

Personal Brand Style Tile

LOGO



 **well.**  
beingbreath



Dk Purple  
100218



Purple  
705D9E



Green  
1FED5D

well.beingbreath

## Colors

### Purple -

Spirituality, healing, calm, clarity, and balance.

### Green -

Growth, peace, and renewal.

### Combined -

Communicates renewal, balance, & spiritual awakening.

## Font - Montserrat SemiBold

- 1. Simplicity:** The font's clean design reflects the clarity and straightforwardness of breathwork, emphasizing an approachable and accessible practice.
- 2. Stability & Balance:** The geometric structure and balanced proportions resonate with breathwork's goals of creating harmony and equilibrium within the body and mind.
- 3. Open & Inviting:** Its rounded edges and slightly soft appearance gives it an inviting and friendly feel, mirroring the safe and supportive environment breathwork fosters.
- 4. Clarity & Focus:** The clean lines evoke a sense of mental clarity, much like the focus and mindfulness breathwork promote.



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## Logo Symbol: Squiggly Lines

- 1. Flow & Movement:** The organic, fluid nature of squiggly lines mirrors the natural rhythm and flow of breathing.
- 2. Relaxation & Ease:** The soft, curving shapes evoke a sense of calm and relaxation, reflecting breathwork's ability to release tension and promote serenity.
- 3. Energy & Vitality:** The dynamic, wave-like motion symbolizes the life force and energy carried by the breath.
- 4. Connection & Balance:** Represents the interconnectedness of mind, body, and spirit that breathwork fosters.
- 5. Transformation:** The shifting shapes convey adaptability and change, aligning with breathwork's role in facilitating personal growth and emotional release.



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## Logo Symbol(s)

### **Open, Cupped Hands**

The image of open, cupped hands symbolizes support, safety, and a nurturing environment, reflecting breathwork's role in fostering personal growth and healing. It also represents openness to new experiences, the release of tension, and gratitude for the breath as a life-sustaining force.

### **Squiggly Lines**

The image of squiggly lines symbolizes the natural flow and rhythm of breathing, evoking relaxation, energy, and vitality. It also represents the interconnectedness of mind, body, and spirit, as well as the transformative potential of breathwork to bring balance and growth.

### **Circle**

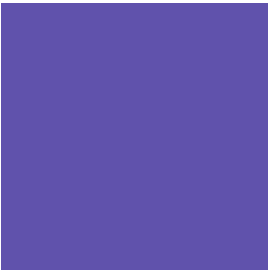
The circle symbolizes the wholeness and unity of mind, body, and spirit, as well as the continuous, cyclical nature of breath. It conveys balance, infinite potential for growth, and the safe, inclusive space that breathwork provides.

# Personal Brand Style Tile

## Colors

## Brand Colors

The **combination** of purples and vibrant green represents a balance between **spirituality & growth, transformation & renewal.**



Dark Tone  
6152AD



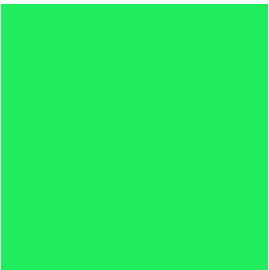
Main Tone  
705D9E



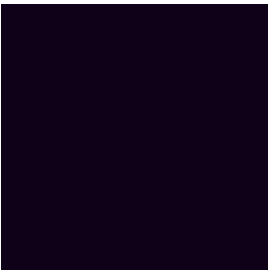
Mid Tone  
A595CE



Light Tone  
CBB7E4



Green  
1FED5D



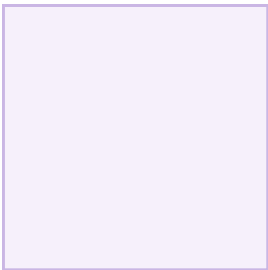
Body Text  
100218



Gray 1  
8A8B8E



Body Text  
D8CFF1



Highlights  
F6F1FB





## Purple (Shades of Purple)

### **Spirituality**

Purple is associated with higher consciousness, intuition, and spiritual growth, aligning with breathwork's ability to foster a deeper connection to oneself and the universe.

### **Healing**

The color signifies transformation and emotional healing, reflecting breathwork's role in releasing stress, traumas, or imbalances.

### **Calm & Clarity**

Purple conveys a sense of calmness and mental clarity, mirroring the mindfulness and peace achieved through breathwork practices.

### **Balance**

With its mix of warm red and cool blue tones, purple symbolizes the balance and harmony breathwork aims to restore within the body and mind.



# Vibrant Green

## Healing

Green is the color of growth and renewal, symbolizing the restorative and nurturing aspects of breathwork that support emotional and physical well-being.

## Balance & Harmony

Reflects the equilibrium breathwork brings to the body and mind, aligning with the natural rhythm of life.

## Connection to Nature

Green is tied to the natural world, evoking a sense of grounding and connection to the earth, which complements breathwork's emphasis on presence and mindfulness.

## Vitality

Symbolizes energy and life force, resonating with the invigorating effects of conscious breathing.

## Calm & Rejuvenation

Green evokes a calming effect, promoting relaxation and reducing stress, which are key goals of breathwork practices.

**headline 1**

**headline 2**

**headline 3**

**headline 4**

**headline 5**

**headline 6**

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Typography

## Heading Font & Sizes

**H1**

Extra Bold  
64 pt

**H2**

Bold  
48 pt

**H3**

SemiBold  
36 pt

**H4**

Medium  
32 pt

**H5**

Medium  
24 pt

## Typography

### Raleway

Rounded edges and gentle forms  
evoke softness and relaxation.

## Special Headlines - Italic 32 pt

*“Testimonials or quotes.”*

## Body Text Font & Size

Regular 18 pt

Lorem ipsum dolor sit amet consectetur. Augue  
malesuada pharetra pellentesque non. Viverra  
ultrices tortor elit eget. Vitae enim fermentum  
interdum pellentesque vel aliquam.

## Typography

Represents calmness, balance, and modern simplicity with its light and airy, clean contemporary aesthetic.

## Raleway

geometric sans-serif typeface known for its elegant and modern design. It works well for a breathwork site:

- 1. Light and Airy:** The font has thin, well-spaced letterforms in lighter weights, which can evoke a sense of openness and ease—ideal for conveying the concept of breath.
- 2. Versatility:** With a wide range of weights (from Thin to Black), it allows flexibility in creating emphasis or hierarchy in designs while maintaining a cohesive look.
- 3. Geometric Structure:** Its clean lines and balanced proportions give a modern and calming aesthetic, making it feel approachable and serene.
- 4. Rounded Details:** Subtle curves soften the font's appearance, aligning with the themes of relaxation and flow in breathwork.
- 5. Legibility:** Raleway is easy to read at various sizes, ensuring accessibility across web and mobile platforms.