

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



STYLE GUIDELINES

CONTENT

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WEBSITE – SITE MAP WIREFRAMES

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VISUAL ELEMENTS

- Buttons
- Navigation Bar & Footer
- Dropdown
- Sliders

VISUAL ELEMENTS

- Logo
- Navigation Bar
- Footer
- Footer'
- Typography
- Typography (Hierarchy)
- Buttons
- Form Elements
- Dropdown
- Sliders

INTRODUCTION

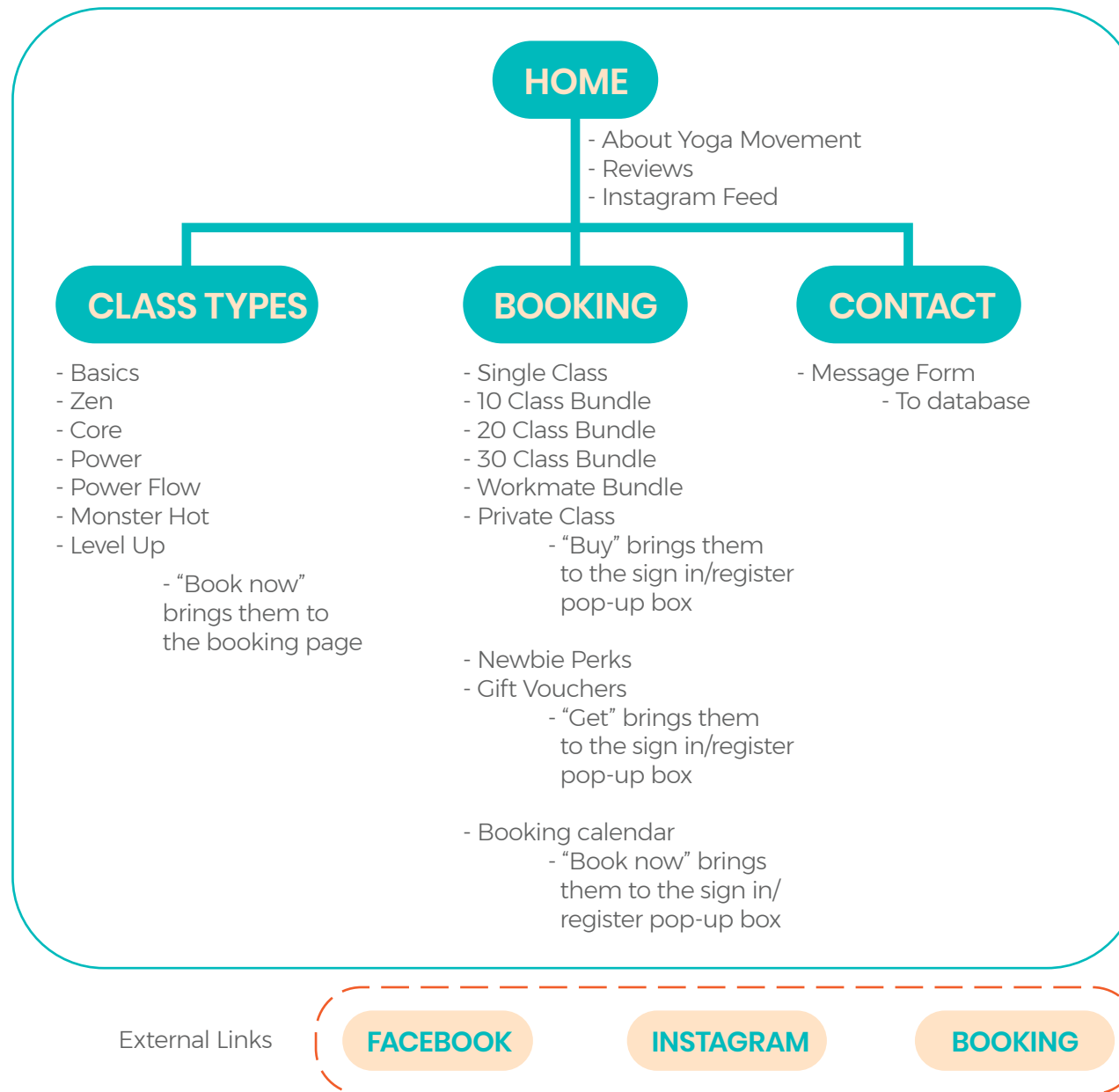
INTRODUCTION

INTRODUCTION

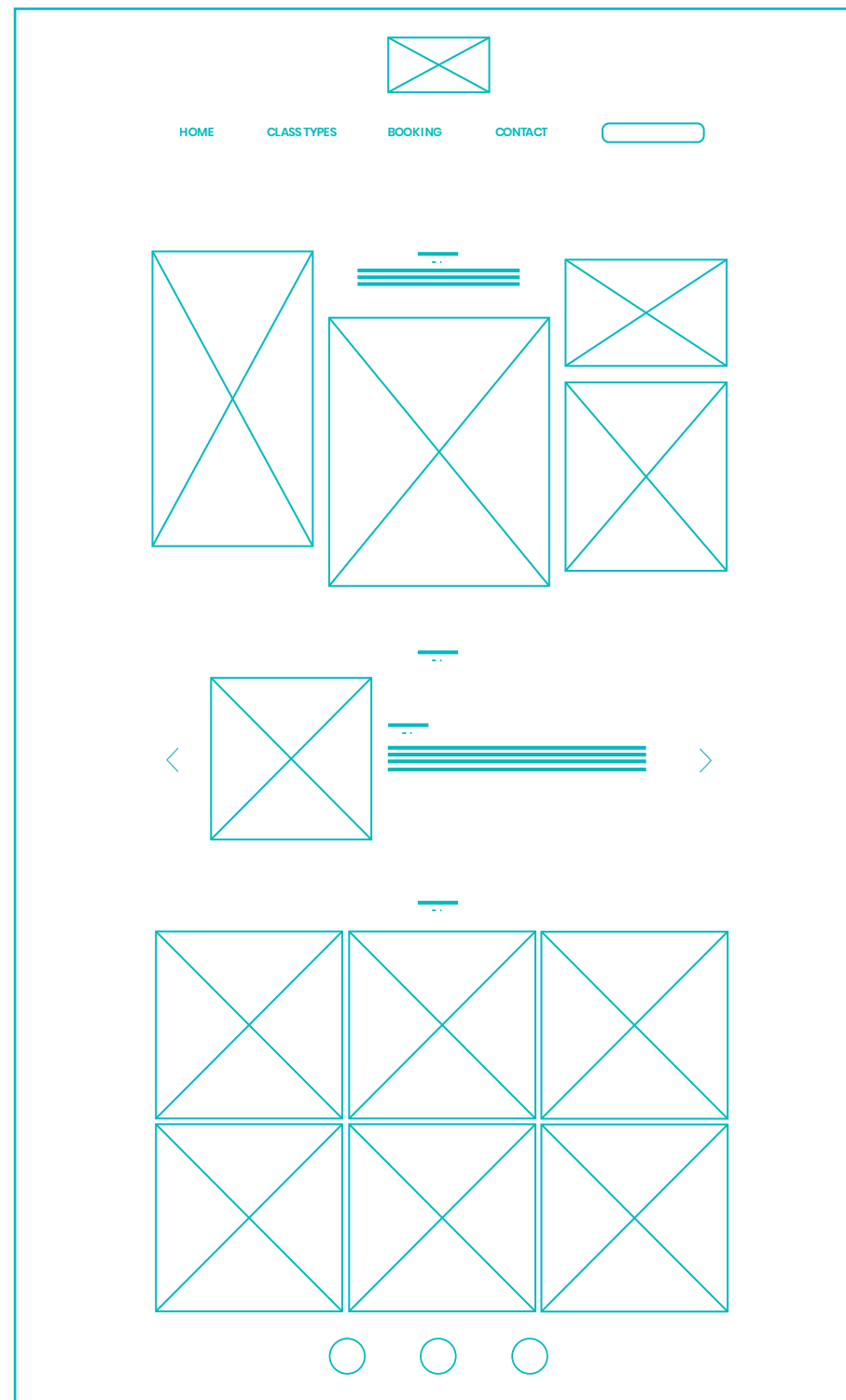
The brand's main objective is to be a warm and inclusive brand for everyone, regardless of their background. Our website is the one of the main communication with our consumers and therefore, it is important to ensure the style guidelines is followed to ensure a smooth experience.

