



MINDFUL MOVEMENT

BODY & BREATH

Brand Manual

BRAND MANUAL

CONTENTS

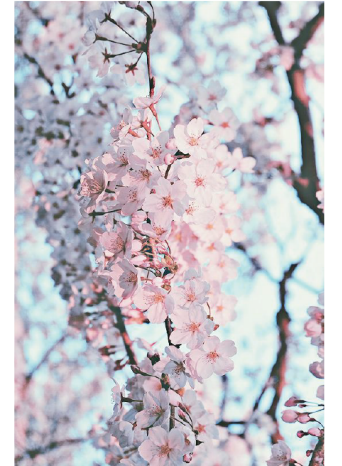
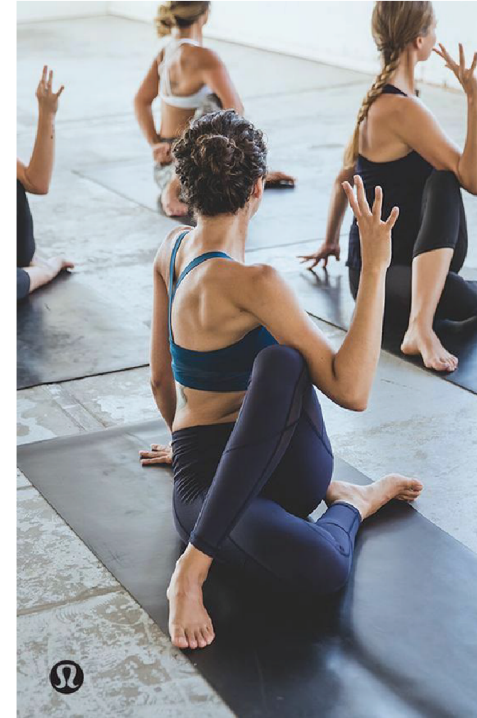
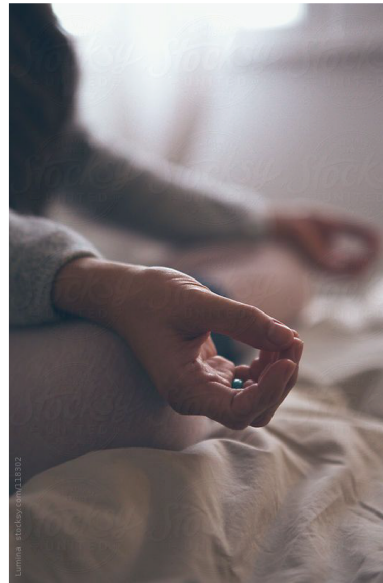
This “Brand Manual” document explores the message, visuals and expression of “Restore & Renew”.

MANUAL SECTIONS

- 1 BRAND MESSAGE
- 2 DESIGN & VISUALS
- 3 WORDS & CONTENT
- 4 LIVE YOUR BRAND

Brand Inspiration —

In your Brand Inspiration we wanted to capture the calmness and freeing feeling your brand represents. We wanted to display that mindfulness and yoga are the ways to achieve this “calmness” and “freeness” in times of despair.





MINDFUL MOVEMENT

BODY & BREATH

Brand Message

BRAND MESSAGE

Position —

CORE IDEA

Mindful Movement is to support, encourage, exchange information/resources and empower women diagnosed with breast cancer to take control of their health and wellness through yogic methods.

OUR GOAL

Is to create a space and community where others can continue their journey of wellness after they've left the clinical settings.

HOW ARE WE DIFFERENT

Providing a supportive wellness treatment for those diagnosed with breast cancer.

WHAT WE DELIVER

We deliver a safe space for women emotionally and physically. To feel safe and confident in their bodies during this difficult time. Re-establishing trust within themselves and their emotions.

— Personality

PERSONALITY ATTRIBUTES

Mindful Movement believes in bringing you into a calm and centered space within. Providing a safe space and community that will provide resources to help women restore their self confidence, inner strength and self compassion.

Mindful Movement is:

- Welcoming
- Compassionate
- Peaceful
- Grounded
- Inspirational
- Reliable
- Healing

When speaking to your audience remember you are the educator and supporter. You are here to encourage and support. When speaking to your audience show that they are not alone.

