



# TRINA REQUENA

*Integrative Alignment Guide*

# Branding Concept

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visual branding

At the core of this visual exploration lies the presence of three. Body, mind, and spirit — alignment, stability, and stillness.

Rather than treating these as separate pillars, they form a continuous movement: a flow in which each element supports and transforms the others.

From this idea of flow and connectedness emerges the natural association with water - its softness, its quiet strength, and its ability to hold movement and stillness at once.

Organic, rounded forms echo this quality. These shapes also build a bridge to nature, grounding the identity in something familiar, human, and timeless.

Overall, the visual direction aims to translate a feeling: a heart-centered frequency that is calming, welcoming, and supportive.

Warmth as guidance. Stillness as strength. Flow as alignment. These principles inform each design choice and offer a foundation for a visual identity that embodies the essence of Trinas work.

# Color Worlds

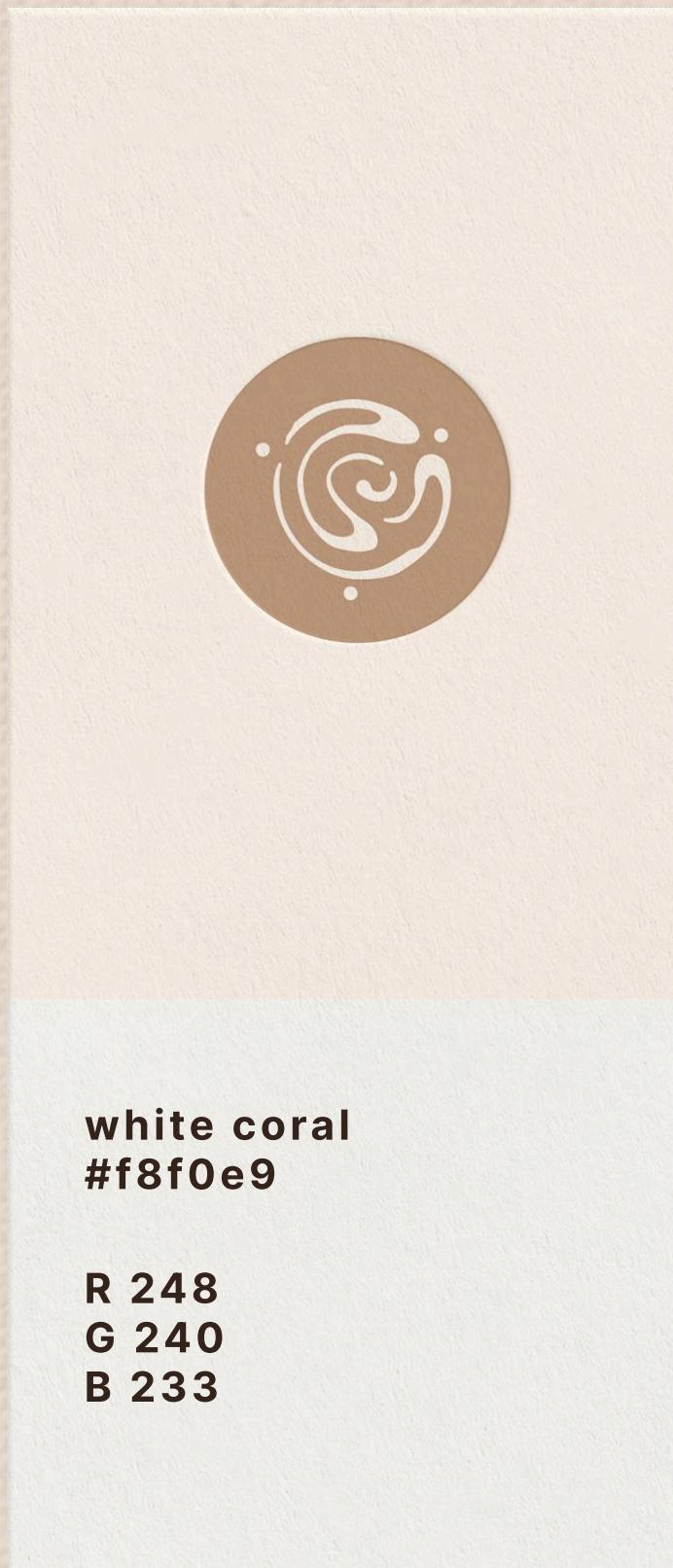
visual branding

**This color palette is rooted in warmth, earth, and human presence.**

The soft beiges and grounded browns create a feeling of stability and welcome. They are inspired by natural materials: clay, stone, sand, and skin.