SITE MAP & WIREFRAMES

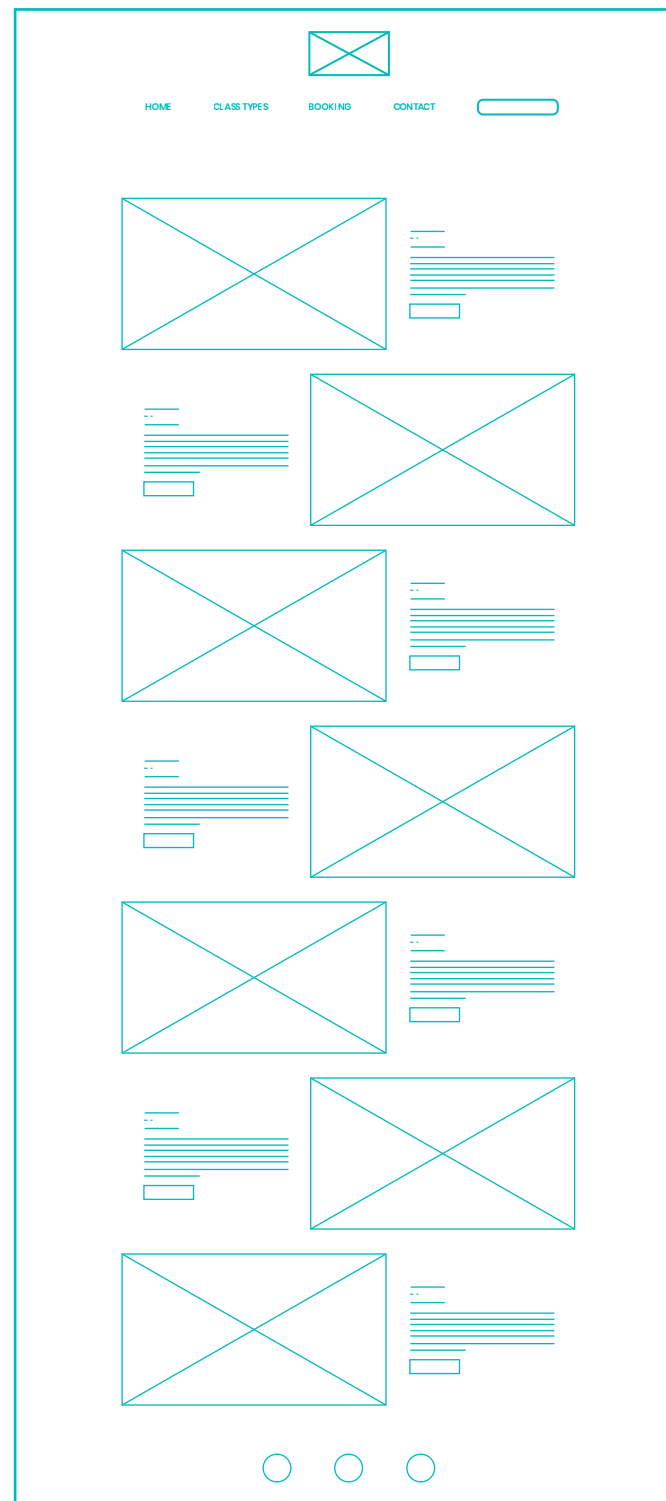
SITEMAP



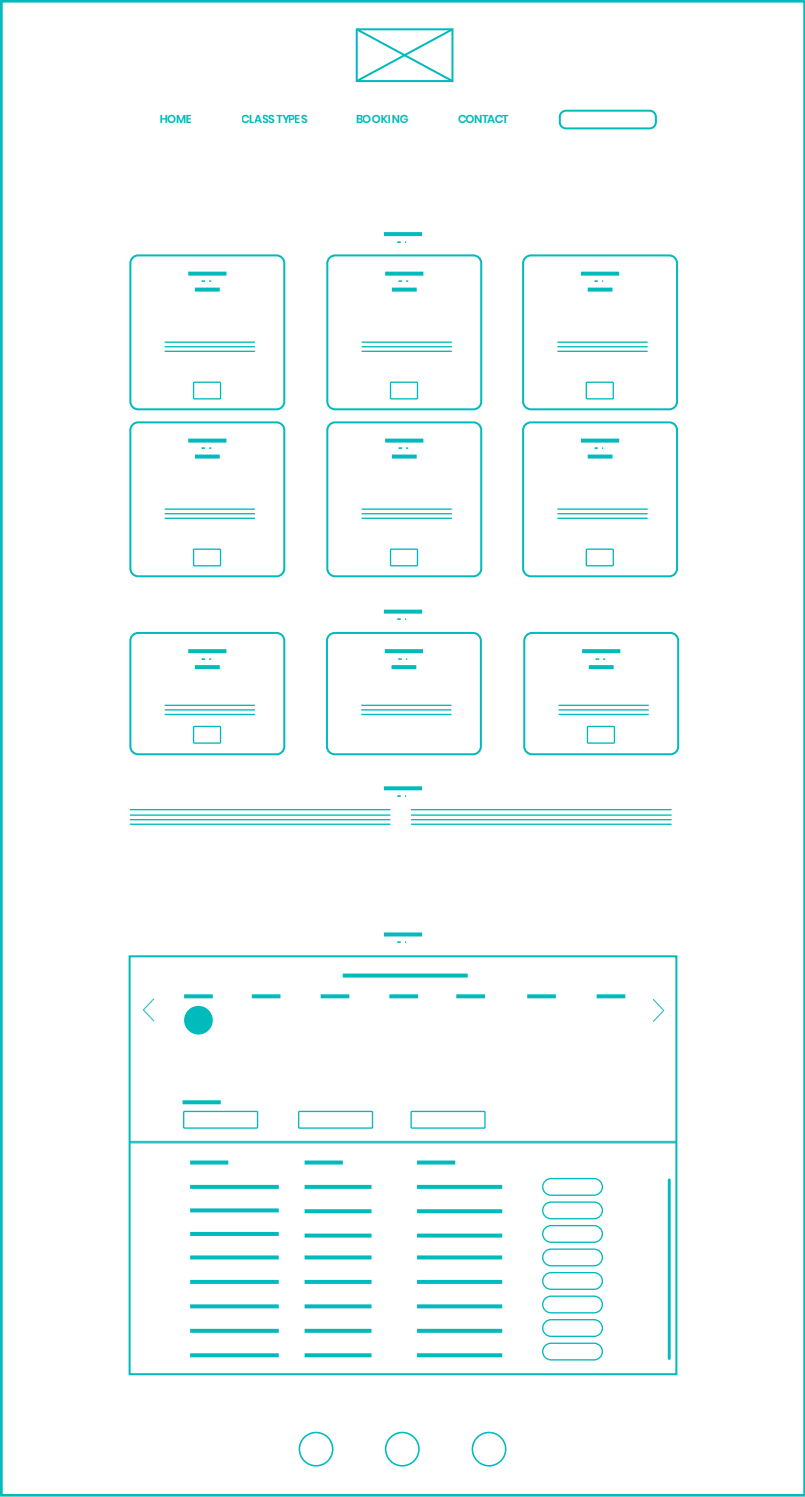
WIREFRAMES (HOME)



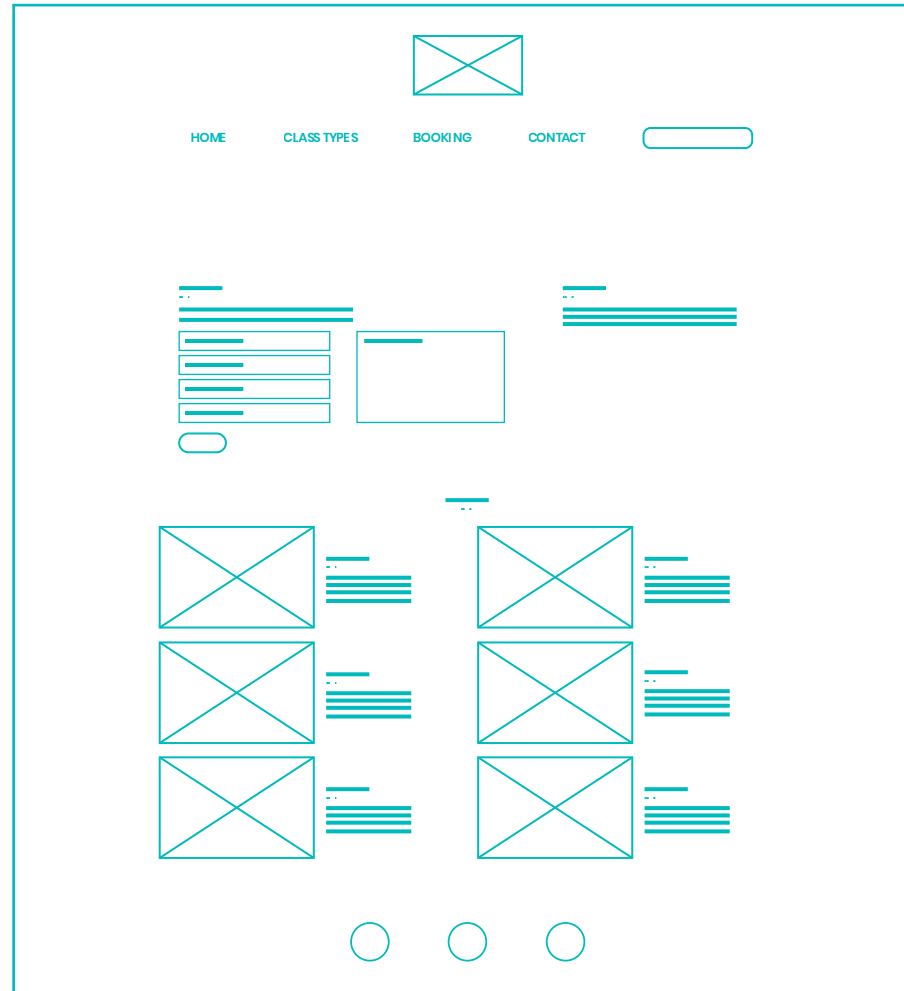
WIREFRAMES (CLASS TYPES)



