ONE YOGA

Brand & Identity Kit

Logo usage, colour, typography and applications

Version 1.0
September 2026

Introduction

This kit turns the One Yoga logo into a practical set of rules, so every class poster, post and printed piece feels consistent, calm and instantly recognisable.

01 Primary logo & anatomy

02 Clear space & minimum size

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07 Applications

08 Quick reference

BRAND PERSONALITY (SUGGESTED)

Grounded
Steady, unhurried, present

Calm
Quiet confidence, never loud

Inclusive
Welcoming to every body and level

Mindful
Simple, intentional, balanced

Primary Logo

The stacked lockup combines four elements. Always use the supplied artwork; never redraw or retype it.



1 Halo

The open circle: the whole, the space around the practice.

2 Figure

A seated figure, hands at heart, drawn in one continuous line.

3 Infinity legs

Crossed legs form an infinity loop: endless practice, "one".

4 Wordmark

"ONE YOGA" in rounded, open capitals.

Symbol (standalone)



Use as an avatar, favicon or stamp where the full lockup is too small.

Clear Space & Minimum Size

Give the logo room to breathe. Keep other text, images and edges away from it.



Clear space

X equals the diameter of the figure's head. Keep at least 1X clear on all four sides.

Minimum size



Print: 1 in / 25 mm high



Digital: 80 px high



Symbol only: 24 px / 8 mm

Logo Versions

Choose the version that gives the strongest contrast with the background.



Primary — ink on white



Reversed — white on ink



Ink on sand



White on sage

Colour Palette

Midnight Ink is sampled directly from the logo artwork. The supporting colours are suggested extensions that keep the palette soft and natural.

Midnight Ink
PRIMARY | logo, headlines, text

HEX #000033
RGB 0 0 51
CMYK 100 100 0 80

Dusk Indigo
SECONDARY | links, buttons

HEX #2E3A7A
RGB 46 58 122
CMYK 62 52 0 52

Sage
SUPPORT | calm accents

HEX #8FA998
RGB 143 169 152
CMYK 15 0 10 34

Lotus Mist
BACKGROUNDS

HEX #E9E7F5
RGB 233 231 245
CMYK 5 6 0 4

Sand
WARM PANELS

HEX #F5EFE6
RGB 245 239 230
CMYK 0 2 6 4

Clay
ACCENT | sparingly

HEX #C98B6B
RGB 201 139 107
CMYK 0 31 47 21

Stone
SECONDARY TEXT

HEX #6B6F80
RGB 107 111 128
CMYK 16 13 0 50

CMYK values are straight conversions for reference. For print, request a colour-matched proof or nearest spot (Pantone) match.

Typography

Rounded, open letterforms echo the wordmark. Both typefaces are free on Google Fonts.

PRIMARY | HEADLINES & BODY

Aa

Poppins

A clean geometric sans with rounded forms that sits comfortably beside the wordmark. Light for large headlines, Regular for body, Medium for labels.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & % ! ?

Fallbacks: Arial / Helvetica • Georgia Italic

SECONDARY | TAGLINES & QUOTES

Aa

Lora Italic

A gentle serif italic for taglines, pull quotes and moments of reflection. Use sparingly, never for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & % ! ?

Type Hierarchy

A simple scale keeps layouts orderly and easy to scan. Sample copy is illustrative.

H1 Poppins Light 36/42

Find your balance

Tagline Lora Italic 20

One breath, one movement, one practice.

H3 Poppins Medium 11, tracked

VINYASA | YIN | RESTORATIVE

Body Poppins 10/16

Classes for every body and every level. Arrive as you are, move at your own pace, and leave feeling a little lighter than when you came in.

Caption / footnote Poppins 7.5/11, tracked +2%

Incorrect Usage

Do not alter the logo in any way. The examples below show the most common mistakes.



