



Budokon University

BRAND GUIDELINES

'THE WAY WE DO
ANYTHING IS THE WAY
WE DO EVERYTHING.'

- Cameron Shayne

Budokon is the globally renown mixed movement arts system which integrates Martial Arts, Yoga, Calisthenics and Animal Locomotion, known also as BDK. Budokon was created in 2001 by founder, Cameron Shayne, who is considered the father of the mixed movement arts culture. The system is globally established with over 1000 teachers worldwide. The aim of Budokon University is to contribute to humanity by expanding the awareness of individual consciousness and thereby expand the awareness of the collective consciousness.

The Budokon International brand style and communication guide is key to understanding the organization and its values. Every event and communication approach has to be rooted in these values and appropriately implemented in order to produce a consistent identity and message.

We are a professional, success oriented and humanitarian based organization. We do take the business of changing lives seriously - but we do not take ourselves too seriously. We only do things that are consistent with our ethics and are socially responsible. If we fail in any area to be consistent with that commitment, we recognize, retool and

correct our deficiencies. We share a passion for quality and love for detail. We love life. Our enthusiasm stimulates and motivates those around us.

Our events, classes and workshops should be approached as an opportunity to express imagination and courageous thinking.

We drive individualism: With the blending of martial arts, calisthenics, animal locomotion and yoga into an integrated system we created a new art form. We do what we consider to add value to the world around regardless of what people think of our choices.





Our self confident attitude is balanced by our humility implemented in our curriculum which continuously reminds us that we are only able to teach because we have ourselves walked in those shoes. It is this tone of empathy and tolerance that shields us from ever being perceived as arrogant or having figured it all out. Our self motivation is not something a Budokon practitioner learns, but rather shows up with as it takes blood, sweat, and tears to move through this curriculum.

We do not communicate that Budokon is about Budokon. We keep the focus on the effects Budokon has on the lives of those who practice it. We do not try to be everything for everyone. Our focus

is on strengthening the deficiencies of our students with in the six pillars that comprise our system. We define areas that our students need to evolve in and then tailor-make effective programs to serve those specific needs.

The sustainable point of difference is the brand perception. We symbolize the benefits illustrating our organization personality in an integrative way. Our communication concept claim "Budokon transforms mind through movement" outlines the organization's benefits in a humble self reflective translation and is synonymous with Budokon's literal translation "Way of the spiritual warrior" - the balance of warrior and the yogi.



Contents

01

Logo

- 04. Logo
- 05. Logo Options

02

Typography

- 04. Primary Typeface
- 05. Secondary Typeface

03

Colour

- 04. Color Usage
- 05. Logo Colors

04

Print & Digital

- 04. Print Design
- 05. Digital Design

05

Imagery

- 04. Photography
- 05. Photography

06

Descriptions

- 04. Workshop Descriptions
- 05. Class Description

07

Social Handles

- 04. Budokon Social Media
- 05. Student Examples

A logo identifies a business in its simplest form via the use of a mark or icon, it identifies a business or product in its simplest form.

LOGO

01

1A. Logo	3A. Color Usage	5A. Photography	7A. Budokon's Social Media
1B. Logo Options	3B. Logo Colors	5B. Photography	7B. Teacher's Social Media
2A. Typography	4A. Print Design	6A. Workshop Descriptions	
2B. Typography	4B. Digital Design	6B. Class Descriptions	

1A

Logo

The Mixed Movement Arts logo is the strongest and most recognizable identifier of Budokon. It transmits the brands' heritage and components. Our trademark logo is the most essential component of the Budokon identity.



1A. Logo	3A. Color Usage	5A. Photography	7A. Budokon's Social Media
1B. Logo Options	3B. Logo Colors	5B. Photography	7B. Teacher's Social Media
2A. Typography	4A. Print Design	6A. Workshop Descriptions	
2B. Typography	4B. Digital Design	6B. Class Descriptions	

1B

Logo Options

The logo always accompanies any consumer facing marketing material like flyers, posters, business cards, websites etc.

Full Logo



Usage
The full logo is the primary logo and is used in most situations when the space is available.

Mark A



Mark B



Usage
Mark A and B and used when there is minimal space or for creative applications.

The choice of typeface and how you make it work with your layout, grid, color and design scheme will make the difference between a ordinary and extraordinary design.

—

TYPOGRAPHY

02

2A

Typography

The Primary face of all Budokon communications, Futura, it's made up for three weights: Light, Book and Medium, with thin and heavier wights serving as heads, subheads, or in creative typographic applications.

