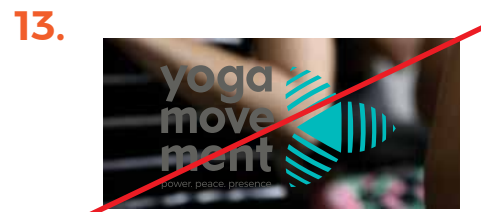


IMPROPER USAGE

In order to maintain integrity of the Yoga Movement brand, the logo must not be altered or compromised at all which includes adding extra graphic elements, altering colours and other visual effects. Here are a couple of examples of what not to do with the logo.



1. Don't crop the logo
2. Don't remove any elements from the logo
3. Don't move any of the logo elements
4. Don't replace the type with other typeface
5. Don't place the symbol anywhere else
6. Don't distort the logo



7. Don't place the symbol within text

8. Don't invert the logo

9. Don't isolate the type

10. Don't place the logo over a non solid colour

11. Don't place the logo over or under graphic elements

12. Don't add any effects on the logo

13. Don't place the logo against a photographic background without sufficient contrast

14. Don't add gradient to the logo

15. Don't change the logo colours

SYMBOL

The symbol represents the core values of the brand as well as the consumers. It establishes the connection between us and our consumers.

This symbol maybe used when there are space restrictions or when it's impossible to make use of the full logo. This is the least preferred form of the logo and should be avoided when possible.

Similar to the full logo, do not make any form of edits and such to the symbol.



TAGLINE

The tagline “power.peace.presence” incorporates the spirit of yoga within the consumer base as well as the brand. It also symbolises yoga encompassing our lifestyle and how we’re shaping our way of life around it.

The tagline will only in one colour and with the full logo. It can not be used alone. The tagline will rarely be used with the main logo due to it being near illegible if scaled down, therefore the main logo that is used across all applications lacks the tagline.

power. peace. presence.

COLOUR PALETTE

COLOUR

The Yoga Movement’s diversity in colour and reflects our customer-centric philosophy of being inclusive, warm and refreshing.

With a primary objective of changing the consumers perception of the brand, the colour palette suits the tone and objective.

Therefore, we have come up with four colours, two being our primary colour scheme across the brand and its various applications. In certain situations where the solid colour cannot be used, the tint is allowed to be used in its place. However, this is a final resort option and the solid colours with unchange tint should be the first priority.

Primary Colours



BEIGE



TURQOISE

Secondary Colours



ORANGE



GREY

PANTONE P 17-1 C	PANTONE P 124-6 C	PANTONE P 37-8 C	PANTONE P 169-14 C
CMYK 0 / 10 / 22 / 0	CMYK 74 / 0 / 31 / 0	CMYK 0 / 79 / 94 / 0	CMYK 43 / 36 / 41 / 45
RGB 255 / 229 / 199	RGB 0 / 186 / 188	RGB 241 / 93 / 42	RGB 96 / 96 / 92
HEX #FFE5C7	HEX #00BABC	HEX #F15D2A	HEX #60605C

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

HEADER

Typography is also essential to our brand as it helps to communicate with our consumer base as well as being the voice of the Yoga Movement brand. These set of typefaces will be used across all print applications. For digital applications, please refer to the provided style guideline.

Aron Grotesque, with it's clean and refreshing typeface, greatly reflects our brand attributes. It also easily provides a concise point as a header font which results in better legibility with our body font.

The main colours for all headers and subheaders using Aron Grotesque must be in the corporate colours with the exception of grey which is used for body copy.

Avoid using numerals in headers as there are no numerals for our Aron Grotesque. Therefore, make changes to the header or use Montserrat Medium as the substitute.

Header

ARON GROTESQUE FONT FAMILY

ARON GROTESQUE BOLD
ARON GROTESQUE BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#\$%^&*()_-=+={}|\:;“”<,>.?/~`

Aron Grotesque Black is our primary header font.
Aron Grotesque Bold is our secondary header font.

BODY COPY

The Montserrat font is used for all body copy with various weights. The font is clean and legible, making it favourable for content. This ensures that the content written isn't compromised. Montserrat Thin and Regular is frequently used with the Medium, SemiBold and Bold being the substitute options.

All body copy must use the corporate grey with white being the secondary option to ensure contrast (only use if the grey does not work).

