

# **Science of Abundance**

## **Brand & Visual Identity**



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# Direction

# **Old World – Mayan – Numerical**

With this we attempted to capture the mysticism of our world's first design principles. Simple, elegant, intelligible. The result uses analog sensibilities that are as grounded as they are ambitious – communicating that the SoA school of thought is attainable through practice.

# Wordmark

# Wordmark

Carved in the stone of the world's first, and most elegant, educational building. Marble halls, towering ceilings, with nature featured throughout. The SoA wordmark is a symbol of excellence that feels as aspirational as it is free.

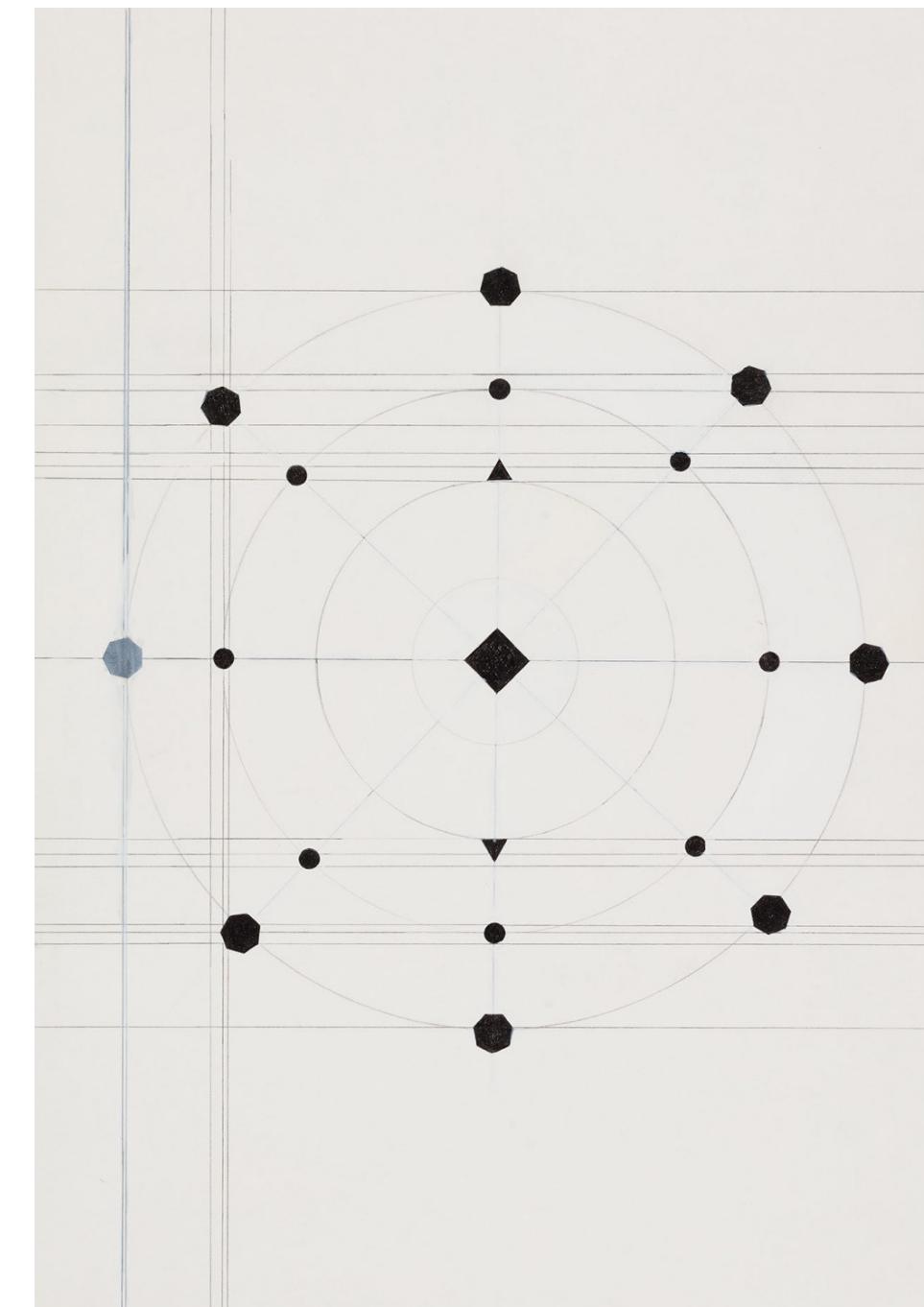
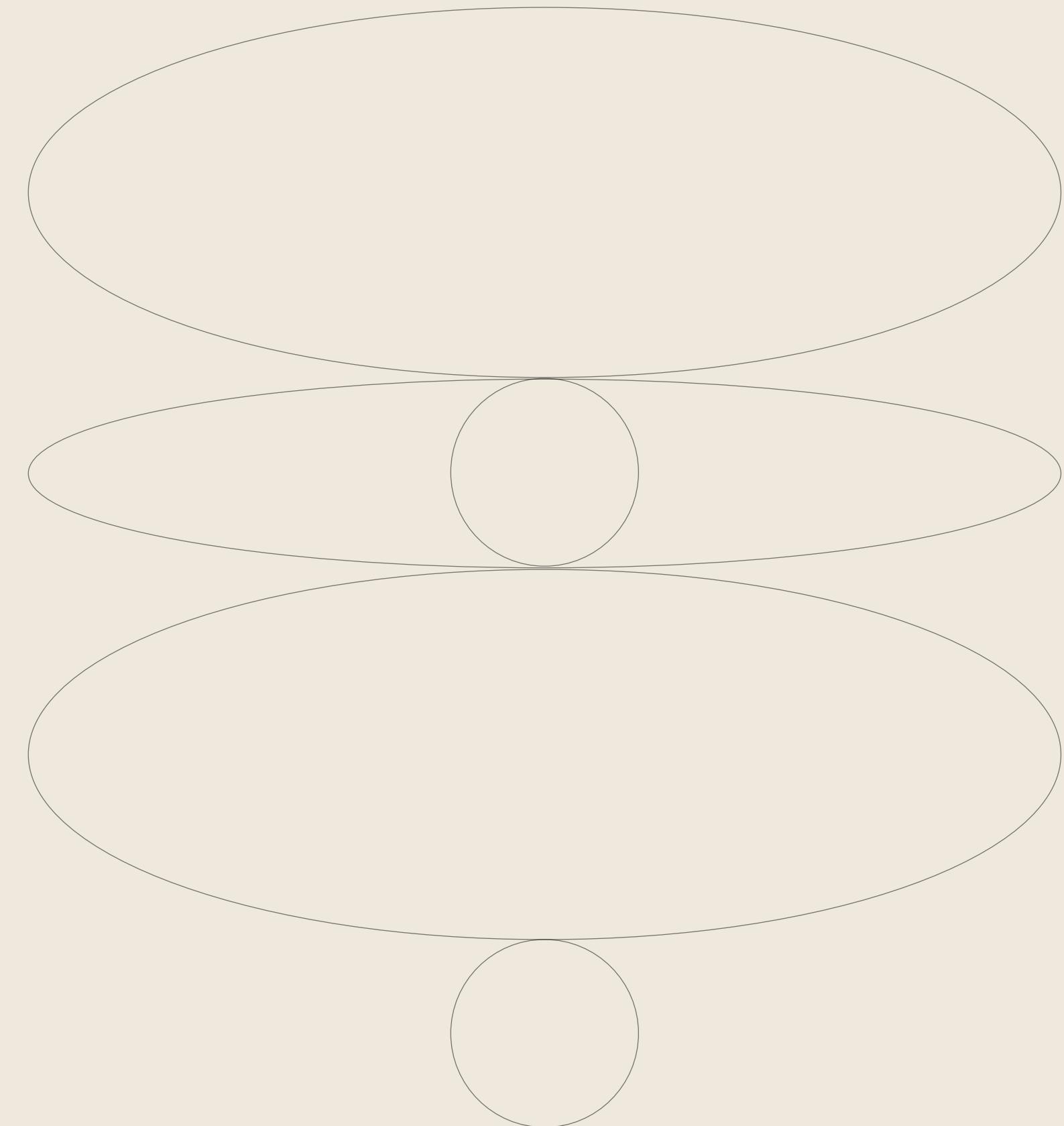
# Science of Abundance

