IDENTITY GUIDELINES V1.0

YOGACAMPUS

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01 CONCEPT

Nadi are the channels through which the energies of the body flow, connecting at special points of intensity called chakras. The Yoga Campus logo is inspired by these invisible energy channels, its airy letterforms existing mostly in whitespace.

The use of typography, colour and graphic elements all reflect the open, friendly but confident logotype.

02 LOGO

This is the primary Yoga Campus logotype and should be used on all applications except occasions where horizontal space is limited (for example when appearing in a group of sponsor logos). In these instances, the stacked version should be used.

The stacked logotype is for use in instances where there isn't sufficient horizontal space for the primary logo.

To ensure the best possibility quality of reproduction, both the primary and stacked logos are available in two different stroke weights. The thin version of the primary logo should be used when reproduced at a width of 40mm or above.

The thick version should be used when reproduced below a width of 40mm or in instances where there is a chance of losing detail, e.g. engraving, screen-printing, sign-writing.

NB The primary logo should never be reproduced at a size smaller than 30mm in width.

Thin For use above 40mm wide

Thick For use below 40mm wide

The thin version of the stacked logo should be used when it will be reproduced at a width of 30mm or above.

The thick version should be used when reproduced below a width of 30mm or in cases where there is a chance of losing detail, e.g. engraving, screen-printing, sign-writing.

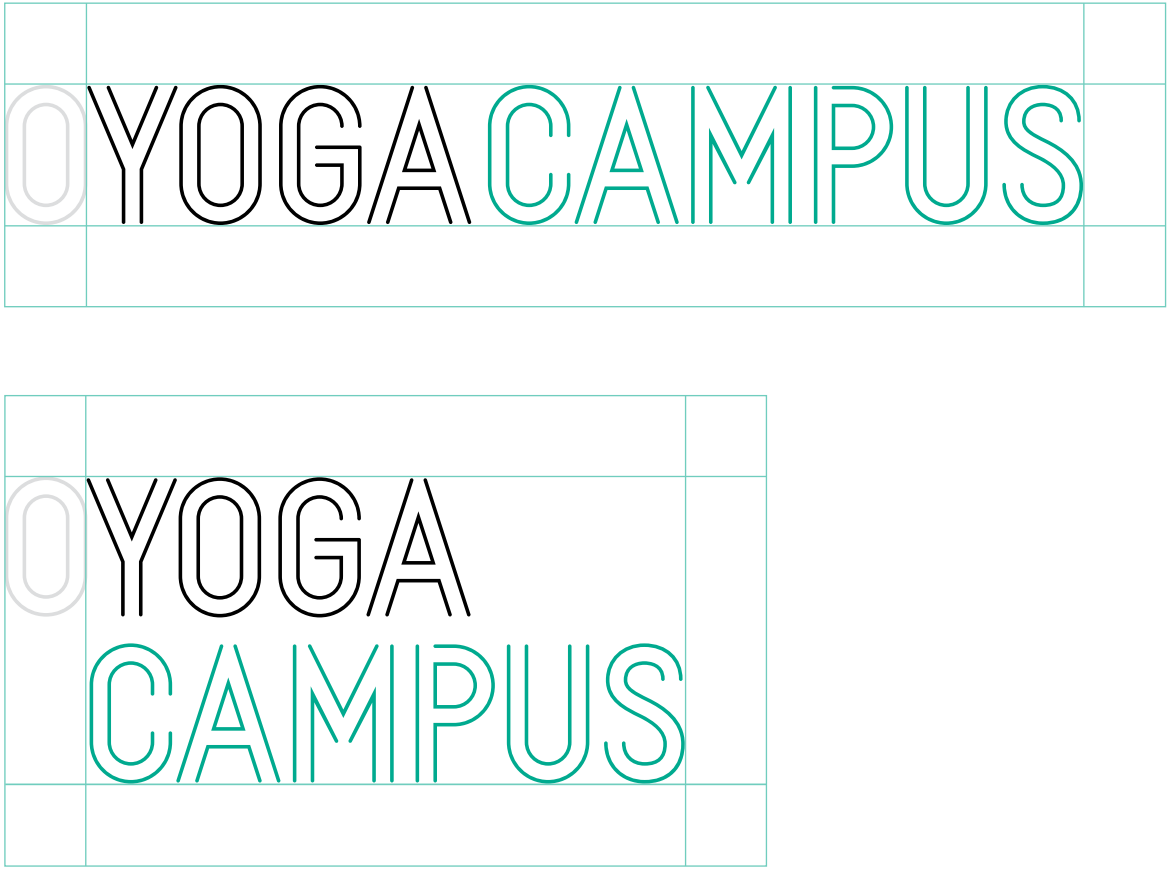
NB The stacked logo should never be reproduced at a size smaller than 20mm in width.