Body

Montserrat Font Family

Montserrat Thin

Montserrat Regular

Montserrat Medium

Montserrat SemiBold

Montserrat Bold

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

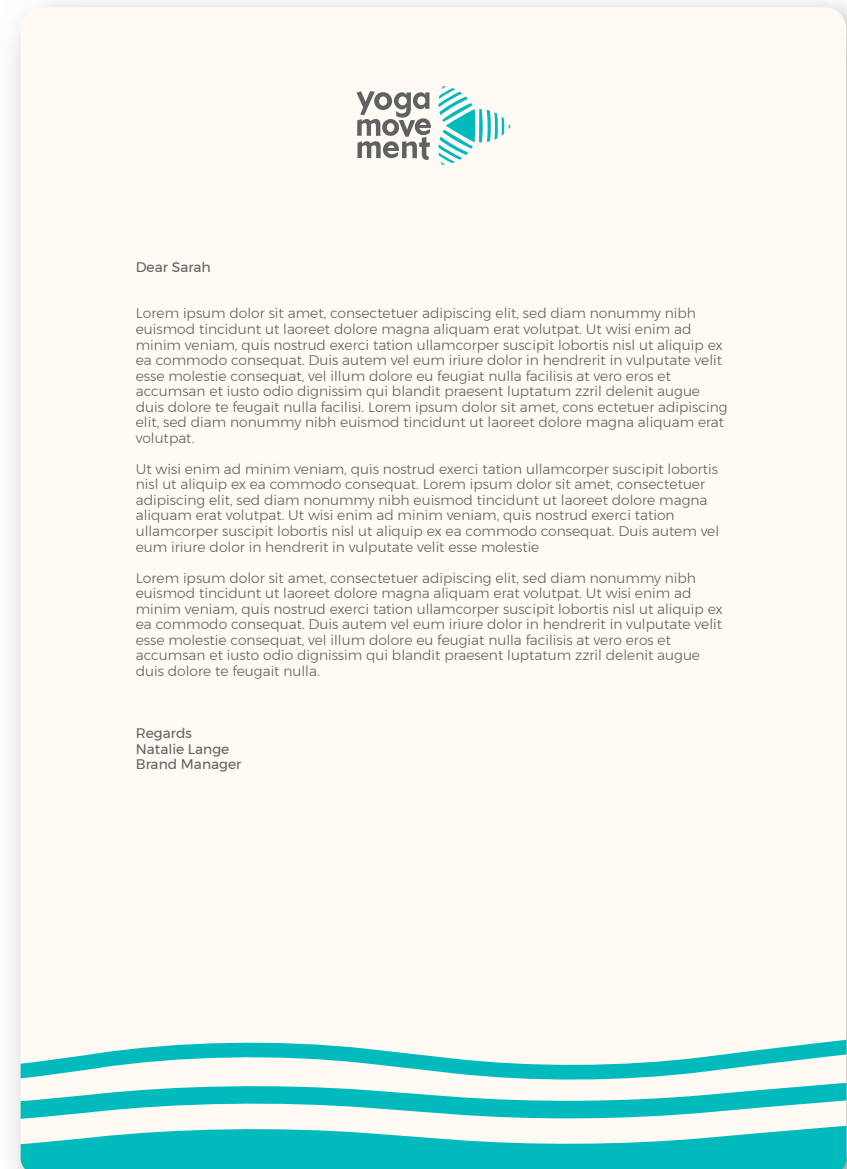
!@#\$%^&*()_-=+{}|\\:;'"<>./~`

Montserrat Thin is our primary body text font.

Montserrat Regular is our secondary body text font.

USAGE

Body copy for print is always set in Montserrat Light 10pt is considered a standard size for all prints. Letterheads are a fixed 10pt white other brand application has more flexibility for the different target audiences, such as using larger font sizes. Body copy should always be left aligned and full blocks of copy should not be centered, justified or aligned right in any form.



USAGE

In certain situations, it's not possible to use the 10pt Montserrat Light such as in the information booklet and name card. Therefore, it's allowed to reduce the font size to 7pt. This is the smallest that will be allowed to ensure legibility and not compromise the quality of the content being written by the brand.

Always ensure that the header has a heavier weight than the body copy to ensure a contrast between the two. Headers and subheaders must be at least 1pt bigger than the body copy.


