rz

relationship**zen**

Brand Standards Guideline
April 2019
v1.0

maximize your relationship, elevate your life.

relationship**zen**

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Introduction

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1.0 Introduction

Relationship Zen was founded by Lindsey and David, a real couple that seeks to create a movement toward thriving families and healthy communities. They started **Relationship Zen** because they believe healthy relationships are the core to creating this movement.

They are relationship strategists that provide the most trusted, value packed, and transformational strategy and coaching for ambitious couples looking for proactive solutions to maximize their relationship and elevate their lives.

Logo

relationship**zen**

2.0 Logo

2.1 Main Logo

2.1.1 Main Logo (Gray)

2.1.2 Main Logo (White)

2.2 Logo Variations

2.2.1 Logo, Icon + Wordmark

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2.2.2 Logo + Icon

2.2.3 Wordmark Only

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2.2.4 Wordmark + Tagline

relationship**zen**
maximize your relationship, elevate your life.

relationship**zen**
maximize your relationship, elevate your life.

relationship**zen**
maximize your relationship, elevate your life.
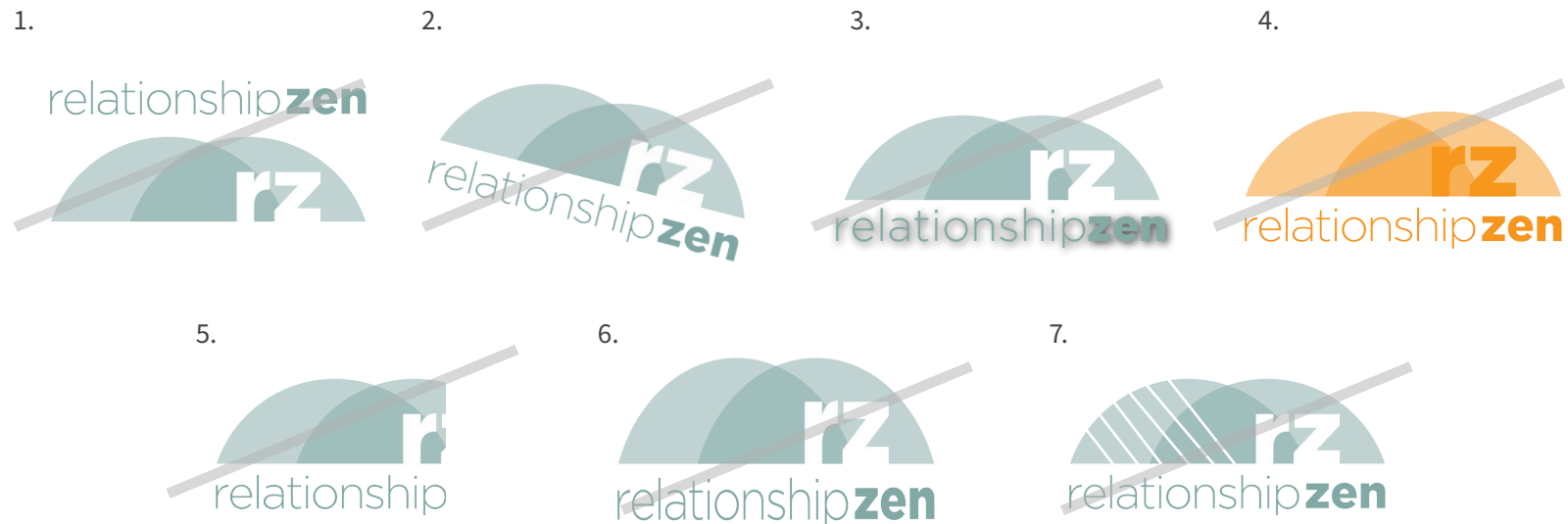
2.2.4 Logo Only

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2.3 Logo Limitations

In instances where a primary or secondard color is being utilized as the background, only white logo variations should be used, with the exception of yellow as it does not provide enough contrast with the white logo for accessibility.

1.
2.
3.
4.

5.
6.
7.

2.4 Logo Dont's

The **Relationship Zen** logo stands for who we are.

To protect the integrity of the brand and the organization, the logo should never be altered under any circumstance.