Don't stretch or squash



Don't rotate



Don't reduce opacity



Don't add shadows or effects



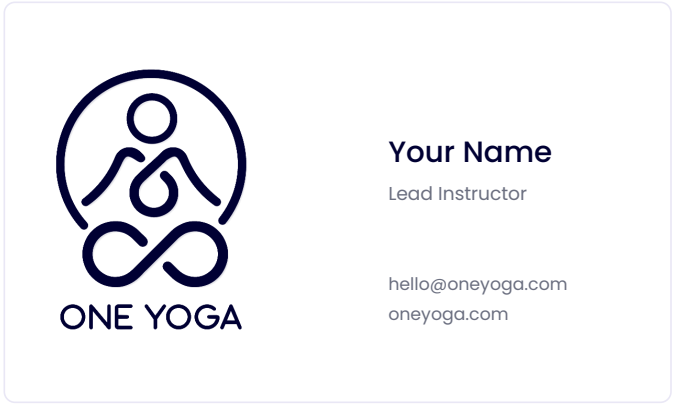
Don't use low contrast



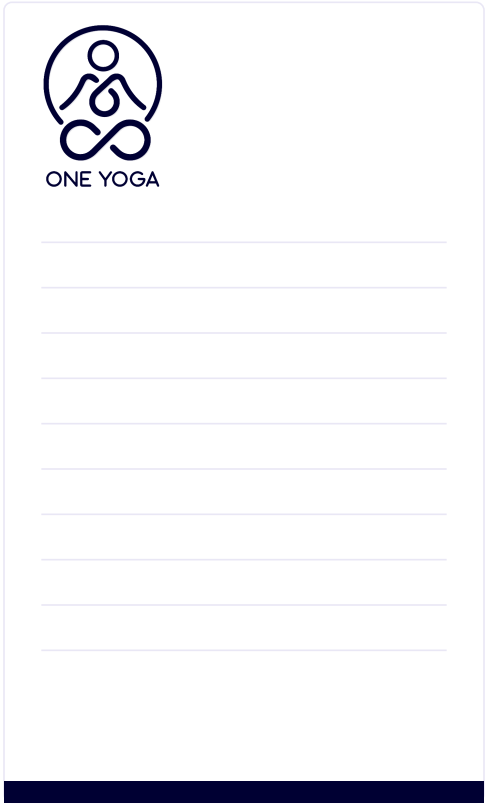
Don't separate or rearrange

Applications

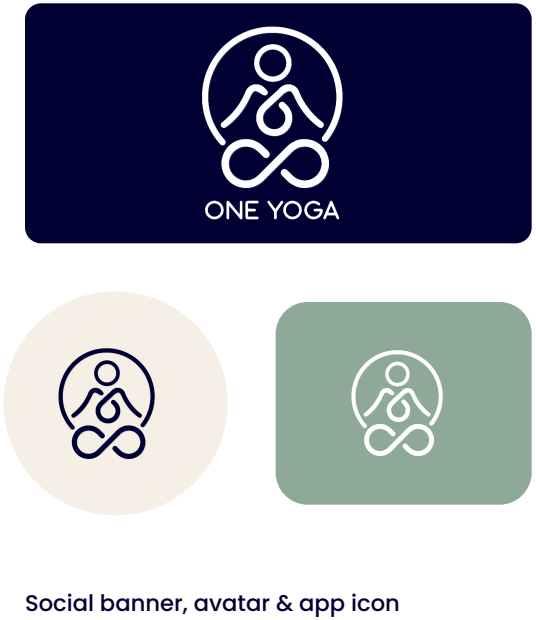
Examples of the identity in use. These layouts are illustrative starting points.



Business card — front & back



Letterhead



Social banner, avatar & app icon

Quick Reference

A one-page checklist for anyone producing materials.

Do

- Use the supplied logo artwork only
- Keep 1X clear space on all sides
- Use ink on light, white on dark
- Keep the logo at or above minimum size
- Let Midnight Ink lead; add sage and sand for warmth
- Pair Poppins text with Lora Italic taglines

Don't

- Stretch, rotate, recolour or outline the logo
- Add shadows, glows or effects
- Place on busy images or low-contrast colours
- Separate the symbol from the wordmark
- Retype "ONE YOGA" in another font
- Use clay as a dominant colour