

Brand Guide

beYogi

beYogi utilizes the the best business resources, content, giveaways, etc. for yoga teachers and students to begin a conversation and ultimately communicate our insurance offering.

Story / Point of View

Core Values: Education, Safety, Positive Health, Sustainability

Brand Personality: Active, Spiritual, Holistic, Mindful, Playful

Vision: Through various marketing channels, Beyogi seeks to build relationships with yoga professionals in order to reach, educate, and protect yoga teachers.

Target Audience: Current Yoga Teachers and Students. May have completed at least a 200hr Yoga Teacher Training Course.

Print Logos

beYogi

Logo - CMYK

beYogi

Logo - BW

beYogi

Logo - REVERSE
(Grey Box Not To Be Used.)

beYogi

Logo - Grey

Online Logos

beYogi

Logo - RGB



Logo - FAV

Typography

Open Sans Bold (Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

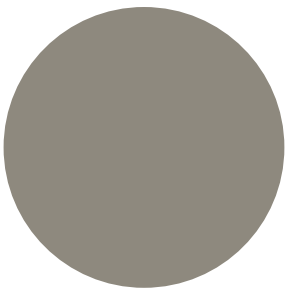
Open Sans SemiBold (Subheadlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

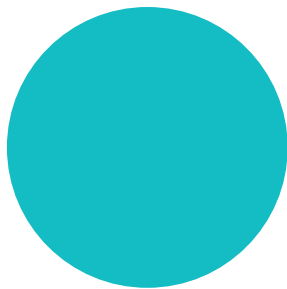
Open Sans Regular (Paragraph Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

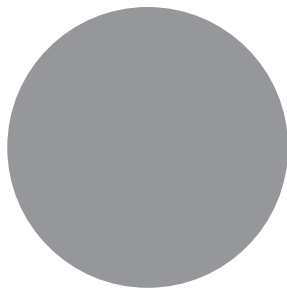
Color Palette



C46,M40,Y48,K6
R142,G137,B126
#8D887D



C72,M0,Y26,K0
R6,G188,B197
#04BCC4



C0,M0,Y0,K49
R131,G131,B131
#838383



C0,M,Y,K0
R255,G255,B255
#ffffff



C7,M5,Y5,K0
R235,G235,B235
#EBEBEB

Types Of Imagery



Slogan

Awaken the Great Yoga
Teacher in You

Other Related BeYogi Brands

beYogi Insurance⁺
PLUS