



Our natural state is one of clarity and balance.

Balance is not something we achieve, we just return to it.

This is done through subtle adjustments in our movement patterns.

By focusing our attention on good habits, we create shifts in the brain.

These shifts allow the body to restore itself naturally.

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DEFINITION

shakti (shuk-tee)

1. Symbolises the feminine principle
2. The activating power and energy

Shakti PDX encompasses what its namesake represents: the well of essence, vitality and creativity. When you are connected to Shakti, you feel comfortable in your own skin. Most importantly it is believed to be responsible for creation and the agent of all change, the opportunity that it is never too late to re-invent yourself.



ABOUT SHAKTI PDX

Here's the thing about truth - it is unwavering. Everyone has their true path; stray too far from it, and life can unleash a barrage of extraordinary events that force us to course correct.

I came to Oregon to work as a Doctor of Chiropractic. The plan seemed to make sense--work in an established office, use paradigms that were already in place, see a few patients and gradually build a dedicated client base.

One month into the job, life intervened. Through forces larger than myself, my career as a chiropractor was put on hold.

Here I was, 36 years old, just having left lifelong familiarity of the East Coast to move out west, only to have the door slammed shut in my face.

Now what?

Taking a step back from my path allowed me to reconnect with what was essential. Step one was seeking out deeper levels of connection and intimacy. Conversations took on a rawness and richness that never existed before, and the bond with my wife, my parents, within myself, even with my dog, became stronger than ever.

Step two was an honest look at what I wanted to do. I reflected upon my body of work and education--exercise physiology, strength and conditioning, functional neurology, chiropractic--and distilled everything down to two basic needs:

- We need to move with freedom.
- We need to harness our peak mental states.

Everything I had learned had to come together to form something bigger. It would be a dynamic approach to restoration, one that creates a heightened sense of brain/body integration.

In Sanskrit, Shakti manifests as outward force as well as inner consciousness, a representation of dynamic forces throughout the universe. When we can harmonize these forces, we restore ourselves and create a new power that can only be built on truth.