Things to avoid include:
1. Don't reconfigure or change the logo elements.
2. Don't rotate the logo.
3. Don't apply an additional elements, such as a drop shadow.
4. Don't recolor the logo with any colors outside of the primary colors.
5. Don't crop the logo.
6. Don't stretch the logo or change it's original proportions.
7. Don't add any artistic effects to the logo.

2.5 Clear Space

Always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphics, photography and/or text elements.

The minimum clear space for the **Relationship Zen** logo (including all its variants) is defined as the height of the letter "z" in the wordmark.

This minimum clearance should be maintained as the logo is proportionally enlarged or reduced in size, however the minimum size of the logo should never be less than 2" wide with the tagline or never less than 0.75" wide in any version without the wordmark.
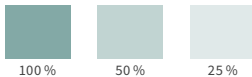
Colors

relationship**zen**

3.0 Colors

Cascade Green

CMYK   : C051 M022 Y034 K000
Pantone : 5493 C
RGB   : R132 G169 B166
Hex   : #84A9A6

Color Tones

100 %   50 %   25 %

Cool Gray

CMYK   : C031 M025 Y025 K000
Pantone : Cool Gray 5 C
RGB   : R179 G178 B179
Hex   : #B2B2B2

Color Tones

100 %   50 %   25 %

Calm Coral

CMYK   : C000 M045 Y047 K000
Pantone : 1625 C
RGB   : R252 G168 B134
Hex   : #FCA886

Color Tones

100 %   50 %   25 %

3.1 Primary Colors

Relationship Zen has three official colors: Cascade Green, Cool Gray and Calm Coral. These colors will become recognizable identifiers for the company.
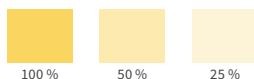
They should be used as the dominant color palette for all internal and external visual presentations of the company.

Golden Yellow

CMYK   : C002 M006 Y049 K000
Pantone : 1205 C
RGB   : R251 G231 B151
Hex   : #FBE697

Color Tones

100 %   50 %   25 %

Deep Periwinkle

CMYK   : C066 M047 Y011 K000
Pantone : 7682 C
RGB   : R101 G127 B176
Hex   : #647FAF

Color Tones
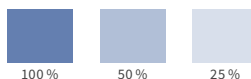
100 %   50 %   25 %

Text Gray*

CMYK   : C067 M060 Y059 K044
Pantone : 446 C
RGB   : R068 G068 B068
Hex   : #434343

Color Tones

100 %

3.2 Secondary Colors

The secondary colors are complementary to the official colors, but are not recognizable identifiers for **Relationship Zen**.

They should be used to accent and support the primary color palette.

*Note that Text Gray *should only be used* as the text color of long document and general text. It should not be used in any other design elements or colorations.
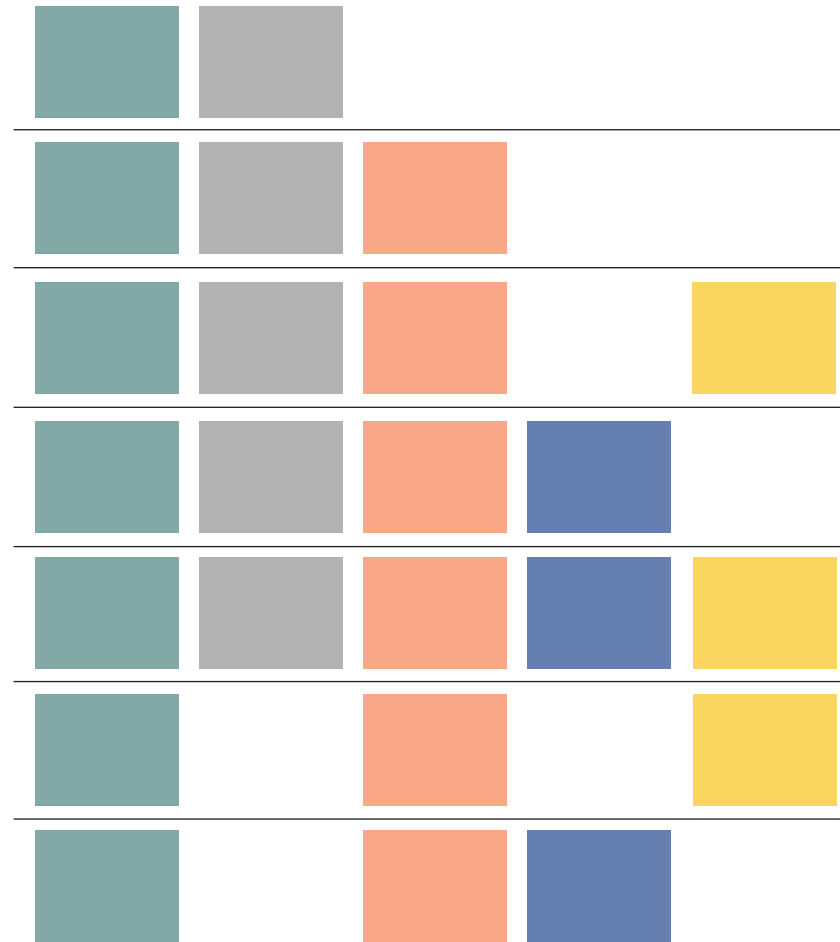
3.3 Color Combinations

