



bali
YOGA STUDIO

BRAND GUIDE & INSPIRATION

Updated Spring 2023

UNIQUE BRAND WORDS

1. ORGANIC

A brand that fosters our connection with nature. Soothing colors inspired by the sea. Perfectly imperfect shapes; plants, sand, water.

2. ATTAINABLE

Welcoming and inviting. Highlighting family and pets. Photos showing simple poses and diverse people. A feeling of inclusivity and relaxation.

3. MINIMALIST

Everything a customer touches, from the website and emails to the studio and content, is clean and minimal. Less is more in every regard.

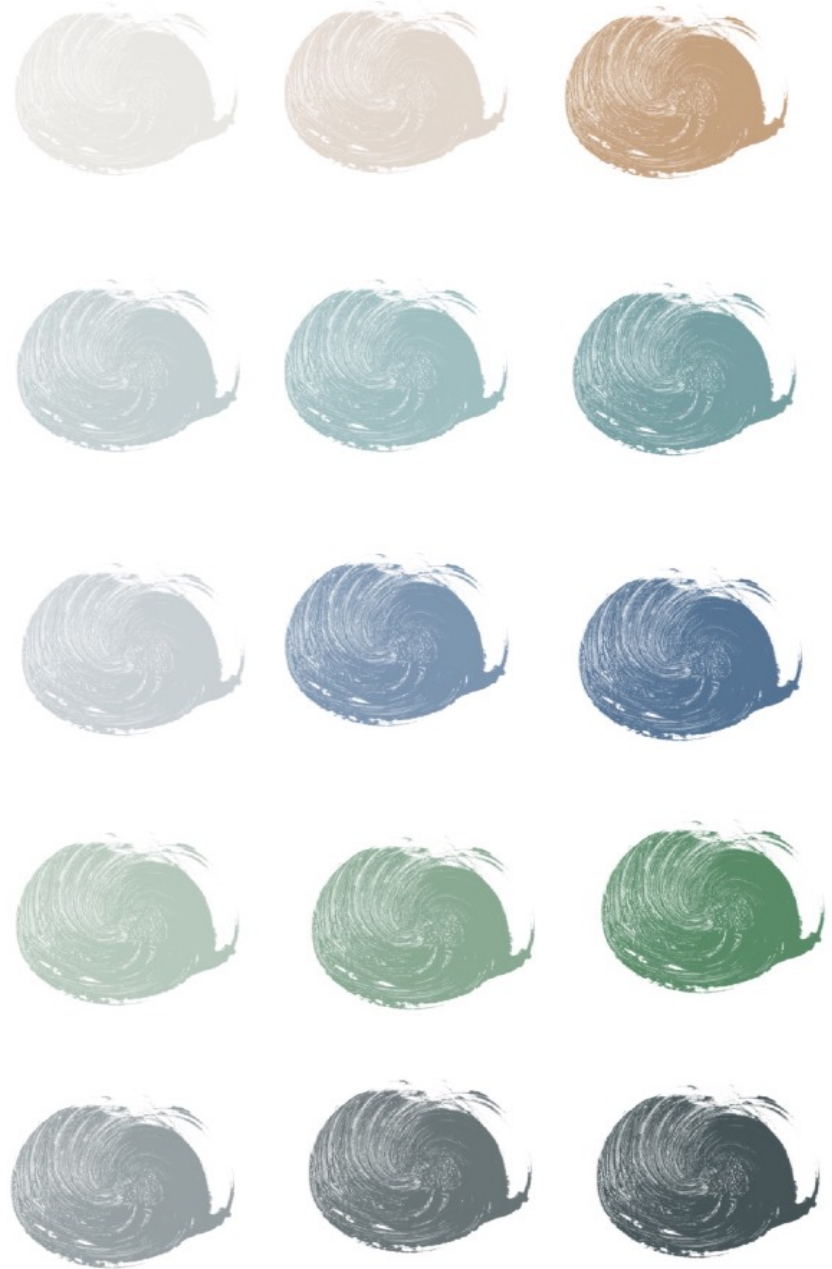


INSPIRATION IMAGES





COLOR PALETTE



Bali Yoga Studio
BALI YOGA STUDIO

bali

YOGA STUDIO

PRIMARY FONTS

Bali Yoga Studio

Georgia
Regular
Body Text

BALI YOGA STUDIO

GOTHAM BOOK/**GOTHAM BOLD**
REGULAR & ALL CAPS
HEADING TEXT

HAND DRAWN LOGO

balii

YOGA STUDIO

Vector File
&
Image File