LOGOS

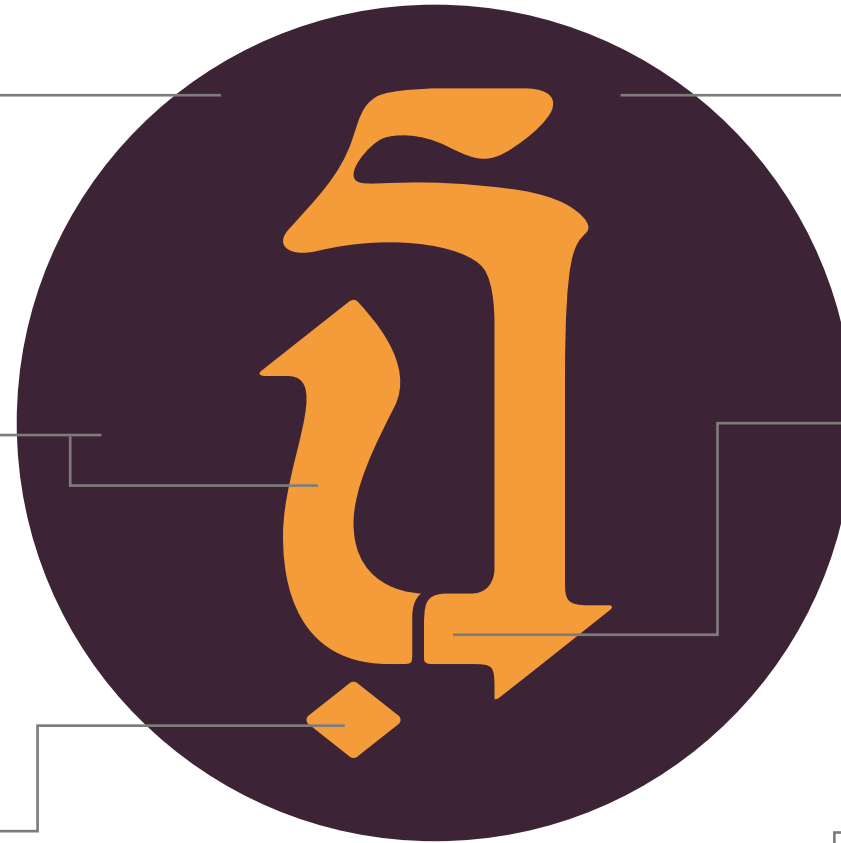


PRIMARY LOGO

The circular shape represents a feeling of restoration and completeness.

The deep purple represents the calming and grounded aspects of Shakti PDX, while the marigold color represents vitality and protection.

The diamond shape represents the modest amount of space needed during the program.



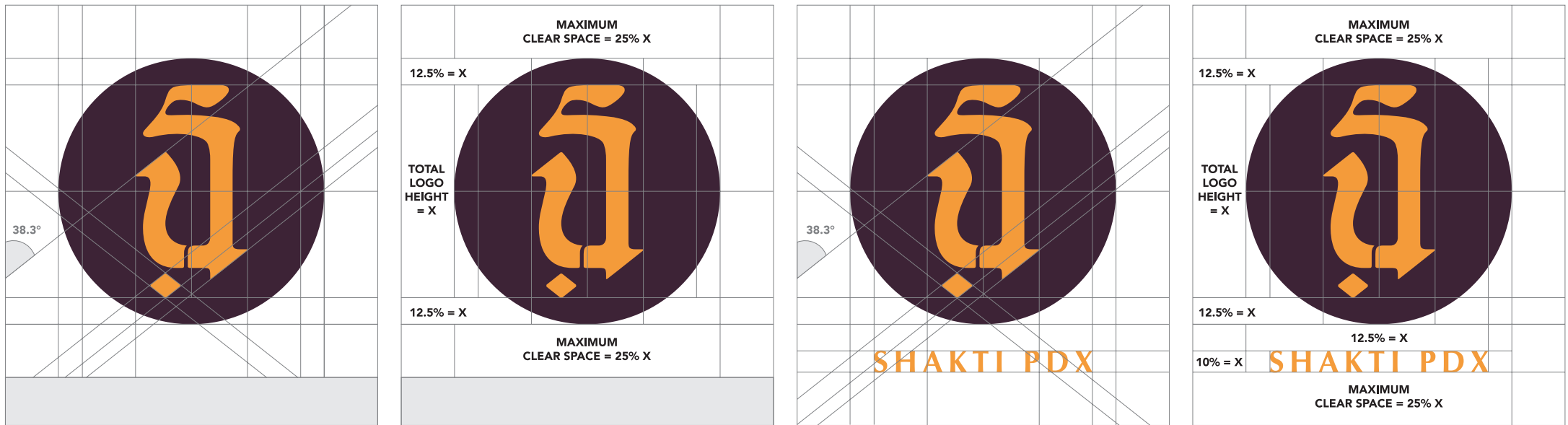
The central icon's fluid shape represents a feeling of being both stable and dynamic.

The small gap represents the rewiring that occurs during this program.

Optima is a sans-serif typeface. Its design follows humanist lines.

SHAKTI PDX

PRIMARY LOGO



The primary logo can be used with or without text. The central icons ambitious goal is to symbolically represent the brand. With or without text, a minimum clear space for the logo should equal 25% of the total height of the central icon. The tolerance should be the same all the way around the logo and measured from the middle top and bottom edges.



SHAKTI PDX

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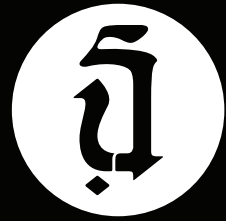
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PRIMARY LOGO 1 COLOR



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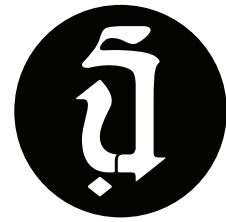
SHAKTI PDX



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DON'TS

Just a few examples of things to avoid.