Each row above of color blocks above represents an acceptable color combination for design. Note that Cascade Green should always be present in the design. Cool Gray and Calm Coral should only be used with Cascade Green and never on their own (unless as a greater set - see 7.0 Social).

Typography

4.0 Typography

4.1 Primary Fonts

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()@"#$%!**

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()@"#$%!

4.1.1 Primary Google Font Alternatives

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()@"#$%!**

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()@"#$%!

4.2 Secondary Fonts

Baskerville Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()@"#$%!

Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()@"#$%!

4.2.1 Secondary Google Font Alternatives

Libre Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()@"#$%!

Libre Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()@"#$%!

4.3 Typography Hierarchy & Stylization on Light Background

21pt **Gotham Bold in Title Case as Headers & Main Messaging.**

16pt Gotham Book can be used as a subheader to support the main header.

14pt Baskerville Regular should be used in any instances of long body copy to ensure readability, but more importantly accessibility.

The serif make the individual letters more distinctive and easier for our brains to recognise quickly. Without the serif, the brain has to spend longer identifying the letter because the shape is less distinctive.

12pt **Baskerville Semi Bold can be used to caption imagery or to highlight callouts.**

11pt **Alternatively, Gotham Bold can also be used for captions and callouts.**

4.4 Typography Hierarchy & Stylization on Dark Background

21pt **Gotham Bold in Title Case as Headers & Main Messaging.**

16pt Gotham Book can be used as a subheader to support the main header.

Baskerville Regular should be used in any instances of long body copy to ensure readability, but more importantly accessibility.

14pt The serif make the individual letters more distinctive and easier for our brains to recognise quickly. Without the serif, the brain has to spend longer identifying the letter because the shape is less distinctive.

12pt **Baskerville Semi Bold can be used to caption imagery or to highlight callouts.**

11pt **Alternatively, Gotham Bold can also be used for captions and callouts.**

Tonality

relationship**zen**

5.0 Tonality

5.1 General Photography Style

When photographing or sourcing imagery, it's important to keep the **Relationship Zen** brand top of mind.

Images should visually be bright, colorful and inviting. Avoid black and white imagery if possible as it's commonly reminiscent of "what was". Pictures of people smiling or engaging in an eventful experience with their partner are best. The key is to ensure imagery is inclusive of age, sex, gender, status and all other variables; the messaging should be uniform and the same.

Additionally, pictures should be representative of acheivable circumstances. Walks in the park, skating, or simply at home are all good examples of everyday situations that make the imagery relatable. Images containing once in a lifetime vacations, opportunities and moments should be avoided to ensure the **Relationship Zen** brand comes off as personable and authentic as possible.

5.2 Sourcing/Capturing Photography

For sourcing imagery, Unsplash (unsplash.com)is the recommended platform as it matches the overall style. Keyword terms could include "couple", "relationship", "happy couple", and any key terms that would generate imagery of a couple doing something together - eating, dancing, talking.

