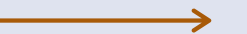


The Breath Effect

BRAND + STYLE GUIDE 2021



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THE BREATH EFFECT PHILOSOPHY

FRESH

HEALTHY

SPACIOUS

FUN

LIFE FORCE

AUTHENTIC

GROUNDING

NATURAL

VIBRANT

NURTURING

HEALING



THE BREATH EFFECT

Helping you glow every day

THE NATURAL WAY

Changing the way your body and mind deals with stress is an important turning point for gaining control of your health. To do that you need to arm yourself with knowledge (understanding the good, the bad and the ugly sides of stress) and build the tools to help restore calm 'in a moment' and for the longer term.

The Breath Effect offer tools and online resources to improve sleep, reduce anxiety, fatigue and feelings of being overwhelmed.

The healing balm for the modern world.

LOGO VARIATIONS

THE TWO TYPES



MAIN LOGO

The Main Logo is to be used in as much collateral and design as possible.



ALTERNATE

Text only. To be used on its own or alongside the main logo.

A GUIDE TO FONTS

Lato Bold

Lato Bold is to be used for all formal headings and subheadings.

Lato Regular

Lato is to be used as our regular font for all text body.

Moontime

Moontime is to be used as an alternate heading font, as well as featured text in the body of content.

MAIN BRAND COLORS



HEX CODE
#DFE3E5



HEX CODE
#A85A08



HEX CODE
#173466



HEX CODE
#D9CAA%

IMAGE GUIDELINES

Emotional connection

Evoke healing

Simplicity

Wellness