Aron Grotesque Black, 15pt

Aron Grotesque Bold, 8pt

OUR CLASSES

Yoga Movement offers six different classes to cater to your needs. Our Basics class is a great way to introduce yourself to the yoga lifestyle. Build a strong foundation and the remaining classes will be a breeze.

We have classes with enhanced difficulty for the seasoned yogis or those looking for a change in their usual yoga schedule. No matter the class, our instructors will be there to ensure you have the best and most fulfilling experiencing at our studios.



BASICS

Start off with our Basics class. Easily learn the basics and strengthen your yoga foundation. You'll be a seasoned yogi in just a few classes! Our Basics class are great for those who need a break from the high intensity classes or are recovering from injuries.

Difficulty Level: ●

ZEN

Our Zen classes allows you to loosen up after a long day at work or if you need a laid back class. It's a great way to gradually build up your flexibility. With minimal high intensity poses and more sitting & lying postures, the Zen classes are a great way to end off the day.

Difficulty Level: ●

CORE

Having a strong core is essential in mastering yoga poses. Our Core class concentrates on your core and ensure it gets the necessary workout so that it'll get stronger and be steadier. This will build up your foundation and will help you go further into your yoga lifestyle.

Difficulty Level: ● ●

Montserrat Light, 7pt

IMPROPER USAGE

In general, do not justify or align right or center with letters, brochures and other print applications. Also, do not center all text (e.g., body copy inside the information booklet), Ensure the copy has enough contrast with the headers.

1. Don't use a smaller point size for the header as compared to the body.

2. Don't use any other colours besides the assigned ones.

3. Don't use a smaller weight for the header as compared to the body copy.

4. Don't center align the text and headers.

5. Don't use a typesize smaller than 7pt

6. Don't use alternate fonts besides the individually assigned one for header and body copy.

1.

OUR CLASSES
Yoga Movement offers six different classes to cater to your needs. Our Basics class is a great way to introduce yourself to the yoga lifestyle.

2.

OUR CLASSES
Yoga Movement offers six different classes to cater to your needs. Our Basics class is a great way to introduce yourself to the yoga lifestyle.

3.

OUR CLASSES
Yoga Movement offers six different classes to cater to your needs. Our Basics class is a great way to introduce yourself to the yoga lifestyle.

4.

OUR CLASSES
Yoga Movement offers six different classes to cater to your needs. Our Basics class is a great way to introduce yourself to the yoga lifestyle.

5.

OUR CLASSES
Yoga Movement offers six different classes to cater to your needs. Our Basics class is a great way to introduce yourself to the yoga lifestyle.

6.

OUR CLASSES
Yoga Movement offers six different classes to cater to your needs. Our Basics class is a great way to introduce yourself to the yoga lifestyle.

SUPPORTING GRAPHICS

WAVES

The waves pattern is memorable, energetic and refreshing supporting graphic that helps complement with the logo and further enforces the Yoga Movement brand on all print applications.

The waves symbolizes our energy and inclusiveness of the brand with our consumer base. Additionally, it complements with our overall art direction and concept of creating a beach environment and enhancing the experience of the consumers.

Parts of the waves can be used for any application and it's not necessary for the entire wave to be on the application.

Primary Pattern



WAVE VARIATION

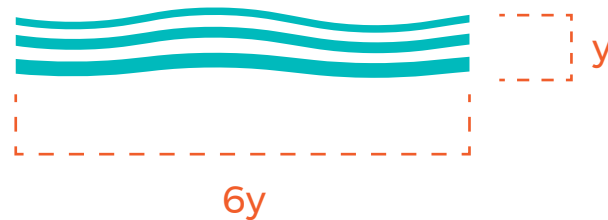
For all print applications, the waves will be incorporated at the end part of each item (e.g bottom of towels, apparels). However in some cases (e.g name card), the vertical pattern can be used as it is not suitable if it was in its original position.

The primary colour is the turquoise. The secondary choice if the former is not available is the beige. No other colour can be used for the waves.

There are some applications where it is impossible to have the patterns on such as the yoga mat, in which case it is not necessary for as long as the item's main colours follows the corporate colours palette.

The curve pattern applies to all collaterals where the base is curved (name card, ID tags, letterhead etc.) Avoid using it if there is no curved base.