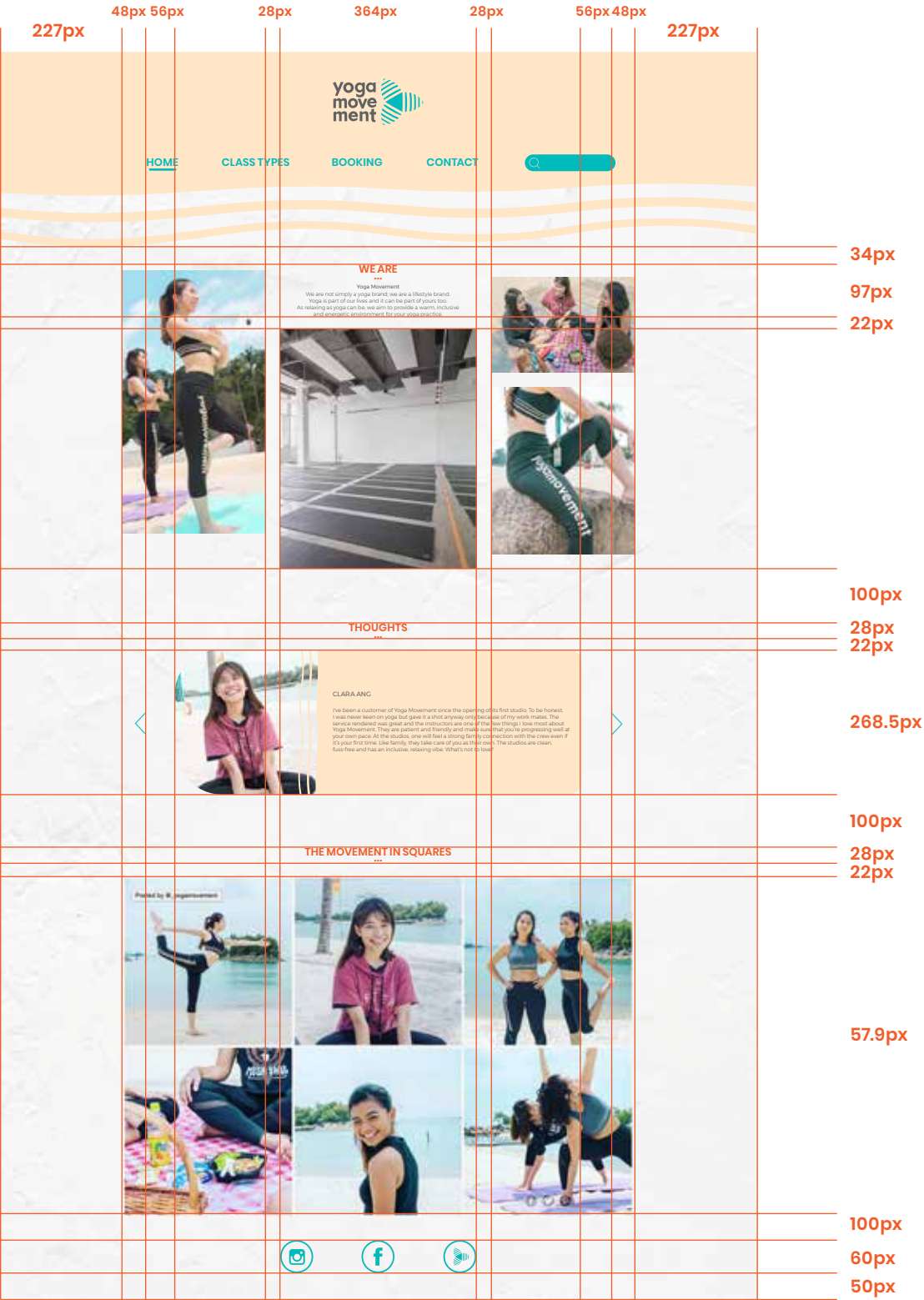
WIREFRAMES (BOOKING)












WIREFRAMES (CONTACT)



HOME PAGE















CLASS TYPES PAGE

224px	951px	224px
	 <p>HOME CLASS TYPES BOOKING CONTACT</p>	
	 <p>BASICS HOT NON-HOT</p> <p>Bring out your fire! Our Basics class is designed to help you build a strong foundation for your yoga practice. We'll focus on the basics of alignment, breath, and movement. This class is perfect for newcomers and those looking to refine their technique.</p> <p>BOOK NOW</p>	320px
	<p>ZEN NON-HOT</p> <p>Our Zen class offers you a chance to relax and unwind after a busy day. We'll focus on slow, mindful movements and deep breathing. This class is perfect for those looking to reduce stress and improve their focus.</p> <p>BOOK NOW</p> 	50px
	 <p>CORE HOT NON-HOT</p> <p>Core strength is the foundation of a strong body. Our Core class focuses on building a strong core through a variety of exercises. This class is perfect for those looking to improve their balance and stability.</p> <p>BOOK NOW</p>	320px
	<p>POWER HOT NON-HOT</p> <p>Our Power class is designed to help you build strength and endurance. We'll focus on challenging poses and powerful movements. This class is perfect for those looking to improve their physical fitness.</p> <p>BOOK NOW</p> 	50px
	 <p>POWER FLOW NON-HOT</p> <p>Our Power Flow class is a combination of power and flow. We'll focus on building strength and endurance while also improving your flexibility and balance. This class is perfect for those looking to improve their overall fitness.</p> <p>BOOK NOW</p>	320px
	<p>MONSTER HOT HOT</p> <p>Our Monster Hot class is the hottest of them all. We'll focus on challenging poses and powerful movements. This class is perfect for those looking to improve their physical fitness and burn calories.</p> <p>BOOK NOW</p> 	50px
	 <p>LEVEL UP NON-HOT</p> <p>Our Level Up class is designed to help you take your yoga practice to the next level. We'll focus on challenging poses and powerful movements. This class is perfect for those looking to improve their physical fitness and burn calories.</p> <p>BOOK NOW</p>	320px
		100px
		60px

BOOKING PAGE

224px	266px	73px	266px	73px	266px	224px
	HOME	CLASS TYPES	BOOKING	CONTACT		
			BUNDLES			34px
						25px
						22px
						266px
						22px
						50px
						25px
						22px
						210px
						50px
						25px
						97px
						50px
						25px
						22px
						50px
						25px
						22px
						50px
						60px

