

A close-up photograph of a green leaf, showing a network of veins. The veins are a lighter shade of green than the leaf itself, creating a complex, organic pattern. The lighting is soft, highlighting the texture of the leaf surface.

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BRAND GUIDELINES

CONTENT

Page 3 - 11	Logo
Page 12	Business Card
Page 13 - 14	Typography
Page 15	Colour Palette
Page 16 - 27	Icons / Illustration
Page 28	Photography / Renders

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Logo

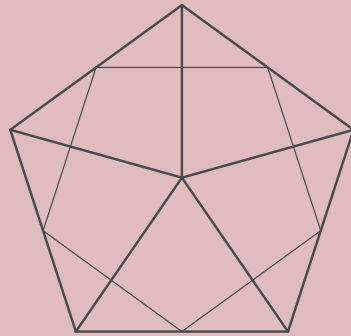
Full Logo - Symbol and Name



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Logo

Full logo use on different tone
backgrounds

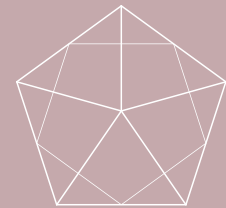


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#505050

Dark Logo on a light background



DODECA



#ffffff

Light Logo on a dark background

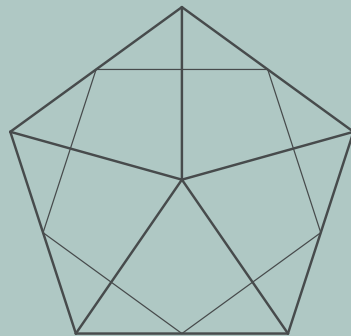
Logo

Primary Logo - Symbol



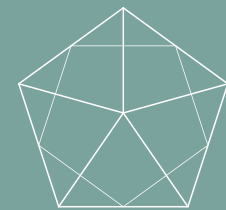
Logo

Primary logo use on different tone backgrounds



#505050

Dark Logo on a light background

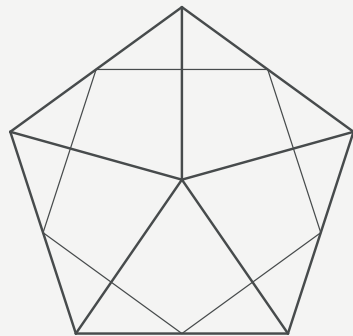


#ffffff

Light Logo on a dark background

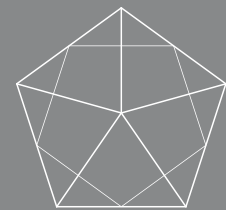
