# Partnerships Brand Toolkit
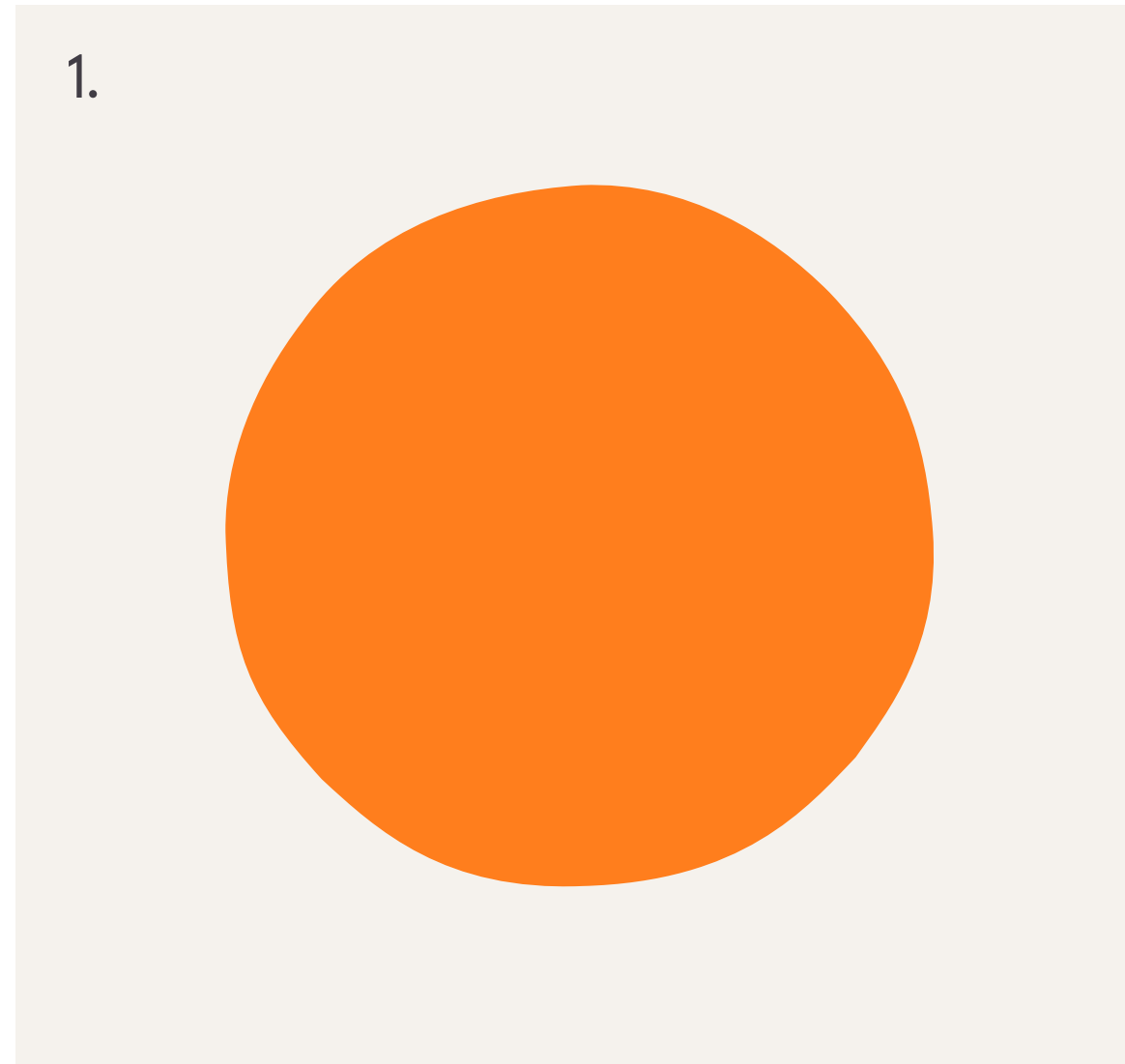
Intro

# Say hello to Headspace.

This document provides the essential tools to bring the Headspace brand to life, with clear guidelines for key brand elements, including: the logo, colors, copy, typography, and illustrations.

## Table of Contents

1.

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6.