# **Science of Abundance**

# Science of Abundance



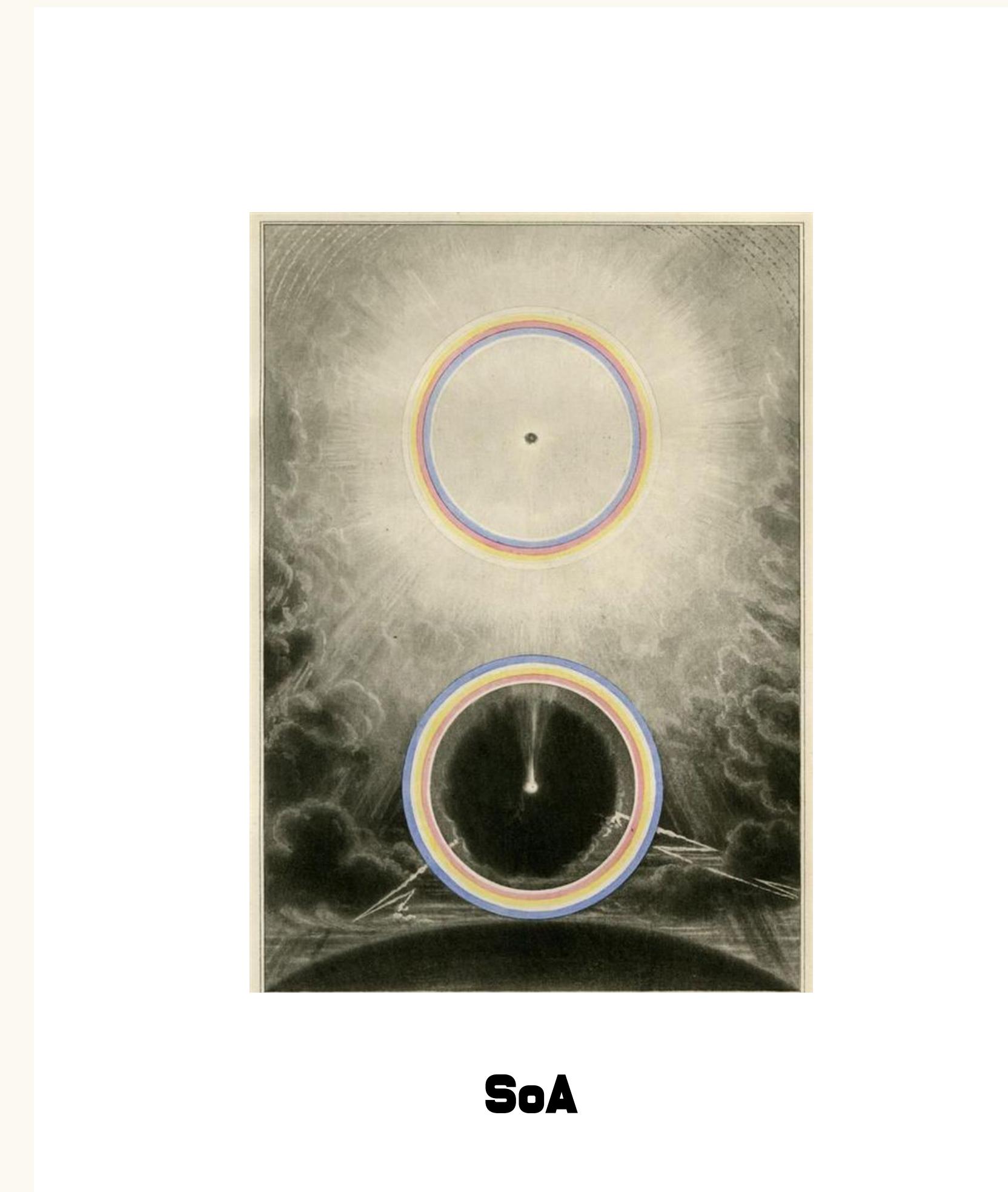
# Science of Abundance



**Science of Abundance**

**SoA**

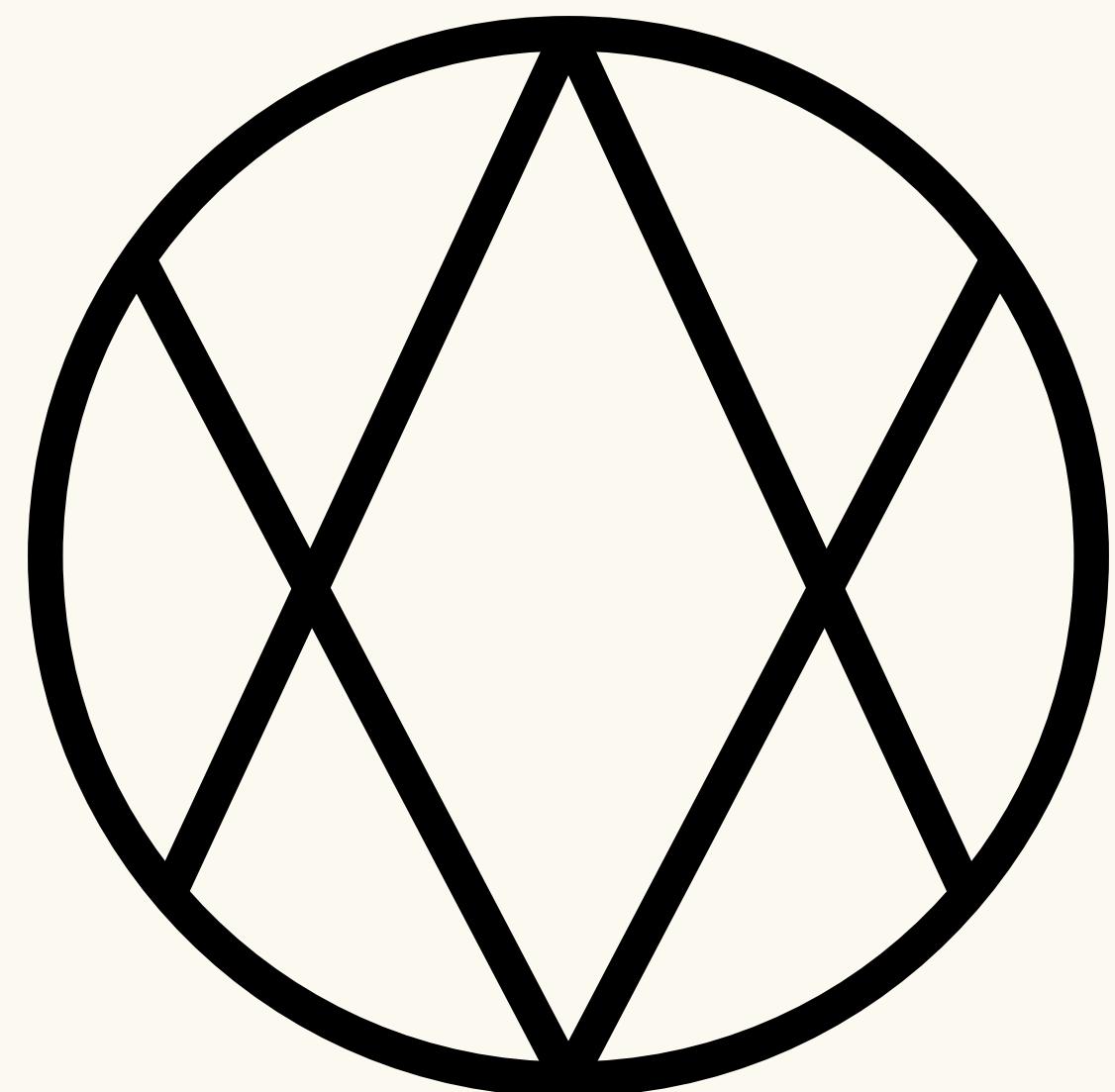
**SoA**



# Special Mark

# Special Mark

Intended to represent an ancient womb and the eight points of a compass. SOA takes this special mark to create its own meaning for the eight points, while having reverence for the womb creation from the art.







# Color Palette

# Color Palette

Before pollution and artificial light, there were colors that reflected the sun and moon's impact on the earth. To SoA, these colors are our earth tones – representing a literal interpretation of impact and abundance.

It's critical that our colors are vehicles for understanding, not shiny and bright distractions from the importance of the information.

Thus our colors are used primarily as connections to parts of SoA's teaching, corresponding to parts of a whole educational identity.

# Sand

Hex: E7E5DD

RGB: 231, 229, 221

CMYK:

0

01

04

09

# Clay

Hex: B9B4A2

RGB: 185, 180, 162

CMYK:

0

3

12

27

## Cloud

Hex: E7E5DD

