

# B R E A T H E

BRANDBOOK  
DECEMBER 2024

# BRANDbook

## THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Breathe's brand identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our venue.

These guidelines reflect Breathe's commitment to quality, consistency and style.

Breathe brand, including the logo, name, colors and identifying elements, are valuable assets.

Each of us is responsible for protecting the venue's interests by preventing unauthorized or incorrect use of Breathe's name and marks.

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# *brand LOGO system*

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our venue's name – they have a fixed relationship that should never be changed in any way.

THE LOGO INTRODUCTION

THE LOGO APPLICATIONS

CLEARSPACE & COMPUTATION

INCORRECT LOGO APPLICATIONS

ICON SYSTEM

# *the* LOGO

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The primary logo is our main identifier.

## **RECOMMENDED USAGE**

The primary logo should be used for everything happening out of the venue: corporate identity, stationery, marketing & advertising, etc...



B R E  $\bar{\Lambda}$  T H E

WELLNESS

สร้างพลังชีวิต

SANCTUARY

# *logo* TYPEFACE

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## POSITIVE & NEGATIVE

The usage of logo's will be based on backgrounds' color value and scenarios

This logo typeface can be used anywhere to identify the venue. It can stand alone as well as be paired with the icon and tagline

B R E  $\bar{\Lambda}$  T H E

B R E  $\bar{\Lambda}$  T H E

# *logo* ISOTYPE

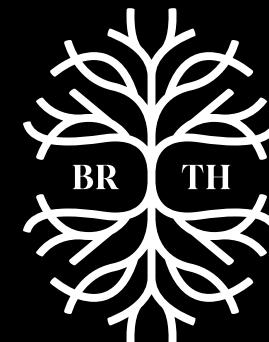
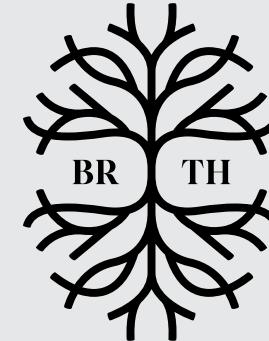
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## POSITIVE & NEGATIVE

The usage of logo's will be based on backgrounds' color value and scenarios

This logo icon should always be used with the logo typeface to identify the brand outside of the venue (marketing, advertising materials, etc.)

It can be used alone on collaterals inside the venue.



# logo RULES

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## CONTRAST

Always provide sufficient contrast.



# logo RULES

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## MINIMUM SPACE

To ensure legibility of Breathe logo, follow the minimum size and free space specifications.

The safest space is equal to 1/2 of the logo height.



# logo RULES

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MINIMUM SIZES



*h = 35mm*

B R E  $\bar{\Lambda}$  T H E

WELLNESS

ស្រែបន្ថែម

SANCTUARY



*h = 30mm*

B R E  $\bar{\Lambda}$  T H E

WELLNESS

ស្រែបន្ថែម

SANCTUARY



*h = 25mm*

B R E  $\bar{\Lambda}$  T H E

WELLNESS

ស្រែបន្ថែម

SANCTUARY



*h = 20mm*

B R E  $\bar{\Lambda}$  T H E

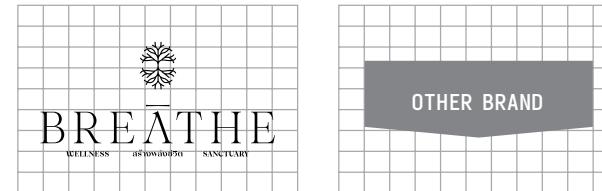
WELLNESS

ស្រែបន្ថែម

SANCTUARY

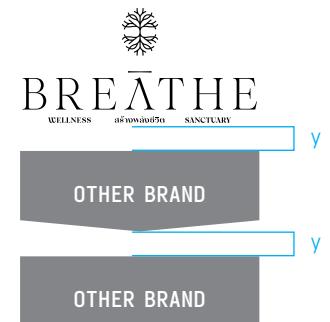
# logo RULES

## SIZE PARITY



Equal Size Relationship

## STANDARD ALIGNMENT



## ACCEPTABLE ALIGNMENT



# logo RULES

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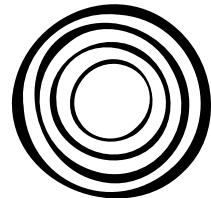


# ICON SYSTEM

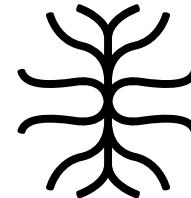
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A set of graphic icon drawn in minimal organic shape and line style.

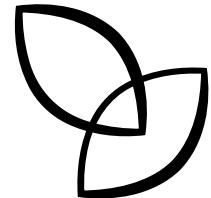
For various use in Collaterals and Marketing.