Thin For use above 30mm wide

Thick For use below 30mm wide

It is important to maintain a clear margin of empty space around the logo in all its applications. This space must be kept free of text, photographs, illustrations or anything else that may appear near the logo. Keeping a consistent empty space around the logo enhances its appearance and helps it to be positioned correctly.

The minimum clear space for the Yoga Campus logo is equal to the width of its capital O character. The same clear margin applies to the stacked version of the logo.



Clear Space Equal to the width of the Capital O

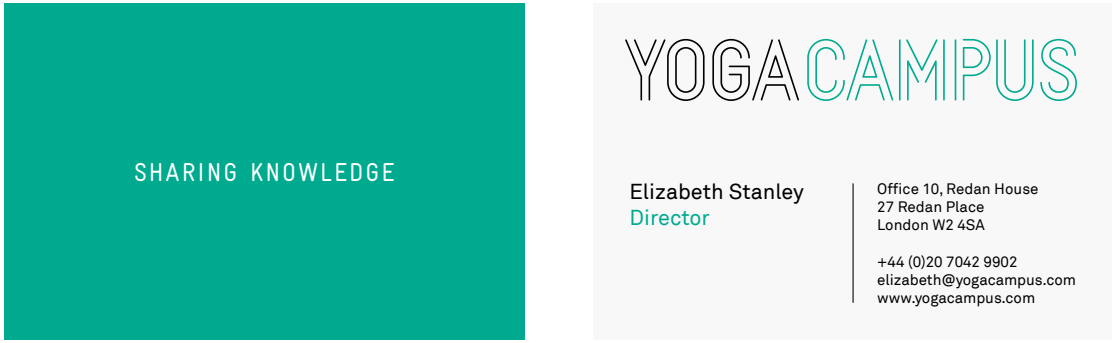
A locked-up version of the logo with the Yoga Campus strapline ‘Sharing Knowledge’ is available for use. This should be used in instances when the strapline will not be visible elsewhere. However it is equally acceptable for the strapline to appear independently of the logo (see nest page).

NB The strapline is set in Gravur Condensed Regular, the primary Yoga Campus typeface. For a detailed explanation of the Yoga Campus typography see p19.

Locked-up Version To be used when the strapline is absent elsewhere

Alternative arrangements with the strapline are also acceptable. In these cases, the strapline should be set in black or white rather than green. The strapline can also appear on a different surface to the logo.

Alternative arrangement with strapline



Business card front and back

Green and black are the primary colours for the Yoga Campus logo and should be used in all general applications.

However, the word Campus may appear in any of the secondary colours when it relates specifically to the course type denoted by that colour. For example, Campus will be blue on literature relating to workshops. For applications that relate to more than one course type, the primary colours should be used.

NB For a detailed explanation of the Yoga Campus colours see p16.

The same colouring system applies to stacked versions of the logo.

The Yoga Campus logo should be reproduced in full colour wherever possible. However, in instances where colour reproduction is impossible, a greyscale version of the logo is available.

A negative greyscale version of the logo is also available, to be used where necessary on dark backgrounds.

