

Yoga Aperta

Tadasana
Garudasana
Anjaneyasana
Utkatasana
Padangusthasana
Malasana
Virabhadrasana
Parsvottanasana
Bharadvajasana
Paschimottanasana
Vrksasana
Uttanasana
Natarajasana
Marichyasana
Parighasana
Balasana
Parsvakonasana

About Yoga Aperta

We are an Italian yoga studio, owned and operated by Americans.
Where some studios act only as businesses, we choose instead
to connect with our clientele as ambassadors, teachers, and friends.
This choice is central to our identity, and this guide documents
our approach to the visual communication of our intent.

Yoga Aperta uses an analogous complementary color scheme to communicate harmony and vigor. Dominant orange represents playfulness and vibrancy while supporting yellow conveys happiness and warmth. Accents of pink and green suggest nourishment and abundance.

			Alba FF6D33 rgb(255, 109, 51)		
Alba Primary	Lightest Alba FFA682 rgb(255, 166, 130)	Lighter Alba FF8858 rgb(255, 136, 88)		Darker Alba E74607 rgb(231, 70, 7)	Darkest Alba B23300 rgb(178, 51, 0)
Sole Support	Lightest Sole FFCA82 rgb(255, 202, 130)	Lighter Sole FFB858 rgb(255, 184, 88)	Sole FFA833 rgb(255, 168, 51)	Darker Sole E78707 rgb(231, 135, 7)	Darkest Sole B26600 rgb(178, 102, 0)
Rosa Accent	Lightest Rosa F07B9E rgb(240, 123, 158)	Lighter Rosa E9517F rgb(233, 81, 127)	Rosa E42E65 rgb(228, 46, 101)	Darker Rosa CF0643 rgb(207, 6, 67)	Darkest Rosa 9F0030 rgb(159, 0, 48)
Mare Contrast	Lightest Mare 6CD4A7 rgb(108, 212, 167)	Lighter Mare 42BF89 rgb(66, 191, 137)	Mare 23AF73 rgb(35, 175, 115)	Darker Mare 049F5C rgb(4, 159, 92)	Darkest Mare 007A46 rgb(0, 122, 70)
	Tabula F9F9F9 rgb(249, 249, 249)		Nuvolo 989FAA rgb(105, 110, 117)		Cosmo 35383A rgb(53, 56, 38)

Text on Yoga Aperta's website uses either Lato Light or Roboto Light for styling. The smooth curves and clean lines of these sans-serif fonts are in keeping with the studio's aesthetic, and using separate fonts for headers and paragraphs allows for dynamism without dramatically increasing page load times. Both fonts are hosted and served by Google Fonts service.

Font sizes are declared in the style sheet using the relative unit em, providing maximal legibility across a variety of devices and browsers. These units are multiplicative, so "3em" can be read as "three times larger than base size." Base font size is declared in the stylesheet as 16px.

Lato is used for headers, labels, and buttons at font sizes 3em, 2em, and 1.5em.
Roboto is used for paragraph text, list items, and form input fields at 1.1em.

Lato Light 3em

Vinyasa at Yoga Aperta Firenze

Lato Light 2em

Drop in for zazen meditation every morning.

Lato Light 1.5em

Lifestyle guidance teaches nourishment of mind, body, and soul.

Roboto Light 1.1em

Questions, comments, and suggestions are always welcome.