Logo

Primary logo monochrome
version use



#000000

Dark Logo on a light background

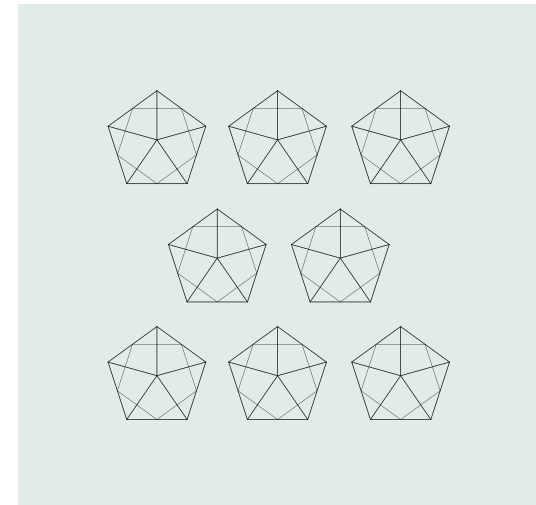
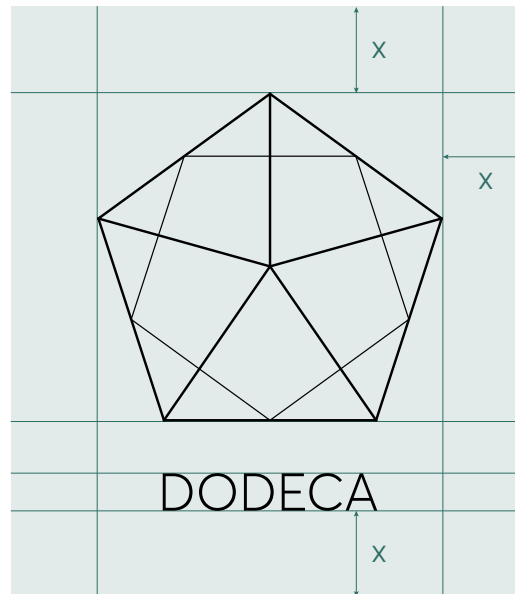
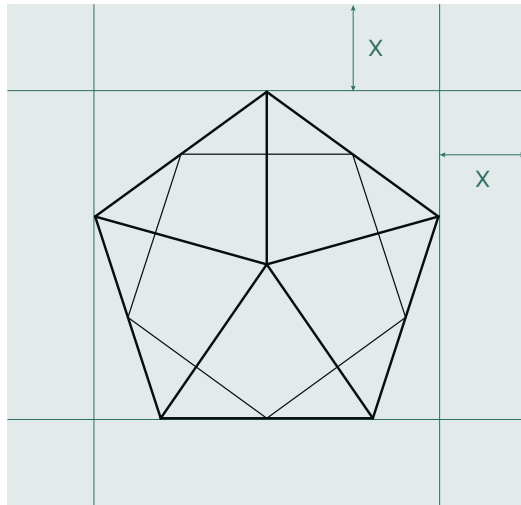


#ffffff

Light Logo on a dark background

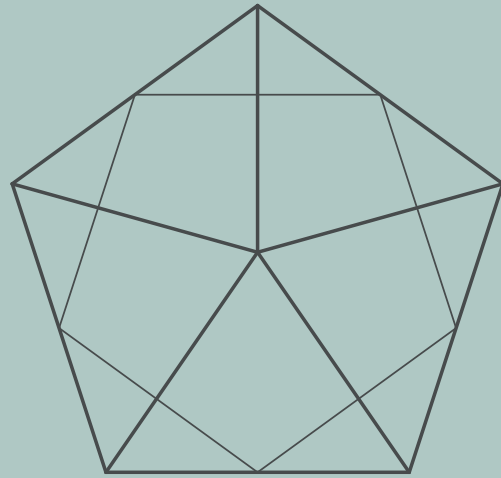
Logo

Logo whitespace.
1/4 of the logo width



Logo

Logo use in context. Logo with text.
White space included



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Dodecahedron shape represents perfected coherence. Gently emanating from all sides equally it provides structure to where otherwise would be chaos. Its fractal structure establishes coherence between micro (human) and macro (cosmos) to resonate harmoniously.

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Logo

Gold Logo.
Only used on dark background.
Predominantly for print.



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#bdad77

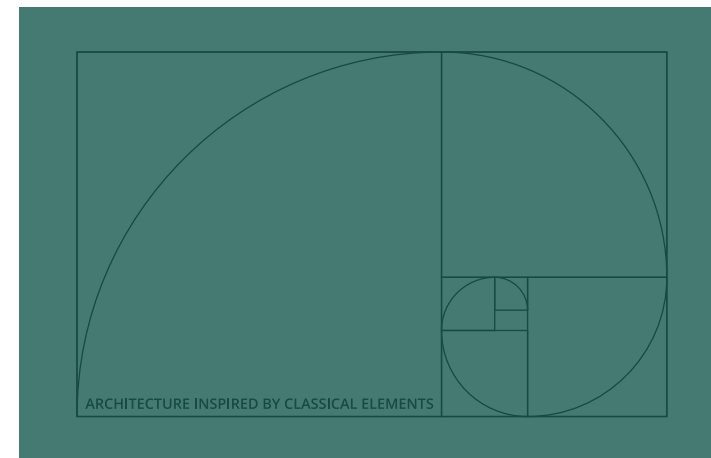
Logo

Logo example in print



Business Card

Business card dimensions - Golden Ratio



Typography

Font used - Open Sans (Regular, Semibold, Bold)

Hexahedron

It is also called a cube, it has 6 square faces, 8 vertices and 12 edges.