Primary Pattern



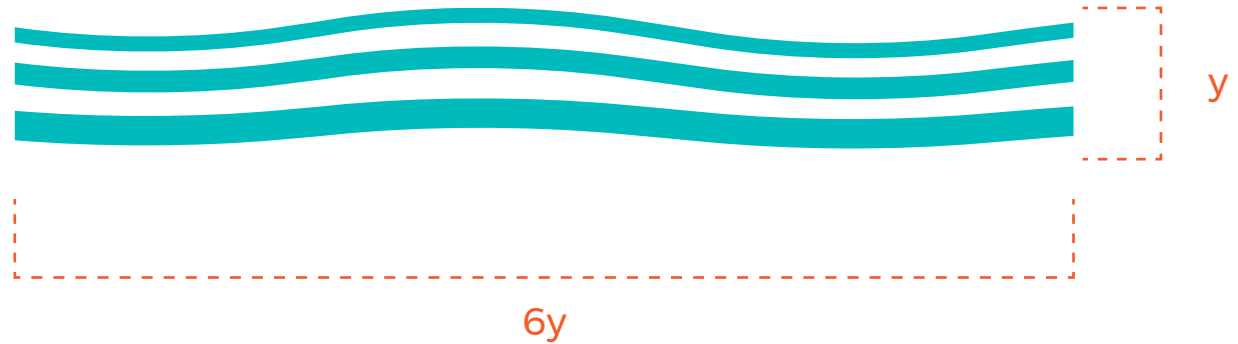
Curved Pattern



WAVE VARIATION

Some wave applications will require the waves to be stretched. When stretched, ensure that the height, y , remains consistent even when the waves are extended. The waves must be extended in denominations of y to ensure consistency and uniformity in the patterns across all applications.

Extended Pattern



USAGE

In certain situations, not all parts of the waves maybe used as it may interfere with the image or content. Therefore, the first wave (the bottom most wave) will be used instead of all three.

There will also be cases where the turquoise would not have enough contrast with the image or is not appropriate. Hence the beige colour will replace the turquoise to ensure good contrast with the image.

Ensure to use all three of the waves or just one. Never use two on its own.



CORPORATE STATIONERY

OVERVIEW

Our corporate stationery is one the means of communication with our consumers, therefore it's important that its visual integrity is preserved. The corporate stationery adhere to its own guidelines to ensure consistency as well as visual structure for our consumers.

For any enquiries or clarification needed for corporate stationery as well as print applications, please contact the Yoga Movement team. We'll be happy to help!

NAMECARD

Our namecards are the main marketing tool especially for staff members. It is a quick way to network and share information with consumers and clients, allowing the brand to go further and expand its reach to the community. Therefore, it is important to ensure it follows the structure.

The namecards are 85mm x 55mm in length and height respectively. The staff name comes first followed by the position and the contact details. Each has their own font and weight in order to maintain a hierarchy and legibility. The rounded edges are 5mm.

The waves are in vertical position, with it being at the extreme right of the card. Ensure the logo has a height of 18cm and is on the opposite side of the waves so that when the card is flipped, it'll be right behind the waves pattern.



LETTERHEAD

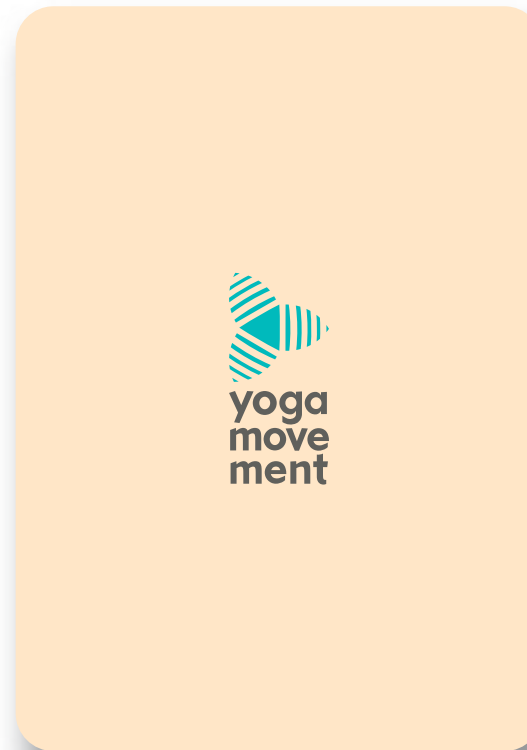
Our letterheads are one of the forms of communication with our consumers, being the main platform to update happenings and promotions. It is therefore essential that the letterhead contents are in the right place.

