

The Stamp

The stamp logo is the Sun Yoga Moon icon; the Jet on White Background is the preferred default colour.

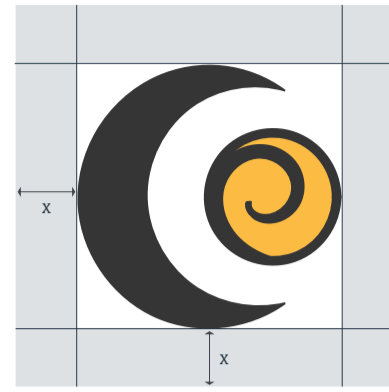


Clear Space

Clear Space is a padded area, defined by X, surrounding the logo that should be kept free of any intruding elements

This Clear Space ensures the logo is given a chance to represent the brand without distractions.

The area defined by X is a guide; no magic formula is used.



Combination Logo

The Primary logo is the Sun Yoga Moon Combination Logo; Jet on White Background is the preferred default colour



Applying Clear Space

To apply Clear Space to the other logo lock-up's, a good rule of thumb is: 1.5x the Cap Height (height of uppercase letter).

The Clear Space can be increased, or carefully decreased if needed, on a case-by-case basis.



If unsure, then ask your logo designer for advice.

Minimum Size & Logo Lock-up's

The Minimum size is to prevent aspects of the logo from becoming too small to read clearly.

The Complete Logo Lock-up Family



Minimum Size & Reverse Lock-up's

If a more solid & striking look is needed, then use the Reverse Sun Yoga Moon logos; Pastel Orange on a Jet background, as examples:



Logo Formats

The logo comes in four formats AI, PDF, PNG and SVG

Examples



PDF is for printing leaflets, business cards or posters

AI format can be used for printing too.

SVG is for logos on websites or social media

Finally PNG is for digital documents and can be used on the web

Typeface & Font Usage

The font used is Avance Regular. The professional font can be purchased at www.fontshop.com/families/ff-avance

Please note that the Avance Regular Italic has a different style "A"

Avance Font Family

Avance Regular, Avance Regular Italic Avance Bold

Brand Colours

The two primary colours: Jet and Pastel Orange

Secondary colours are: Elephant Grey, Silver and Crayola Yellow

There is an option to use Black & White

Jet



PANTONE 447C
CMYK C 0 M 0 Y 0 K 79
RGB R53 G53 B53
HEX #353535

Pastel Orange



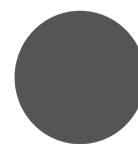
PANTONE 136C
CMYK C 1 M 29 Y 84 K 0
RGB R252 G187 B62
HEX #FCBB43

Crayola Yellow



PANTONE 120 C
CMYK C 1 M 12 Y 72 K 0
RGB R254 G219 B101
HEX #FEDB65

Elephant Grey



PANTONE 4230 C
CMYK C 61 M 57 Y 55 K 31
RGB R86 G84 B84
HEX #565454

Silver



PANTONE 427 C
CMYK C 17 M 12 Y 13 K 0
RGB R210 G211 B211
HEX #D2D3D3