Always use the official Budokon University fonts to ensure a consistent look and feel to all digital and printed materials.

The Future font will be attacheded with your BDK teachers package and can also be sent on request.

Primary Typeface

Futura Medium

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

Light

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

Medium

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

Condensed ExBold

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

2B

Typography

The secondary typeface for Budokon's communications, Helvetica, it's made up of three weights: Oblique, Regular and Bold. Chosen for it readability at small sizes. This font is used for large bodies of text, and is not to be used for heads, subheads or similar graphic elements.

Always use the official Budokon University fonts to ensure a consistent look and feel to all digital and printed materials.

Secondary Typeface

Helvetica Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

Oblique

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

Regular

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

Bold

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words.

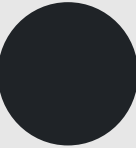
COLOR

03

3A

Color Usage

Our brand ID colors are primary, gold and mid grey. When creating marketing material always use the colors provided in this style guide.



Primary

Color Name: Primary
Web#: 1f2226
CMYK: 76%/67%/61%/70%
RGB#: 31/35/39



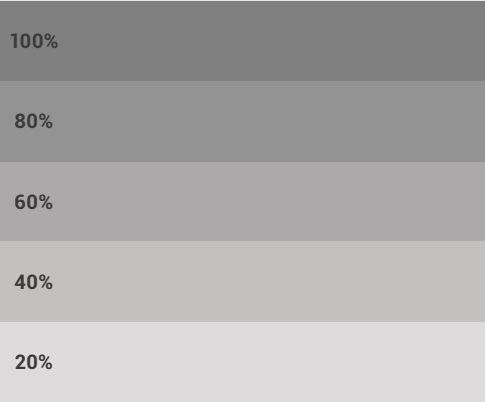
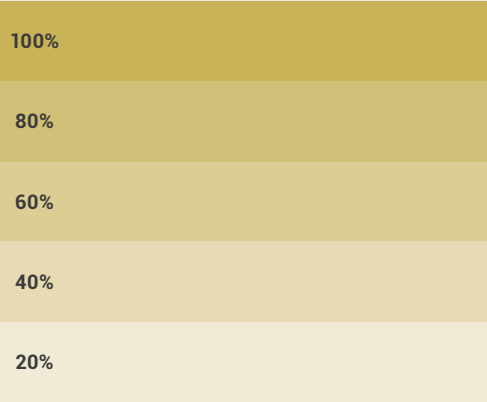
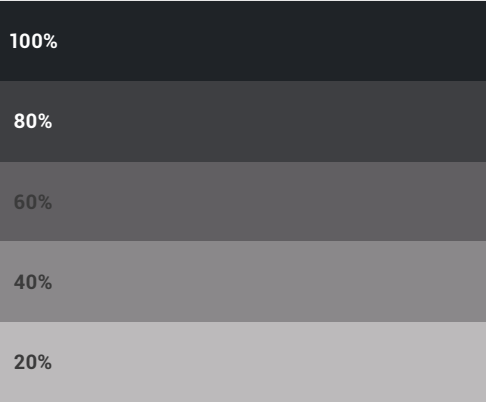
Gold

Color Name: Gold
Web#: c8b258
CMYK: 24%/25%/79%/0%
RGB#: 200/179/88



Mid Grey

Color Name: Mid Grey
Web#: 808080
CMYK: 52%/43%/43%/8%
RGB#: 128/128/128



Color Tints
In color theory, a tint is the mixture of a color with white, which increases lightness, and a shade is the mixture of a color with black, which reduces lightness. A tone is produced either by the mixture of a color with gray, or by both tinting and shading.

3B

Logo Colors

As follows are options for color combinations of our BDK logo and corresponding background.

White Background



Mid Background



Dark Background



Usage
Always leave space for the logo to breathe and chose the logo colour that always the logo to thrive

The technical and typographic techniques employed to arrange and style words and numbers as they appear on a page/screen.

DIGITAL & PRINT

04

4A

Print Design

The digital and print material uses the Budokon fonts, color and its logo. The content is easy to read, informative and shares details of the Budokon style and philosophy as well about the teacher and the workshop.



Usage
The Budokon logo must be used on all Budokon publications. preferably on the front of all marketing martial.