RGB: 231, 229, 221

CMYK:

0

1

4

9

## Dune

Hex: E3CFAB

RGB: 227, 207, 171

CMYK:

0

9

25

11

## Soil

Hex: 413E35

RGB: 65, 62, 53

CMYK:

0

5

18

75

## Ember

Hex: C85337

RGB: 200, 83, 55

CMYK:

00

58

72

22

## Sun

Hex: FFEA74

RGB: 255, 234, 116

CMYK:

00

08

54

00

## Shale

Hex: 304E67

RGB: 48, 78, 103

CMYK:

53

24

0

60

## Pine

Hex: 44795D

RGB: 68, 121, 93

CMYK:

44

0

23

53

## Loam

Hex: 5D5150

RGB: 93, 81, 80

CMYK:

0

13

14

64

## Sage

Hex: 9DC79A

RGB: 157, 199, 154

CMYK:

21

0

23

22

# Typography

# Typography

Transcending language, SoA's type is not to be read but to be felt – it's braille and each stroke is a pattern that connects throughout the body to inform the mind's interpretation.

When shared from one to another, the information is much more than legible, representing thoughts that are telepathic and kinetic, like the strike of a match.

**PP Nikkei Line**

**Ultrabold**

**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 ("! # % & \* : - ; ! ?")**

# Helvetica Neue LT Std 53 Ext.

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 (“! # % & \* : - ; ! ?”)

