



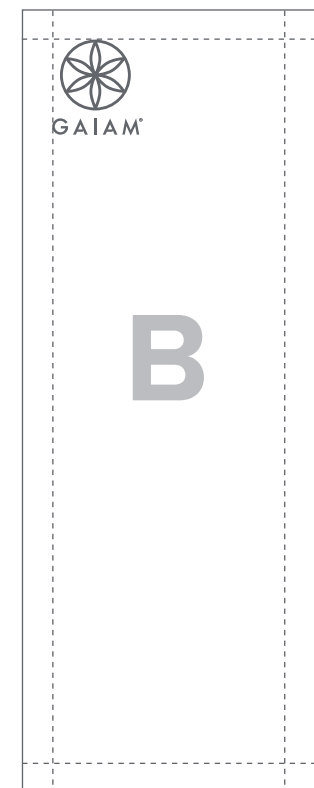
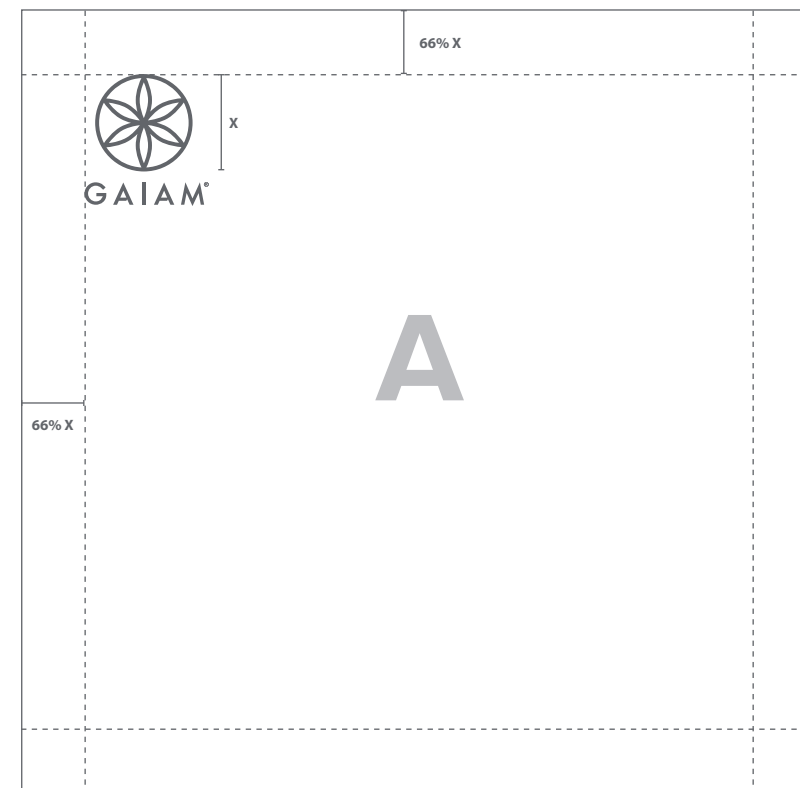
Brand Identity Standards



For internal use only. Not for distribution.



Primary brand identity



Proxima Nova Light

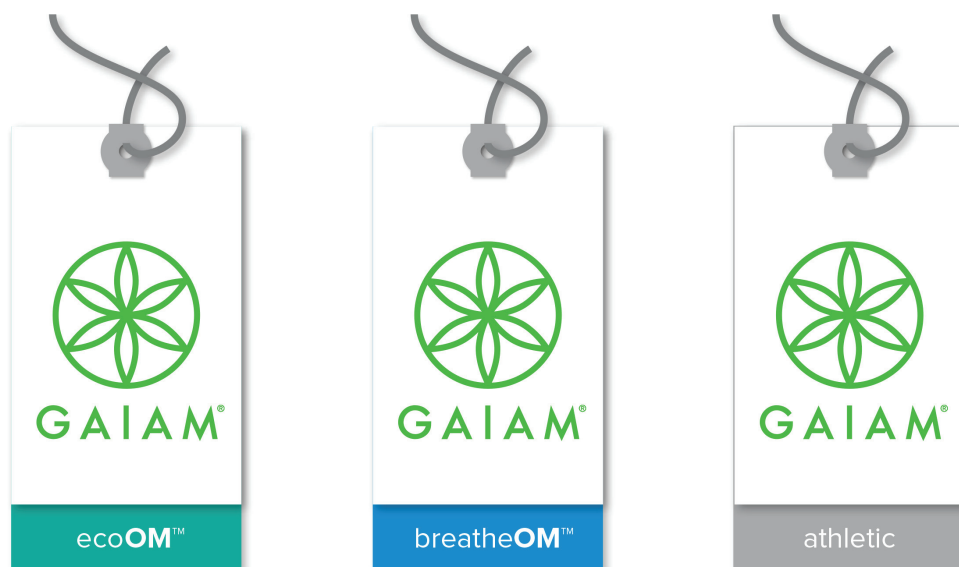
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

