SAPPHIRE
AND SOUL

VISUAL BRAND GUIDE

Created by nine10 Incorporated

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What is this guide?

This guide provides the rules for how to represent our brand in all of our marketing, advertising, and client communications.

What is a brand?

A brand, at its simplest, is how an organization shows up dressed for work. It is the "look and feel" of an organization; all of the visual parts that make it distinct and memorable to clients, employees, and the general public. The brand covers many areas, from the logo and colour scheme, to the design of the letterhead and advertising.

A brand, when used properly, helps an organization form a strong first impression. It provides a way for clients, employees, and the public to identify with the organization and develop familiarity and trust with it. It can also be a great source of pride and an indicator of the strength of an organization.

The Importance of Consistency

For a brand to deliver the benefits it promises, it must be used consistently. When there are no set standards for the design of stationery, logos and marketing materials, all of the advantages of a strong visual identity fade away - diluting the message, confusing the public, and potentially damaging our reputation.

How To Use This Guide

The purpose of this guide is to set the standards for our visual identity and to educate staff and vendors on how to properly represent our brand in any visual medium we are working in.

In addition to the guide, there is a full set of working templates in digital formats which should be used for future needs. Please contact nine10 for assistance with and access to these templates.

Getting Help

You will find contact information on the back cover of this guide for questions, approvals, and technical support with the templates or the guide itself.

Deviating From This Guide

We ask that you follow the rules set forth in this guide when creating any visual materials for our company.

Any deviations from the rules presented in this guide must be authorized in writing.

OUR BRAND RATIONALE
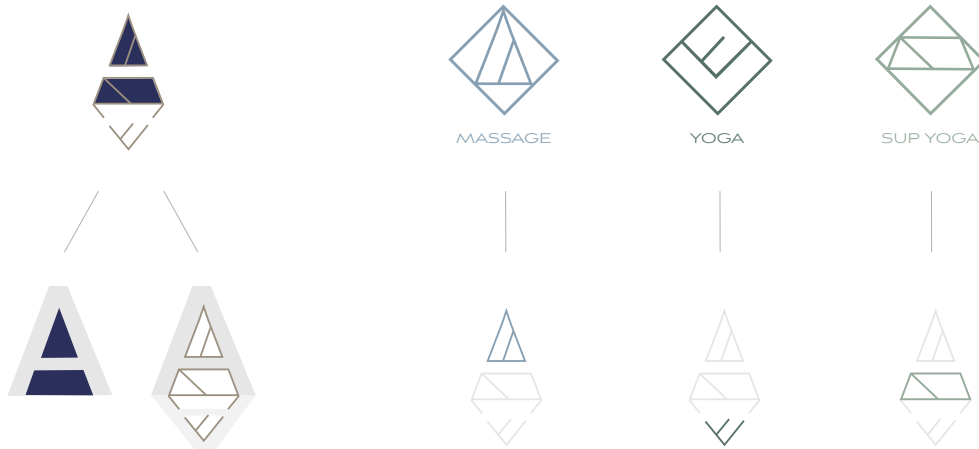
SAPPHIRE
AND SOUL

Our Name

Sapphire represents abundance, love, wealth, wisdom and wonder while Soul ir represenatative of the dedication we hold towards our clients and our practice. For both massage and yoga its important to recognize there is more than physical benefits. If invited, spiritual and emotional (soul) support can become a significant part.

Our Logo & Icons

Our logo is created with a bold and simple combination and a touch of delicate - This combination is fitted to cater to our clients in the role of a teacher, a healer and a guide. The simplicity of the logo is inviting and calm, which demonstrates the feeling we convey in our practice and in our teachings.

The illustration represents the "A" and is symbolic of the sapphire - the gemstone is based on the top piece being the self and the bottom piece as a reflection of the self in the water. This elements is meant to convey massage and stand up paddleboard (SUP) yoga. Each line in the "A" sapphire shape draws a different angle that represents flexibility and movement in yoga, SUP yoga and massage therapy.

The gemstone "A" is the base of each service icon. The icons are deconstructed from the "A" and can all be pieced together to be whole again.