Pexels (pexels.com) is the next recommended platform and the same keywords should be utilized. Though the idea behind sourcing images is to use stock photography to build up the brands image, it's imperative that very generic or stereotypical stock images are avoided. Imagery of people overly excited or where it's very clear the image is not organic, can throw off the brand and will detract from the brand's down-to-earth and relatable positioning.

When capturing raw pictures, there should be a sense of story-telling that would otherwise be difficult to find in stock photography. The pictures should be intentional and meaningful - the ultimate goal is to help support/supplement meaningful captions that are generated from real-life experiences. There should be a narrow focus on people or a specific experience and not just a general, vague landscape where people are barely visible.

5.3 Selecting a Photograph

In combination with all of the above information and guidelines, ask yourself the follow questions to determine if the photograph is a good fit for the **Relationship Zen** brand:

- Is this a photography you can relate to emotionally/have you at least once in your own relationship/s felt this emotion?
- Is this logically a photography that captures every day life and/or the message being delivered?
- Does the photograph have a main focus?
- Are the colors in the photograph inviting and optimistic (alternatively, is there potential for filters/coloration to be applied to give off the same effect)?
- Is there diversity and equality in the photograph?

5.4 Photography Style for Alternative Content

Ultimately, we all understand that relationships are not perfect and there won't always be gleaming smiles across everyone's face. In selecting photography that perhaps needs to show resentment, frustration, or any other negative emotion, it's important to strive for photography that's reflective of progress and a desire to find resolution. Strong emotions can still be present on people's faces, but imagery of people not facing each other would be considered regressive and therefore not apart of **Relationship Zen**'s brand.

When capturing imagery at workshops, all the above considerations should be applied. Additionally, it's important to capture moments of intrigue and learning. The purpose of **Relationship Zen**'s workshops are to educate and strengthen existing relationships. As with the previous paragraph on conflict and strong emotions, there should be a focus on progression and proactivity. Moments of laughter and smiles are great, but instances of solemn and difficult emotions are also encouraged. The goal is to capture moments that could never be replicated in any other daily situation as workshops allow couples to actively and mindfully evaluate emotions as apposed to going through them mindlessly. As a result, close-ups of peoples faces are encouraged. Lastly, it's important for instructors to be present in the background (or foreground) as much as possible. This shows viewers that activities and sessions are led by real people and it's a truly intimate learning experience where all members are attended to.

For any other content that perhaps has nothing to do with couples or workshops, but rather is an announcement or "filler", it's encouraged that clean and bright photography is continued to be used and that there is always some form of branded element in the picture. For example, if a featured image is required for a post about moderators working hard to prepare content for the workshop - computers, papers, and stationary are just fine, but a glimpse of a **Relationship Zen** business card in the background would be optimal. Similiarly, the computer screen background could be the **Relationship Zen** background.

Adhering to all of the above photography style requirements helps limit and condense the imagery being used across the different platforms, which in turn strengthens the brand and makes it consistent over time.

Voice

6.0 Voice

Relationship Zen's voice should be powerful as it is relatable, in order to make a deeper, more emotional connection between the brand and the target audience. The brand should express three main characterstics and prose styles in order to engage and motivate the audience:

Powerful
Relationship Zen is based around cultivating a strong sense of self and a commitment to growing with each other for the betterment of relationships. Strong adjectives and impactful terminology should be used to convey these strong emotions and ultimately strong relationships. Note that all uppercase formatting should seldom be used as it does not adhere with the core tonality of the brand.