The front of the letterhead consists of our corporate beige background colour.

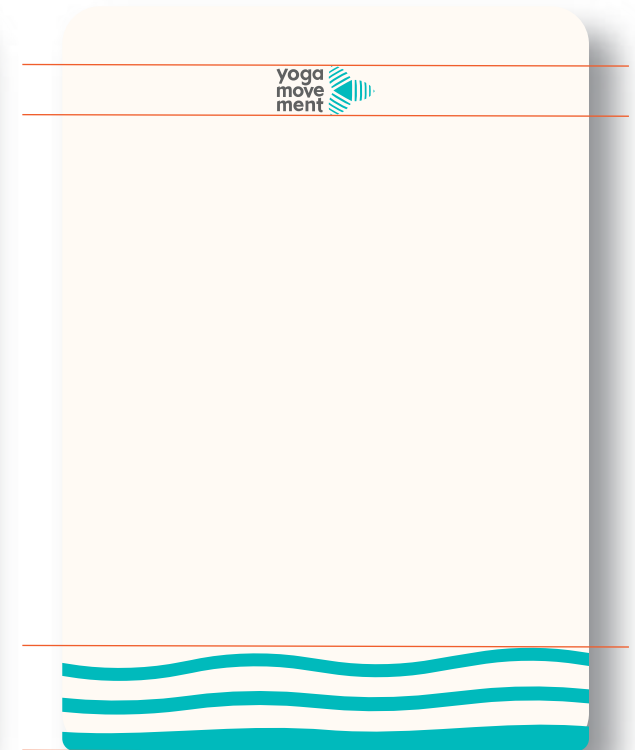
As for the back of the letterhead, the waves are at the bottom of adhering to the height length ratio. The horizontal logo is at the top, 50mm from the edge of the top. The background colour is 20% of the original beige colour to ensure legibility.

The minimum font size for body copy is 10pt to ensure legibility.

Front



Back



ENVELOPE

The letterheads will usually go with the corporate envelope, which has been designed to follow the overall art direction and concept of the brand revamp. The logo is on the top left of the front envelope with the return address left aligned to it. The recipient's address will be centered on the envelope. Ensure there is an equal amount of space between the logo and the edge of the envelope. This applies to the return address as well. The envelope template will be provided to those who need it.

PRINT APPLICATIONS

OVERVIEW

The various print applications are a form of communication with our consumers, ensuring we maintain a good connection with them. Additionally, it is important to preserve the visuals and integrity of the print collaterals as they are a representation of our brand. It speaks for us as a brand and therefore must be done carefully.

STAFF ID CARD

All staff members are required to wear the ID cards which allows consumers to identify them. Furthermore, as the staff are the brand's ambassadors, it's important to have a good and positive impression on consumers while maintaining the warm tone of voice.

The ID tag consists of the waves at the bottom on both sides. The symbol only logo is situated at the back. The symbol is used here it'll be hard to see the type on the original logo. At the front, the name and position of the staff member is in Aron Grotesque Black and Montserrat Medium respectively. Ensure colours are as pictured on the right.

The lanyard that comes with the ID tag are to be in either the beige or turquoise, following the Pantone code provided.



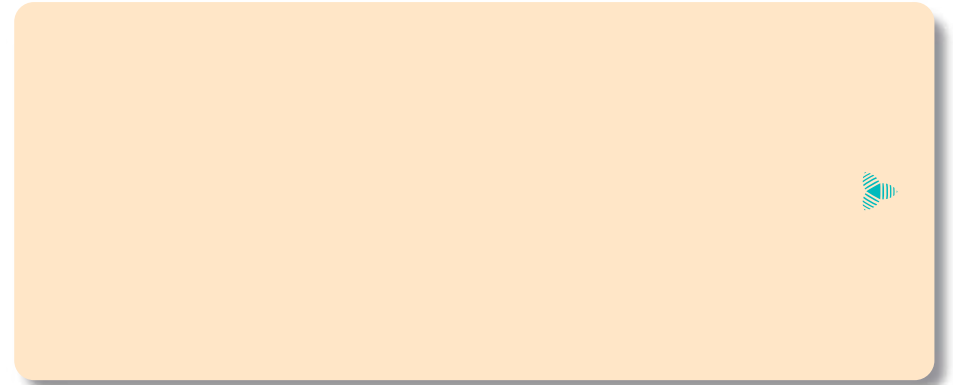
YOGA MAT

The yoga mats are essential to the brand as it is also iconic with yoga itself. These will be commonly used for our consumers and therefore it's appearance must be kept consistent and welcoming for them. Our symbol is attached to the yoga mat at the bottom left so that users won't feel uncomfortable and it won't be in their way. The yoga mat is mainly our corporate turquoise with the logo being turquoise with beige background.



