

# Branding

## & Style Guide



be love

YOGA STUDIO

# Purpose

## Of This Guide

This reference guide is intended as a tool and resource in representing and communicating the Be Love Yoga Studio brand. These guidelines should provide branding definition, clarity, and examples to empower Be Love team members to stay connected to the brand's core values and message, while also maintaining consistency and professionalism when communicating and promoting the Be Love Yoga Studio brand across media channels.



# What is Be Love?

## Values, Mission, Message

Be Love Yoga Studio is about creating a safe, peaceful, comfortable space to be, to breathe, to love oneself, discover inner vibrance, and to connect with the surrounding community.

Imagery surrounding the Be Love brand should use symmetry and asymmetry to visually promote a sense of balance. Photos should be colorful, bright, and vibrant and taken with a quality camera when possible. There should be a balance, though between use of professional, in-studio photos and community-focused, candid photos that capture more organic, human elements that may be lost in a "posed" photo.

Messaging should be intentional, and in line with the monthly "intentions" across studios. Other core values to capture in branded messaging might include: practice, self care, growth, togetherness, acceptance, community, coexistence, intention, fun, peace, self betterment, sharing, challenge, accomplishment, and most importantly, LOVE.

# Logos

## Do's & Don't's



The Be Love Yoga Studio logo should always appear clearly, and well contrasted against its background. It should be featured with a white background, or one of the Be Love blue shades, with correct color values. If placing the logo on a photo background, filter adjustments should be made to ensure it is in the style, color levels, and vibrance associated with the Be Love brand and to allow the logo to be clearly legible against its background. The transparency levels of either blue may be adjusted to ensure good contrast of the logo and/or to provide a blue-wash kind of overlay for some photos. This will always be necessary when showing the logo in front of the darker blue hue to avoid it appearing washed out.



# Logos

## Vertical Variations



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# LOGOS

## Horizontal Variations



# Logos

Icon Only



# color Palette

## Primary Brand Colors

These are the primary color values to be used in all Be Love Yoga Studio branded content. These colors may be used as backgrounds or as title and text colors, so long as appropriate contrast is allowed for legibility.

Transparency values may/must be adjusted to allow the logo to appear clearly against a blue background, or a multi-colored photo background.

#005D99

R: 0	C: 100
G: 93	M: 39
B: 153	Y: 0
	K: 40

#87BDE7

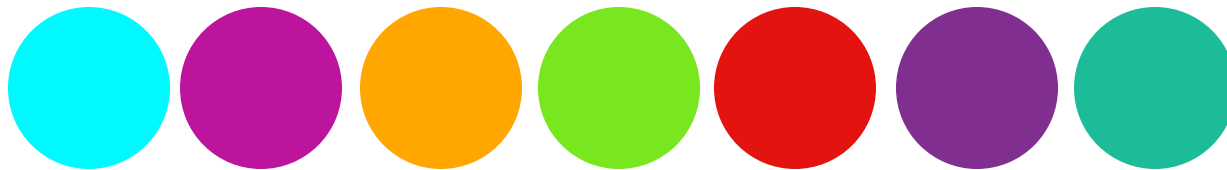
R: 135	C: 42
G: 189	M: 18
B: 231	Y: 0
	K: 9

#FFFFFF

R: 255	C: 0
G: 255	M: 0
B: 255	Y: 0
	K: 0

# color Palette

Secondary Brand Colors



Bright, jewel-tone colors like these should appear in background imagery and photos used for Be Love. Try adjusting photo filter elements like brightness, contrast, and color saturation to create a similar effect across media.

Great examples can be found at [beloveyogastudio.com](http://beloveyogastudio.com)





# Fonts

## & Type

### Anton

AaBbCc123

Use for titles & headings

Letter spacing: 10-200

### League Gothic

AaBbCc123

Use for subtitles, occasional headings, and as body text when needing a bolder font for legibility or design variation

Letter spacing: 0-50

### Montserrat Light

AaBbCc123

Use as body text and for general use

Letter spacing: -20-100

Title:

**Anton**

Subtitle:

**League Gothic**

Body Text:

Montserrat Light