Greyscale For use where colour reproduction is impossible

= 35% K

Negative Greyscale For use on dark backgrounds

= 35% K

The stacked logo is also available in greyscale and negative greyscale.

Greyscale For use where colour reproduction is impossible

Negative Greyscale For use on dark backgrounds

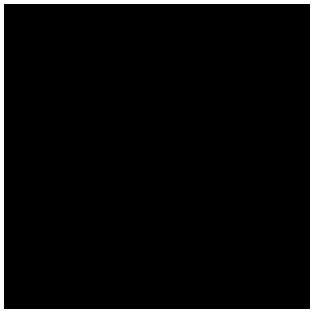
03 COLOUR

There are three primary Yoga Campus colours. They should be used for all communications and material which does not directly relate to a specific course type. Different colour values should be used depending on the format and production method.

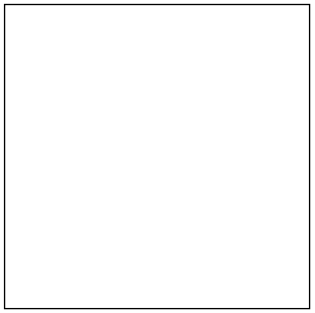
Pantone
If possible then the Pantone references for each colour should be used. This is only possible through lithographic printing.

CMYK
The CMYK values should be used when printing spot colours (Pantones) isn't possible. Anything printed digitally will be printed in this way.

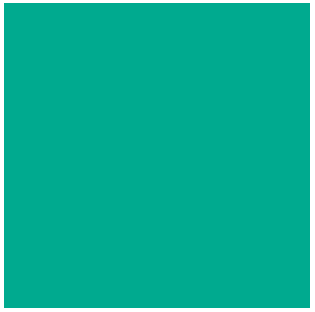
RGB
For use on screen only.



Black
RGB 00, 00, 00
CMYK 0, 0, 0, 100
Pantone Process Black



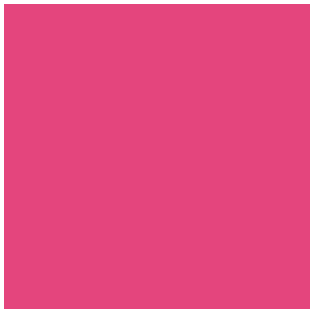
White
RGB 255, 255, 255
CMYK 0, 0, 0, 0
Pantone NA



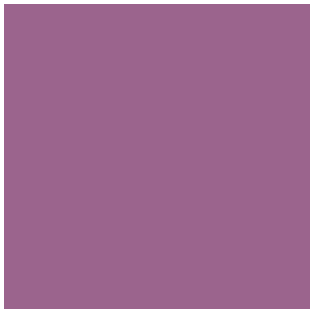
Green
RGB 0, 156, 124
CMYK 82, 5, 56, 0
Pantone Green U

The five secondary Yoga Campus colours, along with black and white from the primary palette, should be used for all communications and material relating to their designated course type.

NB For communications which relate to a mixture of different course types, the primary colours should be used.



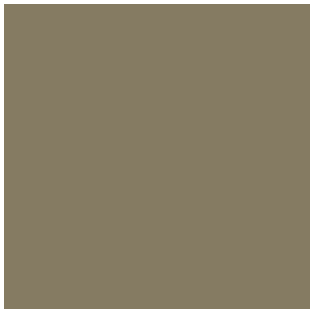
Workshops
RGB 214, 43, 107
CMYK 5, 87, 24, 0
Pantone Rubine Red U



Intensives
RGB 133, 78, 124
CMYK 42, 70, 22, 0
Pantone 7656 U

Specialist Courses
RGB 0, 111, 184
CMYK 85, 40, 0, 0
Pantone Process Blue U

Teacher Training Diploma
RGB 255, 108, 59
CMYK 0, 60, 70, 0
Pantone 1585 U



Therapy Diploma
RGB 114, 104, 78
CMYK 46, 42, 63, 10
Pantone 7756 U

04 TYPEFACES

The primary Yoga Campus typeface is Gravur Condensed Regular, designed by Cornel Windlin and available from Lineto type foundry (lineto.com).