MASSAGE   YOGA   SUP YOGA

MAIN LOGO

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

SAPPHIRE
AND SOUL

FULL COLOUR - LIGHT BACKGROUNDS ONLY

SAPPHIRE
AND SOUL

SAPPHIRE
AND SOUL

GRAYSCALE

FULL COLOUR - DARK BACKGROUNDS

SAPPHIRE
AND SOUL

SAPPHIRE
AND SOUL

BLACK

WHITE

ALTERNATE LOGO

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials. Only use the alternate logo in the event that the main logo will not fit correctly.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

SAPPHIRE

FULL COLOUR - LIGHT BACKGROUNDS ONLY

SAPPHIRE

SAPPHIRE

GRAYSCALE

DARK BACKGROUNDS

SAPPHIRE

SAPPHIRE

BLACK

WHITE

ISOLATED ICON

These logos are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. These are the primary versions of our logo which are to be used on the majority of our marketing materials.

Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the black edition for either grayscale (e.g. newspaper) or black-only (e.g. fax) printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in grayscale or black-only printing.

FULL COLOUR - LIGHT BACKGROUNDS ONLY

GRAYSCALE

FULL COLOUR - DARK BACKGROUNDS

BLACK

WHITE

Fitting & Spacing

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The clear space around the logo should be 1/4 the total height of the logo. Measure the height of the logo then divide that number by 4. Then use a square sized to that exact measurement to ensure the correct clear space around the logo. (X = the total height of the logo)

Sizing

The logo should never be displayed smaller than .15" high in print, and no smaller than 108 x 29 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.

0.15 inch
.38 cm

How To Use Our Logo

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. For grayscale applications, please use the black or white version of the logo. DO NOT print the colour logo as grayscale - use the black version instead. Using the right colour of logo on the right background is important to maintain the legibility of the design.

SAPPHIRE AND SOUL
CORRECT USEAGE

SAPPHIRE AND SOUL
DO NOT STRETCH

SAPPHIRE AND SOUL
DO NOT SQUISH

SAPPHIRE AND SOUL
DO NOT ROTATE

SAPPHIRE AND SOUL
DO NOT RECOLOUR

SAPPHIRE AND SOUL
DO NOT ADD GRADIENTS

AND SOUL SAPPHIRE
DO NOT CHANGE FONTS

SAPPHIRE AND SOUL
DO NOT MODIFY

SAPPHIRE AND SOUL
DO NOT ADD SHADOW

File Format Chart

The following chart shows which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless.

For everyday use the primary file formats that will be used are the .PNG & .JPEG files. Always use the ideal format when possible. Only use the alternate format if required.

Adobe Creative Suite	Col 1	Col 2	Col 3	Col 4	Col 5	Col 6
Professional Printing & Signage	● Ideal	● Alt				
Working with Professional Designer	● Alt	● Ideal	● Alt			
Print Advertising	● Alt	● Ideal	● Alt			
Merchandise	● Ideal	● Alt				
Social Media		● Ideal				
Microsoft Word				● Alt	● Ideal	
Microsoft PowerPoint				● Alt	● Ideal	
Microsoft Publisher					● Ideal	
Working with Professional Website Designer		● Ideal			● Alt	
DIY Website Design	● Alt	● Ideal			● Alt	
Web Animation & Multimedia				● Alt	● Ideal	
Video Production		● Alt			● Alt	● Ideal
3D Modelling & Drafting		● Ideal			● Alt	
	● Alt	● Ideal			● Alt	

● Ideal Format   ● Alternative / Sometimes Required

OUR VISUAL BRAND

COLOURS

Using Our Colours

The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here.

Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web as well as for choosing colour values in programs such as Microsoft Office.

