INNER**SCIENCE**

RESEARCH FUND
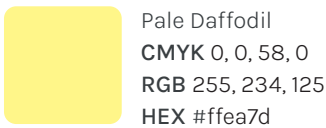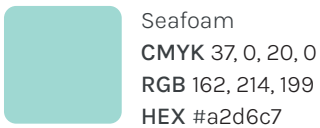
EMPOWER   ○   HEAL   ○   THRIVE

Brand Guide

A brand is more than just a logo — it is a visual embodiment of the promise an organization makes to its communities. The colors, photo style and visual icons of the InnerScience Research Fund reinforce the organization's mission to support research that shows how meditation can change the biology of human bodies and inspire others to glimpse a world where every person understands that meditation is a powerful tool to bolster personal health.
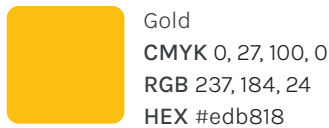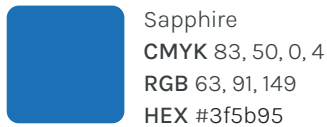
The brand for the InnerScience Research Fund has many target audiences prioritizes using a tone that is empowering, healing, professional, scientific, metaphysical, approachable and connected.
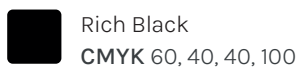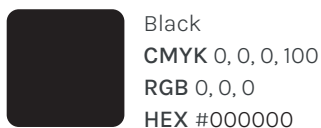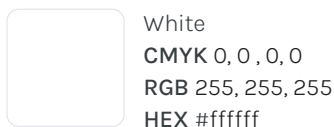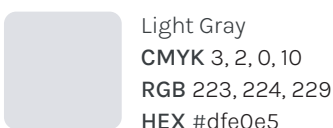
Brand Colors

Primary Colors

Midnight Blue
CMYK 100, 87, 0, 50
RGB 0, 18, 99
HEX #001263

Seafoam
CMYK 37, 0, 20, 0
RGB 162, 214, 199
HEX #a2d6c7

Pale Daffodil
CMYK 0, 0, 58, 0
RGB 255, 234, 125
HEX #ffea7d

Secondary Colors

Sapphire
CMYK 83, 50, 0, 4
RGB 63, 91, 149
HEX #3f5b95

Gold
CMYK 0, 27, 100, 0
RGB 237, 184, 24
HEX #edb818

Blacks & Grays

Dark Gray
CMYK 30, 20, 20, 80
RGB 56, 56, 56
HEX #383838

Cool Medium Gray
CMYK 47, 32, 25, 9
RGB 112, 115, 134
HEX #707386

Light Gray
CMYK 3, 2, 0, 10
RGB 223, 224, 229
HEX #dfe0e5

White
CMYK 0, 0 , 0, 0
RGB 255, 255, 255
HEX #ffffff

Black
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000

Rich Black
CMYK 60, 40, 40, 100

Brand Fonts

Body Copy Font (All weights ok for use)

Karla Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#$%^&*()

Karla Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#$%^&*()

Karla Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#$%^&*()

Header Font (All weights ok for use)

Bely Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#$%^&*()

Bely Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#$%^&*()

Logo

Logo Font

The logo utilizes the font Century Gothic which complements the brand fonts, while retaining a unique look when placed in assets alongside text.

DO NOT use Century Gothic for anything other than the logo or, in special cases, when using the tagline on its own.

Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#$%^&*()

Clearspace

Logo With Tagline

Full Color #1   Full color Logo to be used in all possible cases. For all other instances, see rules for one-color use.

One-Color: Primary

Primary one-color logos should be *used sparingly*.

One-Color: Secondary

Secondary one-color logos should be *used rarely*, in special circumstances.

One-Color: Blacks & Grays

Logo Without Tagline

Full Color #1   Full color Logo to be used in all possible cases. For all other instances, see rules for one-color use.

One-Color: Primary

Primary one-color logos should be used sparingly.

One-Color: Secondary

Secondary one-color logos should be used rarely, in special circumstances.

One-Color: Blacks & Grays

Logo Mark: Spiral

Main Color	Primary one-color marks should be *used sparingly*.	Secondary one-color marks should be *used rarely*.

Logo Use & Misuse

Improper Use

Shown here are examples of improper uses of the primary logo. The logo should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it.

Do not rearrange the relationship of the spiral and the logo text *without approval. (ex: email signature)*

Do not outline or place a stroke around any portion of the logo.

Do not re-create the logo with any other typeface.

Do not contain or surround the logo in other graphic devices or elements.

Do not use any colors other than those designated as the primary logo colors.

Do not add drop shadow or other effects to logo.

Do not place logo over complex backgrounds.

Do not re-create a new logo by combining, surrounding, adding or overprinting type.

Do not distort, squeeze, or stretch the logo in any way.

Do not place any images or elements into the clear space area.

The 2- and 3-color version should only be placed on backgrounds with enough contrast for dark and light colors to be legible. When the logo is placed on a background other than white, do not use a color too simialr to the logo, or use bright clashing colors. Utilize brand colors as much as possible. .

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Photo Style Guide

In general, all imagery should attmept to be more scientific than mystical. The driving theme is **clinical scientific research meets nature**.

When possible, use real people rather than stock imagery. Individuals and groups active in meditation or simialr scenes.

Nature shots should be general, and used sparingly to break up images of people and the lab. Nature shots should be colorful and zoomed-in of **nature as-it-is**. *Avoid the look of inspirational posters*.

Images **in the lab** may need to be pulled from stock initally until on-site photography can be taken, and should avoid anything specific to types of research that may not apply to the research done by ISRF.