It should be used for headings, always in uppercase, always set solid (i.e. the line-height is equal to the size of the typeface) and with wide letter-spacing. Headings should be coloured using the appropriate Yoga Campus colour.

GRAVURCONDENSED
REGULARABCDEGHI
JKLMNOPQRSTUVWX
YZabcdefghijklmnop
qrstuvwxyz0123456
789!@£$%&*?/

Primary Typeface Gravur Condensed, used for headings

Where a heading appears alongside the Yoga Campus logo, the thickness of the strokes should be matched as closely as possible to the strokes in the logo. This should be done optically rather than mathematically, so that strokes appear to be the same weight. In order to match the strokes effectively, it may sometimes be necessary to use different weights of Gravur Condensed (e.g. Light, Bold).

Where appropriate, the stroke weights of other graphic elements, such as rules or line illustrations, should also be matched to the logo. This does not apply in cases where a greater degree of contrast is desired.

Stroke weights should be matched optically

The secondary Yoga Campus typeface is Roboto, designed by Christian Robertson. It is an Open Source font, available for use in print and on the web from Google Fonts (google.com/fonts).

The secondary typeface should be used for body copy only. When setting body copy, readability is the prime concern. The text should always be set flush-left. Never stretch or distort the type and always use an appropriate line-height, in proportion to the size of the type. For example, 120% of the point size. Body copy should usually be set in black.

Where subheadings are required, Roboto bold may be used, set in the same size as the body copy and coloured.

NB In communications where it's not possible to use Roboto for body copy (e.g. emails), a substitue system font such as Arial should be used.

RobotoRegularABCDEF
GHIJKLMNOPQRSTUV
WXYZabcdefghijklmno
pqrstuvwxyz01234567
89!@£$%&*?/

Secondary Typeface Roboto, used for body copy

05 IMAGERY

Photography must always be presented in black and white (greyscale). Images are most effective when used alongside strong blocks of colour or coloured headings. The chosen images should be empowering, peaceful or dynamic. It is also acceptable to use portraits of instructors where necessary. These should also be black and white.