# ABUNDANT Creation

# About

Sean's life, marked by challenges that could have broken many, became a story of transformation through spirituality. He found diverse paths to awakening, from signs on the side of the road to healing practices, turning adversity into strength. Embracing his past traumas, Sean transformed them into foundations for thriving businesses, a loving relationship, an impactful platform, and healed family dynamics. His guiding principle is that we create our life experiences to deepen self-love.

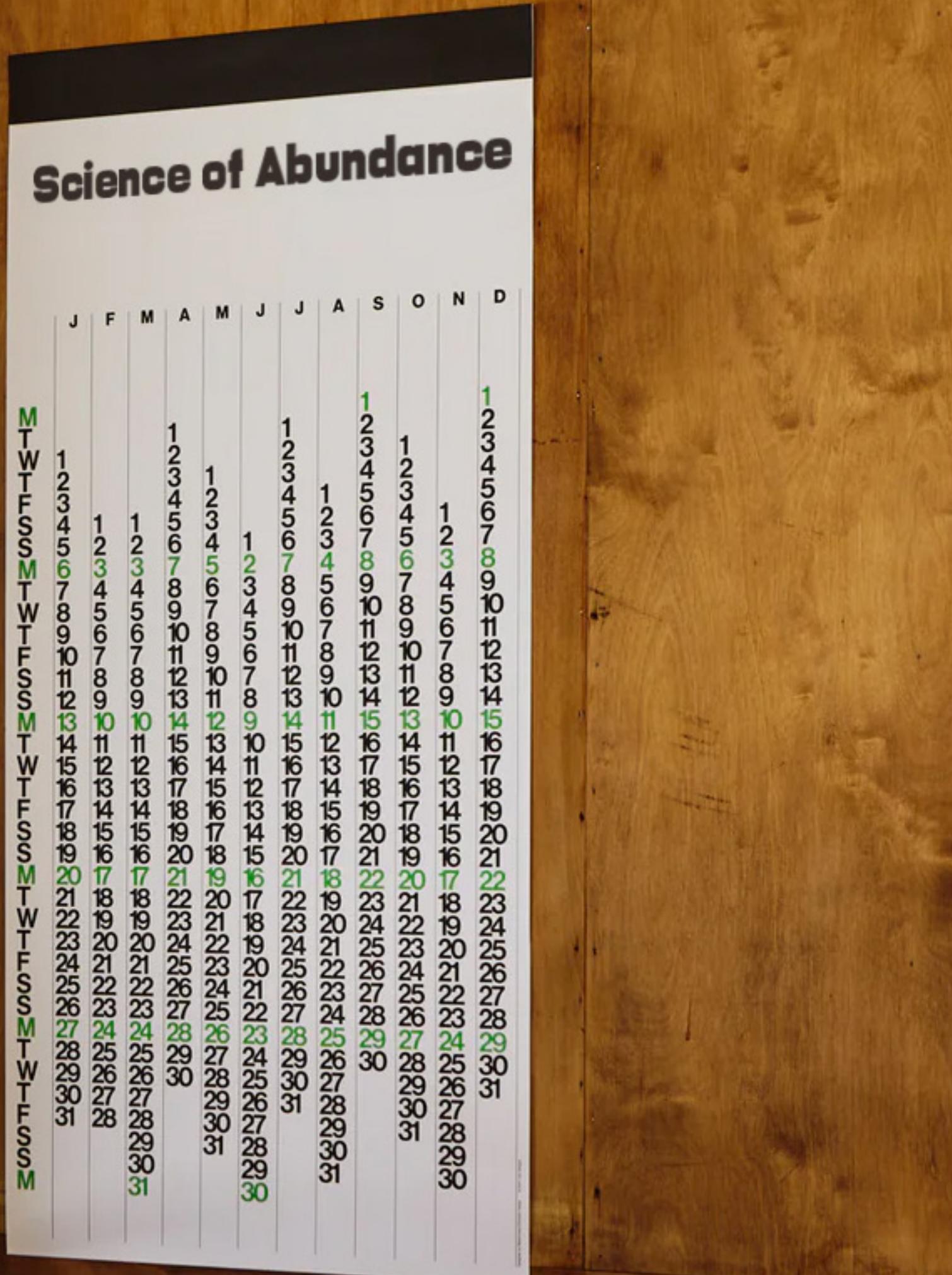
Abundance encompasses far more than just financial wealth; it's deeply rooted in your daily mindset and how you fulfill your purpose and impact the world. It's about your vital life force, the liberty to reshape your thoughts, and the overall feeling you experience as you navigate life. Equally important is how the world perceives and reacts to your presence as you journey through it.