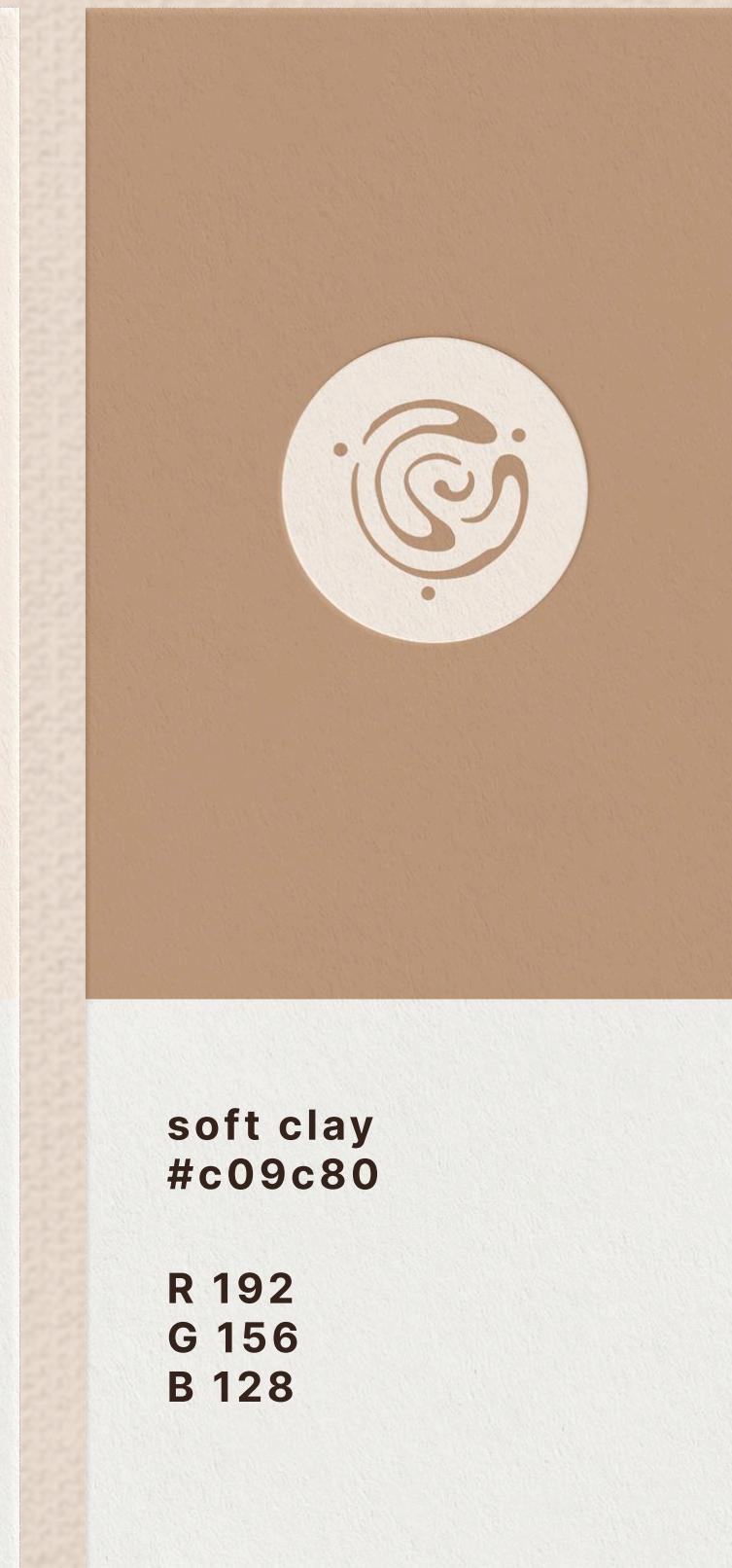
They evoke safety, slowness, and trust, forming a calm foundation that allows everything else to unfold with ease. These tones feel deeply human and approachable, never harsh or distant, inviting people to soften and arrive as they are.

The teal green acts as a quiet yet powerful accent, bringing depth, clarity, and a sense of inner guidance reminiscent of deep forests and deep ocean. The soft sea green balances this depth with lightness and breath, introducing freshness, gentle movement, and a subtle sense of flow — **evoking calm expansion, emotional openness, and renewal, like air meeting water.**