Educated
Ultimately, **Relationship Zen** exists to help couples elevate their lives through transformative learning experiences. The voice of the brand should be knowledgable and informative so that the audience feels a strong connection with the brand and feels a sense of trust in the brand.
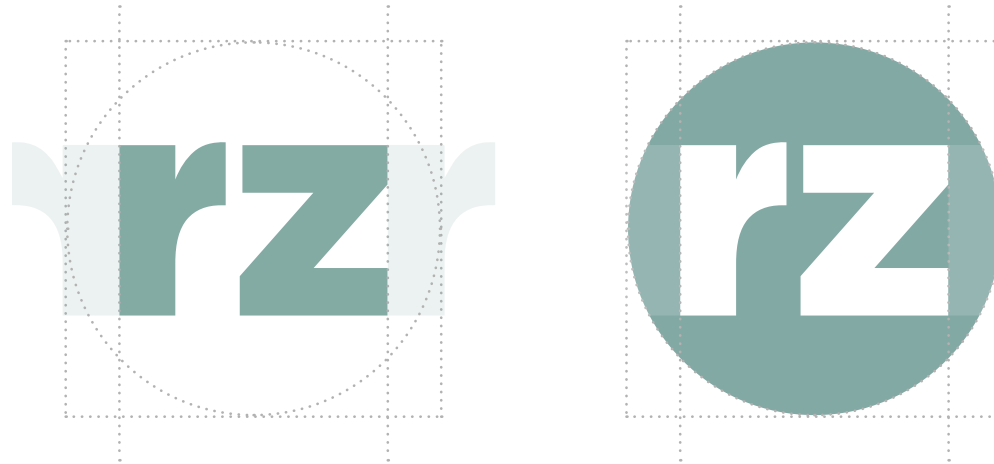
Supportive
Last, but not least, the brand needs to reflect care and love; both in the brand itself, as well as within the audience-brand relationship. Verbiage should be warm, inviting, and relatable and should create a positive brand that the audience feels comfortable reaching out to and sharing details with.

Social

7.0 Social

7.1 Social Icon

Regardless of platform, scale, or size, the **Relationship Zen** logo only version should be used in instances where a social icon will appear. The above diagram outlines the white space required to the left and right of the logo, which is the width of the stem of the letter "r". The logo should never be any more or less than this to ensure sufficient white space, as well as readability at a small size.

Make room for
space to **fuel**
personal growth.

relationship**zen**

Take responsibility
and ownership
for your **individual**
happiness and
agency.

relationship**zen**

Our goal is to
become whole
and **self-sufficient**
individuals
interconnected
by a common
purpose.

relationship**zen**
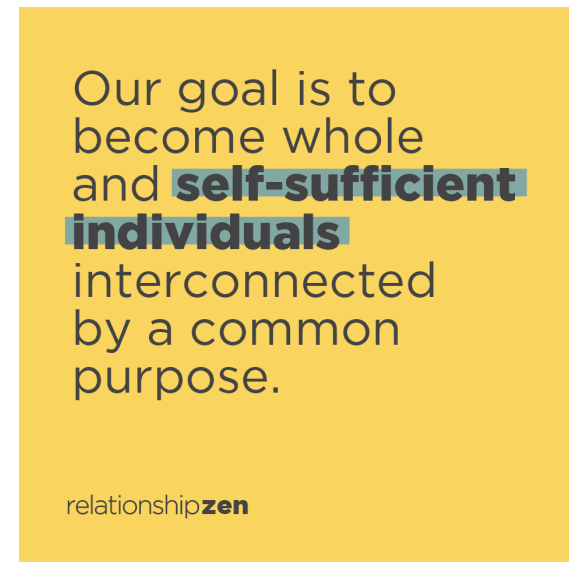
7.2 Social Graphic Style

The above outlines the graphic style application to be used across social posts, specifically in highlighting a quote.

The graphic should be a solid color background of one of the brand colors, with the text left-aligned in the font, Gotham Book in Text Gray. Key words (no more than 4-5) should be bolded and highlighted with any of the approved color combinations (see page 16). The highlight block/s should be the height of the text, but slightly higher than the text line. This breaks up the rigid look of the graphic and adds a level of playfulness.

Lastly, all quotes should include the **Relationship Zen** wordmark logo in the bottom left to ensure graphics are branded and consistent. The working file which includes these templates should be provided to all designers and/or social media managers.