Symbolically, it is associated with the Earth element and corresponds to the Root Chakra and the Hepatic Gland of the body. Being flat, the Hexahedron is firmly rooted in place.

Working with this shape helps to create space, ground energy, maintain focus, release tension and reduce physical stress.

It reconnects with the energy of the earth and nature.

Aa Bb Cc

1,2, 3, 4, 5, 6

Little things that matter

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Typography

Font used - Open Sans (Regular,
Semibold, Bold)
Text use on a light background

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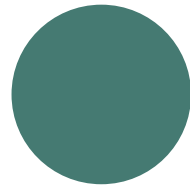
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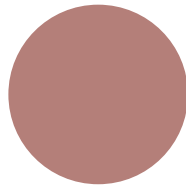
Colour Palette

Colours

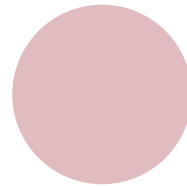
PRIMARY



#497c73

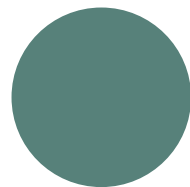


#497c73

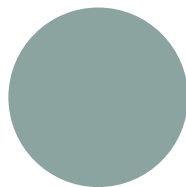


#497c73

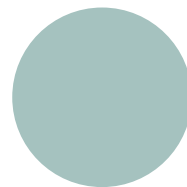
SECONDARY



#5e857d

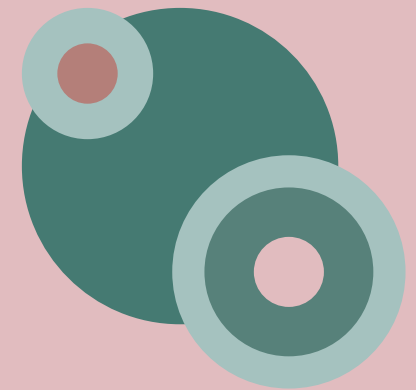


#9aada9



#b2c8c5

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Icons / Illustration

Case sensitive use. Icon colours should be considered based on the background used

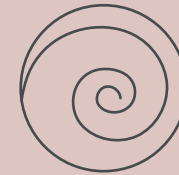
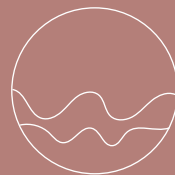


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Icons / Illustration

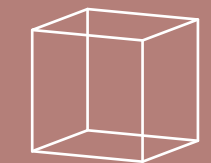
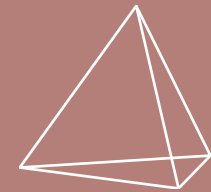
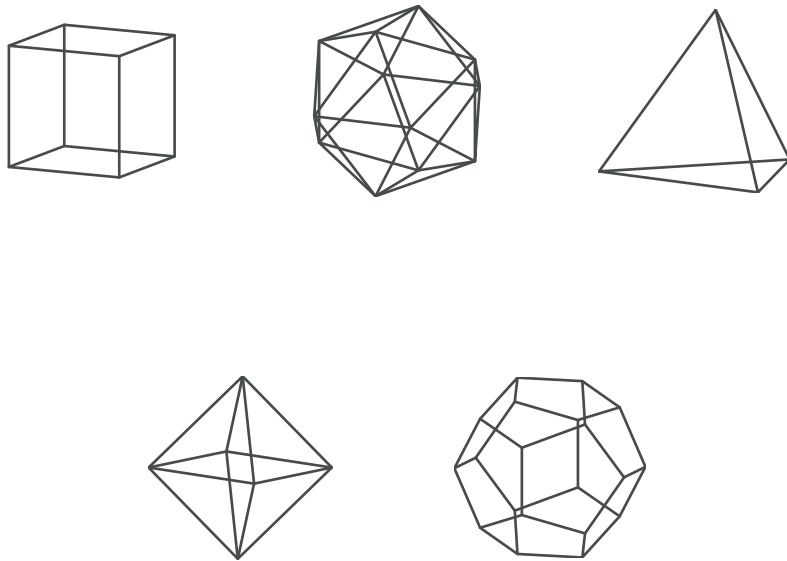
Case sensitive use.