CONTACT PAGE

227px	30px	300px	42px	300px	28px	58px	365px	227px
								
HOME		CLASS TYPES		BOOKING		CONTACT		<input type="text"/>
								
SEND US A MESSAGE			WORKING WITH US					
<p>Any feedback or quick questions? Get in touch and we'll get right back to you!</p> <p>1. Tell us how you found us</p> <p>2. Tell us what you liked</p> <p>3. Tell us what you didn't like</p> <p>4. Tell us what you want to see</p>			<p>Message</p>			<p>For business or media related enquiries, get in touch at info@yogamovement.com</p> <p>Hit us with job-related questions at jobs@yogamovement.com</p>		
SUBMIT								
STUDIOS								
 <p>CARPENTER STREET</p> <p>30A & 32A New Bridge Road Singapore 050804 (+65) 6334 4670</p>			 <p>EAST COAST</p> <p>237 A & B East Coast Rd Singapore 428503 (+65) 6344 0442</p>					
 <p>ORCHARD 22</p> <p>22 Orchard Road, #02-01 Singapore 238895 (+65) 6883 2209</p>			 <p>ROBERTSON QUAY</p> <p>22 Martin Road, #02-01 Singapore 239038 (+65) 6262 2444</p>					
 <p>TANJONG PAGAR</p> <p>21 Tanjong Pagar Rd, #02-01 Singapore 088444 (+65) 8339 9266</p>			 <p>TIONG BAHRU</p> <p>11 Yong Siak St Singapore 168548 (+65) 8223 3540</p>					
								
  								

VISUAL ELEMENTS

Visual Elements

Visual Elements

Visual Elements

LOGO

The logo, centralised to the page will follow the dimensions of 167px x 86px. If using on the XSmall version, use with dimension of 97px x 50px. If Small version, use with dimension of 132px x 67px.