# 1. Logo

## Primary logo

This is the primary Headspace logo. It's comprised of 2 elements, the Dot and the wordmark.
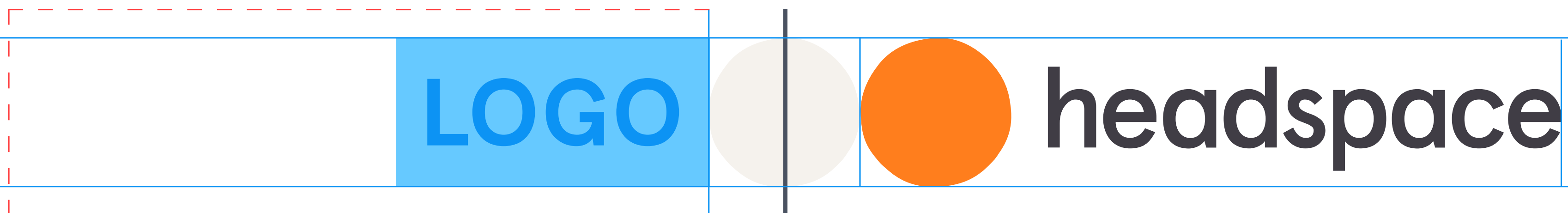
headspace

## Partnerships logo lockup

This is our partnership lockup. It's simple and balanced so that both brands are represented well. With a nice little dividing line in the middle.

LOGO

headspace

## Safe zones

Here are the safe zones we've created to make sure each logo feels balanced and proportional to each other.

**LOGO** ● headspace

The safe zone (red dotted line) is defined by either the width of the Headspace logo, or the height of the crossbar. Please do not exceed either of these.

## Exclusion zone

Be sure to give the
logos enough room
from other elements.
A simple rule is to give
a minimum of one Dot
spaced border around
all 4 sides.

LOGO | headspace
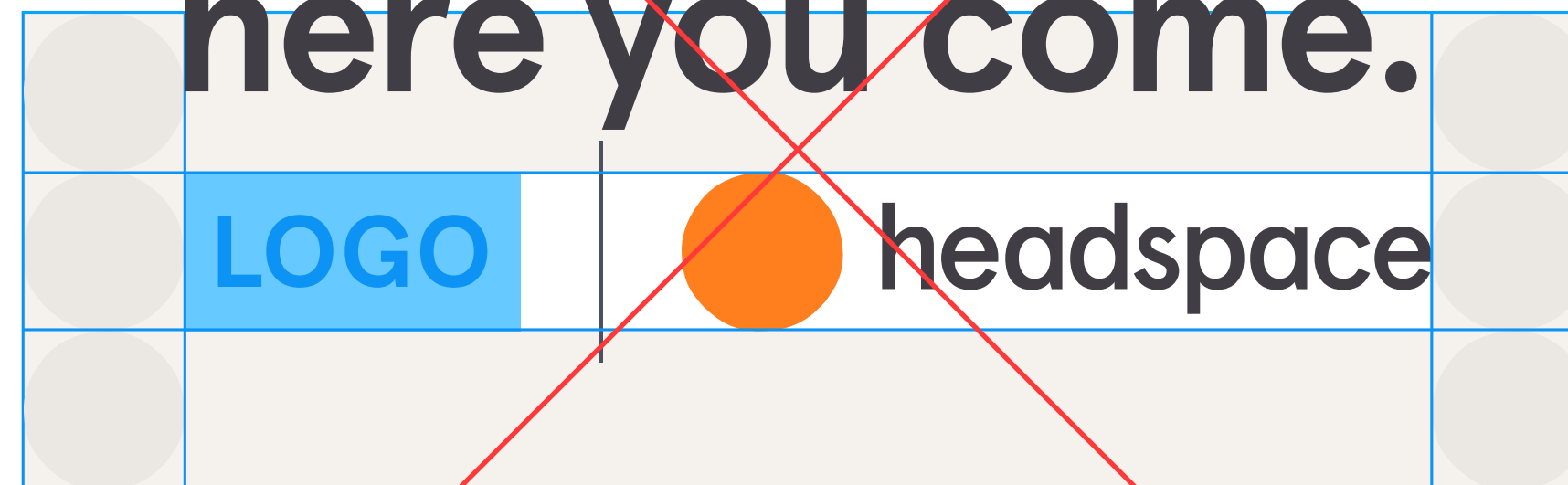
**Exclusion zone**

Yes

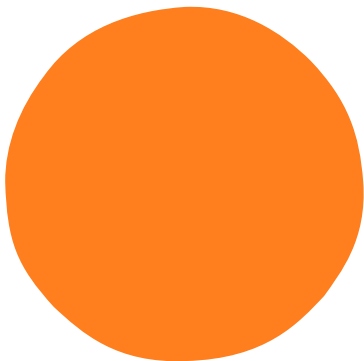# Healthy, happy, here you come.