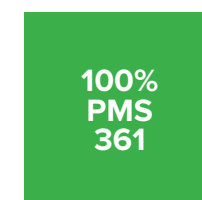
Modum Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



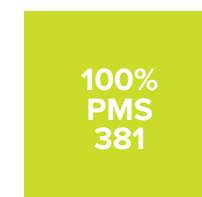
Typography and color palette

Primary palette

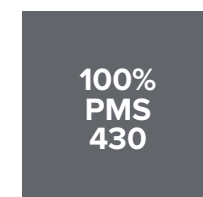


Gaiam green
PMS 361 C
CMYK: 66 / 11 / 100 / 0
RGB: 102 / 170 / 67

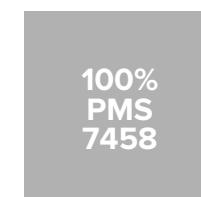
Secondary palette



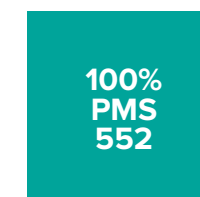
Chartreuse accent
PMS 381 C
CMYK: 25 / 0 / 100 / 0
RGB: 203 / 229 / 13



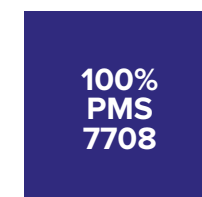
Dark grey
PMS Cool Grey 10 C
CMYK: 0 / 0 / 0 / 70
RGB: 214 / 224 / 61



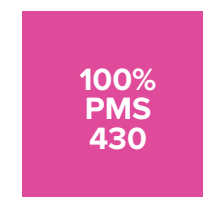
Light grey
PMS Cool Grey 5 C
CMYK: 100 / 12 / 85 / 2
RGB: 0 / 49 / 94



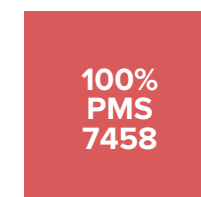
Turquoise
PMS 3272 C
CMYK: 100 / 3 / 50 / 0
RGB: 0 / 161 / 154



Deep purple
PMS 2735 C
CMYK: 97 / 100 / 8 / 10
RGB: 203 / 229 / 13



Pink
PMS 232 C
CMYK: 5 / 86 / 0 / 70
RGB: 239 / 63 / 169



Orange
PMS 1645 C
CMYK: 0 / 72 / 82 / 0
RGB: 255 / 107 / 53



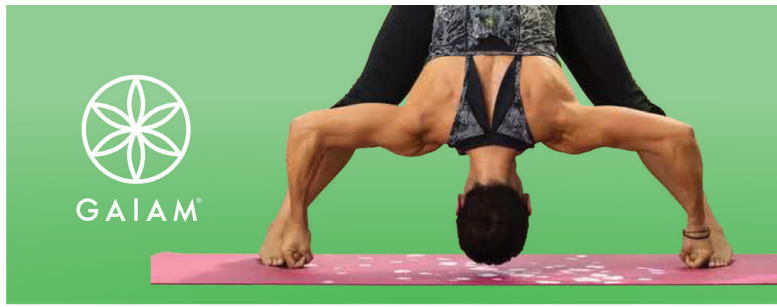
Manifesto

WHO GAIAM IS...

- Laughing, smiling
- Falling out of pose
- Energetic
- Yoga in a gym
- Easy to understand
- English, Spanish, etc.
- Gender neutral
- Community
- Human

WHO GAIAM IS NOT...

- Serious
- Perfect, impossible pose
- Serene
- Yoga on a mountaintop
- Dense, difficult
- Sanskrit
- White, girly
- Cult
- Corporate



GAIAM IS THE VOICE FOR THE PEOPLE.