XSmall



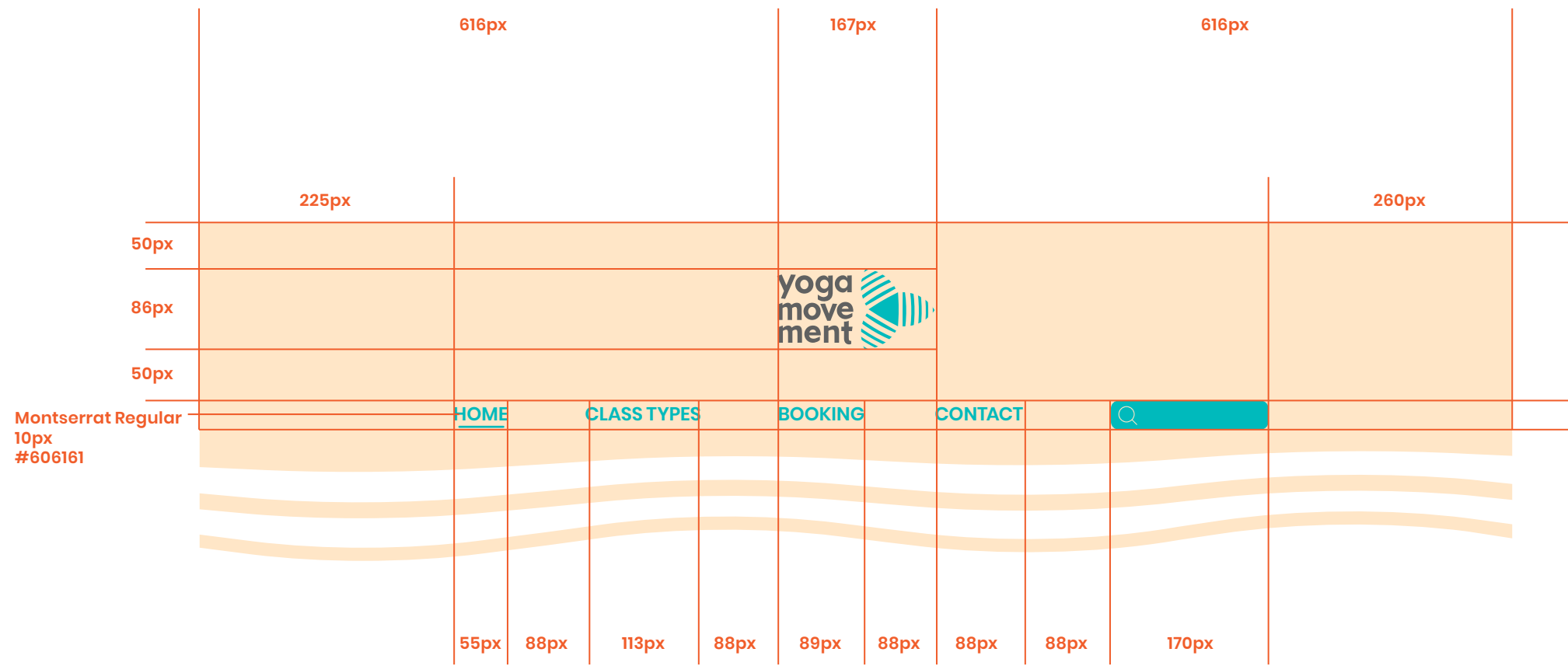
Small



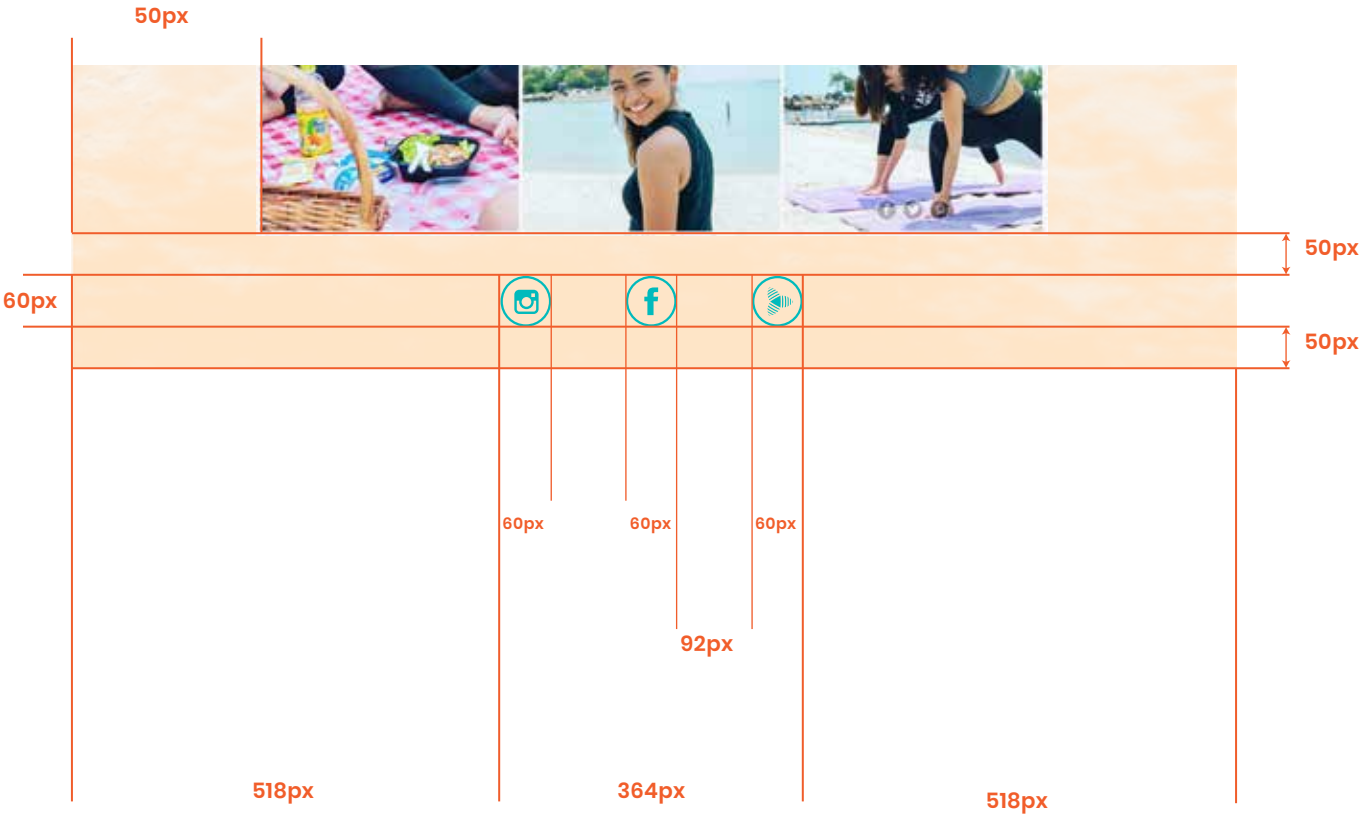
Medium & Large



NAVIGATION BAR



FOOTER



COLOUR

Primary Colours



BEIGE

TURQOISE

Secondary Colours



ORANGE

GREY

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

Header

Poppins SemiBold

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#\$%^&*()_-=+{}|\:;'"<>./~`

Poppins Bold is our primary header font.

Body

Montserrat Font Family

Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Medium

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#\$%^&*()_-=+{}|\:;'"<>./~`

Montserrat Light is our primary body text font.

TYPOGRAPHY (HIERARCHY)

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.

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 be 3px bigger than the body copy.

Example 1

HEADER 18px

...

SUBHEADER 15px

Body copy text 10px

Example 2






HEADER 18px

...






Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

BUTTONS

Normal

				
Font: Aron Grotesque Black Font Size: 16px Font Colour: #FFE5C7	Font: Aron Grotesque Black Font Size: 16px Font Colour: #00BABC	Font: Aron Grotesque Black Font Size: 14px Font Colour: #FFE5C7	Font: Aron Grotesque Black Font Size: 14px Font Colour: #00BABC	Font: Aron Grotesque Black Font Size: 16px Font Colour: #FFE5C7
Background Colour: #00BABC Background Size: 104px x 29px	Background Colour: #FFE5C7 Background Size: 104px x 29px	Background Colour: #00BABC Background Size: 50px x 25px	Background Colour: #FFE5C7 Background Size: 50px x 25px	Background Colour: #00BABC Background Size: -
Border-radius: 8px	Border-radius: 8px	Border-radius: 8px	Border-radius: 8px	Border-radius: 8px

Hover

				