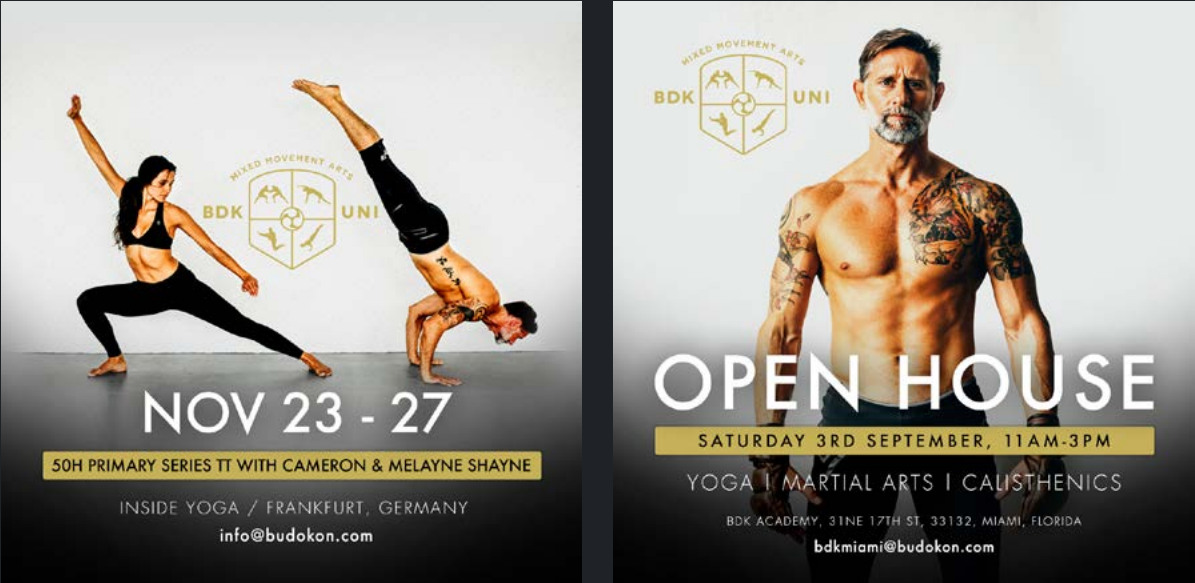
Usage
The Budokon Colors and fonts must be used to keep an consistent brand identity.

Usage
Use imagery that is clear, in focus, engaging and captures the essence of the budokon brand and style.

4B

Digital Design

For marketing materials, guidelines are drawn out in these pages. There are also templates available for print and digital pieces, Including posters, flyers and business cards.



Usage
The Budokon logo must be used on all Budokon publications. preferably on the front of all marketing martial.

Usage
The Budokon Colors and fonts must be used to keep an consistent brand identity.

Usage
Use imagery that is clear, in focus, engaging and captures the essence of the budokon brand and style.

Dynamic, powerful yet graceful images
are the best way to transmit feelings and
emotions to the audience as close to
reality as possible.

5A

Photography

Images used to promote Budokon public classes and workshops should always include =Budokon movements. The imagery should be inspiring through the movement, of high resolution 300dpi. with no or no distracting background. If you do not have high quality images of yourself invest in them by working with a photographer and a proper camera. Images that look cheaply made reflect poorly onto the level or professionalism of you as a teacher and the organization. Using a bad image to promote an official Budokon class/ workshop is a no go, and could risk your certification status. So be a team player, and invest in good images for your own image as a professional Budokon teacher and representative of the organization.



Portrait:
Portrait transmits the personality of the teacher. Keep the background simple an clean.



Action shot:
The action shot should show the teacher in a signature Budokon movement in front of clean background. The focus should be on the body and shape.

5B

Photography

Images used to promote Budokon public classes and workshops should always include signature Budokon postures. The imagery should be inspiring through the movement, of high resolution 300dpi. with no or no distracting background. If you do not have high quality images of yourself invest in them by working with a photographer and a proper camera. Images that look cheaply made reflect poorly onto the level or professionalism of you as a teacher and the organization. Using a bad image to promote an official Budokon class/ workshop is a no go, and could risk your certification status. So be a team player, and invest in good images for your own image as a professional Budokon teacher and representative of the organization.



Teaching:
The teaching shot should showcase the teacher in an actual teaching scenario.

Next to your imagery your workshop and class descriptions are you business card and decisive factor if a student decides to practice with you or not.

WORKSHOP & CLASS DESCRIPTIONS

6A

Workshop Descriptions

Cameron and Melayne Shayne offer a diversity of workshops focusing on different aspects of the art form. The copy should define the focus of the workshop and give a very basic understanding of Budokon. Here are two options for workshop descriptions.

BDK MIXED MOVEMENT ARTS - THE WARRIOR YOGI

Budokon is one of the most unique contemporary training systems in the world. A BDK mixed movement artist is a true warrior yogi - studying striking, grappling, yoga, calisthenics and animal locomotion. xxx will introduce you to the world of modern martial arts, yoga and calisthenics during this workshop.