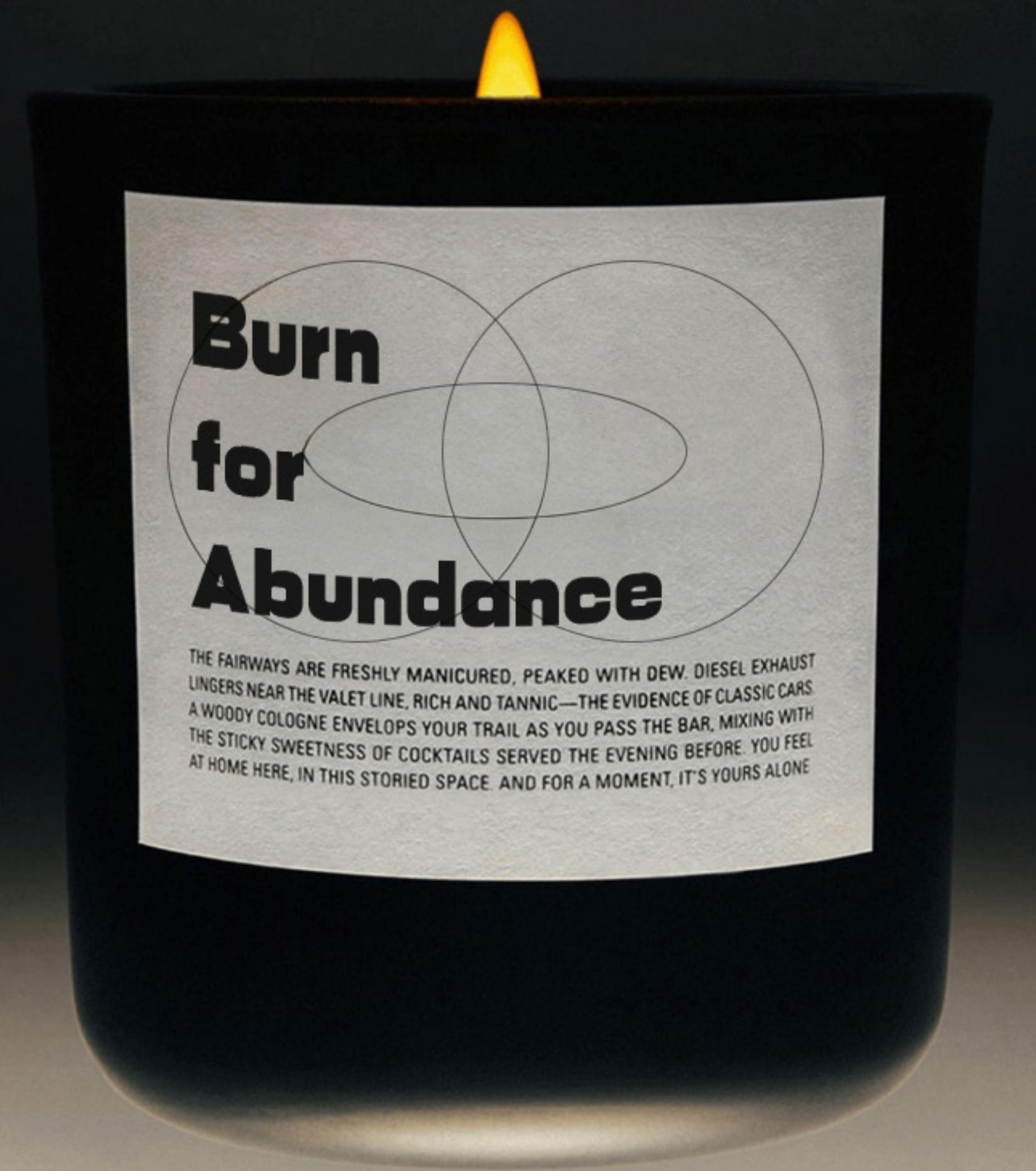
# Merchandise Design

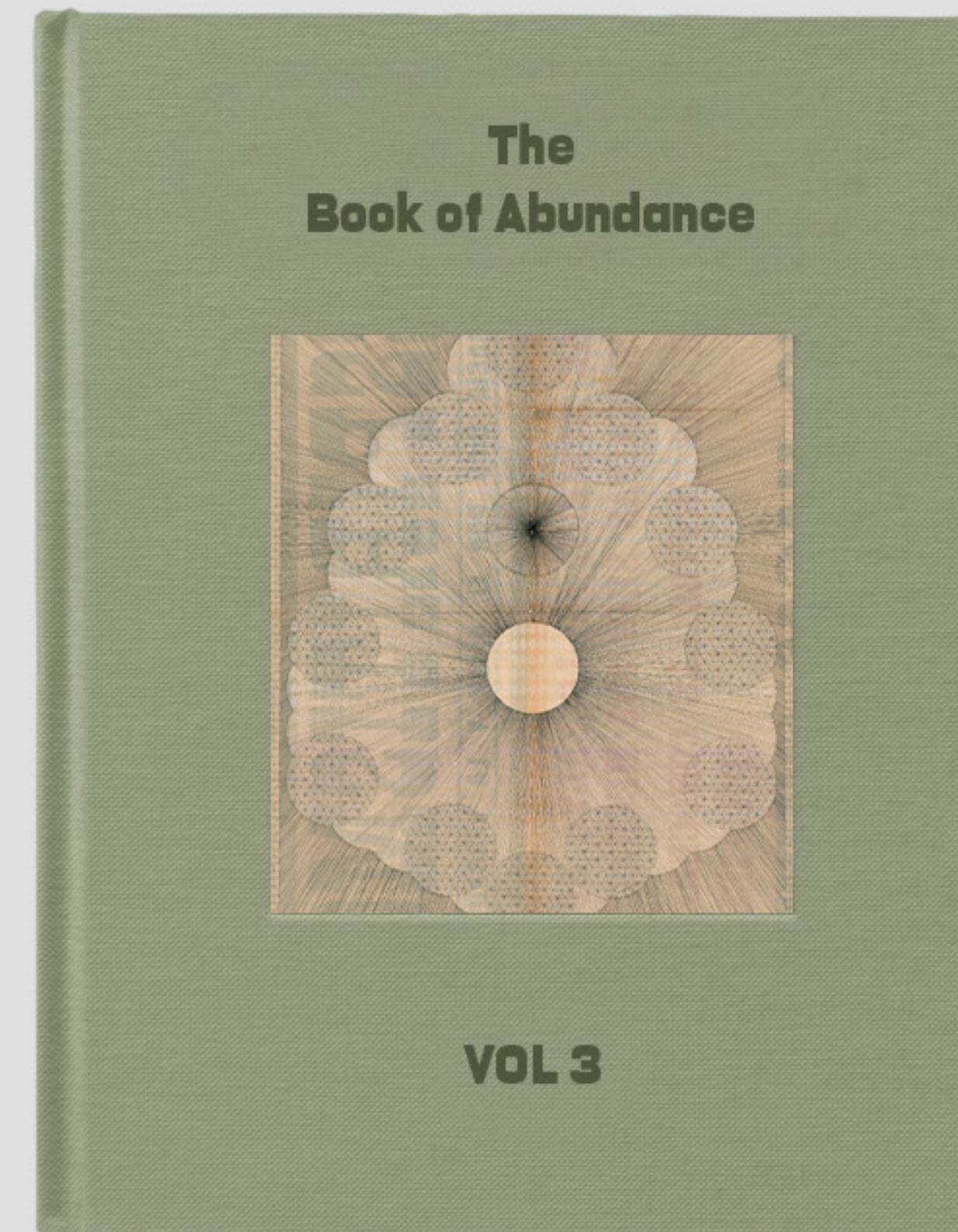