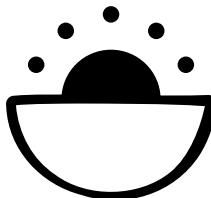
COMMUNITY



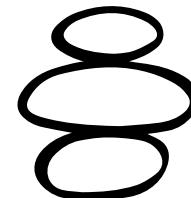
MINDFUL



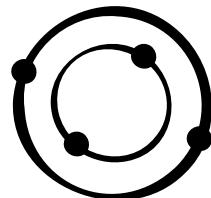
NATURE



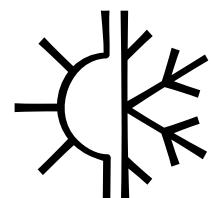
NUTRITION



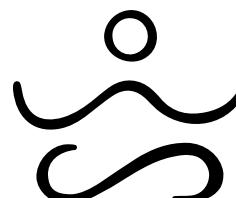
RELAXATION



SCIENCE



THERMAL THERAPY



YOGA



BREATHWORK

# ICON USAGE

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The set of icon is used to express the message being delivered in an artwork, whatever topic it maybe.

Up to 5 icons can be used in the same artwork, following the rule of the color system.



# TYPOGRAPHY & *text*

Typographic hierarchy is another form of visual hierarchy in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Breathe layouts.

THE BRAND FONTS  
PRIMARY FONT  
SECONDARY FONT  
FONT HIERACHY

# TYPEFACE *specifications*

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## HEADINGS, TITLES, STATEMENTS: PANGAIA

A typeface seamlessly blending the splendour of traditional serif fonts with the rough, raw, organic beauty of Mother Nature.

The result is a well-balanced, contrasted and elegant font, perfect for display use, especially with a strong color palette.

**Pangaia** is the font to be used for headlines, document and chapter titles, and statements. It's the main font to use for short messages to make a statement.

Line height should be around 95% of the font size

e.g. font size: 38pt, line height: 36pt.

Tracking is null (0)

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

. , : / ? ! " - + \_ { } ~ < > \*



# TYPEFACE *specifications*

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## SUB-HEADINGS, BODY TITLES, SUB-STATEMENTS

**Manrope BOLD** is the font to be used for subtitles (all caps) and highlighted text in copy. It's the secondary font.

Line height is equal to font height.

Tracking is 10

## BODY FONT

All body text in body copy is to be set to **Manrope REGULAR**

Line height is set to automatic.

Tracking is null (0)

### MANROPE BOLD

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 ( ) ø æ å  
ù ê é è à \$ . , : ? ! " - \_ { } +

### MANROPE REGULAR

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 ( ) ø æ å ù ê é è à \$ . , : ? ! " - \_ { } +

*bello*  
HEADLINE

### A SUBTITLE IS HANDY

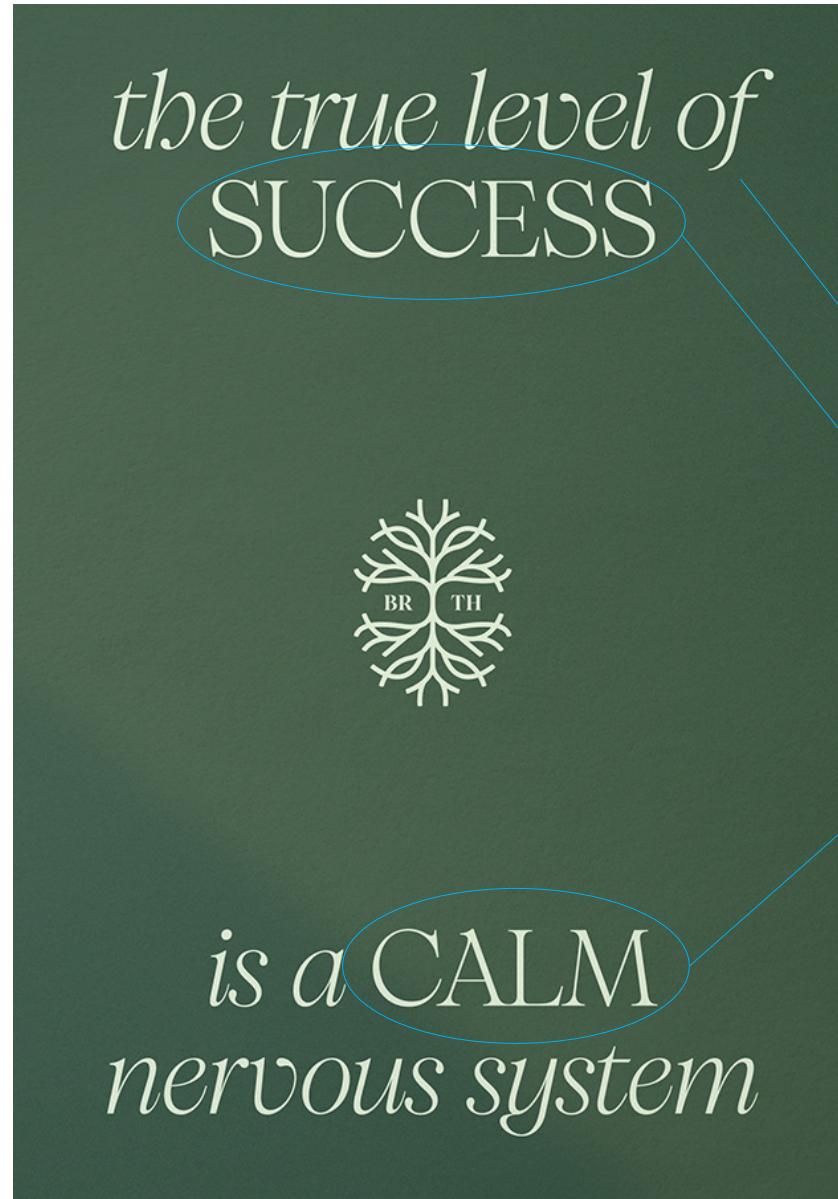
What's indisputable is that Chino Moreno and Co. brought the goods. From the ominous synths of opener "Genesis" to its powerful closing single "Ohms," the album is rife with tension and release and soaring with majestic melody and riffage. It's a stunning, shoegazing scourge of down-tuned reverie that's arguably their best since Diamond Eyes, maybe even White Pony.