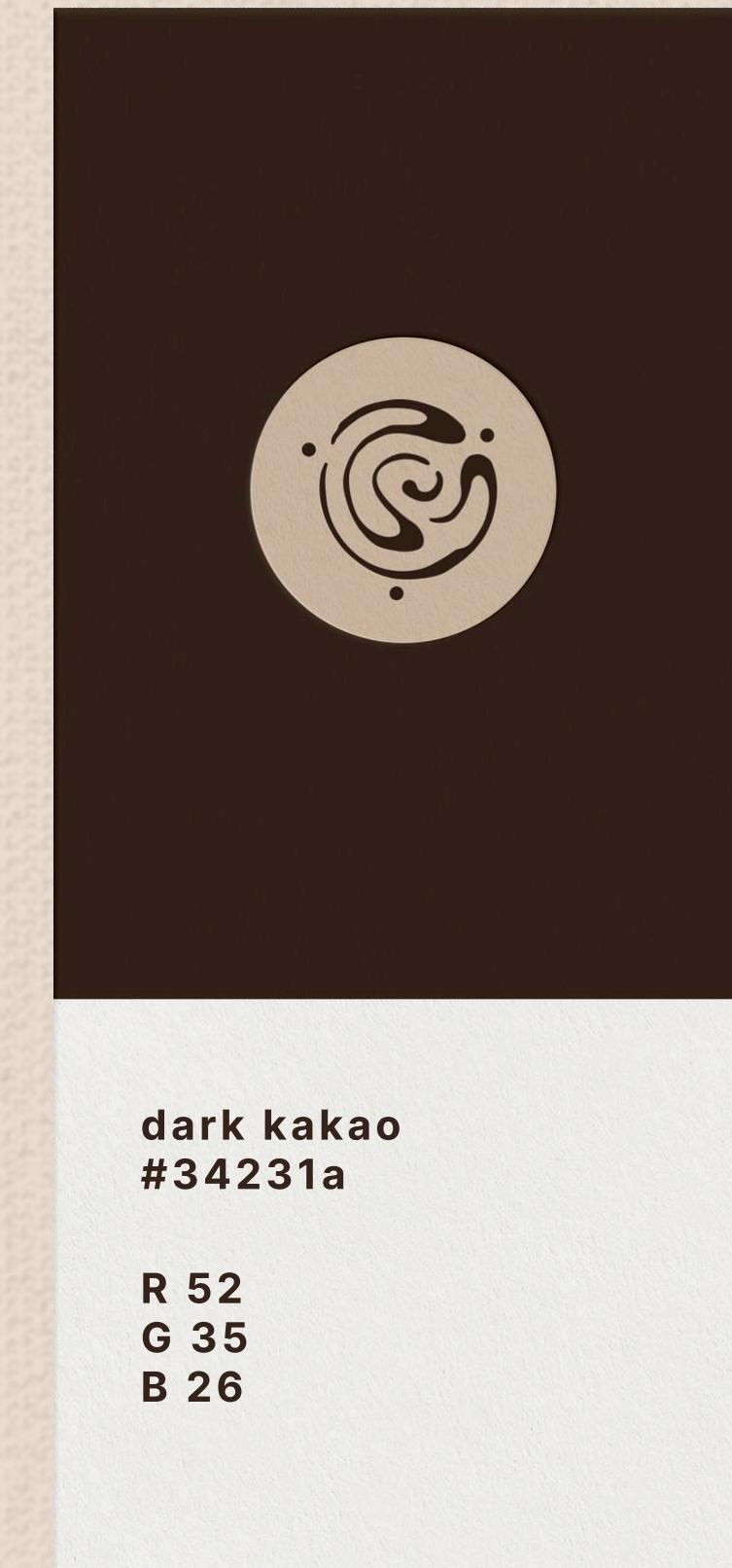
**white coral**  
**#f8f0e9**

R 248  
G 240  
B 233



**soft clay**  
**#c09c80**

R 192  
G 156  
B 128



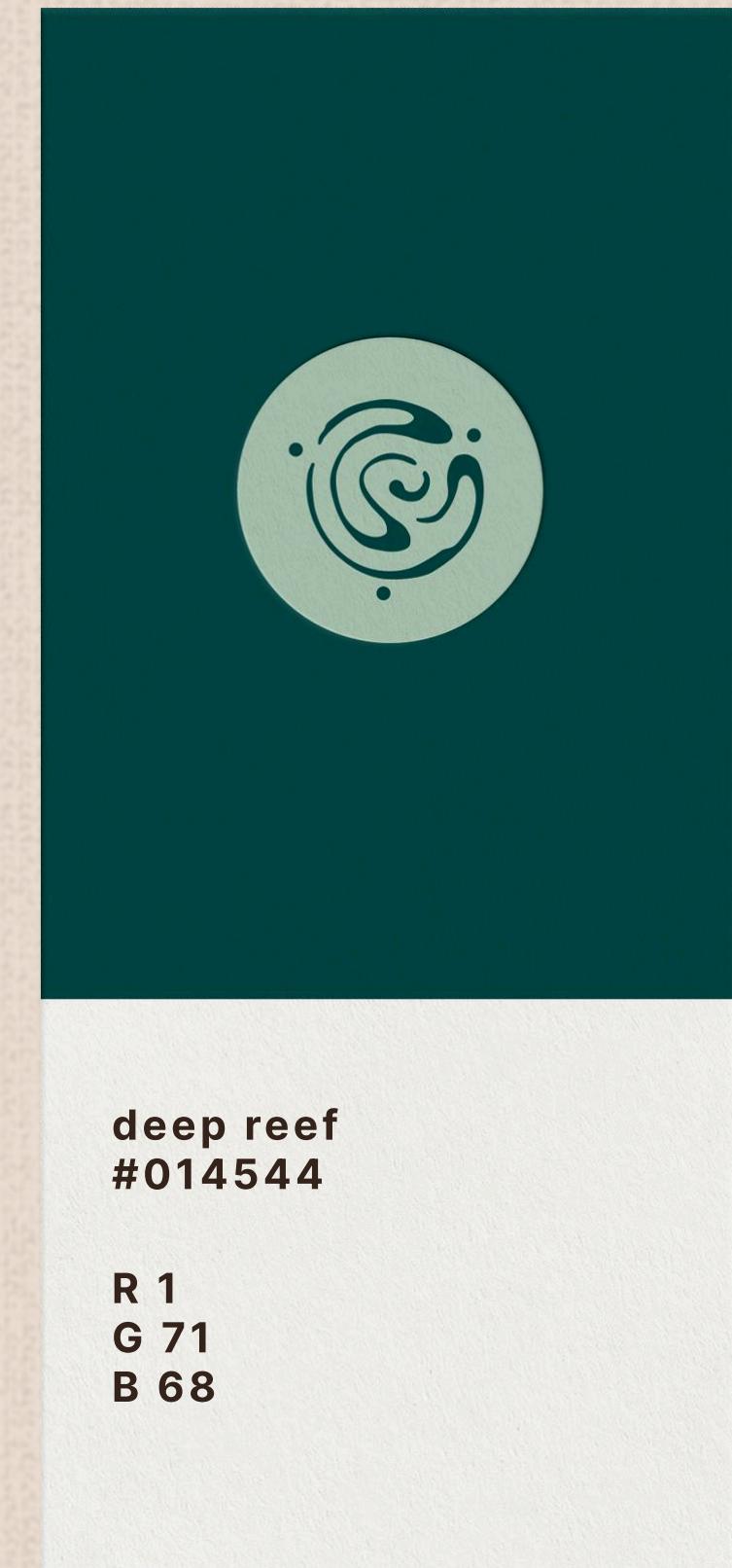
**dark kakao**  
**#34231a**

R 52  
G 35  
B 26



**warm sand**  
**#d1bca8**

R 209  
G 188  
B 168



**deep reef**  
**#014544**

R 1  
G 71  
B 68



**soft sea**  
**#abc6b5**

R 171  
G 198  
B 181

