



# Brand Guidelines

# The Overview

Consistency is the backbone of an authentic, trustworthy, and recognizable brand and customer experience. This means consistency in the way you look, speak to, and service your customers and target audience.

Staying consistent involves awareness, effort, dedication to detail, and it also involves rules. That's where brand guidelines come in handy. Please use these guidelines to ensure a cohesive look and feel for the FoCo Tai Chi brand across all mediums.

# Contents

**04** Logo

**09** Color Palette

**11** Backgrounds

**13** Typography

**15** Imagery

**17** Application



Logo

# Primary Logo

This is our primary logo “on light” and “on dark” background versions. It should always be used except when the icon version makes more sense.



# Logo Icon

For use places where a square or circle format is best such as social media profile images. Often these places will also have the brand name listed in the title of the page as well, so there's not a need to repeat it in the logo.

The background versions are included as well in case those feel better in the given context. Over time, you might find you like one of the background colors better than the others, and it's good to have them be consistent.



# Clear Space

Always maintain a clearspace equal to the size of the yin yang in the logo.



# Minimum Size

Logo should never be scaled so small it renders illegible.



# Misuse

No changes should ever be made to the logo. Here are some ground rules to make sure the logo is always used correctly and consistently.



Do not—  
Apply Outlines



Do not—  
Apply Shadows



Do not—  
Change Colors



Do not—  
Squish/Skew



Do not—  
Stretch



Do not—  
Adapt the logo



Do not—  
Rotate



# Color Palette

# Colors

## **FOCO TAI CHI RED**

Mainly used as an accent or highlight color in small areas to bring attention.

## **FOCO TAI CHI GREEN**

Mainly used as a background color where for light graphics and text small amounts of text.

## **FOCO TAI CHI TAN**

Mainly used as a background color for larger areas of text and the logo or other darker colored graphics.

## **FOCO TAI CHI RED**

#: a74d4a

cmyk: 26, 79, 68, 14

rgb: 167, 77, 74

## **FOCO TAI CHI GREEN**

#: 818b7e

cmyk: 52, 36, 49, 6

rgb: 129, 139, 126

## **FOCO TAI CHI TAN**

#: eae6e1

cmyk: 7, 7, 9, 0

rgb: 234, 230, 225



# Backgrounds

# Background Textures

Two vibrancies and textures are included for each colors (except black).

Choose which background looks and feels best for what is displayed on top of it.

Also consider the same guidelines for the colors from page 9.





# Typography

# Primary Typography

Our typography family is Poppins.  
The light version is used in most cases  
including headlines and body copy.

Poppins Bold is used for subheaders and  
clarifiers where not many words are used.

## Poppins Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## POPPINS BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**



# Imagery

# Photography

Our photography style shows the nature of Tai Chi including the perfectly imperfect movement of learning and welcoming, shining light of community.





# Application



Upcoming Classes

## Welcome to the FoCo Tai Chi Community!

This is a community for anyone who is interested in learning Tai Chi with fellow practitioners and students in Fort Collins and the Northern Colorado areas.



### About Tai Chi

Tai Chi, the traditional Chinese system of mind and body training, is widely practiced around the world by people of all ages for betterment of health and well-being.

[Learn More](#)



### Upcoming Classes

Various forms of Tai Chi are offered regularly at a few locations throughout the week in Fort Collins, CO including The Other Club, Gardens on Spring Creek, and Edora Park.

[View Schedule](#)



### FoCo Tai Chi Instructors

Min Fan 范敏—born and raised in China—and John Broderick—born and raised in Littleton, CO—are the two main instructors for the FoCo Tai Chi community.

[Learn More](#)



### Community Resources

Learn and review the basics of Tai Chi for Health, Unit of Learning. The 10 essential principles of Tai Chi as well as other local options for learning Tai Chi in Fort Collins.

[View Resources](#)



### Subscribe

Sign up with your email address to receive news and updates.

[Sign Up](#)

We respect your privacy; we never share or sell your information.

Brand & Website by [New Earth Brands](#)

Photography by [Kayla Gray Creations](#)



[FoCoTaiChi.com](#)



## TYPICAL UNITS OF LEARNING



[FoCoTaiChi.com](#)



## THE EIGHT BROCADE QIGONG (八段錦)



[FoCoTaiChi.com](#)



## THE 10 ESSENTIAL PRINCIPLES



[FoCoTaiChi.com](#)



## YANG STYLE TAI CHI 24 FORMS



# Thank you!

We appreciate you taking the steps to help preserve the consistency of the FoCo Tai Chi brand. If you have any questions, please reach out.