Font: Aron Grotesque Black Font Size: 16px Font Colour: #FFE5C7	Font: Aron Grotesque Black Font Size: 16px Font Colour: #00BABC	Font: Aron Grotesque Black Font Size: 14px Font Colour: #FFE5C7	Font: Aron Grotesque Black Font Size: 14px Font Colour: #00BABC	Font: Aron Grotesque Black Font Size: 16px Font Colour: #00BABC
Background Colour: #66D6D7 Background Size: 104px x 29px	Background Colour: #FFF5E9 Background Size: 104px x 29px	Background Colour: #66D6D7 Background Size: 50px x 25px	Background Colour: #FFF5E9 Background Size: 50px x 25px	Background Colour: #FFE5C7 Background Size: -
Border-radius: 8px	Border-radius: 8px	Border-radius: 8px	Border-radius: 8px	Border-radius: 8px

FORM ELEMENTS

Normal

232px

35px

29px

8px

227px

140 px

First name

Last name

Phone number

Email address

Message

Montserrat Regular, 10px
#606161

The diagram illustrates the 'Normal' state of a form. It features four teal input fields stacked vertically, labeled 'First name', 'Last name', 'Phone number', and 'Email address'. The first field has a height of 29px, and the subsequent three have a height of 8px. The total width of these fields is 232px. To the right is a large orange message box with a height of 140px and a width of 227px. A red line connects the 'Message' text to the top-left corner of the message box. The font is Montserrat Regular, 10px, #606161. A 35px gap separates the input fields from the message box.

Click

First name

Last name

Phone number

Email address

Message

Montserrat Regular, 10px
#606161

The diagram illustrates the 'Click' state of the form. The four teal input fields are stacked vertically and labeled 'First name', 'Last name', 'Phone number', and 'Email address'. To the right is the same orange message box with the text 'Message'. A red line connects the 'Message' text to the top-left corner of the message box. The font is Montserrat Regular, 10px, #606161.