# TYPEFACE *specifications*

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## HOW THE TITLE/ STATEMENT WORKS

Type out the statement sentence in **Pangaia Ultralight Italic lowercase**. Then, find the most important word(s) of the message and change the font of that to **Pangaia Ultralight UPPERCASE**.



Secondary text in  
*Pangaia Ultralight Italic LOWERCASE*

Main highlighted text in  
**Pangaia Ultralight ALL CAPS**



# MAIN COLORS

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These colors are the only colours to be used in marketing materials and branded collaterals created for Breathe.

Our main colors are **Healing Green, Icy Blue, Earthy Tan** and **Wood Taupe**.

Our secondary colors are **Accent Green, Accent Blue, Accent Tan** and **Accent Taupe**.



HEALING GREEN

CMYK 72 42 68 28  
RGB 68 99 81  
HEX #446351



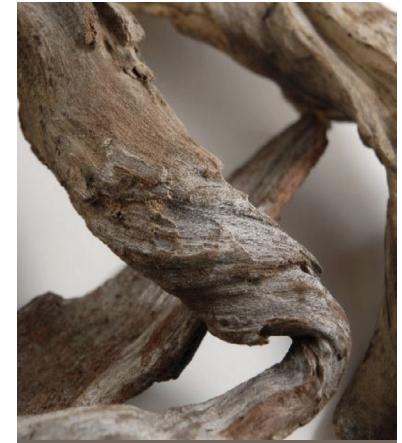
ICY BLUE

CMYK 53 34 27 1  
RGB 128 148 164  
HEX #7F94A3



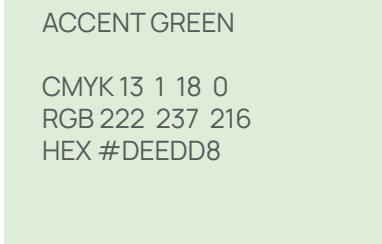
EARTHY TAN

CMYK 32 49 80 11  
RGB 165 124 73  
HEX #A57C49



WOOD TAUPE

CMYK 53 51 57 21  
RGB 112 102 93  
HEX #70665D



ACCENT GREEN

CMYK 13 1 18 0  
RGB 222 237 216  
HEX #DEEDD8



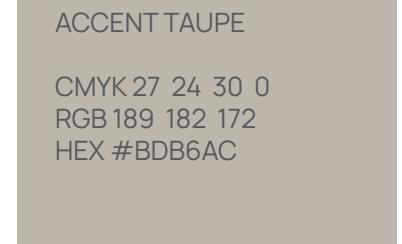
ACCENT BLUE

CMYK 16 2 0 0  
RGB 210 235 253  
HEX #D2EBFD



ACCENT TAN

CMYK 5 16 32 0  
RGB 241 212 176  
HEX #F1D4B0



ACCENT TAUPE

CMYK 27 24 30 0  
RGB 189 182 172  
HEX #BDB6AC

# BRAND PALETTE

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## COLOR USAGE

The logo can be used on any of the brand colors' background.