Icon stroke can be changed based on the use case



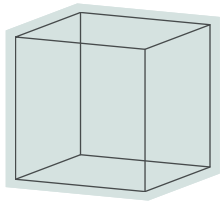
Icons / Illustration

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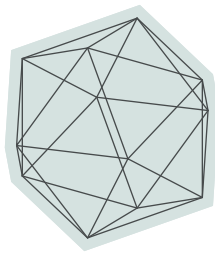


Icons / Illustration

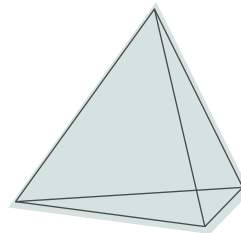
Case sensitive use. Icon colours should be considered based on the background used



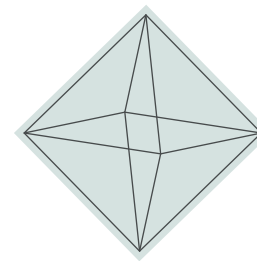
HEXAHEDRON



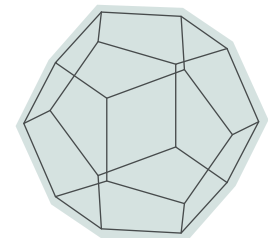
ICOSAHEDRON



TETRAHEDRON



OCTAHEDRON



DODECAHEDRON

DODECA

Icons / Illustration