SLIDER

953px

Poppins, 20px #00BABC
Poppins, 28px #00BABC

Poppins, 17px #60605C
Poppins, 20px #60605C

Poppins, 17px #00BABC

Poppins, 20px #00BABC

Poppins, 18px #60605C

Poppins, 16px #60605C

728px

FEBRUARY 2018, THIS WEEK

MON TUE WED THU FRI SAT SUN

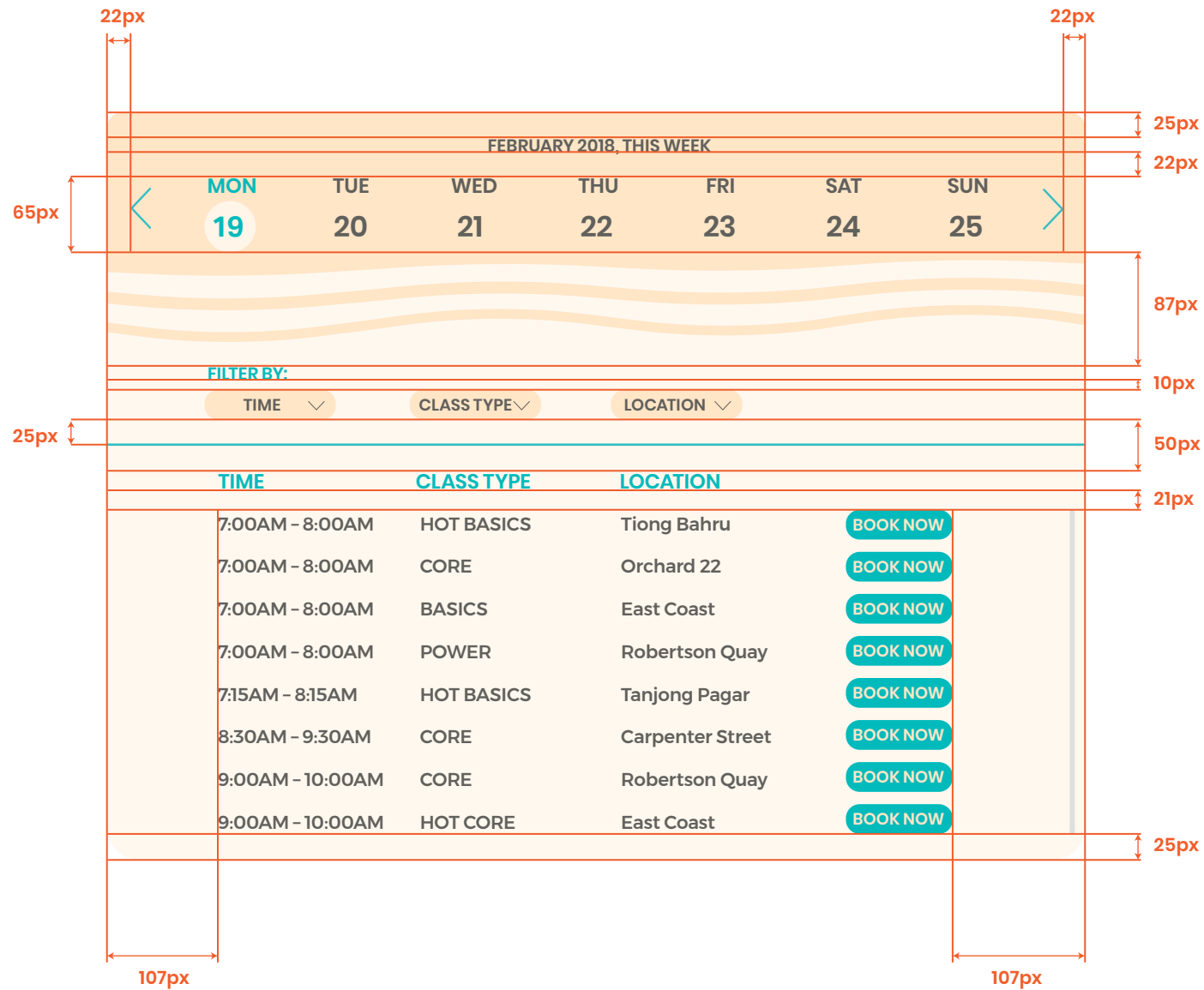
19 20 21 22 23 24 25

FILTER BY:

TIME CLASS TYPE LOCATION

TIME	CLASS TYPE	LOCATION	
7:00AM - 8:00AM	HOT BASICS	Tiong Bahru	BOOK NOW
7:00AM - 8:00AM	CORE	Orchard 22	BOOK NOW
7:00AM - 8:00AM	BASICS	East Coast	BOOK NOW
7:00AM - 8:00AM	POWER	Robertson Quay	BOOK NOW
7:15AM - 8:15AM	HOT BASICS	Tanjong Pagar	BOOK NOW
8:30AM - 9:30AM	CORE	Carpenter Street	BOOK NOW
9:00AM - 10:00AM	CORE	Robertson Quay	BOOK NOW
9:00AM - 10:00AM	HOT CORE	East Coast	BOOK NOW

SLIDER



MOBILE SITE

MOBILE SITE

BUTTONS

Normal

Hover

Font:

Montserrat Semibold

Font Size:

11px

Font Colour:

#60605C

Background Colour:

#FFE5C7

Background Colour (Hover):

#FFF5E9

Background Size:

215px x 40px

Add Class

Font:

Montserrat Light

Font Size:

10px

Font Colour:

#FFFFFF

Background Colour:

#00BABC

Background Size:

70px x 35px



Studio
Locations



Class Schedule
& History



Settings

Font:

Montserrat Medium

Font Size:

10px

Font Colour:

#FFFFFF

Background Colour:

