

alchemy of yoga

Brand Enhancements

Increased legibility & flexibility on sizing

Thicker alchemy and consistency of type size..

Simplified color scheme

Fewer colors with isolated use.

Enhanced point of Focus

Focus drawn towards alchemy.

Incorporated tagline

More flexible shape to include tag.

Creative Freedom

Overall enhancements allows more freedom.

on light

presenting

alchemy of yoga

THE ART OF SELF-DISCOVERY

on dark

presenting

alchemy of yoga

THE ART OF SELF-DISCOVERY

guidelines

presenting



PANTONE 1795 C



PANTONE 7426 C



PANTONE 2623 C



PANTONE 2623 C



PANTONE 663 C



PANTONE 7 C

ALIGNMENT

BOTTOM Always, with or without content.
LEFT Always, with or without content.

SPACING

BOTTOM Equal to height of o in yoga.
RIGHT Equal to height of a and triangle.

COLORS

Primary	Red	= Sun, Fire	Grounding, Power Process
	Maroon	= Change	
	Purple	= Transformation	Awakening
Secondary	Gray	= Neutral	Light Dark
	White	= Purity	
	Black	= Space	

PHRASING

1. alchemy of yoga

alchemy of yoga

THE ART OF SELF-DISCOVERY

print

presenting

alchemy of yoga
THE ART OF SELF-DISCOVERY

Silvia Mordini

Founder

www.alchemyofyoga.com

✉ silvia@alchemyofyoga.com

☎ 831.555.2535

📍 3707 Portola Dr
Santa Cruz, CA 95062
USA

alchemy of yoga
THE ART OF SELF-DISCOVERY

Silvia Mordini
Founder

✉ silvia@alchemyofyoga.com

☎ 831.555.2535

➤ 3707 Portola Dr
Santa Cruz, CA 95062
USA

www.alchemyofyoga.com

The logo for Alchemy of Yoga features the brand name in a sans-serif font. The word 'alchemy' is in red, 'of' is in a smaller grey font, and 'yoga' is in a larger grey font. Below the brand name is the tagline 'THE ART OF SELF-DISCOVERY' in a smaller, all-caps grey font. The logo is centered within a white, rounded, pill-shaped graphic that is part of a larger white shape on a dark red background.

alchemy of yoga
THE ART OF SELF-DISCOVERY

Silvia Mordini
Founder

✉ silvia@alchemyofyoga.com

☎ 831.555.2535

📍 3707 Portola Dr
Santa Cruz, CA 95062
USA

www.alchemyofyoga.com



to all levels
body.

ome posture
& regular
exercising and

URGENT SPECIAL
1-800-555-1234
www.thinksport.com

thinksport
INSULATED
SAFE
FUNCTION
SUSTAINABLE

alchemy of yoga
THE ART OF SELF-DISCOVERY

