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

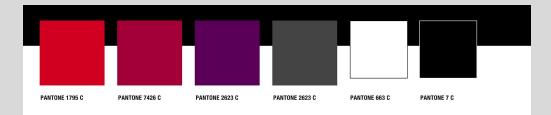
alchemy of yoga THE ART OF SELF-DISCOVERY

on dark

alchemy of yoga

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guidelines



Grounding, Power

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

Maroon = Change Process
Purple = Transformation Awakening

Secondary Gray = Neutral

White = Purity Light
Black = Space Dark

PHRASING

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print









