











ON

GURU

RESEARCH

Logo	Color	Typeface	Slogan	Type/Space
	Black, White	Trojan Pro	NA	Caps
	Purple, Green	Arial	Yoga for everybody	Caps
	Brown, Green	Baskerville	Dig deep, reach high	Half caps, Tracking
	Black, Yellow	Century Gothic	Live an extraordinary life	Half caps, Tracking
	Green, Purple	Cambria	NA	Lower case
	Green, Grey	Geneva	It's that simple	Lower case
	Red, White	Century Gothic	Representing heaven on earth	Lower case
	Brown, Blue	Arial	NA	Lower case
	Orange, Black	Letter Gothic Std	NA	Caps
	Yellow, Black	Decorative	NA	Caps

Yoga, Fitness, Balance

Our target market at Om Guru are males and females from 35-44. They were born in between the Generation X and Generation Y. They are mostly technology adept, college educated, try to maintain a work-life balance, individualistic, and family is their top priority.

Our target market makes up 47 Million of the U.S. population. Most are married, have obtained a Bachelor Degree or higher and make an annual income of \$57,785.

Obstacles within our target market are that these people are usually less religious, skeptical of marketing, and abstain from brand names.

Our target market are mainly exposed to advertising by cable TV, internet, and newspaper.

BRAINSTORMING

FEELINGS

Strong
Simple
Ritualistic

SIGHT

White Space
Bold Colors
Simple Shapes

TOUCH

Smooth
Hard
Cool

NICHE

Cancer Patients
Athletes
College Students

TASTE AND SMELL

Sweat
Clean Linens
Fresh Rain

CREATIVE DIRECTIONS

Athletes and flexibility
Eco-friendly Yoga
Cancer Month

LOGO DESIGN

The Om Guru
THE OM GURU
the om guru
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the om guru

the om guru
yoga studio and meditation center

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STYLE GUIDE

LOGO



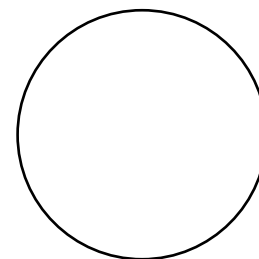
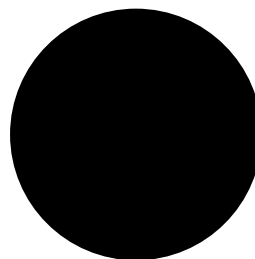
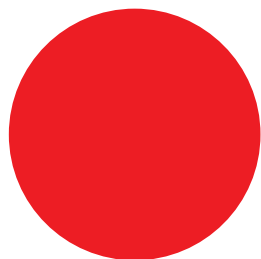
Reverse



Black and White



LOGO COLOR



TYPEFACES

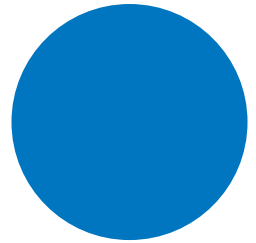
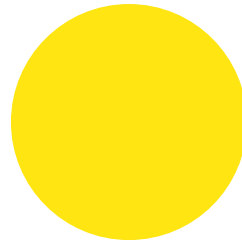
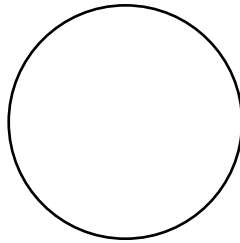
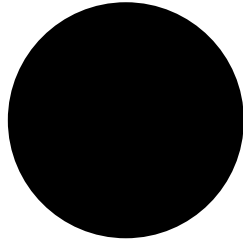
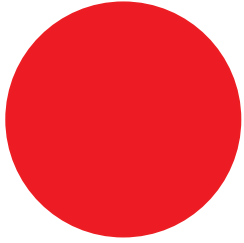
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Futura
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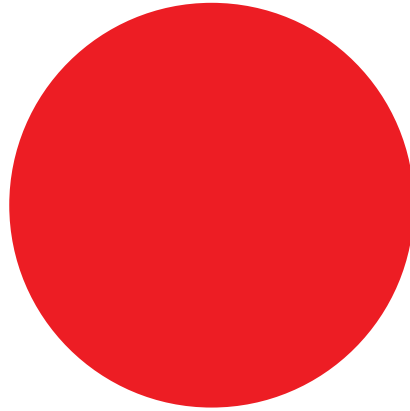
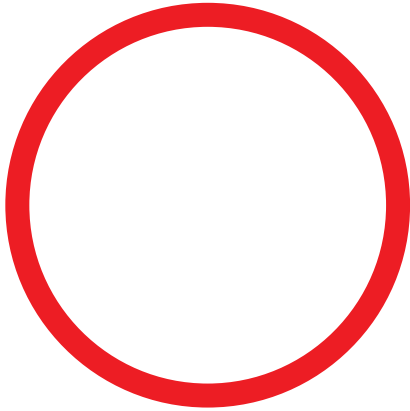
HERCULANUM
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PqQrRsStTtUuVvWwXxYyZz 1234567890

STYLE GUIDE

COLOR SCHEME



DESIGN ELEMENTS



CONCEPT COVERS



OM
GURU

OM
GURU

Yoga & Meditation Center
1217 Stafford Road
Portland, OR 97223



Like yoga?
We thought so.

We offer yoga and meditation sessions for beginners and veterans alike. See what more we have to offer at omguru.com

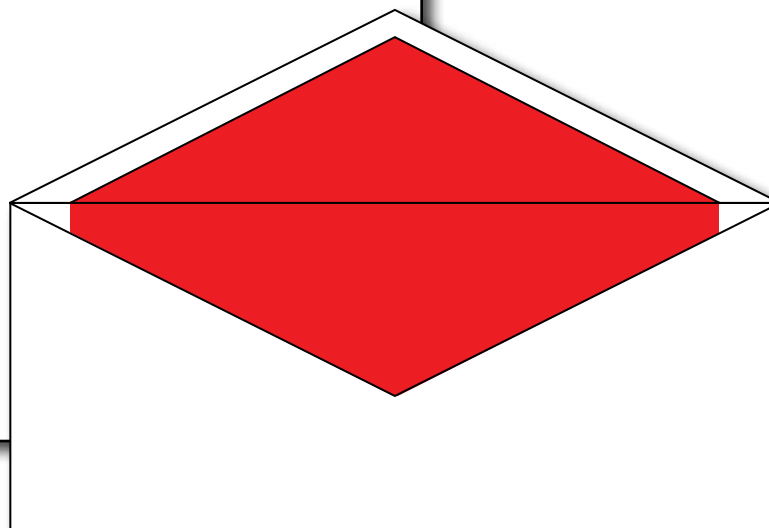
You won't be sorry.



MARKETING PIECE



**STATIONARY: LETTER HEAD,
BUSINESS CARD, ENVELOPE**



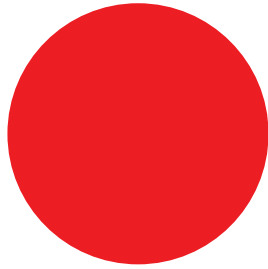


HOW DO YOU GURU?

Find out at www.omguru.com.



www.omguru.com



Yoga & Meditation Center