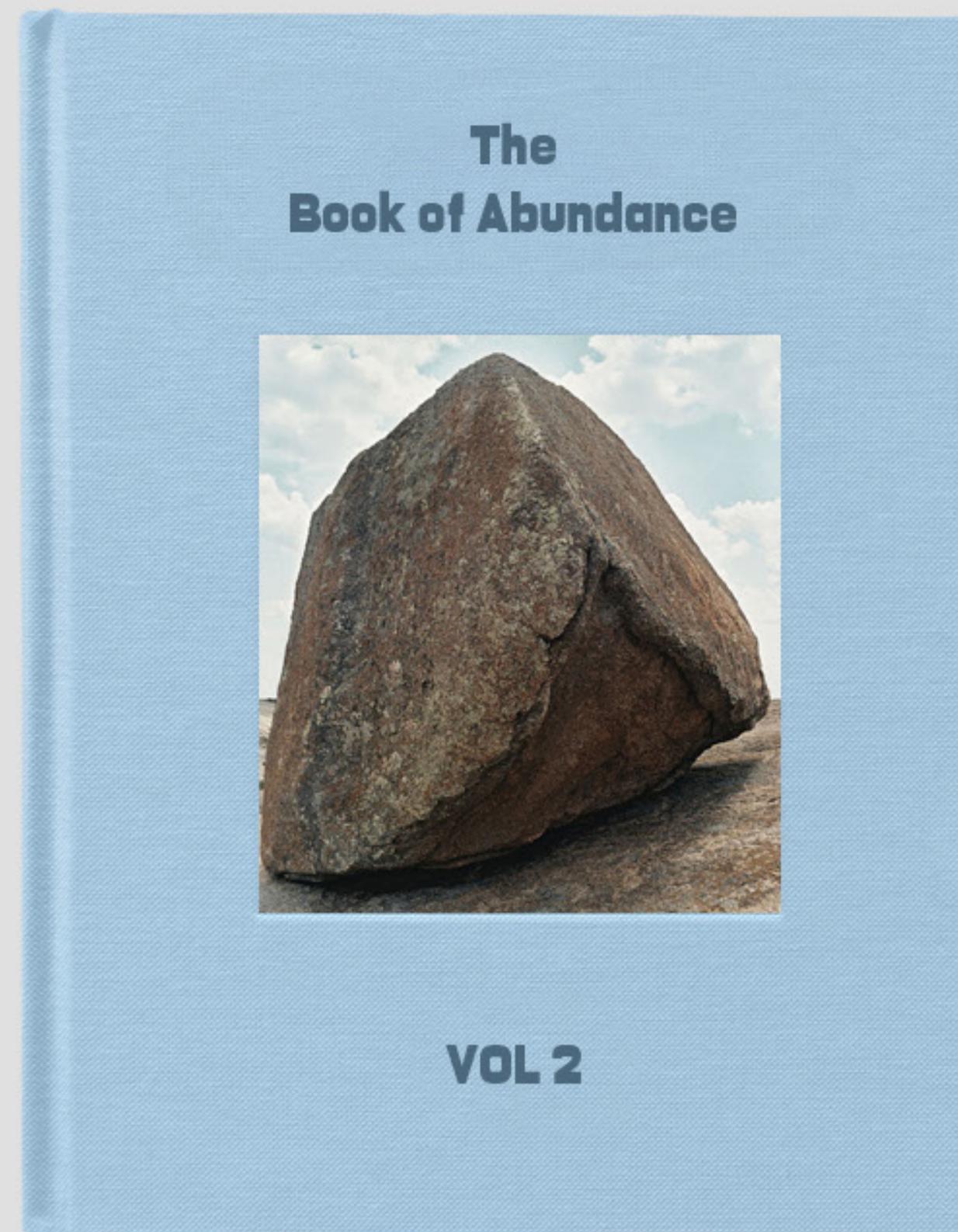
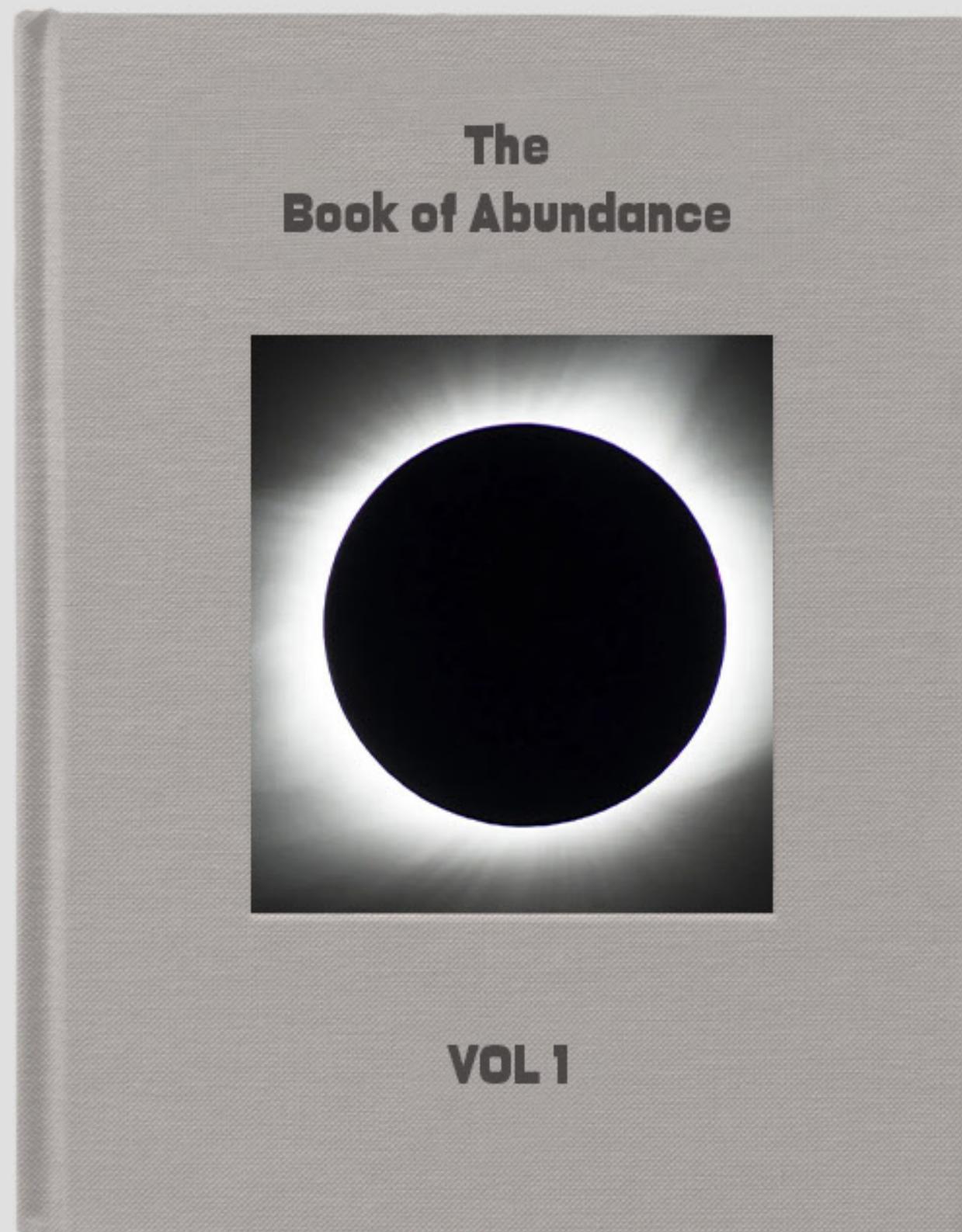
# Merchandise Design