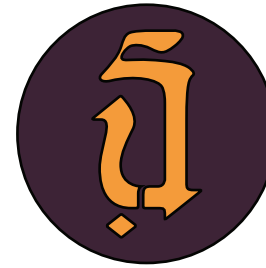


⊗ DON'T ROTATE THE LOGO



SHAKTI PDX

⊗ DON'T ADD SHAPES



SHAKTI PDX

⊗ DON'T ADD OUTLINES



SHAKTI

⊗ DON'T OVER CROP OR
IGNORE CLEAR SPACE RULES



SHAKTI PDX

⊗ DON'T CHANGE THE COLORS
OF THE LOGO



SHAKTI PDX

⊗ DON'T CHANGE THE TEXT



SHAKTI
PDX

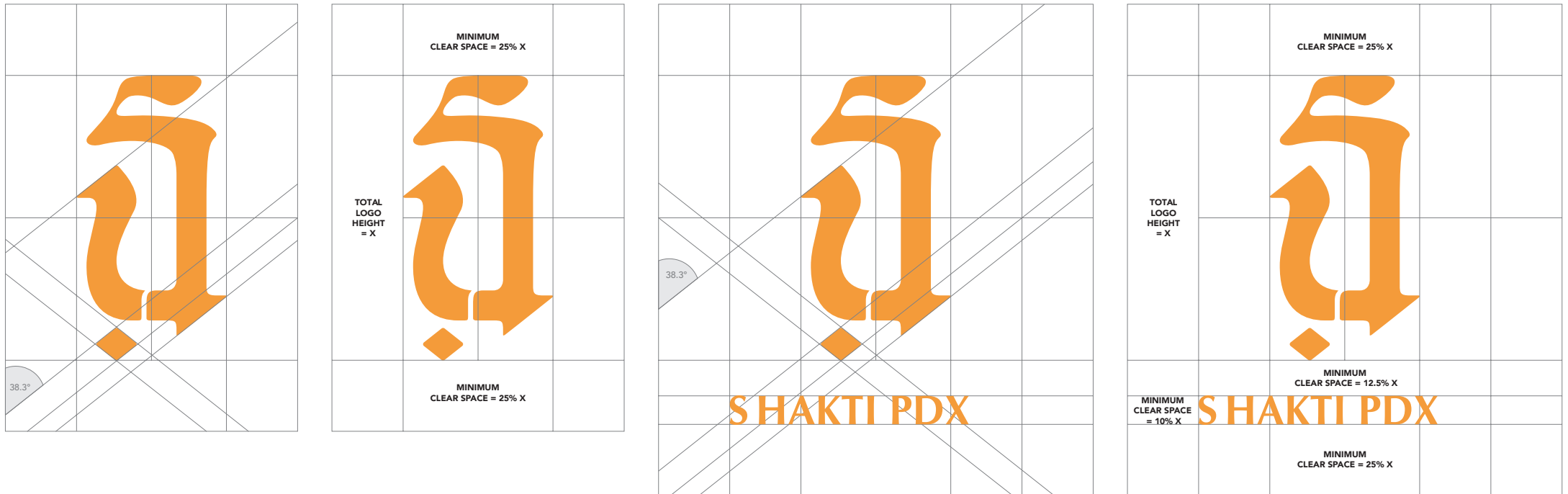
⊗ DON'T RE-ARRANGE THE TEXT



SHAKTI PDX

⊗ DON'T RESIZE THE TEXT
OR LOGO

ICON



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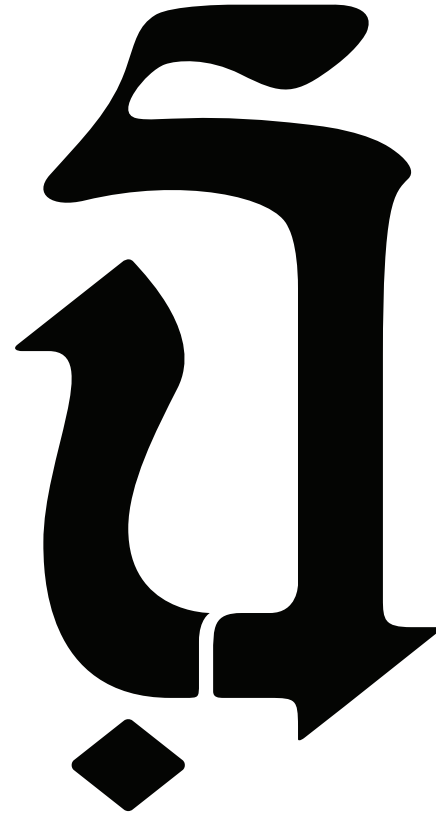
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ICON 1 COLOR



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DON'TS