FLOAT & INVERT

Are you stuck, frustrated and ready to break through the fear of inverting off the wall? Do you love to play upside down, defy gravity and transition from posture to posture while inverted? Learn from xxx the mechanics and psychology of inversion and deceleration so that you can gain the tools and confidence to play upside down on your mat anytime anywhere.

6B

Class Descriptions

Here you can find two options for class descriptions for you to use and get inspiration from for your own descriptions - one being a copy for a BDK Intro class, the second copy being for a BDK Flow and more advanced students. The copy should define the focus of the purpose of the class and give a very basic understanding of Budokon.

BUDOKON YOGA PRIMARY SERIES CLASS / INTRODUCTION

Budokon Yoga is a style of yoga codified and popularized by martial arts and yoga master Cameron Shayne beginning in 2001. The foundation of this style is the Budokon Yoga Primary Series. This series consists of 7 intelligently assembled sections of slow and controlled movements designed to improve mobility, agility, flexibility and strength. The techniques are learned through repetition and precision, the emphasis being on the transitions from posture to posture, rather than the holding of postures. The purpose of this class is to gain muscular strength, cardiovascular stamina, as well as joint mobility and familiarize the student with the Series.

BUDOKON YOGA FLOW CLASS

This class format is for students who already are familiar with the Budokon Primary Series. During the class a creative sequence of Budokon Yoga signature moves and elements are choreographed by the instructor as he/she sees fit for the students present in class. In the sequence you will find stretching, strengthening and balancing poses, including handstands and inversion. mobility, agility, flexibility and strength. The techniques are learned through repetition and precision, the emphasis being on the transitions from posture to posture, rather than the holding of postures. The purpose of this class is to gain muscular strength, cardiovascular stamina, and joint mobility.

Social media gives anyone a voice and a way to communicate with peers, customers, and potential consumers. It personalizes the “brand” and helps you to spread your message in a direct and conversational way.

SOCIAL HANDLES



- 1A. Logo

1B. Logo Options

2A. Typography

2B. Typography
- 3A. Color Usage

3B. Logo Colors

4A. Print Design

4B. Digital Design
- 5A. Photography

5B. Photography

6A. Workshop Descriptions

6B. Class Descriptions
- 7A. Budokon's Social Media

7B. Teacher's Social Media

7A

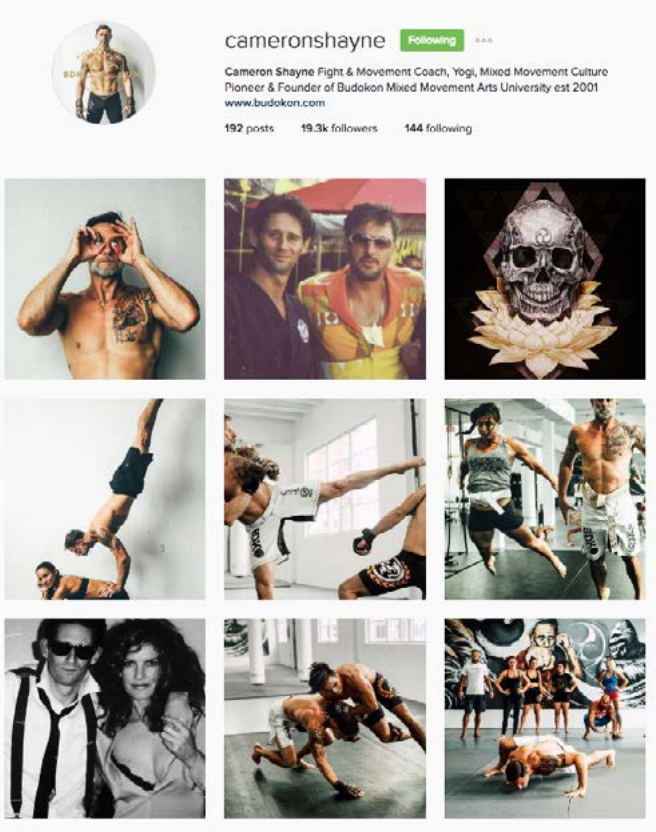
Budokon’s Social Media

Social and digital media is playing an important and crucial role nowadays in promoting and positioning brands, public figures or personal / private profiles. Through social platforms one can engage with its / his / her audience, share information, educate and build awareness.

Budokon social media tags
#budokon #budokonyoga
#teambudokon #budokonfamily
#mixedmovmentart



Check out [@budokonuniversity](#) for inspiration.