The above is a sample of how the graphic style would be integrated into something like the Instagram feed. There is no need to follow a specific grid (every other or every third, for example) when it comes to the graphics, however if the content can be planned/scheduled ahead of time to allow for it, it can be done.
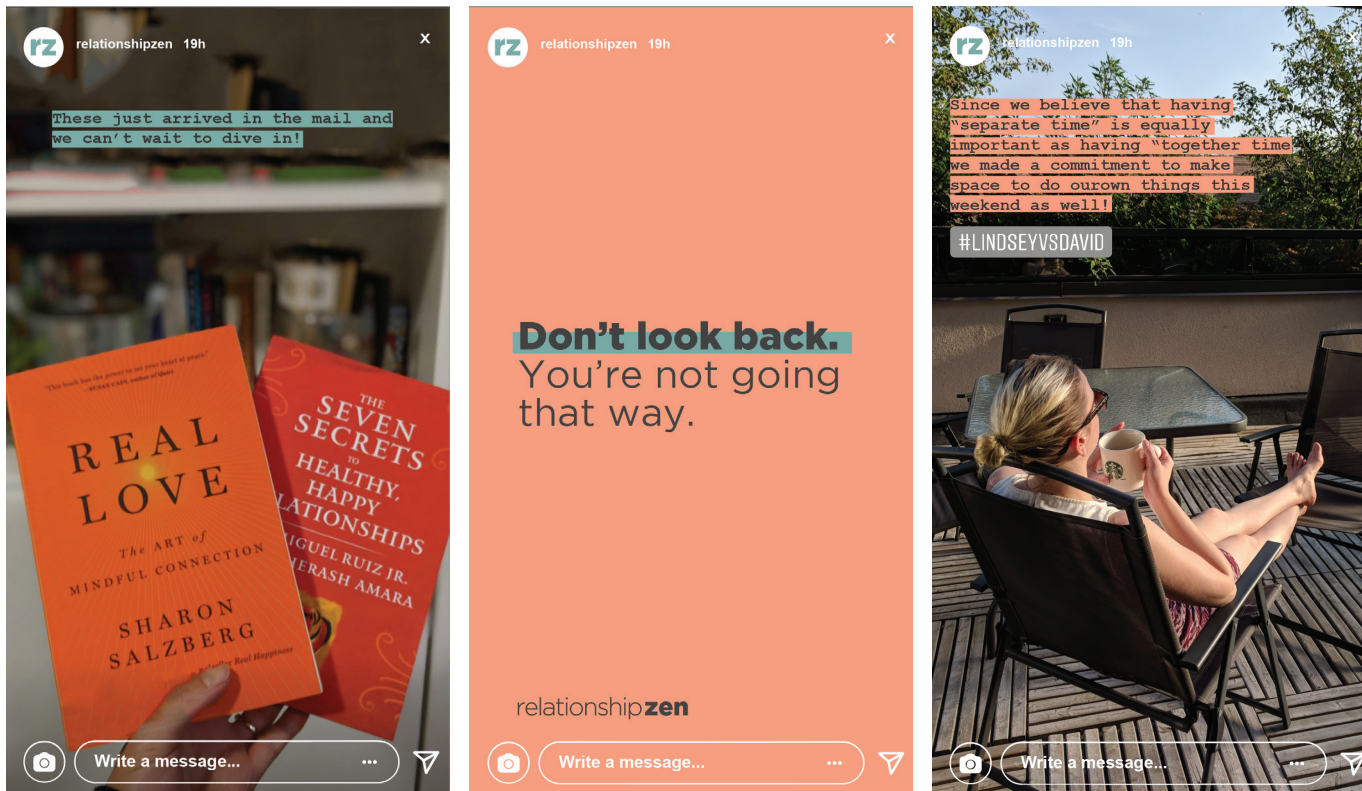
Instagram and Facebook stories should have a similiar feel to the social graphics for the feed. Images can be more casual and spontaneous to capture more day-to-day activities, however the stylization of text and overall clean imagery should still be adhered too.