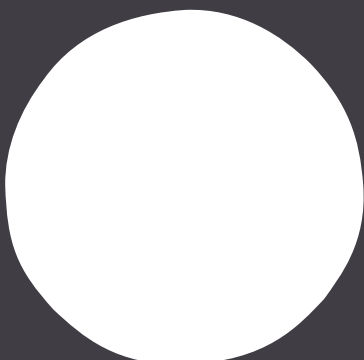LOGO | headspace

No

# Healthy, happy, here you come.

LOGO | headspace

## Color

Logos should be should presented in full color. The white version should only be used when necessary.

**LOGO** | headspace

**LOGO** | headspace

White on plum

# 2.                    Color

## Colors

# Bold and simple

Color is a vital element to the Headspace brand. We love our orange, and is the primary color associated with the brand.

## Primary

These are Headspace's primary colors. Use orange freely as it's our main brand color, supported by white and dark plum.

Headspace Orange

White

Dark Plum

HEX: #FF7E1D
RGB: 255,126,29
CMYK: 0,63,97,0

HEX: #FFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0

HEX: #413D45
RGB: 244,125,49
CMYK: 69,66,54,44

## Secondary

Our secondary colors add vibrancy to our illustrations and UI elements and should be used as accents to our primary colors. Do not use independently of our primary colors.
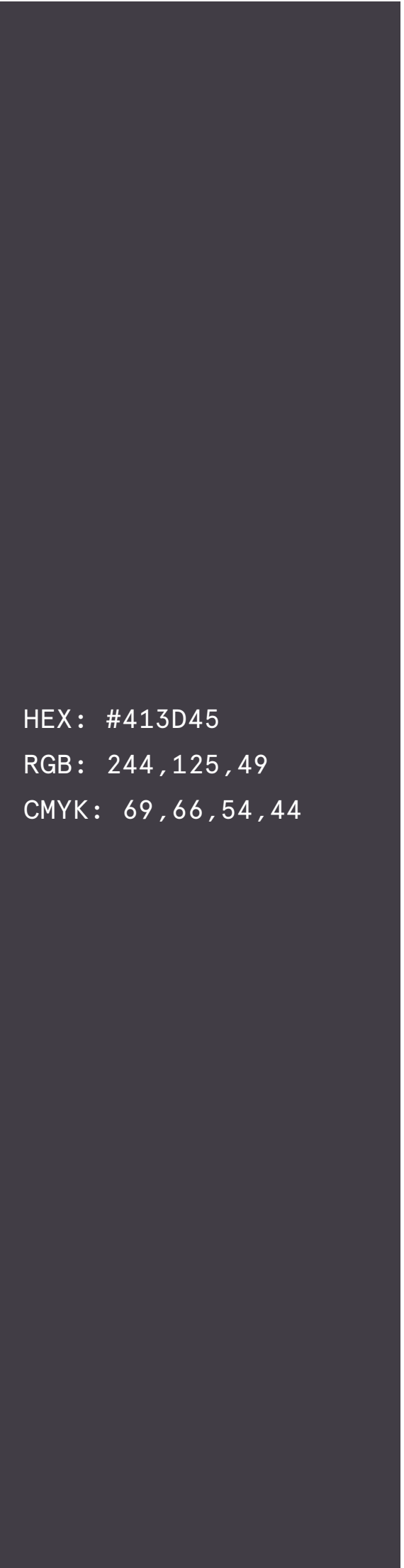
Headspace Orange
HEX: #FF7E1D
RGB: 255,126,29
CMYK: 0,63,97,0