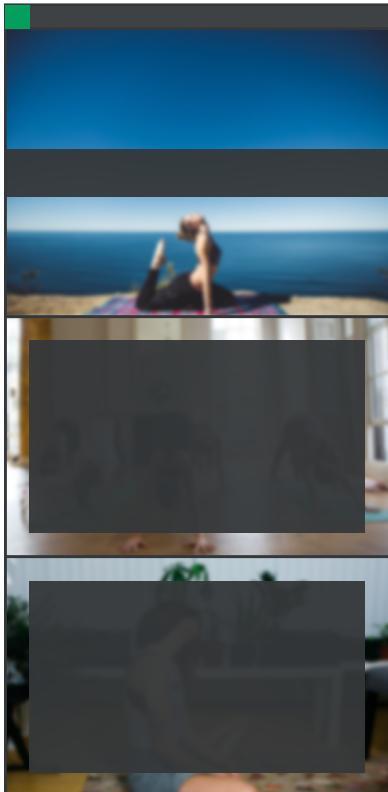
Website Elements

Our studio marries the freedom associated with yoga and meditation with the structure of a learning environment. The framework of the Yoga Aperta website mirrors the environment we provide our clients, enveloping the smooth, organic shapes of individual elements in clean, straight lines. Wherever possible, color, contrast, and composition are used to guide the eye and remind the viewer of the nature of our practice.

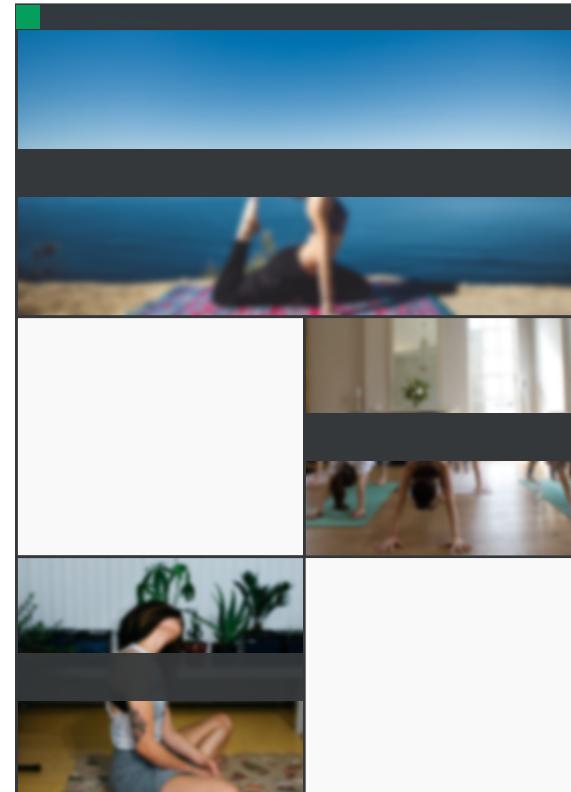
The structure of the website implements a traditional grid framework for consistency, with alterations made for dynamism and visual appeal. Page content occupies one, two, or three columns as needed.

Many elements are shared across the three formats. The navigation bar remains at the top of the viewport, regardless of page position. Large splash images introduce each page and act as visual buffers in grids with many rows. Text is superimposed on images in Tabula white with a semitransparent Cosmo gray background. The page footer is given minimal styling, presenting class times, social media buttons, and contact information in Tabula white on a Cosmo gray background.