Consistent use of these colours contributes to a cohesive and harmonious look of the brand identity across all relavant media. Consistency is vital to effective brand recognition.
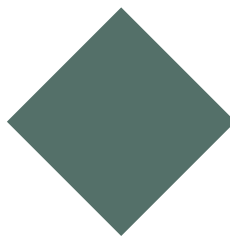
Do not use any other/unauthorized colours.
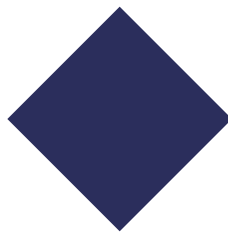
Sapphire
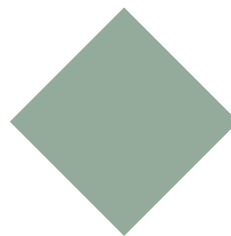**CMYK:** 94-89-36-28
RGB: 43-47-91
Hex: #2B2F5B
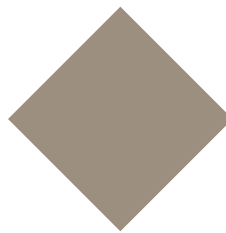
Soul
CMYK: 403-39-48-4
RGB: 155-143-128
Hex: #9B8F80
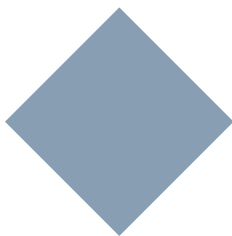
Massage
CMYK: 50-30-22-0
RGB: 134-159-178
Hex: #869FB2

Yoga
CMYK: 68-41-56-18
RGB: 85-113-104
Hex: #557168

SUP Yoga
CMYK: 44-23-40-0
RGB: 149-171-156
Hex: #95AB9C
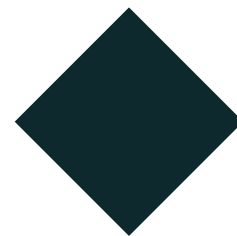
Nightsky
CMYK: 88-64-61-65
RGB: 12-41-45
Hex: #0C292D

TYPOGRAPHY

Using Our Fonts

When developing communication pieces for our company, please only use the fonts listed on this page. The design of this guide serves as an example of how to correctly use fonts in our publications.

AA **NOVECENTO WIDE BOLD**
HEADING FONT

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
A B C D E F G H I J K L M O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

AA AVIANO SANS REGULA
Sub-Heading Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
A B C D E F G H I J K L M O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Aa Bilo Light
Body Font

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

## Alternate Fonts

If there are challenges using or sharing the official fonts, alternative fonts have beenoutlined here for these cases. The official fonts are always preferred and recommended.

AA **TAHOMA BOLD**
Heading Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Aa Tahoma Regular
Sub Heading Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Aa VERDANA REGULAR
Body Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . ? ! # $ % & ( ) [ ]