BRAND MESSAGE

Point of View —

Connection....to self, to others, to Soul

You can control your
physical, parasympathetic
and emotional bodies

Through Body and breath movement
techniques rooted in Yoga; Practicing the
breathing techniques and poses that will
help them gain confidence and control
back in their bodies.

When we have a real feeling
of Connection, it feeds the
Soul" - Tara Brach



MINDFUL MOVEMENT

BODY & BREATH

Design + Visuals

DESIGN + VISUALS

Brand Logos —

Your Brand Logo has a calming, elegant, minimalistic feeling to it. We wanted to bring the Cherry Blossom into the logo through having it growing upward and in the middle of blooming. Representing a sort of “growth” and “rebirth” that these women will be experiencing.

MAIN LOGO



MINDFUL MOVEMENT
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ALTERNATIVE LOGO

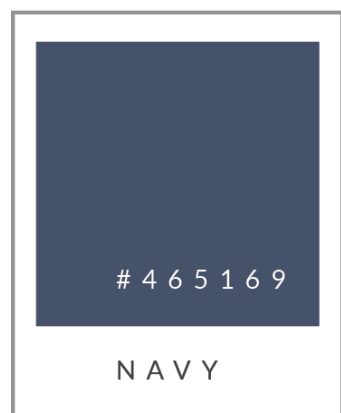


SUBMARK



— Brand Colors

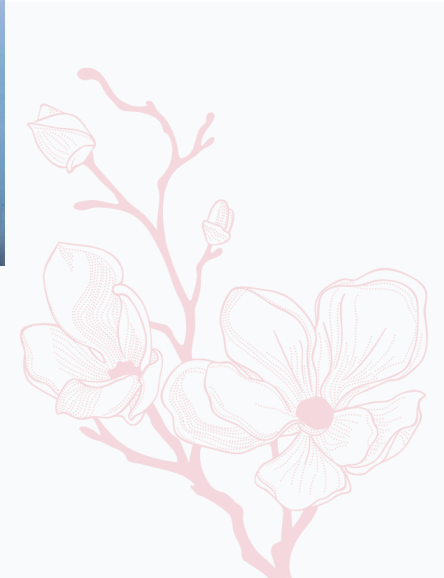
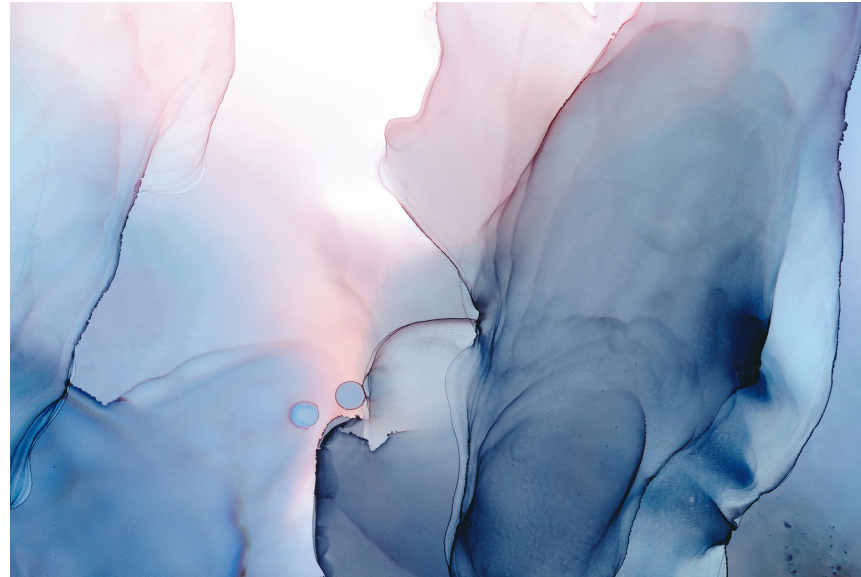
These will be the colors your brand will be known for.