Check out [@cameronshayne](#) for inspiration.

- 1A. Logo

1B. Logo Options

2A. Typography

2B. Typography
- 3A. Color Usage

3B. Logo Colors

4A. Print Design

4B. Digital Design
- 5A. Photography

5B. Photography

6A. Workshop Descriptions

6B. Class Descriptions
- 7A. Budokon's Social Media

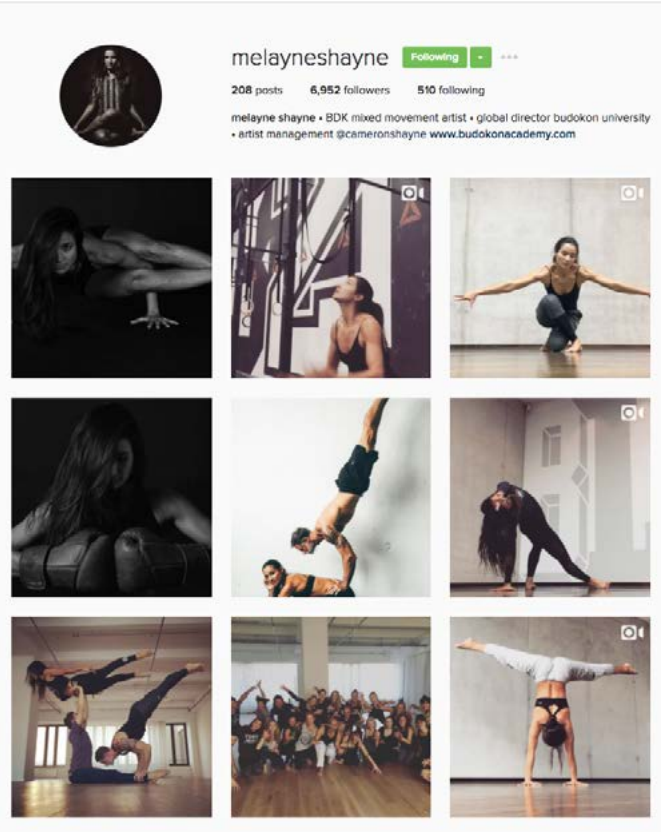
7B. Teacher's Social Media

7B

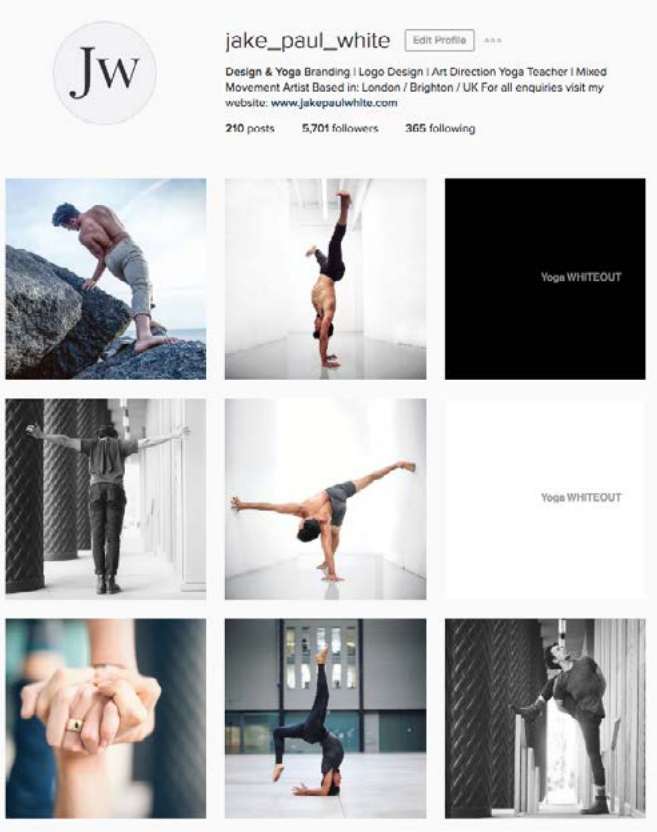
Teacher’s Social Media

As a member and representative of the Budokon University we encourage you to use our social handles and always link yourself to the organization.

Budokon social media tags
#budokon #budokonyoga
#teambudokon #budokonfamily
#mixedmovmentart



Check out [@melayneshayne](#) for inspiration.



Check out [@jake_paul_white](#) for inspiration.



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[facebook.com/budokonuniversity](https://www.facebook.com/budokonuniversity)