Just a few examples of things to avoid.



⊗ DON'T ROTATE THE LOGO



⊗ DON'T ADD SHAPES



⊗ DON'T ADD OUTLINES



⊗ DON'T OVER CROP OR IGNORE CLEAR SPACE RULES



⊗ DON'T CHANGE THE COLORS OF THE LOGO



⊗ DON'T CHANGE THE TEXT



⊗ DON'T RE-ARRANGE THE TEXT



⊗ DON'T RESIZE THE TEXT OR LOGO

WORDMARK COMPLEX

The complex wordmark is an ambigram. It reads the same even when flipped. This treatment was chosen based on the cyclical nature of Shakti.

The diamond shape represents the modest amount of space needed for this program.

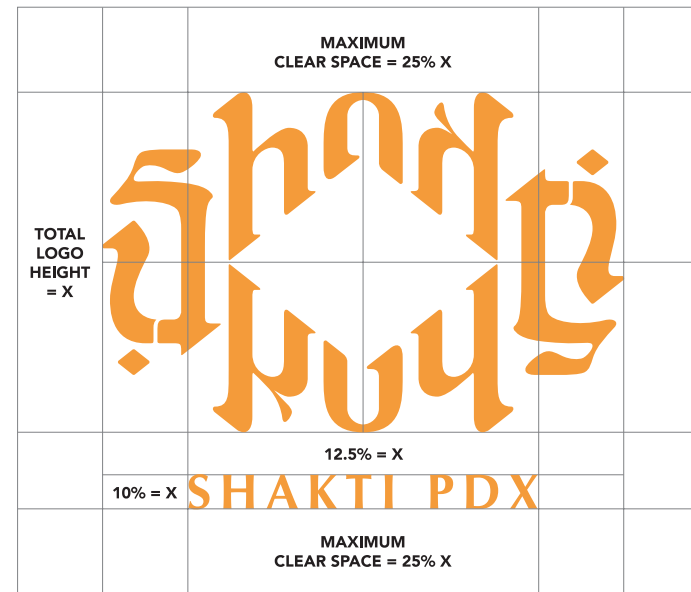
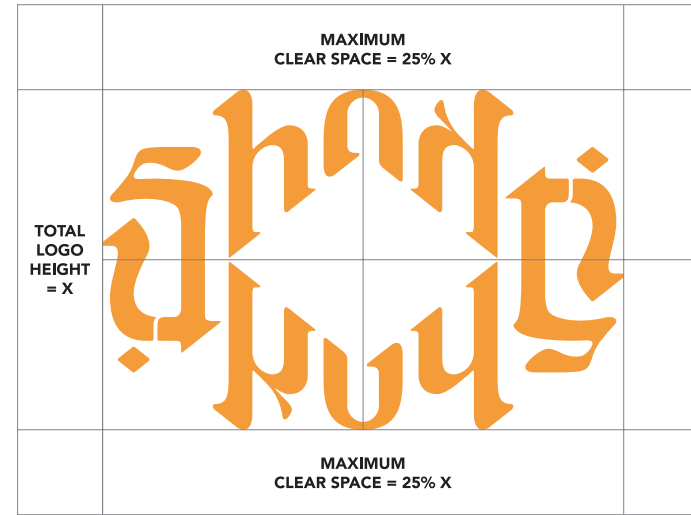
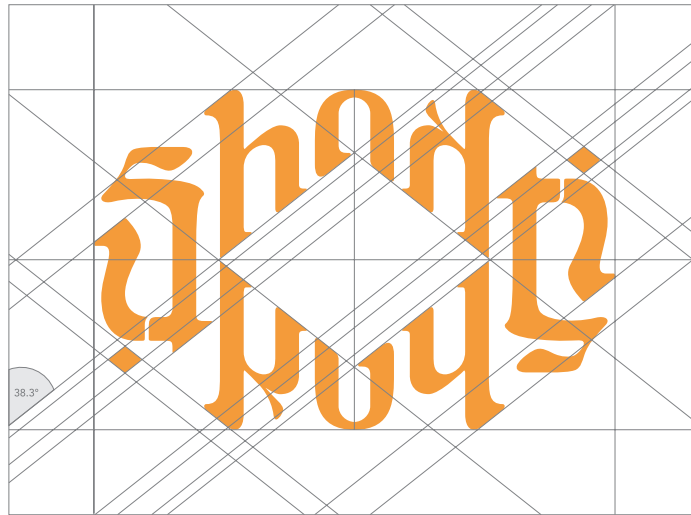