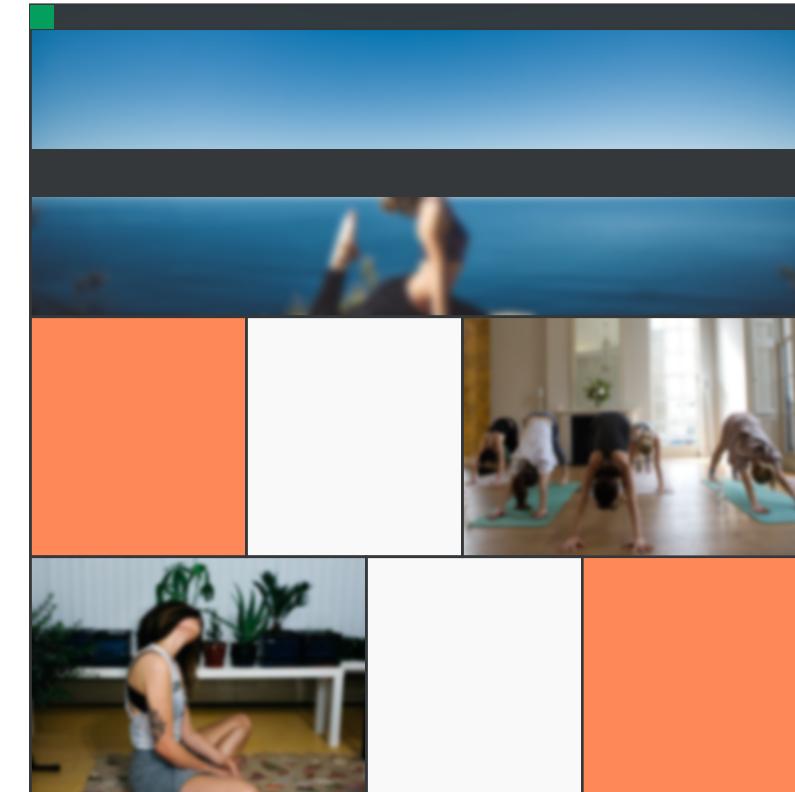
Single-Column



Dual-Column



Triple-Column

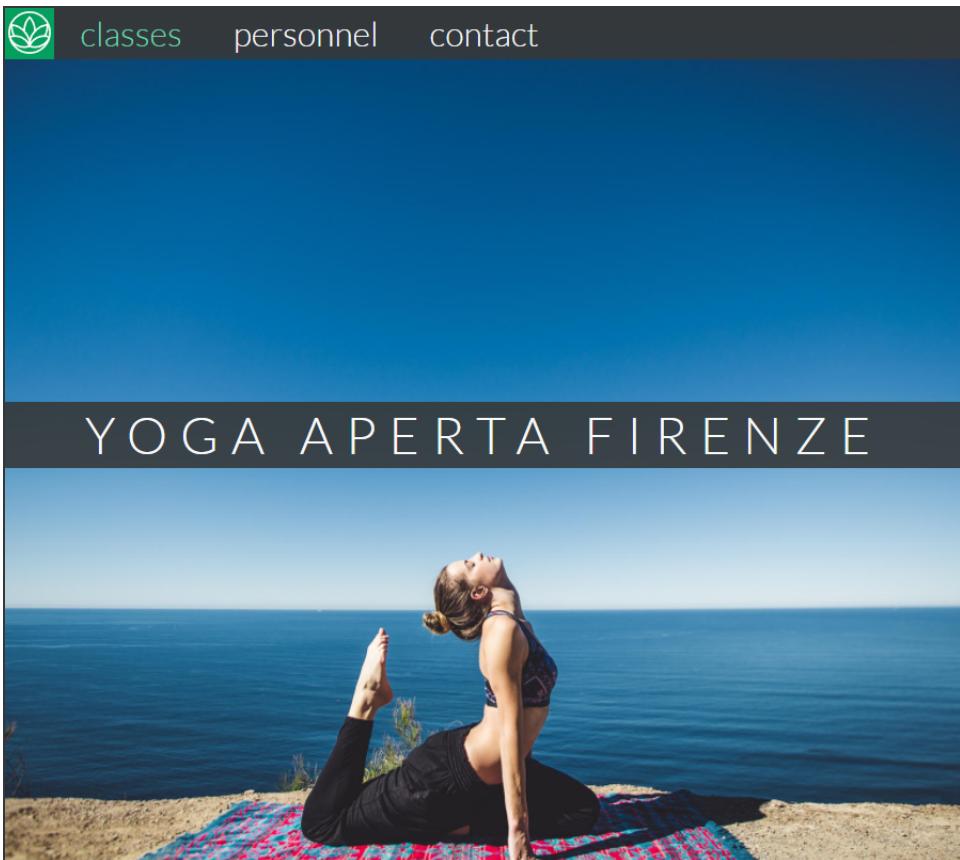




The Yoga Aperta website is built to serve mobile users first and scale upward as needed. Since screen space and bandwidth are limited on mobile devices, we aim to serve these users maximal information and visual appeal with minimal resources.