Overlays

These patterns are meant to be simple and elegant. The wave pattern can be used alone, on the bottom only. There are two angles to use for the waves. Use the angled waves overlayed with an image. The backgrounds should be used with their respective services: massage is blue, yoga is green and SUP yoga is also green with a white text. The taupe colour is used when it is a general announcement (ex: closed for the holidays, marketing about Sapphire and Soul with the three services) and the white is used to showcase testimonials for yoga.
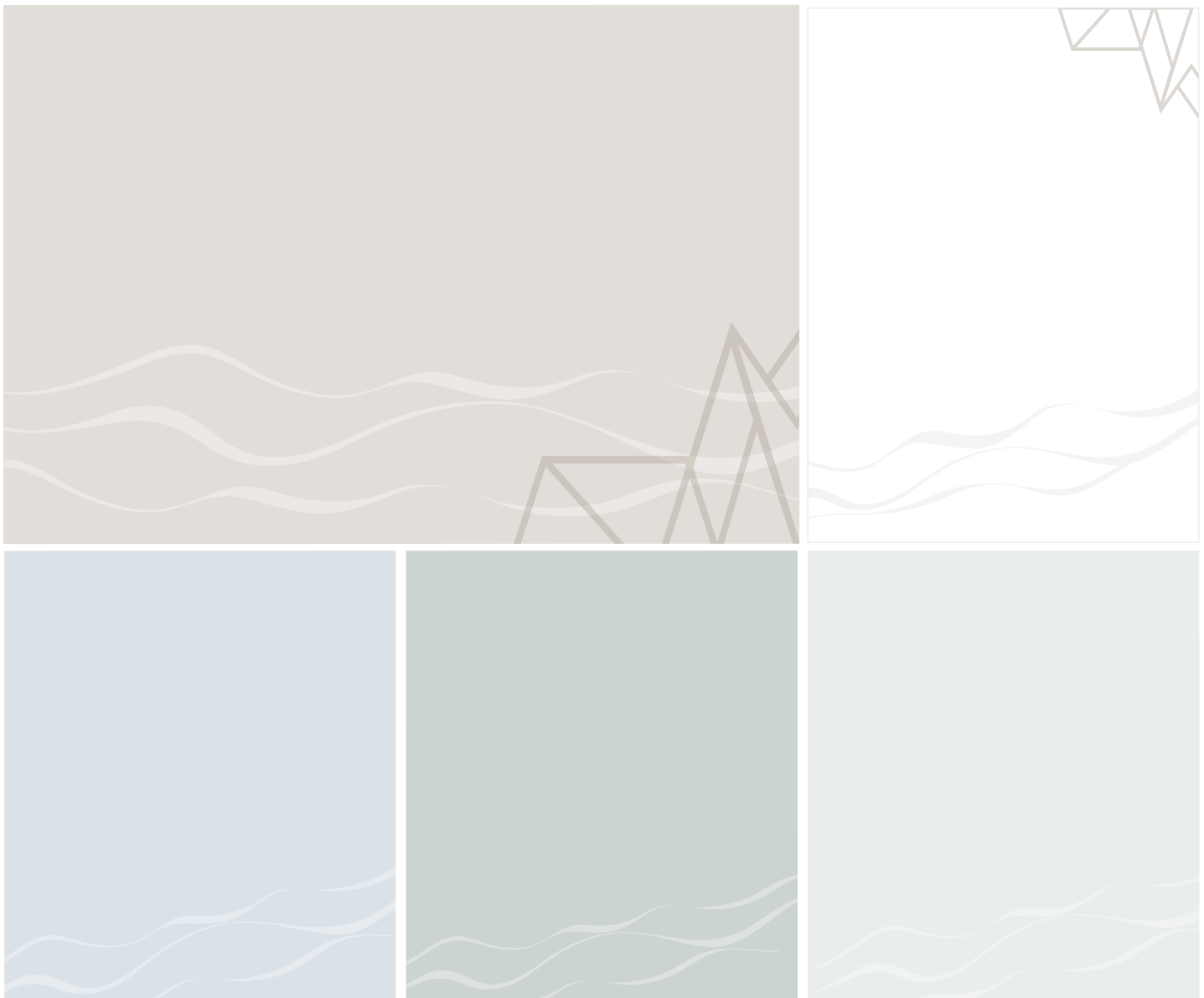
Frames, icons and graphic elements

Each decorative element has a purpose. The frames are used to highlight infomation. The diamond shaped fram is used for educational and informational design (Ex: What is a tree pose?, What do I bring to Yoga?). The rectangle shape is used when promoting services and times for classes.

The icons are used when marketing each of those services. The three are used together in instances that Sapphire and Soul is aiming to advertise its services together (ex: business cards, rack cards). The all white variation can be used when there is a dark background.

The graphic elements are also available to use as seperate design elements. The waves element always use on the bottom with a transparency to keep the soft feel of the brand. The geometric shape is the icon that has been deconstructed to use in the corners of a design (Ex: see canva samples on page 21).
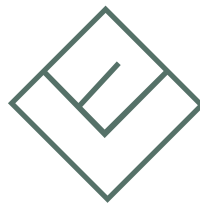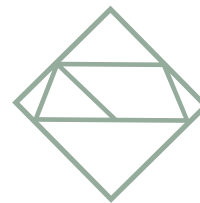
Frames
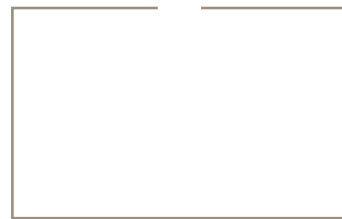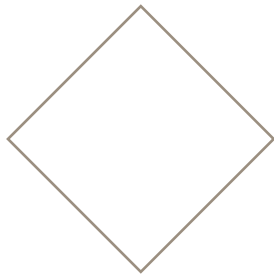
Icons
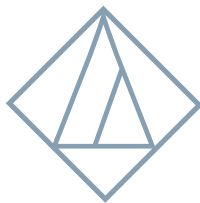
MASSAGE   YOGA   SUP YOGA

Graphic elements

PHOTOGRAPHY RULES

Custom Photography

An investment at the outset can generate a library of images that can be re-used year-round in marketing materials.