Beyond hats or clothing, the Merchandise Design for SoA is perhaps the most critical to the school's adoption – everyday items that fill and enable routines.

We imagine coffee table books filled with inspirational musings, daily journals, large format calendars, and candles that imbue a sense of abundance.







# Soft Touch Gifting

## Soft Touch Gifting

Items not for sale, available only through the completion of SoA scholastic programming. This is the opportunity to use traditional merchandise as a symbol of higher learning with SoA.





# Print Material Concepts

# Print Material Concepts

SoA print materials are biblical in feeling and importance.  
Items that can't be discarded or forgotten about.

SoA print materials are a mark of excellence and accomplishment, designed and printed to adorn desks, walls, and shared enthusiastically.

## Set your mind free

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50% \_\_\_\_\_ Consectetur adipiscing elit, sed do eiusmod tempor incididunt

100 \_\_\_\_\_ Risus commodo viverra maecenas accumsan lacus vel facilisis.

25 \_\_\_\_\_ Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum ed do.

## ABUNDANT Creation

### Creation

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip

### Connection

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip

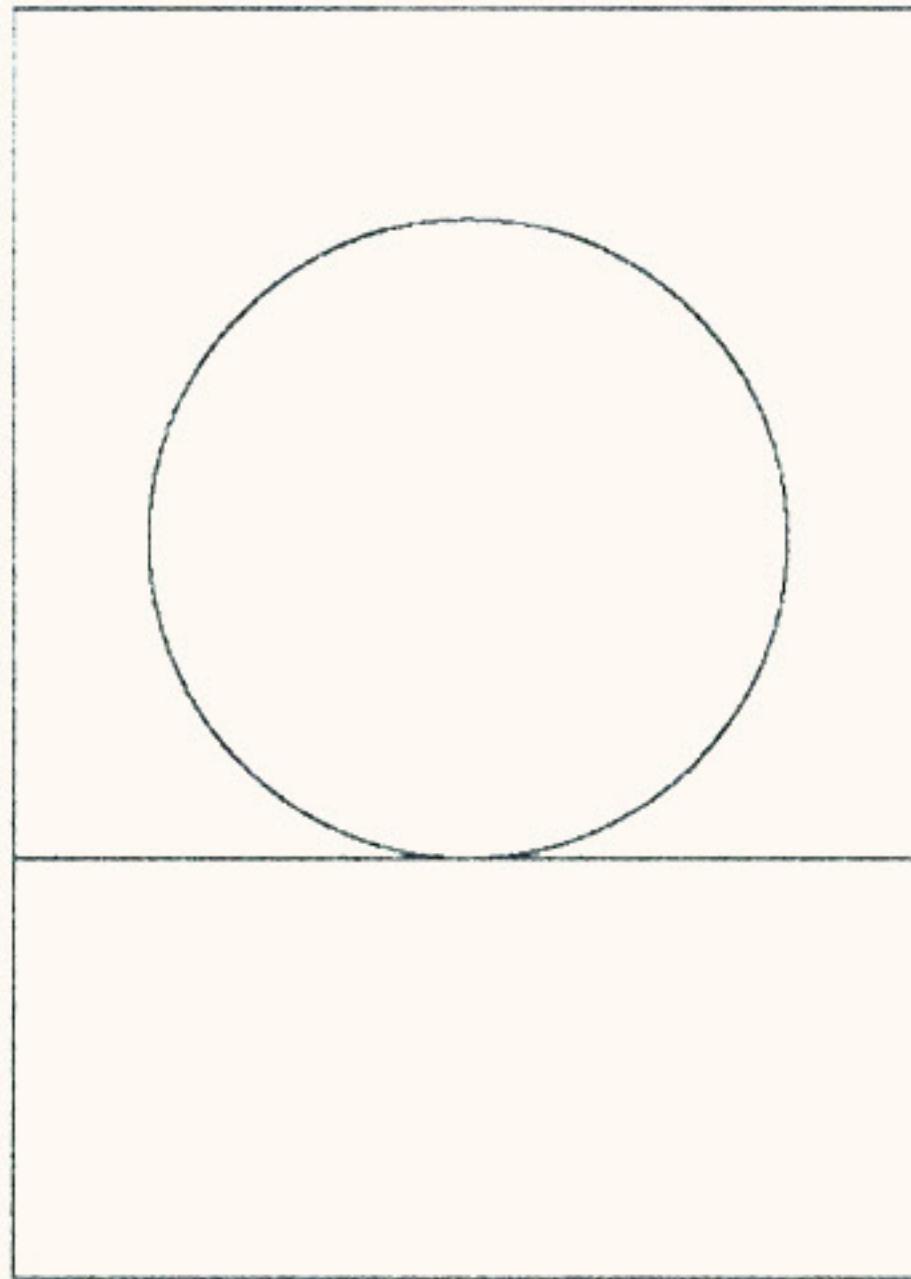
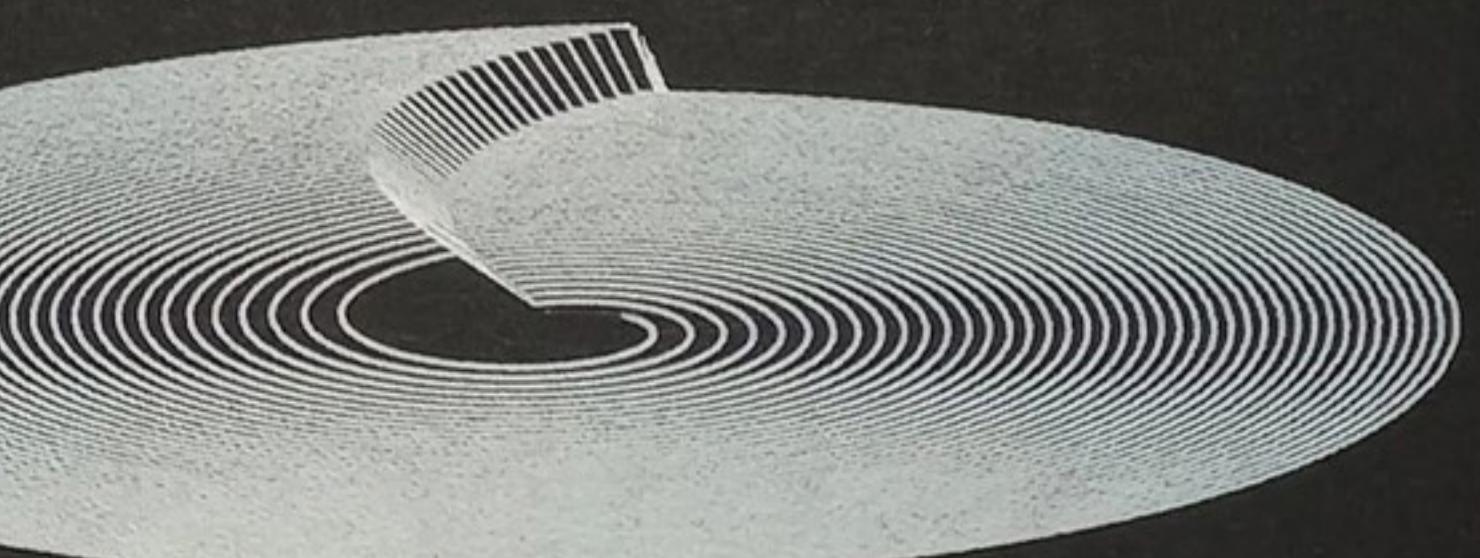
## LOVE yourself more