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ROOT CHAKRA

SACRAL CHAKRA

SOLAR PLEXUS CHAKRA

HEART CHAKRA

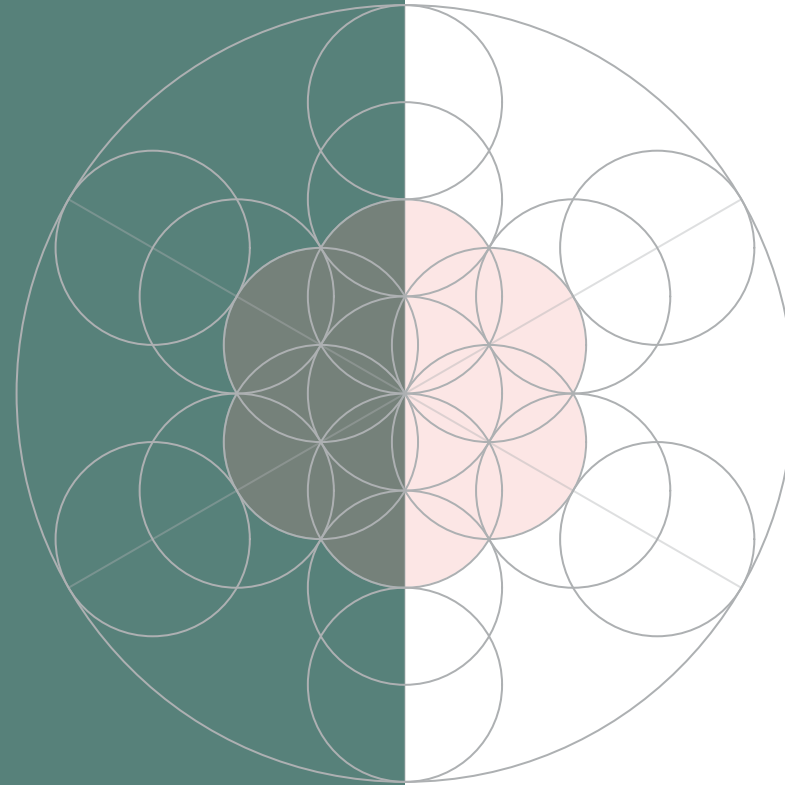
THROAT CHAKRA

THIRD EYE CHAKRA

CROWN CHAKRA

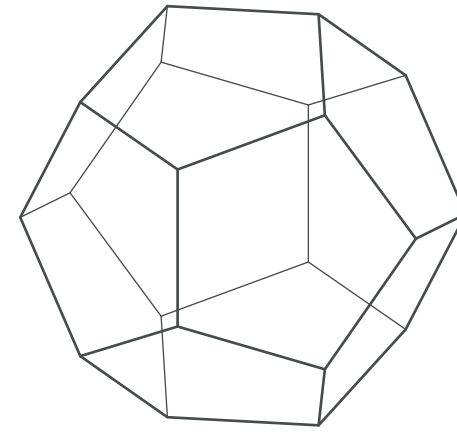
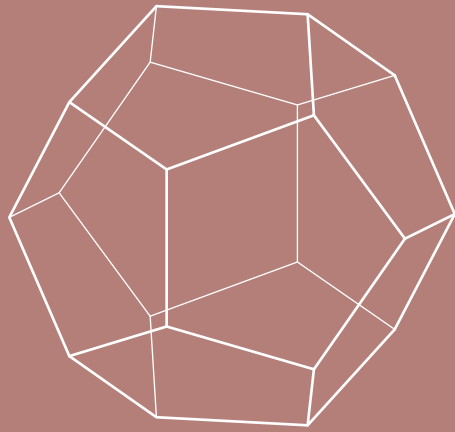
Icons / Illustration

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Icons / Illustration

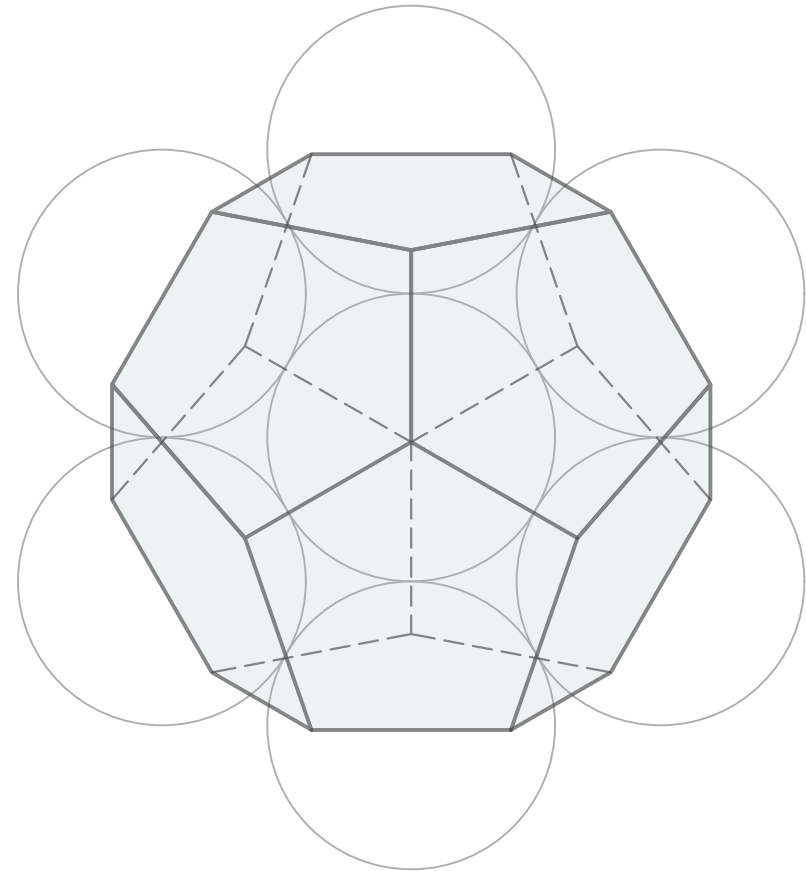
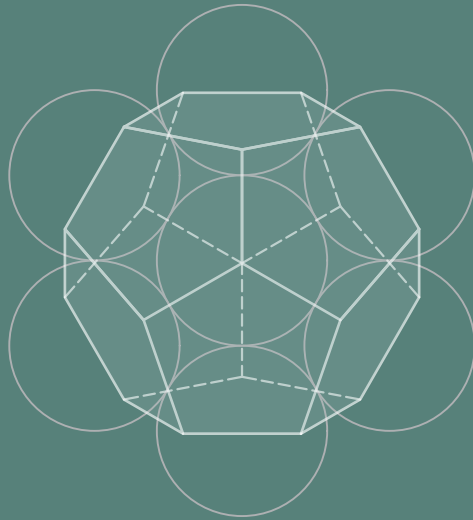
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Icons / Illustration

