

Creating Your Brand

Your Company's 'Personality' Colours, Logos, Fonts, Voice + Hash Tags

Color is one of the most important decisions a company makes when determining its identity. There is a mild psychology behind logo design. Choosing the right color is not an easy decision. While choosing the right colors to represent your brand is important, another very, very important aspect of your logo is that it ends up working on both a white and black background. This will allow for more versatile use with your logo and is very important for print and advertising. Everyone has their own perception and can relate colors to various different objects/ meanings. The perception of a color varies in different cultures and societies, so this is something that must be kept in mind when deciding your brand's color. Below, you'll see a list of some common colors, along with their common associated traits and meanings.

White

Simple Clean Slate Pure New Beginnings Completion

Orange

Creative Contemporary Thoughtfulness Productivity Cheerful

Blue

Peace Steadiness Confident Optimistic Dependable

Turquoise

Refreshing Sophisticated Energy Wisdom Wholeness

Red

Love Danger Energy Emotional Bold

Green

Life Fresh Health Money Peaceful

Yellow

Clarity Warmth Understanding Friendly Smart

Purple

Creative Imaginative Wise Loyal Plentiful

Grey

Mature Solid Secure Respect Calm

Black

Rebirth Finesse Subtlety Strength Elegance

This is not concrete, but it is the general understanding of how our society sees colors and how they might feel when they see your brand's colors or logo.

CHOOSING YOUR LOGO

A logo should be simple, and a symbolic representation of your business. Nike is a great example. The logo is a check mark - their slogan is "do it right". You want to design a logo that allows for easy recognition, that is versatile & memorable. Good logos feature something unique without being overdrawn.

CHOOSING THE RIGHT FONT

Readability is highly important when choosing a typeface for your brand. Fonts are interesting especially because if a specific one is used "too much," it becomes boring to the customer. Also, it can make your brand generic (find something unique).

Similar to color meanings, fonts also provide readers with some sort of trait or idea. Some fonts mean sincerity (Times New Roman) or some can look childish (Comic Sans). Personally, I would suggest distinct block, sans-serif fonts for new brands (especially with the new web design trend of "flat" design). If your company is a law firm, serif would be in your best interest as it allows for a more "official" and traditional look. Think of Serif fonts like wearing a suit. My rule:

if the employees wear a suit in front of a client, then go wild with serif, otherwise your brand image might not belong in the market you wish to be in. To further explain my point, wearing this suit might not fit well if your business is involved with outdoor kayaking or selling toys, etc. If you happen to be a company that doesn't require or need that "official" look, go for something friendlier.

Choosing the right colors, fonts and logo to represent your brand are important decisions and require a good deal of analysis and collaboration.

VOICE + HASH TAGS

This is where you can pull in your values, purpose and mission. Keep your languaging consistent and repeat your key words often.

Be Consistent. Stay Inspired. Align Your Tribe.

Recommended Links:

Domain Purchase: www.godaddy.com Website Design Platform: www.wix.com Business Cards: www.moo.com

* If you pay someone to design your website, ensure it includes access and training on how to manage it. Ensure you have your own accounts; this will ensure ownership.

Create Your Resume

Topics Covered:

Yoga History & Philosophy, with focus on The Eight Limbs of Yoga

Self Transformation & Creating a Space for Transformation

Powerful Teaching Techniques, Based on Effective Communication Skills

Yoga Fundamentals; Pranayama, Mudras, Mantras

Integrative Anatomy & Physiology - Based on Optimum Postural Alignment

Safe Sequencing & Class Formats - Vinyasa, Power, Hatha, Gentle Yoga

Creating and presenting meditation

Developing and Maintaining a Personal Yoga (self-connection) Practice

Yoga Heals & Supports - avoiding common yoga injuries, adjustments for prenatal yoga Study of over 100 Asana

Introduction to Ayurveda

The Business of Yoga

Safe Sequencing & Sanskrit Guide

Questions

Describe your relevant experience:

Add additional relevant education:

Detail your skills:

What style or styles(s) of yoga is/are your favourite?

What workshops would you like to lead? Think about your fave MSY module from this training.

Are you interested in leading retreats? If so, what kind?

Are you interested in facilitating your own trainings? If so, what kind?

11 Business Success Tips

Statistics show that there are over 250,000 yoga teachers in Canada alone! Welcome to the club! Here are some important tips to create your successful yoga career.

Maintain your personal practice.

Continue to use the tools to grow your personal development.

Be open to feedback.

Create your support system.

Allow your creativity to flow.

Do not let doubt hold you back.

Know your worth.

Continue your intellectual study.

Represent yourself truthfully on social media.

Create a website.

Create your niche.