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien  
vitae pellentesque sem placerat. In id cursus mi pretium tellus duis convallis. Tempus  
leo eu aenean sed diam urna tempor.

Pulvinar vivamus fringilla lacinia nec metus bibendum egestas. Iaculis massa nisl male-  
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# Science of Abundance



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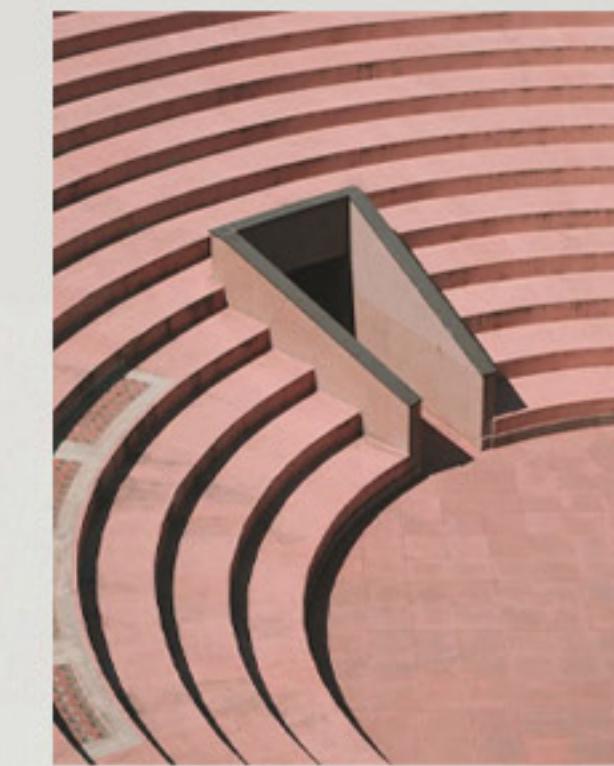
# SPIRITUAL

## Transformation

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# Organic Production Concepts

# Organic Production Concepts

Having already mastered the educational animation to communicate grand concepts in a simple, digestible, and shareable way, Ceremony suggests that (1) SoA, through Sean Clayton's social media channels, develops additional formats to produce and distribute or (2) SoA creates SoA owned channels to produce and distribute additional formats.

See video for breakdowns of suggested additional formats.

# High Production Content Direction

# High Production Content Direction

Concepts directly created for YouTube and repurposed for shorter content on additional social media channels, Ceremony suggests a Sean Clayton host-led show, sponsored by Science of Abundance, in which Sean visits the world's Seven+ Wonders of the Ancient World.

See video for reference formats.

# Website Concept

# Website Concept

In theme with old word and numerical, the SoA site is a landing ground for weary souls, searching for respite and rituals that improve their sense of self.

SoA's website is linear, calming, and a canvas – our content and copywriting will allow for visitors to imagine, to paint their new found reverence for themselves between the lines.

**Purpose + Intention + Integrity =  
ABUNDANT Creation**

Visit the App

**My Story**

Sean Clayton was on the fast track to “3D success” many times in his life, with intense interruptions such as

# Thank you

**Science of Abundance  
Brand & Visual Identity**



Ceremony  
05.29.25