



COPPER MOON YOGA

One Studio for All

LOGO STANDARDS & FILE GUIDE

The Copper Moon Yoga brand was inspired by Arizona minerals and the night sky.

All logos/graphics have been carefully crafted. Do not alter their appearance, proportions or colors, and do not attempt to recreate them with other fonts.

In general, use the logos/graphics as displayed in this document, over either white backgrounds or black backgrounds whenever possible. Avoid use over photos or patterned backgrounds.

Logos/graphics for white/light backgrounds are best for printing and on screen use. The AI and PDF logo files contain vector-based art and are fully scalable.

With the exception of an icon graphic, the minimum size a Copper Moon Yoga logo/graphic should be used is 2½" wide in print and 178 pixels wide on screen.

COLOR PALATE



Copper (PMS 722)
C: 20, M: 50, Y: 80, K: 8
R: 203, G: 131, B: 66



Turquoise (PMS 7710)
C: 75, M: 5, Y: 25, K: 0
R: 0, G: 178, B: 193



Midnight (Black)
C: 0, M: 0, Y: 0, K: 100
R: 0, G: 0, B: 0

BRAND FONTS

Adobe Caslon Pro Font Family

ABCDEFGHIJ abcdefghij 1234567890
ABCDEFGHIJ abcdefghij 1234567890
ABCDEFGHIJ abcdefghij 1234567890
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ABCDEFGHIJ abcdefghij 1234567890
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Avenir Font Family

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LOGOS/GRAPHICS FOR WHITE/LIGHT BACKGROUNDS



(O P P E R M O O N Y O G A

Preferred Logo

File Name: CM-PL | Extensions: AI, PDF, PNG



(O P P E R M O O N Y O G A

Black Logo

File Name: CM-BL | Extensions: AI, PDF, PNG



(O P P E R M O O N Y O G A

One Studio for All

Preferred Logo + Tag

File Name: CM-PL+T | Extensions: AI, PDF, PNG



(O P P E R M O O N Y O G A

One Studio for All

Black Logo + Tag

File Name: CM-BL+T | Extensions: AI, PDF, PNG



Preferred Icon

File Name: CM-PI | Extensions: AI, PDF, PNG



Black Icon

File Name: CM-BI | Extensions: AI, PDF, PNG

(O P P E R M O O N Y O G A

Preferred Logotype

File Name: CM-PT | Extensions: AI, PDF, PNG

(O P P E R M O O N Y O G A

Black Logotype

File Name: CM-BT | Extensions: AI, PDF, PNG

(O P P E R M O O N Y O G A

One Studio for All

Preferred Logotype + Tag

File Name: CM-PT+T | Extensions: AI, PDF, PNG

(O P P E R M O O N Y O G A

One Studio for All

Black Logotype + Tag

File Name: CM-BT+T | Extensions: AI, PDF, PNG

LOGOS FOR BLACK/DARK BACKGROUNDS



(O P P E R M O O N Y O G A

Colored Logo

File Name: CM-CL | Extensions: AI, PDF, PNG



(O P P E R M O O N Y O G A

White Logo

File Name: CM-WL | Extensions: AI, PDF, PNG



(O P P E R M O O N Y O G A

One Studio for All

Colored Logo + Tag

File Name: CM-CL+T | Extensions: AI, PDF, PNG



(O P P E R M O O N Y O G A

One Studio for All

White Logo + Tag

File Name: CM-WL+T | Extensions: AI, PDF, PNG



Colored Icon

File Name: CM-CI | Extensions: AI, PDF, PNG



White Icon

File Name: CM-WI | Extensions: AI, PDF, PNG

(O P P E R M O O N Y O G A

Colored Logotype

File Name: CM-CT | Extensions: AI, PDF, PNG

(O P P E R M O O N Y O G A

White Logotype

File Name: CM-WT | Extensions: AI, PDF, PNG

(O P P E R M O O N Y O G A

One Studio for All

Colored Logotype + Tag

File Name: CM-CT+T | Extensions: AI, PDF, PNG

(O P P E R M O O N Y O G A

One Studio for All

White Logotype + Tag

File Name: CM-WT+T | Extensions: AI, PDF, PNG