# Picture Mark

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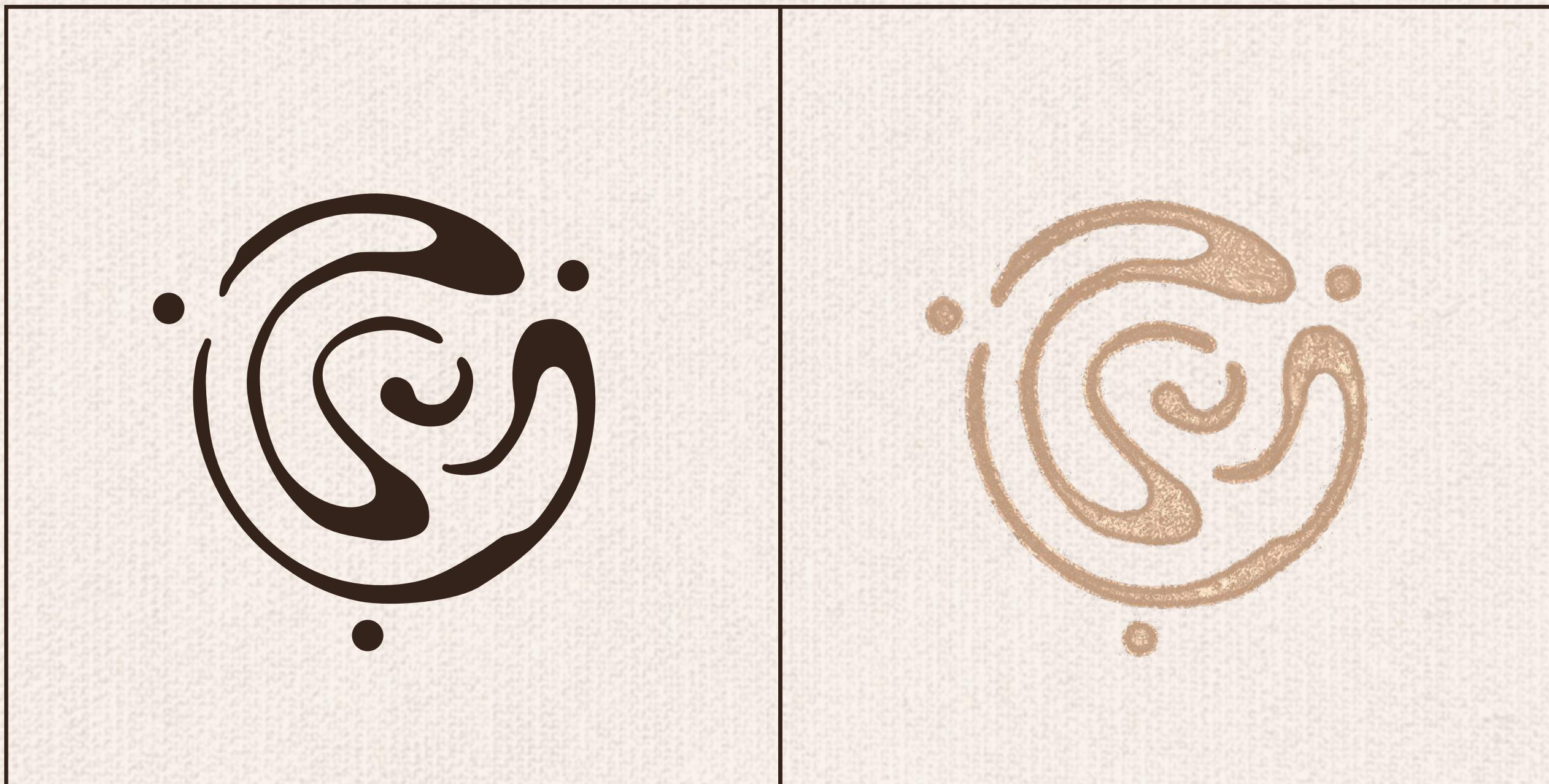
visual branding

**This picture mark is inspired by the gentle, organic movement of water — flowing, circular, and easeful rather than rigid or fixed.**

The soft, hand-drawn lines create a sense of natural rhythm, symbolizing continuous motion, adaptability, and the quiet unfolding of transformation. Its circular form suggests wholeness, presence, and coming home to the center.