DESIGN + VISUALS

Brand Textures

Your brand textures are a beautiful ink texture with your blue and pink. This creates a flowing relaxed feeling to compliment your brand. The other is a simple graphic with the cherry blossom illustration.



MartiniThai Neue Slab

Aa Bb Cc Dc Ee Ff Jj Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway

Aa Bb Cc Dc Ee Ff Jj Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

Sign Painter

*Aa Bb Cc Dc Ee Ff Jj Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz*

DESIGN + VISUALS

Brand Typography

Your brand typography was chosen to bring a clear, modern and professional feeling to the brand.

Stay Wanderer -will be used as your header text. This will be the biggest font used on each page as your main “attention” grabber

Quicksand - Is to be used as the main body font. This simple geometric font brings clean + clear lines into the brand.

Rockway- Is to be used for the accent words. The “pop” of elegance and personality to the copy.

Typography in action

Heading one

Font: MartiniThai

Size: 35-45 pt

Letter Spacing: 7%

Notes: n/a

Alt headings

Font: Sign Painter

Size: 40-45 pt

Letter Spacing: 0%

Notes: This is to be used to highlight certain words or phrases to make them pop!

Body Font

Font: Raleway

Size: 15-18 pt

Letter Spacing: 0-2%

Notes: n/a



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Design + Visuals

Brand Communication

Tone of Voice —

Content from Mindful Movement should be clear, emotionally supportive, and packed with “mindful” advice. Impact your audience by showing you understand their experience by acknowledging their deepest feelings.

Keep in mind to disrupt their every day lives by talking about their emotional / physical trials they may be experiencing while giving practical / spiritual / mindful tools tools and resources to allow them to explore / educate themselves more.

You'll sound:

- Supportive not condescending
- Understanding not passive
- Clear not confusing
- Compassionate not cold.

— Story Prompts

LOW TO HIGH

When explaining the origin of your brand, be sure to highlight the stories of those you have helped. Share how you personally cleared your blocks, worked through your struggles around health and over came it all.

WHY STORY

Your why story is the personal experience you went through restoring your health and confidence within your body and soul.

HUMAN INTEREST

Be an embodiment of what your community can achieve. That they too can get to where you are that. Bring in stories from the community members to highlight and empower them!



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Live Your Brand

LIVE YOUR BRAND

Action Steps —

FACEBOOK

Create an online Facebook community. Invite the women into your group. This way they can stay connected virtually and hear about upcoming events and triumphs in each others healing journey.

LOCAL COMMUNITY

Hold local events. Get your community active and present with one another. Hold yoga classes and “after yoga circles” Where women can genuinely connect with one another. ALWAYS focus on ways to bring deeper connections between each member of the community.

OUT REACH TO HOSPITALS

Get a deeper local footing by connecting with doctors offices and hospitals. See if you are able to direct people to your events or have a special hosted event at a clinic!

LIVE YOUR BRAND

Brand Guidance

YOUR REMINDERS

- Make sure you are always providing a safe space for others to connect. Protect the energy of the gatherings
- Always remember to find new ways to bring stronger connections. Make this brand extend further than “yoga classes” and more about the community of women who need one another during this time of growth and healing.

BRAND COMMUNICATION

Visual Content

PHOTOGRAPHS

Photographs should be reflecting the calming safe space of healing and community.

Photos should have some sort of human element. Whether that be a person journaling or a hand reaching into the “flat lay” photo.

Include photos of the sort of “environment”/ lifestyle you are trying to sell. Bring in different styling elements. For example: Creating a mindful space. Include a yoga mat, plants, and candles. This will bring a peaceful mindfulness feel to the photo.

ALWAYS stick to your color pallet. Keep the setting neutral and add your brand colors through the styling elements you bring to the photos. i.e. journals, books, clothes, candles, etc.

When it comes to “head shots” make sure your poses are not too “powerful”. Use different angles and body language that will bring a calming and peaceful feel. Include photos of you smiling and interacting with another to bring a softer and more welcoming feel to the photos.

Try to keep most of the photos of you being an “in action shot” of you and your community meditating, journaling, talking, hugging, doing yoga, etc.

EXAMPLES OF PHOTOS TO TAKE!