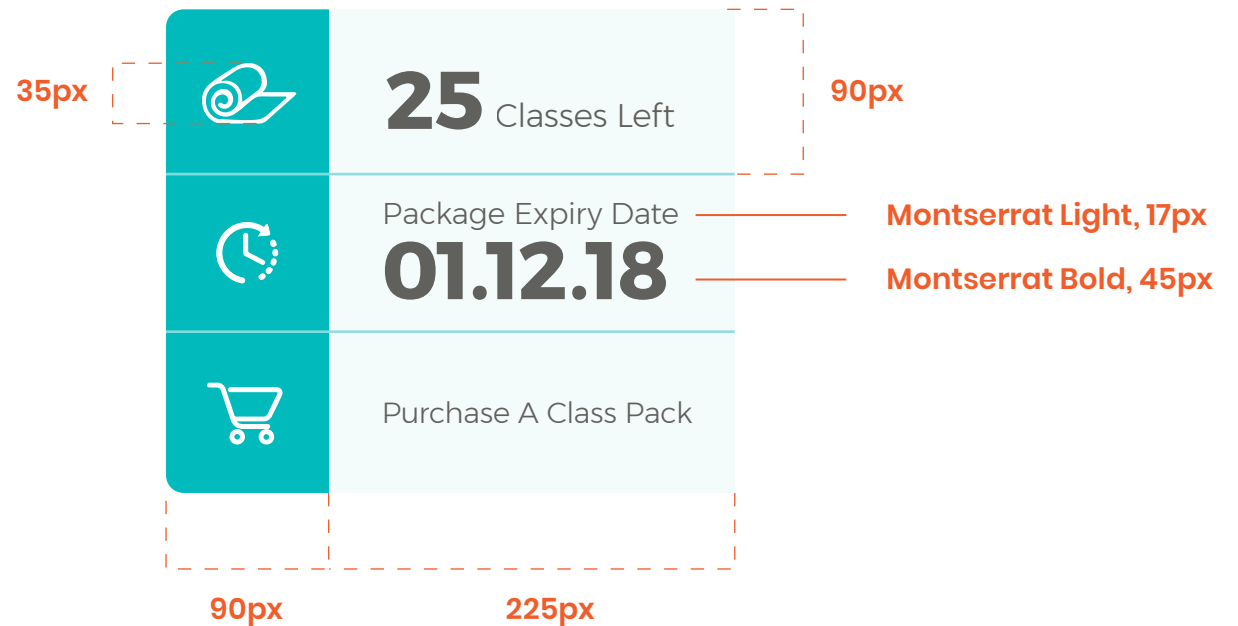
#00BABC

Background Size:

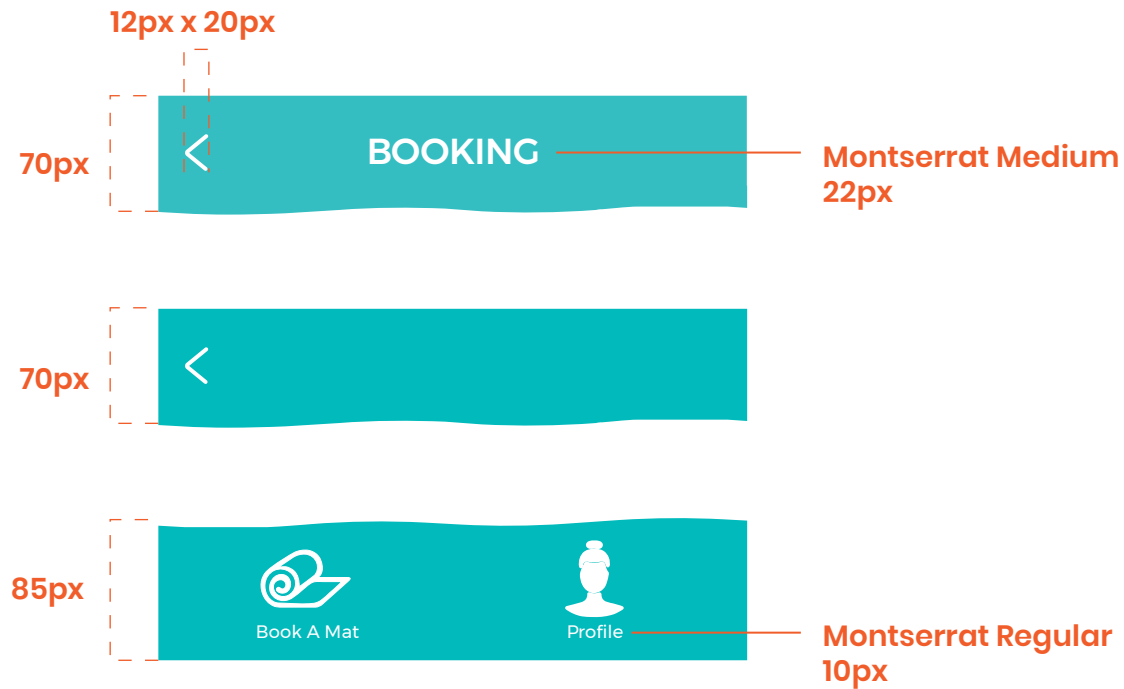
90px x 90px

BUTTONS

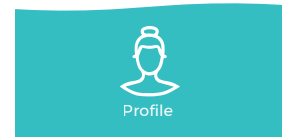
Account overview page consists of the quick links to different pages which includes remaining classes left, display of class bundle expiry and option of purchasing the various class packs.



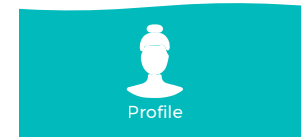
NAV BAR & FOOTER



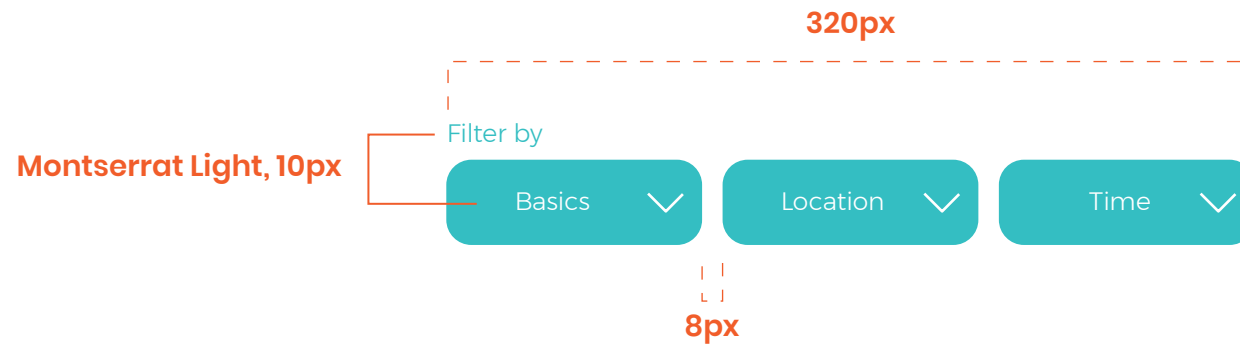
Unselected Page



Current Page



DROPDOWN



Font:

Montserrat Light

Font Size:

10px

Font Colour:

#FFFFFF

Background Colour:

#FFE5C7

Background Size:

100px x 35px

SLIDERS

Font:
Montserrat Medium
Font Size:
15px
Font Colour:
#FFFFFF

Background Colour:
#00BABC
Background Size:
360px x 60px