For the single-column layout, subject headings, text, and their related images are corralled into a single column. Text is rendered in Tabula white. In order to preserve legibility, a Cosmo gray background at ninety percent opacity obscures background images.

In order to keep site navigation easily accessible, the navigation bar remains fixed at the top of the viewport, minimizing unnecessary scrolling. Its slim profile allows us to maintain this behavior on mobile devices without sacrificing a significant amount of screen space.



YOGA APERTA FIRENZE

Salve e namastè! At Yoga Aperta, we specialize in Vinyasa yoga, a particularly energetic form of yoga linking breath and movement to encourage meditation in motion. We shift quickly through a wide variety of poses, so come prepared to work up a sweat while you center your psyche! Each of our teachers has a unique approach to their practice, and we offer classes for all levels of yoga familiarity. Whether you're a complete beginner or a true yogi, we welcome you to come grow with us.

[view schedule](#)



Guided Practice

Life can be stressful, but it never has to be. If you're

At higher resolutions, page content expands into a dual-column layout. Paragraphs are migrated to their own tiles and presented in Cosmo gray over Tabula white. Their headers remain in the same tile as the corresponding image. Font color for these headers is not changed, but the Cosmo gray background is stretched into a banner. Ninety percent background opacity is preserved.

Tiles in this layout are arranged in a checkerboard pattern, providing color and contrast throughout the page while preserving visual consistency.

[classes](#) [personnel](#) [contact](#)

YOGA APERTA FIRENZE



Guided Practice

Salve e namaste! At Yoga Aperta, we specialize in Vinyasa yoga, a particularly energetic form of yoga linking breath and movement to encourage meditation in motion. We shift quickly through a wide variety of poses, so come prepared to work up a sweat while you center your psyche! Each of our teachers has a unique approach to their practice, and we offer classes for all levels of yoga familiarity. Whether you're a complete beginner or a true yogi, we welcome you to come grow with us.

[view schedule](#)

At the highest resolutions, content is presented in three columns. Subject headers are migrated to their own tiles and rendered in Cosmo gray on Lighter Alba orange, which transitions to Lighter Sole yellow on interaction.

Deviating from the checkerboard pattern, rows alternate between two tile arrangements. One row will have a header tile, a paragraph tile, and finally the corresponding image, and the next row will reverse that order. Tile sizes within a row are staggered such that columns are always slightly askew. As resolution increases further, image tiles stretch to occupy more space in each row.

The Lotus Aperta logo and all social media icons are built on simple, rounded shapes and designed for legibility at any size. They are included as scalable vector graphics in order to maintain crisp lines at any resolution and keep loading times low. In buttons, icon strokes are white with a Darker Mare green background. The contrast between the dominant Alba orange used throughout the page and the complementary Darker Mare green draws the eye to important buttons. Button backgrounds transition to Lightest Alba on hover.

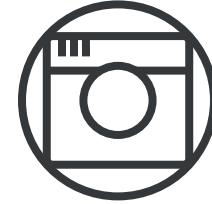
Lotus Aperta



Facebook



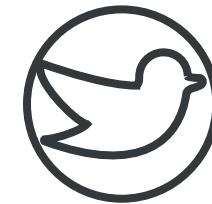
Instagram



Tumblr



Twitter



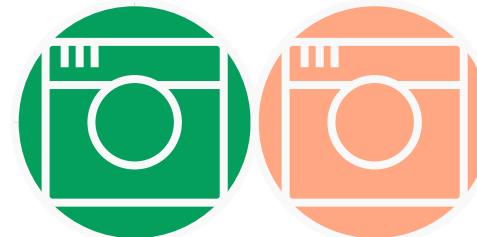
YouTube



Navigation bar button transition



Social media button transition



Submit button transition