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*This is RAW file, to access Vector lines use Adobe Illustrator

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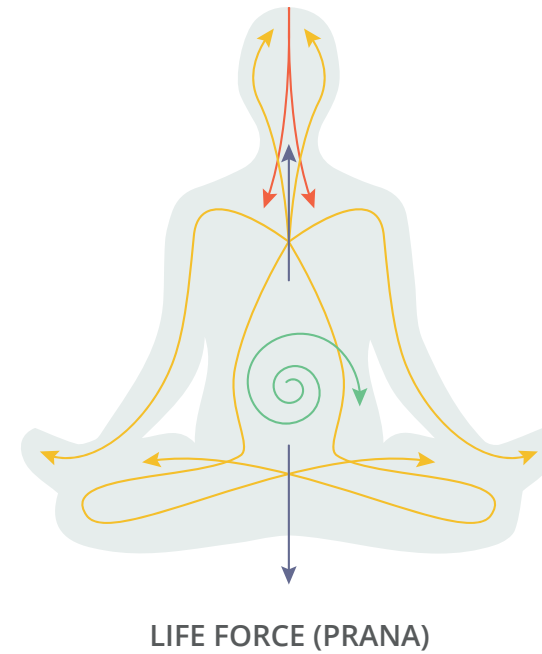


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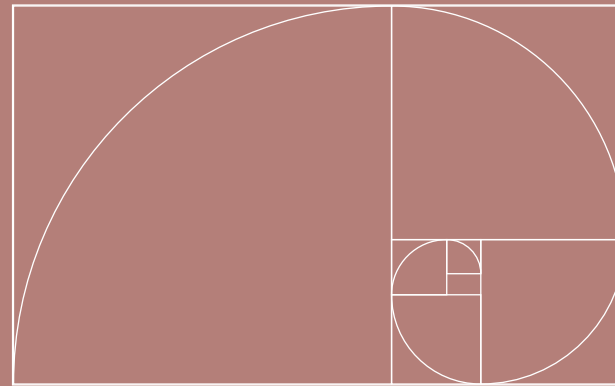
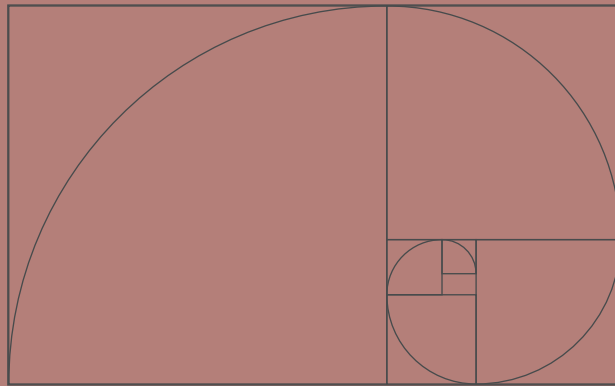
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Photography / Renders

Photo / Render Language