The three dots represent a trinity — body, mind, and heart — held within and around the flow. They act as subtle anchors, reminding us that alignment arises when all three are in relationship with one another.

**Together, the mark feels intuitive and human, expressing stability through movement and structure through softness.**



*clean vector*

*hand-drawn texture*

# Word Mark

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visual branding

This word mark is based on an antique serif foundation, evoking a sense of timelessness, wisdom, and depth.

**The classic structure of the letterforms brings stability and trust, while the refined details give it a distinctly personal and contemporary character.**

Customizations in the letters r, a, and q introduce a gentle organic quality — softening the formality of the serif and adding movement and individuality. These unique details feel almost hand-shaped, echoing the brand's human, intuitive nature and its connection to embodied awareness.

**The word mark balances tradition and sensitivity, expressing grounded elegance, quiet strength, and a sense of presence that feels both enduring and alive.**

TRINdA REQUENDA

Adding softness  
with organic lines

Creating uniqueness  
with unusual shapes

Mirroring movement  
from the picture  
mark

# Word Mark

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*visual branding*

The Trina Requena lettering is available in two versions: a vertical version with words in two lines for square and portrait applications, and a horizontal version for wider layouts.

Both variants are also available in two styles: a clean version for a calm, modern look and a textured version whose delicate ink appearance gives the lettering an analogue, handmade warmth.