White
HEX: #FFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0

Plum
HEX: #413D45
RGB: 244,125,49
CMYK: 69,66,54,44

Yellow
HEX: #FFCE00
RGB: 255,206,0
CMYK: 0,63,92,0

Green
HEX: #01A652
RGB: 1,166,82
CMYK: 83,6,95,0

Blue
HEX: #0C93F4
RGB: 12, 147, 244
CMYK: 72,36,0,0

Pink
HEX: #FEACD5
RGB: 254,172,213
CMYK: 0,41,0,0

Purple
HEX: #956EB7
RGB: 162,115,198
CMYK: 40,62,0,0

# 3. Typography

## Brand font

Aperçu is Headspace's brand font. It's friendly yet functional and versatile enough for headlines, body copy, and even our logo.

# Hiya Aperçu (a•per•sue)

## Weights

Aperçu has multiple weights that each serve a different function for the Headspace brand.

**Aperçu Bold**

**abcdefghijklmnopqrst uvwxyz .!@#$%^&*(~)**

Use for headlines, and bold, declarative moments

Aperçu Medium

abcdefghijklmnopqrst uvwxyz .!@#$%^&*(~)

Use for sub-headlines, pull-quotes, or other important but not the most important things

Aperçu Regular

abcdefghijklmnopqrst uvwxyz .!@#$%^&*(~)

Use for body copy

Aperçu Mono

abcdefghijklmnopqrst uvwxyz .!@#$%^&*(~)

Use for small wayfinding and technical bits, like dates, page numbers, etc.

## Hierarchy

We like to treat our
hierachy like so. Big
headline, smaller body
copy, clean CTA and
simple partnership
lock-up.

Aperçu Bold
-35 Tracking
98% Leading

Aperçu Regular
-10 Tracking
140% Leading

Logo lockup
& CTA Sample

# This is a big headline

This is body copy with some gibberish mo dolorer epernam quia ped quat ullaniaspera est, seditatias esequi ad quis qui dolestio comnisqui dolest plitame desto volorernam quo qui aut labor aribusdae lam, sed minctia sunt posaest, comnihi Ilaborrunt.Riasi blaboritio. Apitiatur, nat faccus, officae corerrum

**Get some Headspace**

LOGO | headspace

# 4. Illustration

## Hello happy

Illustrations are
integral in displaying
our personality and
bringing connection
to our members and
prospective members.
They convey joy,
express emotion,
and are bold
in their iconic nature.

## Hero art

Illustrations to use
when talking about
Headspace in general.
Or meditation
specifically.

# Sleep

Illustrations to use
when discussing sleep
content in connection
to the Headspace
brand.

headspace

## Sleep

Illustrations to use
when discussing sleep
content in connection
to the Headspace
brand.

# 5.

# Copy

Intro

# Say what?

The following copy is to help teach the basics of Headspace and can be used in partner copy. Headspace is meditation made simple. We'll teach you the life-changing skills of meditation and mindfulness in just a few minutes a day. You can try Headspace for yourself and learn the essentials of meditation and mindfulness with the free Basics course.

If you enjoy it, Headspace Plus has bite-sized meditations for busy schedules, SOS exercises for meltdown moments, and hundreds of guided meditations on everything from stress to productivity — including our entire library of Sleep content, aimed at helping you create the ideal conditions for a restful night.

## Words and phrases

### ✓ Words and phrases that are OK to use

Use this as a jumping-off point for partner copy

| | | |
|---|---|---|
| for a happier, healthier mind | sit with the mind | the life-changing skill of meditation |
| take a deep breath | take a moment for yourself | letting go/learn to let go |
| stress less | balanced | guide |
| reset | reframe | skill |
| clarity | journey | find your focus |
| meditation | mindfulness | mindfulness exercise |
| change your relationship with (stress/anxiety/etc.) | get some Headspace | be kind to your mind |

### ✗ Words and phrases to avoid

Stay away from Eastern clichés that may make people hesitant to trying meditation

| | | |
|---|---|---|
| zen | yoga | go deep in your mind |
| find your center | guru | karma |
| chi | "monk" clichés | hippies |
| spiritual | treatment | nirvana |
| detox | tranquility | chakras |
| alignment | cure | ommmm |
| restore | competitive language / "being good" at meditation | ohmm |

**Just a
quick note**

Meditation, mindfulness, and mindfulness exercises refer to different things.
They cannot be used interchangeably and should be used to accurately represent
and reflect the specific piece of content being shared.