For live-action shots and videos, the "Typewriter" font is recommended as the font size stays the same, regardless of the length of the text. Additionally, text should be left aligned and have a highlight color of any of the brand colors. The focus of the image should take up at least 50% of the canvas size (i.e. the books take up about 60% of the canvas, while Lindsey on the chair takes up about 50%).
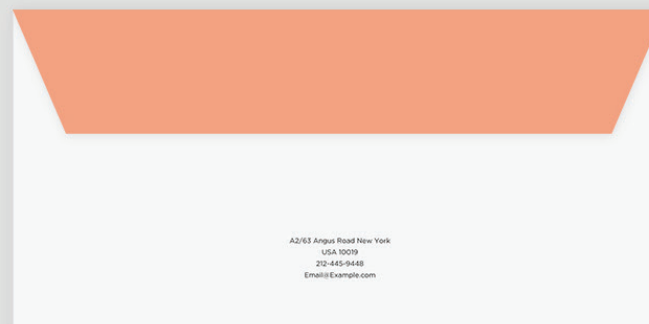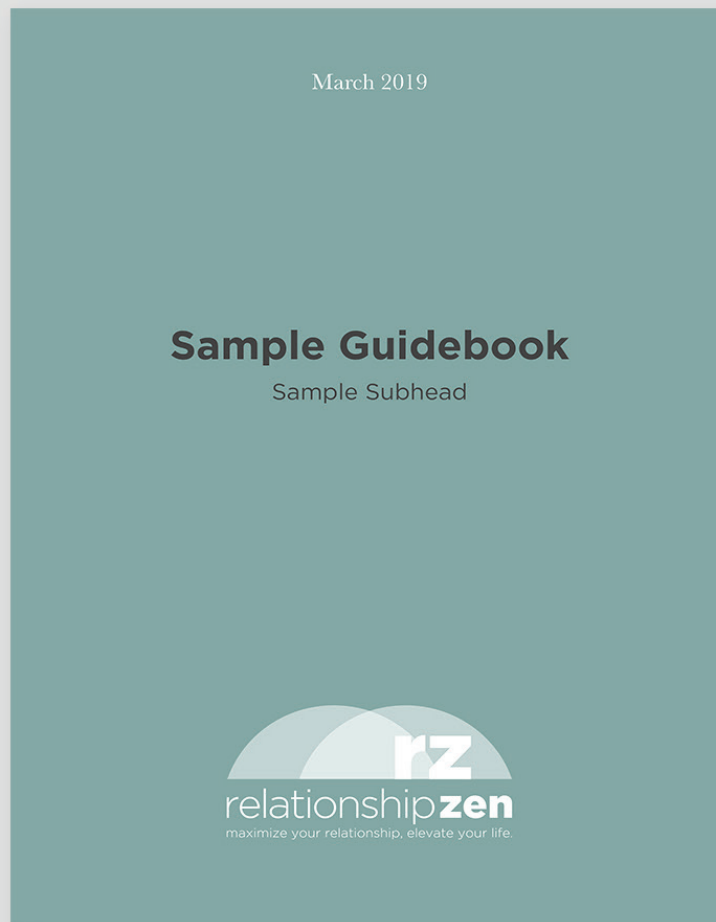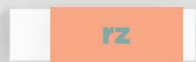
For graphics, it's recommended that a graphic template is created in a similiar style to that of the feed graphics.

7.3 Social Language & Copy

Ad copy, posts, and captions should always adhere to the voice of the brand as outlined in Section Six. However, it's important to also consider the specific platform and subsequent demographic at hand. Ads and captions on Instagram should cater and capture a younger audience, while copy on Facebook should cater to an older demographic.

Additionally, all social posts should include hashtags when applicable. The top tags to always include, are:

#relationshipzen
#relationships
#personaldevelopment
#wellness
#goals
#relationshipadvice
#relationshipgoals

March 2019

Sample Guidebook

Sample Subhead

relationship**zen**
maximize your relationship, elevate your life.

Respected Sir

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Thank you

A2/63 Angus Road New York USA 10019
212-445-9448
Email@Example.com

relationship**zen**
maximize your relationship, elevate your life.

Relationship Zen is Here

This is our new postcard

Maximize your relationship, elevate your life. This is our current tagline . It represents the foundation of who we are

Here's a fun fact about us

A2/63 Angus Road New York
USA 10019
212-445-9448
Email@Example.com

relationship**zen**

David Ip Yam

Co-Founder

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Email@Example.com

Lesson #1:

Make room for space to **fuel personal growth.**

relationship**zen**

Date Night Worksheet

Date: March 28, 2019
Lead By: David Ip Yam & Lindsey Ostrosser

Lorem ipsum dolor

Take responsibility and ownership for your **individual happiness** and agency.

Lorem ipsum dolor

Lorem ipsum dolor si

/relationshipzen
www.relationshipzen.com

For More Details or Information

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