DO NOT USE STOCK IMAGES TO REPRESENT A "REAL" PART OF OUR BUSINESS.
Pictures of our staff, our community, and our products are things that people can easily recognize. Use real pictures to represent the real parts of our business.

IMAGE QUALITY

All images used in our marketing materials should be professionally shot, high quality images. Clean, sharp pictures with an appealing composition and great lighting.

TECHNICAL QUALITY

Use the correct resolution of a photo for the medium they will be used in. For example, print requires large, high-resolution photos. **NEVER SCALE UP A PHOTO TO FIT** - it will pixelate and distort the image. Either re-take the photo or obtain a larger version.

Stock Photography

It is acceptable to use high quality stock photos in certain areas of our marketing materials by following these guidelines.

GUIDELINE #1 - Select stock images that shows a sunkissed feel

GUIDELINE #2 - Yoga: Use stock photos that feature a yoga pose and the subjects face is hidden

GUIDELINE #3 - Massage: Use a zoomed in photo to focuses on the patient and the treatment

GUIDELINE #4 - SUP yoga: Look for images that have scenery of the ocean and a SUP

GUIDELINE #5 - Vignette photos should show the ocean, the sun or an element of massage without too much detail

Stock Photo Examples

Each of these photos reflect a soft and relaxing feel with a sunset and warm vibe. Photos can have a colour overlay if necessary. When using text or an icon, a colour overlay should be applied unless the icon or text is legible (see SUP yoga image). Each image shows a sunset or a soft and blurred feeling to it.
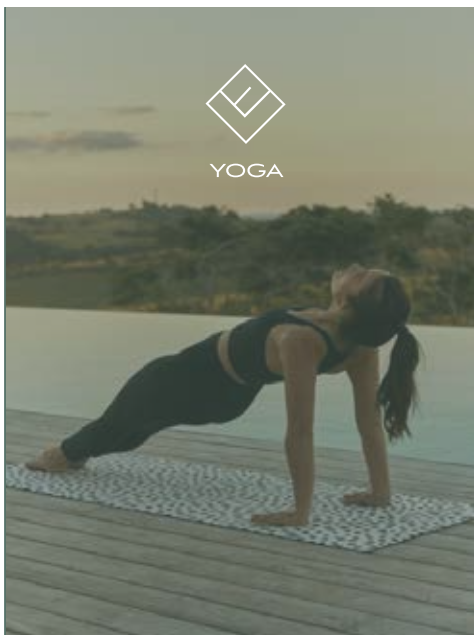
Editing & Treaments

Each service has a specific colour overlay assigned to them (yoga is green, massage is blue). This is applied by using the corresponding colour and making the transparency 20-40%. In this example, the SUP has no overlay but it has brand colours in it (the water and the top). The Yoga photos should have an overlay when text needs to be included. Massage will always have an overlay. The photo will also have a transparency applied to it (20-40%) to keep the softness of the brand.

VISUAL BRAND
TEMPLATES

Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Editable templates have been provided for creating business cards for any employee of the company.

Reproducing Stationery

When reproducing stationery, please only use the template files that have been created. This will ensure our branding is consistent across all marketing channels. Print ready files of the letterhead and envelope have been provided, as well as editable source files.

Ensure you install the correct fonts before using the letterhead. If brand fonts cannot be used, refer to the alternative fonts on pg 13.

Canva Templates

Our Canva Brand Kit contains all of our branded assets and custom branded templates for using on social media. Use these templates as an example for using the brand in Canva to ensure consistency in imagery used on social media. Do not use templates premade by Canva without applying our branding to the design. Make sure our fonts, colours, and graphic assets replace the ones used in the premade template.

FOR SUPPORT RELATED TO THE GUIDE OR THE ACCOMPANYING TEMPLATES, CONTACT:

NINE10 INCORPORATED

PHONE: 780-539-1755
EMAIL: SUPPORT@NINE10.CA
WEB: NINE10.CA

WE ENCOURAGE YOU TO CONTACT US IF YOU HAVE ANY QUESTIONS
ABOUT OUR GUIDE OR NEED FURTHER HELP WITH A BRAND PROJECT.