TRINA  
REQUENA

TRINA REQUENA

*clean vector*

TRINA  
REQUENA

TRINA REQUENA

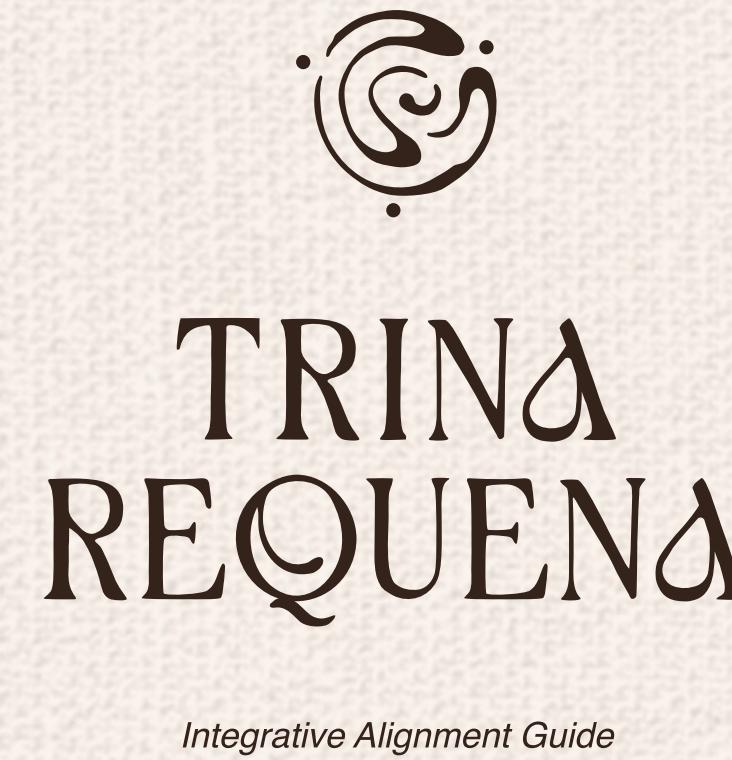
*hand-drawn texture*

# Logosuite

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visual branding

*Primary Logo vertical*



*Primary Logo horizontal*



*Word mark horizontal*



*Word mark vertical*



*Secondary Logo horizontal*



*Secondary Logo vertical*

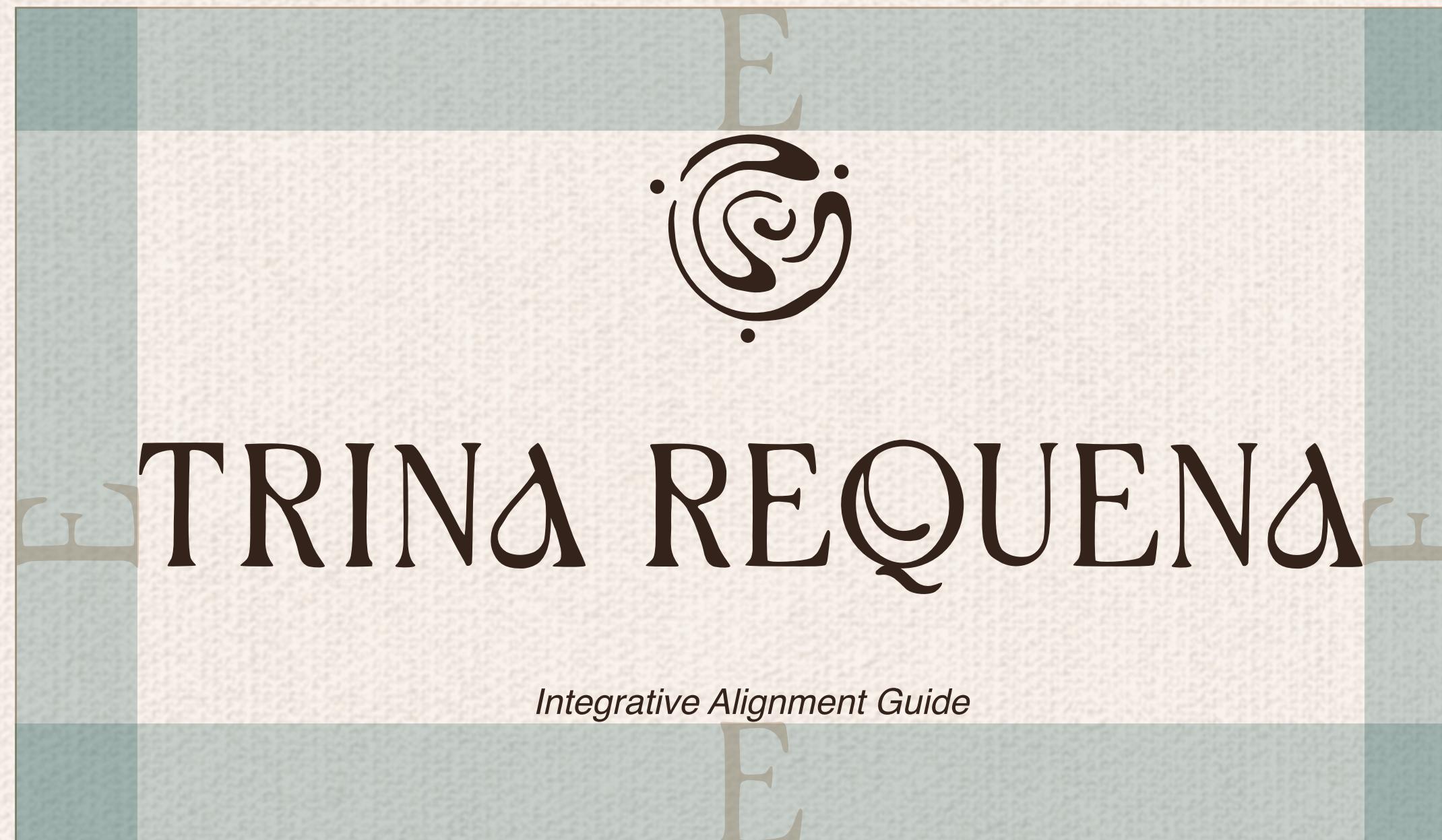
*Picture mark*



# Whitespace

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visual branding



Whitespace is the space around the Logo to ensure it has enough room to breathe and stand for itself. The Whitespace around the word mark is measured by the height of letter "E".

# Typography

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visual branding

The type pairing balances timeless character with clarity and ease.

Rustique Serif is used for headlines, bringing a sense of stability, depth, and quiet authority. Its vintage, old-book quality evokes wisdom, tradition, and grounded presence, giving key messages weight and meaning without feeling rigid or outdated.

Paired with this, Inter serves as the body font — classic, approachable, and highly readable. Its simplicity creates openness and flow, allowing content to be absorbed effortlessly.

**Together, the pairing reflects the brand's essence: grounded and rooted in tradition, yet clear, accessible, and human in its communication.**

Rustique Serif  
40 pt  
Line height: 110%  
Letter spacing: 0%

Inter light  
16 pt  
Line height: 120%  
Letter spacing: 10%

# This is your title

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## This is your headline

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*This is your subline*

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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 ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