06 APPENDIX

Primary Logo files for print

Yoga Campus Logo Files > Print > Primary Logo

YC-Logo-Green-CMYK.eps
YC-Logo-Green-Spot.eps

YC-Logo-Purple-CMYK.eps
YC-Logo-Purple-Spot.eps

YC-Logo-Orange-CMYK.eps
YC-Logo-Orange-Spot.eps

YC-Logo-Green-Thick-CMYK.eps
YC-Logo-Green-Thick-Spot.eps

YC-Logo-Purple-Thick-CMYK.eps
YC-Logo-Purple-Thick-Spot.eps

YC-Logo-Orange-Thick-CMYK.eps
YC-Logo-Orange-Thick-Spot.eps

YC-Logo-Red-CMYK.eps
YC-Logo-Red-Spot.eps

YC-Logo-Blue-CMYK.eps
YC-Logo-Blue-Spot.eps

YC-Logo-Brown-CMYK.eps
YC-Logo-Brown-Spot.eps

YC-Logo-Red-Thick-CMYK.eps
YC-Logo-Red-Thick-Spot.eps

YC-Logo-Blue-Thick-CMYK.eps
YC-Logo-Blue-Thick-Spot.eps

YC-Logo-Brown-Thick-CMYK.eps
YC-Logo-Brown-Thick-Spot.eps

Primary Logo files for print

Yoga Campus Logo Files > Print > Primary Logo

YC-Logo-Grey.eps

YC-Logo-Grey-Neg.eps

YC-Logo-Grey-Thick.eps

YC-Logo-Grey-Neg-Thick.eps

Stacked Logo files for print

Yoga Campus Logo Files >
Print > Stacked Logo

YC-Logo-Stacked-Green-CMYK.eps
YC-Logo-Stacked-Green-Spot.eps

YC-Logo-Stacked-Purple-CMYK.eps
YC-Logo-Stacked-Purple-Spot.eps

YC-Logo-Stacked-Orange-CMYK.eps
YC-Logo-Stacked-Orange-Spot.eps

YC-Logo-Stacked-Green-Thick-CMYK.eps
YC-Logo-Stacked-Green-Thick-Spot.eps

YC-Logo-Stacked-Purple-Thick-CMYK.eps
YC-Logo-Stacked-Purple-Thick-Spot.eps

YC-Logo-Stacked-Orange-Thick-CMYK.eps
YC-Logo-Stacked-Orange-Thick-Spot.eps

YC-Logo-Stacked-Red-CMYK.eps
YC-Logo-Stacked-Red-Spot.eps

YC-Logo-Stacked-Blue-CMYK.eps
YC-Logo-Stacked-Blue-Spot.eps

YC-Logo-Stacked-Brown-CMYK.eps
YC-Logo-Stacked-Brown-Spot.eps

YC-Logo-Stacked-Red-Thick-CMYK.eps
YC-Logo-Stacked-Red-Thick-Spot.eps

YC-Logo-Stacked-Blue-Thick-CMYK.eps
YC-Logo-Stacked-Blue-Thick-Spot.eps

YC-Logo-Stacked-Brown-Thick-CMYK.eps
YC-Logo-Stacked-Brown-Thick-Spot.eps

Stacked Logo files for print

Yoga Campus Logo Files >
Print > Stacked Logo

YC-Logo-Stacked-Grey.eps

YC-Logo-Stacked-Grey-Neg.eps

YC-Logo-Stacked-Grey-Thick.eps

YC-Logo-Stacked-Grey-Neg-Thick.eps

Primary Logo files for screen

Yoga Campus Logo Files > Screen > Primary Logo

YC-Logo-Green-RGB-400px.png
YC-Logo-Green-RGB-600px.png
YC-Logo-Green-RGB-800px.png

YC-Logo-Blue-RGB-400px.png
YC-Logo-Blue-RGB-600px.png
YC-Logo-Blue-RGB-800px.png

YC-Logo-Red-RGB-400px.png
YC-Logo-Red-RGB-600px.png
YC-Logo-Red-RGB-800px.png

YC-Logo-Orange-RGB-400px.png
YC-Logo-Orange-RGB-600px.png
YC-Logo-Orange-RGB-800px.png

YC-Logo-Purple-RGB-400px.png
YC-Logo-Purple-RGB-600px.png
YC-Logo-Purple-RGB-800px.png

YC-Logo-Brown-RGB-400px.png
YC-Logo-Brown-RGB-600px.png
YC-Logo-Brown-RGB-800px.png

Stacked Logo files for screen

Yoga Campus Logo Files >
Screen > Stacked Logo

YC-Logo-Stacked-Green-RGB-400px.png
YC-Logo-Stacked-Green-RGB-600px.png
YC-Logo-Stacked-Green-RGB-800px.png

YC-Logo-Stacked-Blue-RGB-400px.png
YC-Logo-Stacked-Blue-RGB-600px.png
YC-Logo-Stacked-Blue-RGB-800px.png

YC-Logo-Stacked-Red-RGB-400px.png
YC-Logo-Stacked-Red-RGB-600px.png
YC-Logo-Stacked-Red-RGB-800px.png

YC-Logo-Stacked-Orange-RGB-400px.png
YC-Logo-Stacked-Orange-RGB-600px.png
YC-Logo-Stacked-Orange-RGB-800px.png

YC-Logo-Stacked-Purple-RGB-400px.png
YC-Logo-Stacked-Purple-RGB-600px.png
YC-Logo-Stacked-Purple-RGB-800px.png

YC-Logo-Stacked-Brown-RGB-400px.png
YC-Logo-Stacked-Brown-RGB-600px.png
YC-Logo-Stacked-Brown-RGB-800px.png

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Design and concept
by Mind Design

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