



The
Big Breath
Company

Brand Guidelines 2015

Introduction

The following brand guidelines for *The **Big Breath** Company* are designed to communicate to our brand for internal use.

Indicated are the key points of the brand and how the various elements fit and work together. Use these guidelines to create a consistent and strong visual presence.

These guidelines are also essential for external suppliers as they ensure that the look and feel of the *The **Big Breath** Company* brand remains consistent.

Brand Message

We are experts in the field of breath work, mental health, wellness, business and training.

We believe in breath work as a powerful self-healing tool, which improves the physical and heals the emotional.

We bring to attention the powerful, the life changing, the free tool that is the No 1 choice for any organisation who cares about their people.

We improve the well being of our clients people, boost profits and inspire them through breath training.

Brand Identity

Our brand identity is made up of our logo, assets, colour, typography and tone of voice.

Our identity functions as a whole and each element connects with our brand message through content and visual form.

Our brand identity is a valuable asset, never try to recreate it or alter it.

Use our identity as appropriate for the space and situation always keeping in mind the conveyance of our brand message.

Logo

Our logo is the main overarching visual which ties our brand together.

Our B represents so many things: the healthy heart achieved through positive breath, the body, the upper chest, the belly, the breath, the limitlessness of growth and infinite progress that we help people achieve.



— The —
Big Breath
— Company —

Logo usage

Our main logo is shown on the left. We also use situated logo on the right which gives added significance to the meanings behind our B.

To connect the two we repeat our B in the wordmark of our situated logo.



— The —
Big Breath
— Company —



— The —
*B*ig *B*reath
— Company —

Logo usage

Our landscape version of the logos



Wordmark usage

Use our wordmarks on their own as required.

Familiarisation with the main logo using our customised capital letter B.



Secondary version use occasionally



When typing our company name where possible use structure to create the same hierarchy we achieve in our logo: *The **Big Breath** Company.*

Isolation area

Use an isolation area equal to the height of \times for all logos. This will ensure white space is evenly spaced around the logo and other elements do not infringe on it.



 \times equal to the height of lower case 'a' in logo

Assets

Our primary brand asset is our B which is primarily used with our company name. Over time this will become our company icon and is to be used in promotions to initiate this process. For example in social media profiles.



Assets

Our organisation has 6 key goals. We have created icons for each which connect visually with the negative space in our logo and use hues of our logo colour.

Each icon connects with its message on an emotional level. We have tapped in to the associations our viewers are most likely to make with the message.



Transformation



Empowerment



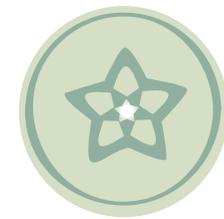
Resilience



Freedom



Rejuvenation



Creativity

Assets

Our website is a valuable brand asset. These illustrations are for use with supporting body copy to personify our website in-line with our brand.



Our expertise

We are women with a world of strength in our hands we share this with positive breathing and mindset.



Our Why

Cogs and a sense of movement, we create productivity and progression through our work. Profit is subtly shown with the use of the diamond form.



Enquire

Keeping it simple and enticing the interested customer to find out more with this on brand graphic.

Typography

Typography is as strong a brand asset as our logo.

Words are as much visual messages as logos and we have chosen specific typefaces which evoke the feelings we want to convey about our brand. As well as this we have considered typefaces fit for purpose.

Primary typeface Playfair Display has a beautiful easy going weight to it and sense of movement and progression. It is legible on and offline and also available as a web font.

Use in italics as primary or in standard for large bodies of copy. Utilise the weights to create hierarchy in the space.

Playfair Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

Playfair Display Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

Typography

Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

Playfair Display Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

Playfair Display Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

Playfair Display Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

Typography

At times it may be necessary to use a sans serif typeface for small print and we prefer Helvetica Neue. This is a tried and tested font family with its various versions being clear and easy to read in both print and on-screen.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Condensed Bold (LIMIT USE TO TINY SPACES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

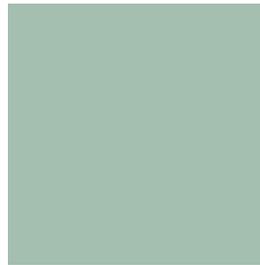
Colours

Our brand colours must be consistent in print and on screen to reflect the calm feelings we have chosen them to evoke. Consistent colour will avoid any brand confusion.

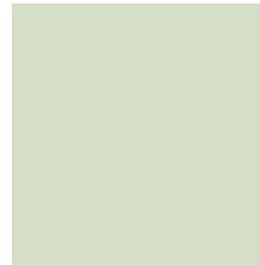
We also use negative / white space as a key colour.



Rich Green
C 90, M 40, Y 73, K 35
Hex # 015a48



The Sage
C 37, M 14, Y 33, K 0
Hex # a5bfaf



Fresh
C 10, M 0, Y 20, K 8
Hex # d3dfc6



Accent Grey
30% black
Hex # bcbdc0

Tone of voice

When copywriting we are:

Friendly but not off the cuff

Genuine

Motivating but not pushy

Inspiring

Factual but not clinical

— The —
Big Breath
— Company —