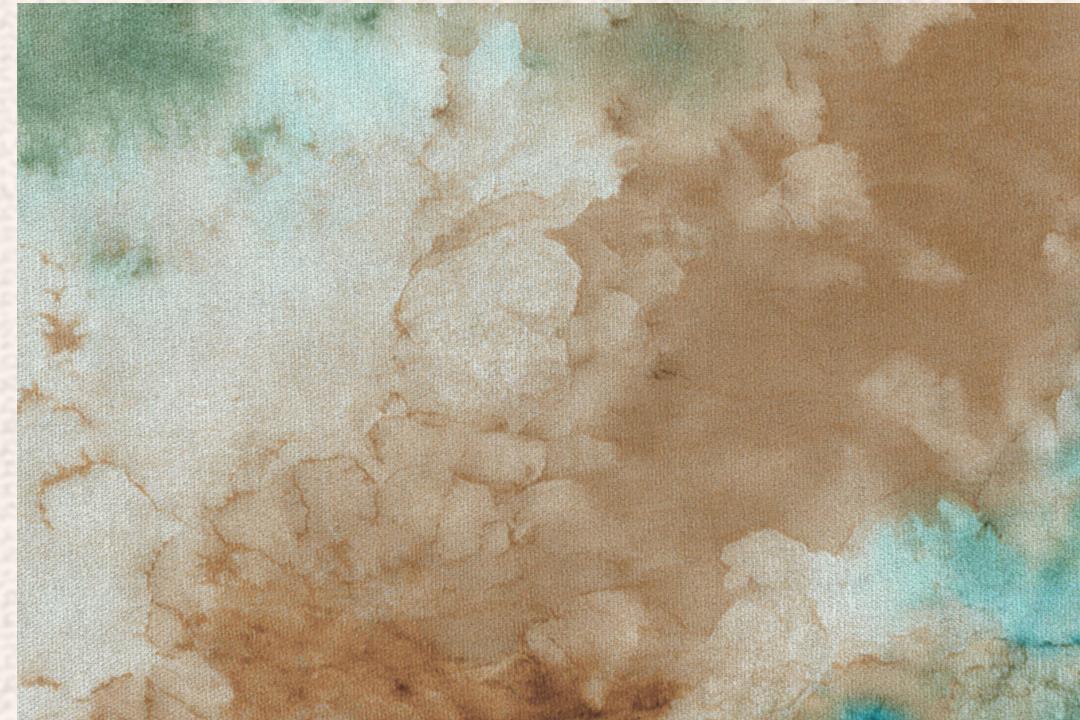
Rustique Serif  
72 pt  
Line height: 110%  
Letter spacing: 0%