The “A” represents the thumb that the client focuses on during certain drills with the instructor.

The unique typeface was created specifically for Shakti PDX. It highlights movement, flow, and focus.

SHAKTI PDX

COMPLEX WORDMARK



The complex wordmark intended for use sparingly. It is meant to be used as more of a decorative option (e.g. t-shirt or hat). With or without text a minimum clear space for the complex wordmark should equal 25% of the total height of the central wordmark. The tolerance should be the same all the way around the logo and measured from the middle top and bottom edges.

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SHAKTI PDX

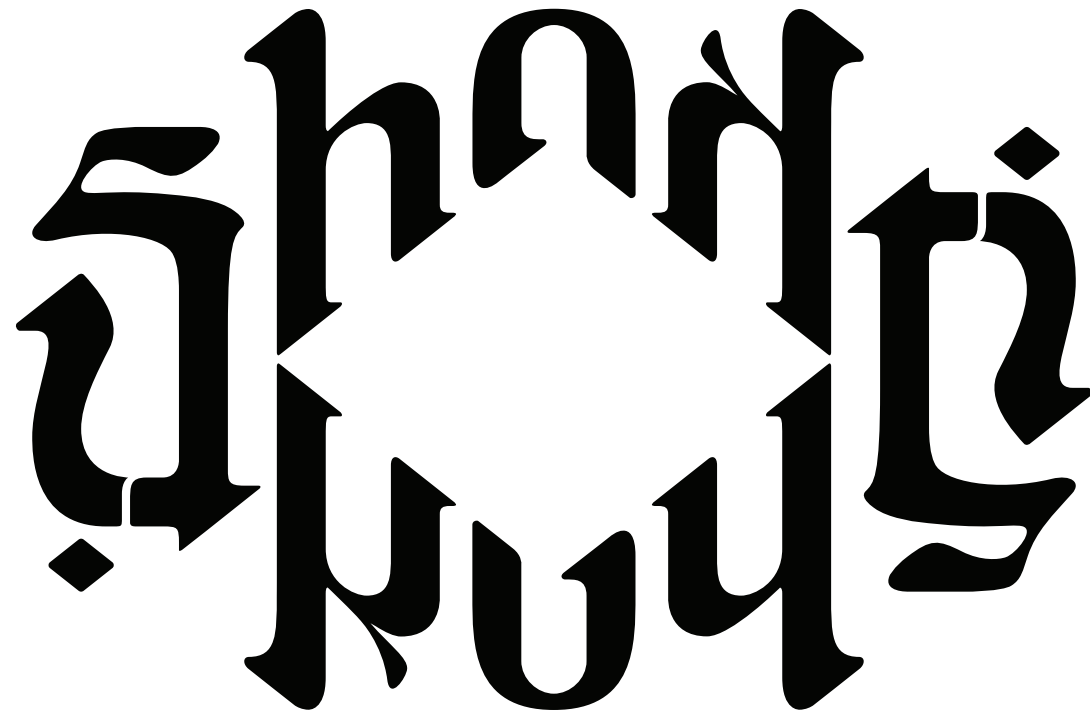
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SHAKTI PDX