In ALL cases, the secondary Accent colors must be paired with their respective



# COLLATERAL CATALOG

UNIFORM

TOWEL

T-SHIRT

HAT

YOGA MAT

SIGNAGES

IG TEMPLATE

FLYER TEMPLATE

# UNIFORM

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To be used by staff across the venue.  
Different department may have  
different outfit design or color.

## PARAMETER

Embroidered Logo on Chest  
Style: to be decided



# TOWEL

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This shows the layout of the towels to be used inside Breathe.

## PARAMETER

Size: 70x140cm

Screen print logo icon

Tag: typeface logo



# T-SHIRT

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Merchandise.

## PARAMETER

Style: cotton t-shirt

Design: 1 color print on green fabric.



# YOGA MAT

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Merchandise.

## PARAMETER

Size: 61x173cm

Design: 1 color print on green mat.

B R E  $\bar{\Lambda}$  T H E



B  
R  
E  
 $\bar{\Lambda}$   
T  
H  
E



# HAT / CAP

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Merchandise.

## PARAMETER

Style: Bucket Hat or Cap

Design: 1 color print on green fabric.

Bucket Hat can be reversible.



# SIGNAGE

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To be used cohesively across the venue.

## PARAMETER

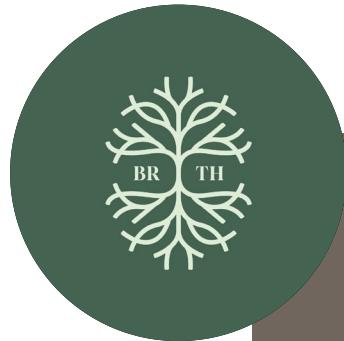
To be decided.



# INSTA GRID

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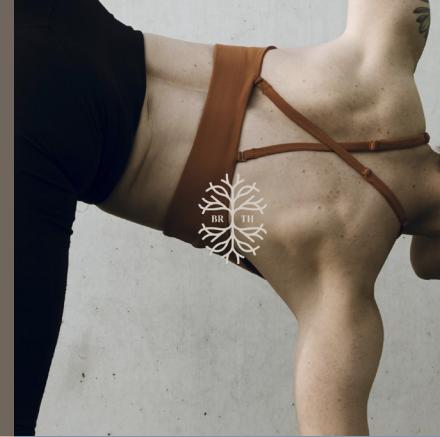
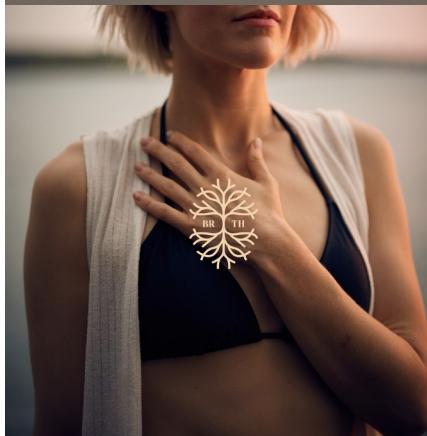
Avoid posting busy images.  
Insert in between post brand's color blocks with big bold statement for various content.



THERMAL  
THERAPIES



YOGA



BREATHWORK



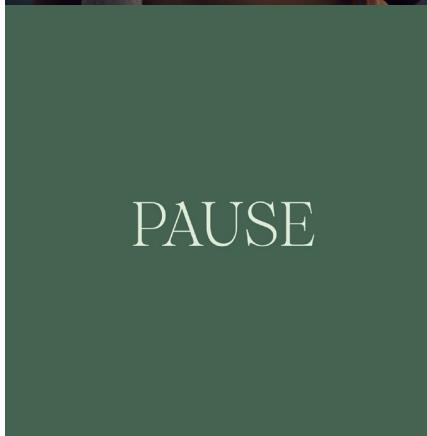
CONSCIOUS  
COMMUNITY



COMING  
SOON



PAUSE



PROCEED

# FLYER TEMPLATE

A4 size



*the true level of  
SUCCESS*



ICE BATH therapy

thb 490 / pax  
for a half day pass of  
cold plunge magic

*is a CALM  
nervous system*

DOPAMINE  
menu



STARTERS

sunshine  
meditation  
breathwork

MAIN

movement  
time in nature  
new experience

DESSERT

cold plunge  
act of kindness  
quality sleep



CONSCIOUSNESS



BREATHWORK



NATURE



MOVEMENT



SCIENCE

PAUSE

Pausing allows us to break free  
from the automatic pilot mode &  
become present in the moment.

BREATH



PROCEED

It's a brief but powerful act  
that creates space for  
mindfulness and reflection.

Proceeding in this mindful  
manner helps you to respond  
rather than react.

making better decisions and  
maintaining a sense of calm and  
control in your actions.

FOR MORE INFORMATION, CONTACT  
CAROLINA@BREATHEPHUKET.COM