Inter oblique  
16 pt  
Line height: 110%  
Letter spacing: 0%

# Background textures

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*visual branding*

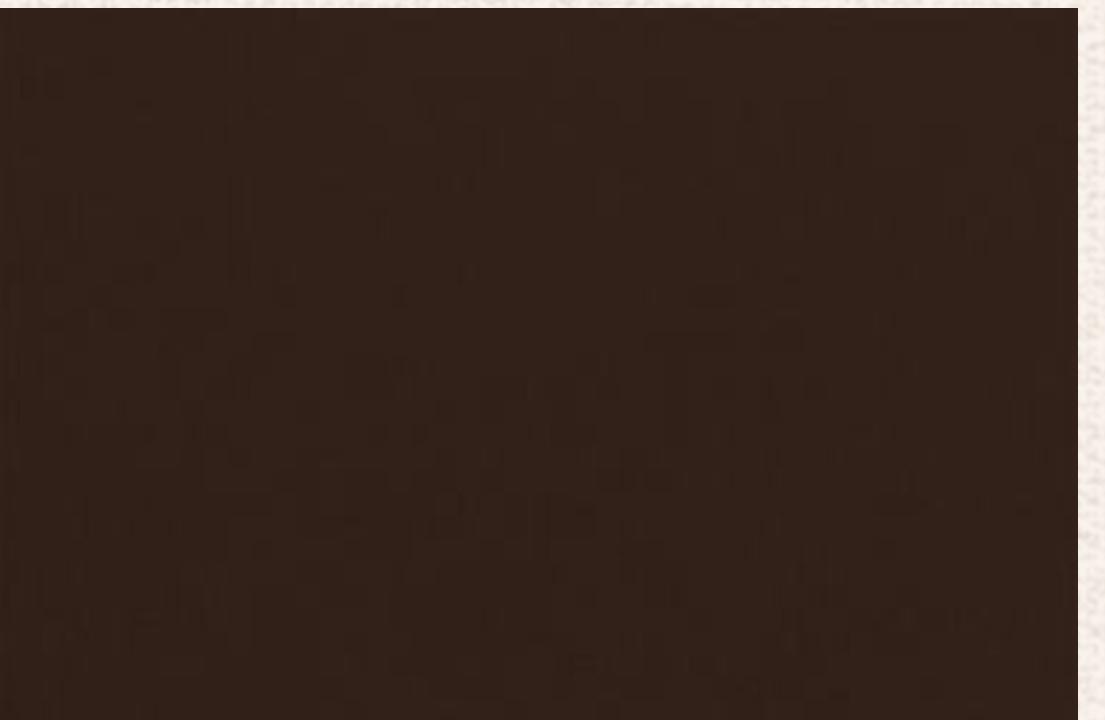
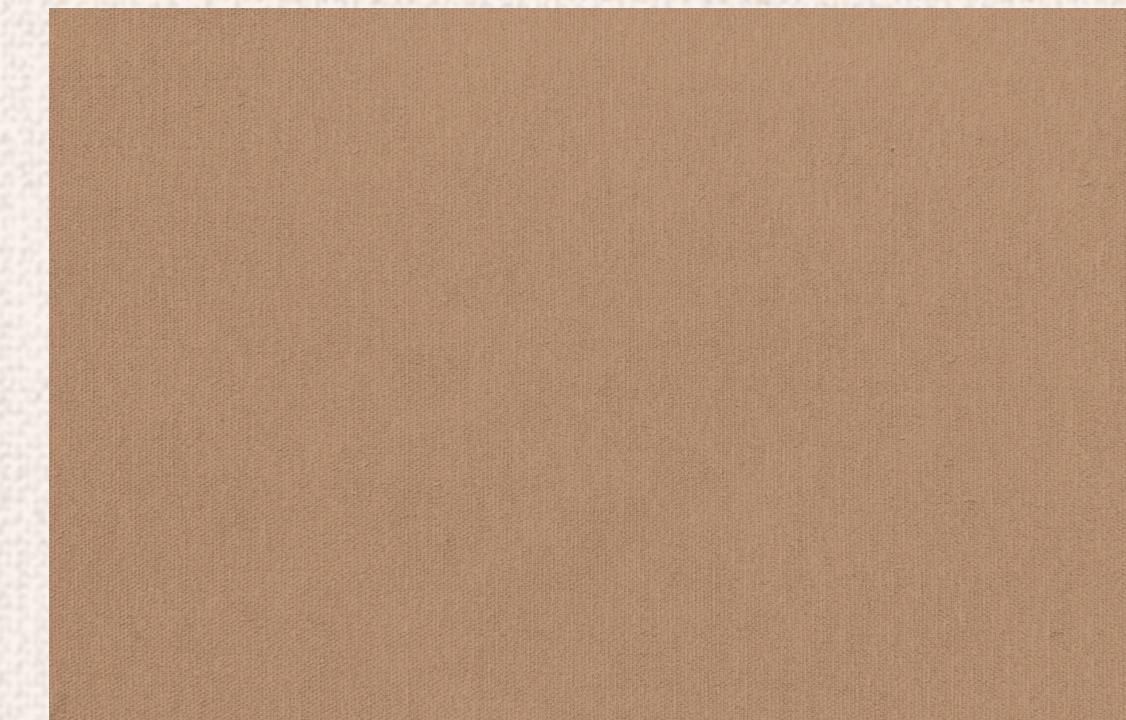
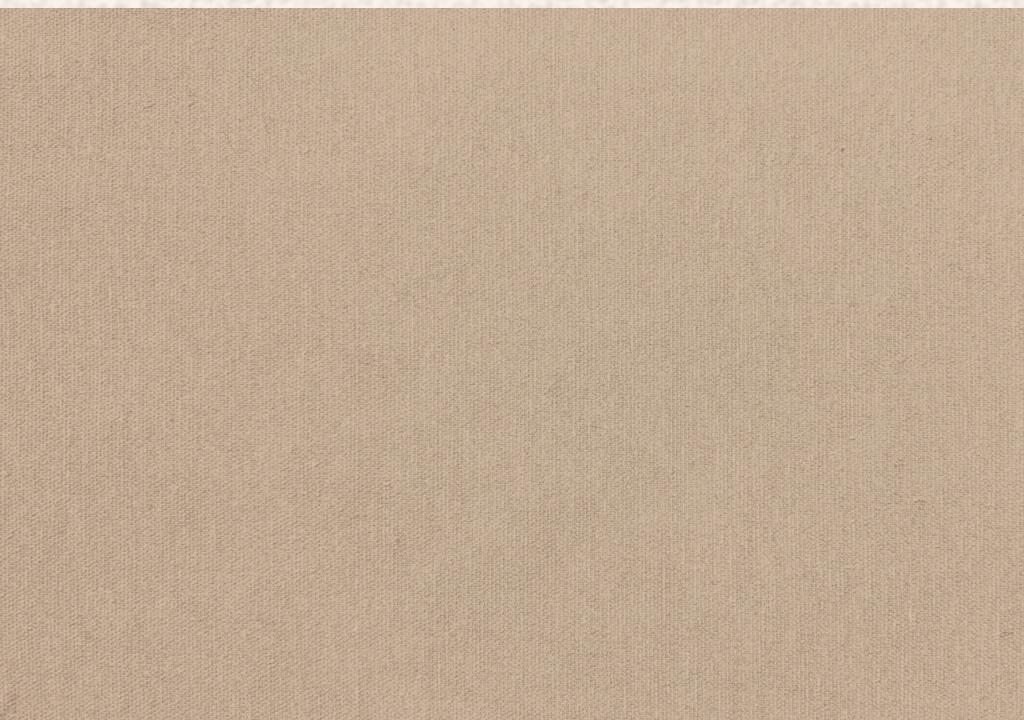


These background textures are inspired by soft watercolour washes, gently blending the hues of the brand color palette into one another. The fluid transitions create a sense of subtle movement, as if the colors are slowly breathing and flowing together. Their organic, layered quality evokes the feeling of reefs seen from above, where land, water, and light meet in quiet harmony.

Rooted in nature, the textures feel alive yet calming — never static, never overpowering. They add depth and atmosphere without distraction, supporting the brand's sense of presence, connection, and natural rhythm.

This fabric texture introduces a human, tactile quality into the visual language, grounding the brand in something felt rather than purely seen. Its soft, woven surface references a physical material — warm, organic, and familiar — bringing the body and the senses into the digital space. Instead of a flat color, the texture carries subtle irregularities that speak of touch, presence, and craftsmanship.

The natural grain creates a calm and supportive background that feels approachable and lived-in. It reflects the brand's connection to the body and the real world, reminding us that alignment and awareness are embodied experiences. This texture softens digital environments, making them feel warmer and more personal.



# examples of use

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visual branding





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