শক্তি পিডি

SHAKTI PDX

COMPLEX WORDMARK 1 COLOR

A complex, black, calligraphic wordmark for 'Shakti PDX'. The letters are highly stylized, with thick strokes and sharp, pointed terminals. The 'S' and 'H' are particularly prominent, with the 'S' having a large, sweeping curve and the 'H' being very tall and narrow. The 'K' and 'T' are also highly stylized, with the 'K' having a large, curved tail and the 'T' having a sharp, pointed top. The 'P' and 'X' are also stylized, with the 'P' having a large, curved tail and the 'X' having a sharp, pointed top. The overall style is reminiscent of traditional Indian calligraphy, but with a modern, geometric twist.

SHAKTI PDX

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SHAKTI PDX

DON'TS

Just a few examples of things to avoid.



⊗ DON'T ROTATE THE LOGO



⊗ DON'T ADD SHAPES



⊗ DON'T ADD OUTLINES



⊗ DON'T OVER CROP OR IGNORE CLEAR SPACE RULES



⊗ DON'T CHANGE THE COLORS OF THE LOGO



⊗ DON'T CHANGE THE TEXT



⊗ DON'T RE-ARRANGE THE TEXT



⊗ DON'T RESIZE THE TEXT OR LOGO

TYPOGRAPHY

HEADLINES / SUBHEADS / BODY COPY

AVENIR / BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVENIR / MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AVENIR / BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SERIF OPTION

PT SERIF / BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT SERIF / REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

EXAMPLE HEADER

SUBHEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

COLORS

Shakti PDX's primary colors are purple and marigold. The rich purple represents the calming and grounded aspects of Shakti PDX, while the marigold color represents vitality and protection.

The other colors are secondary for a variety of uses as Shakti PDX grows and expands. The blue is meant to be used as an accent color.

PURPLE

CMYK: 65, 80, 51, 56

RGB: 62, 38, 55

HEX: #3E2637

MARIGOLD

CMYK: 2, 46, 87, 0

RGB: 242, 154, 59

HEX: #F29A3B

BLACK

CMYK: 75, 68, 67, 90

RGB: 0, 0, 0

HEX: #000000

WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

RED

CMYK: 29, 98, 99, 36

RGB: 129, 26, 24

HEX: #811a18

BLUE

CMYK: 78, 19, 24, 0

RGB: 14, 159, 183

HEX: #0d9eb6

ORANGE

CMYK: 10, 90, 86, 1

RGB: 216, 64, 55

HEX: #d84036

BLACK 80%

CMYK: 60, 54, 54, 72

RGB: 46, 45, 44

HEX: #000000

BLACK 60%

CMYK: 45, 41, 40, 54

RGB: 83, 80, 80

HEX: #524f4f

BLACK 40%

CMYK: 30, 27, 27, 36

RGB: 127, 124, 124

HEX: #7e7b7b

BLACK 20%

CMYK: 15, 14, 13, 18

RGB: 181, 178, 179

HEX: #b5b2b2



2018

**SHAKTI PDX
BRAND GUIDELINES**

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SHAKTIPDX.COM