TOWEL

The bath towels provided at every studio will be of our beige with the turquoise symbol. Only the symbol is needed at the base of the towel and no other colour or element of the original logo is needed.



STAFF APPARELS

The staff of Yoga Movement are its brand ambassadors and therefore represent the brand and is the first touchpoint with our consumers. Therefore, it's important that they present themselves in a warm and welcoming manner to consumers.

The staff apparel does just that. It consists of the oversized T Shirts in two variations, sports bra and tights which can be used for classes. Staff members have the flexibility to wear any of the apparels, giving them a range of choices. This will also allow consumers to easily identify members of staff apart from other consumers which allows them to easily clarify any questions and enquiries they have.



BEGINNER'S KIT

Our main objective is to provide a warm and inclusive environment and change the perception of consumers. Therefore, every new sign ups at Yoga Movement will receive a Beginner Kit which will consists of basic necessities to help them take the first step in yoga. Items include the bottle, face towel and drawstring bag.

The NFC band included is important for every consumers as it serves as their class tracking system where they can use it to deduct classes that they want to go for. This provides convenience and allows a more cohesize experience for them.



IMAGERY

IMAGERY

IMAGERY

IMAGERY

IMAGERY

IMAGERY

IMAGERY

IMAGERY

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IMAGERY

OVERVIEW

The imageries used across all print media are a reflection of the brand and therefore must reflect warmth and inclusiveness. It should make consumers feel welcomed and invited yet still being impactful when the view the imageries.

There must always be space between imageries and copy and headers to ensure legibility and maintain hierarchy in which they would not conflict. Overall, it should not look cluttered with the copy and nothing should be interfering with the imageries.

YOGA POSES

Our imageries are a form of expression and show the brand to our consumers. It must reflect warmth and be welcoming which is aligned with the brand's objective. The imageries must not conflict with any copy or other imageries. Ensure there is enough space between them to allow legibility and conflict.

For yoga pose centric imageries, it's important that the poses are the main focus of the image. The model's face must not take up the entire frame or take away attention from the pose. The poses done by the models need not be professional as this will resonate with newcomers who will be unfamiliar with yoga and have yet to develop the confidence to try it out. Imageries such as this can empower them.

The images are edited with a preset which will be provided.



INSTRUCTORS

The instructors are not just the staff but part of the Yoga Movement family as well. They are brand's ambassadors and represent the brand in the eyes of the consumers. Therefore, it's important to portray them in a positive and warm light so that consumers will feel comfortable to be around them.

Imageries that has instructors must ensure that they are facing the camera and exude positive vibes such as a smiling or laughing expression. The main aim is to appear as casual and inviting as possible which won't intimidate the consumers.

They will be the focus of the images in the case of instructor photographs.



LIFESTYLE

It's the brand's belief that it isn't just yoga but a lifestyle. Therefore, we want to get rid of misconceptions of yoga and promote in a more positive light and tone. For our lifestyle imageries, the subject must be expressing positive emotions and portray how yoga is more than just a form of exercise.

The lifestyle images are not to be seen exclusive or artificial and must be warm and inviting to consumers.



PRODUCTS

The products from Yoga Movement will be integrated into the lives of new consumers and therefore must be portrayed such that it's easy for them to understand and relate to it. The products are to be against a beach or sand background which goes with our main brand concept.

Images are to be kept clean with the products being the main focus. Don't add any external elements to the shoot which includes the background. Ensure enough contrast between the background and products especially if it's a similar colour.



Ensuring the brand's integrity is essential to having good brand consistency and recall with our consumers. Hence, we highly value maintaining our brand.

If you have any questions or clarifications, please contact the Yoga Movement team. We will be more than happy to help.