**Meditation**

Training the mind in awareness and compassion, by sitting with your
thoughts. Meditation employs a variety of techniques, like visualization,
breathwork, compassion, etc. Just because a meditation asks you to
breathe a certain way doesn't mean it's a breathing exercise.

**Mindfulness**

A mental state achieved by focusing one's awareness on the present
moment. You learn mindfulness through practicing meditation.

**Mindfulness
exercise**

A specific guided exercise meant to incorporate mindfulness
into your daily life.

# 6. Photography

## Tone and Principles

We are looking for observed, natural moments and portraits that evoke a feeling or connection. They should feel 100% real, not staged. As though we are dropping in on their world or a moment.
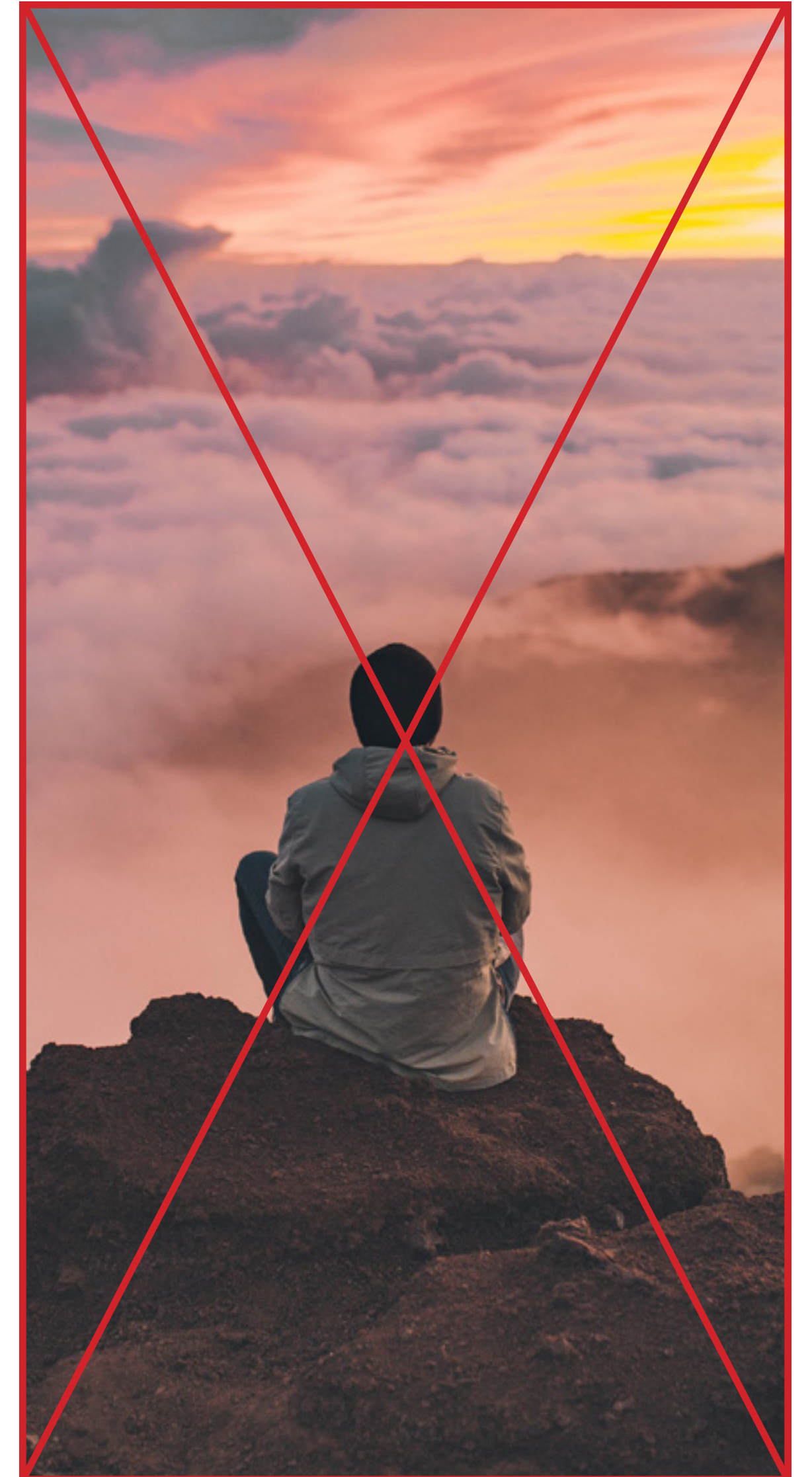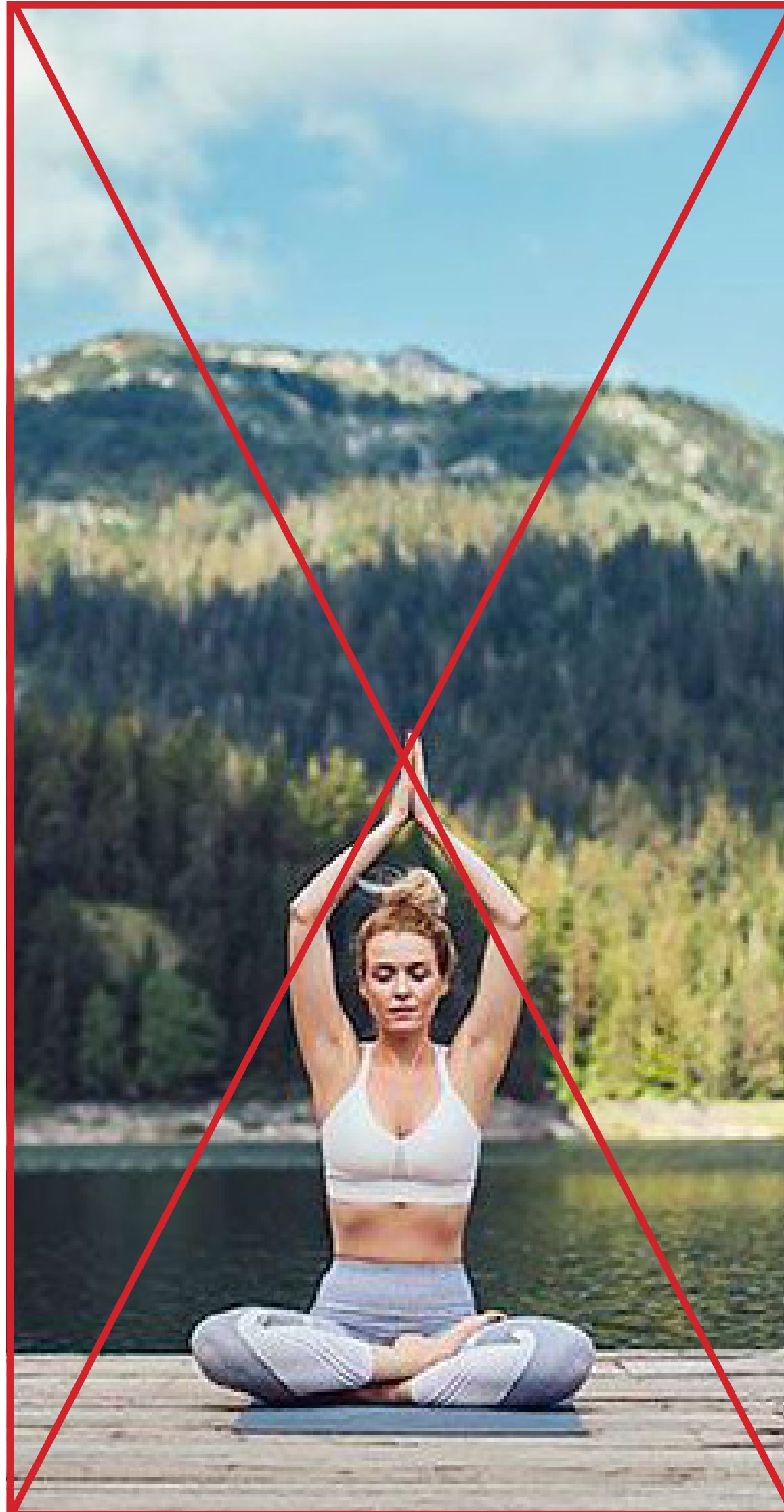
# Principles
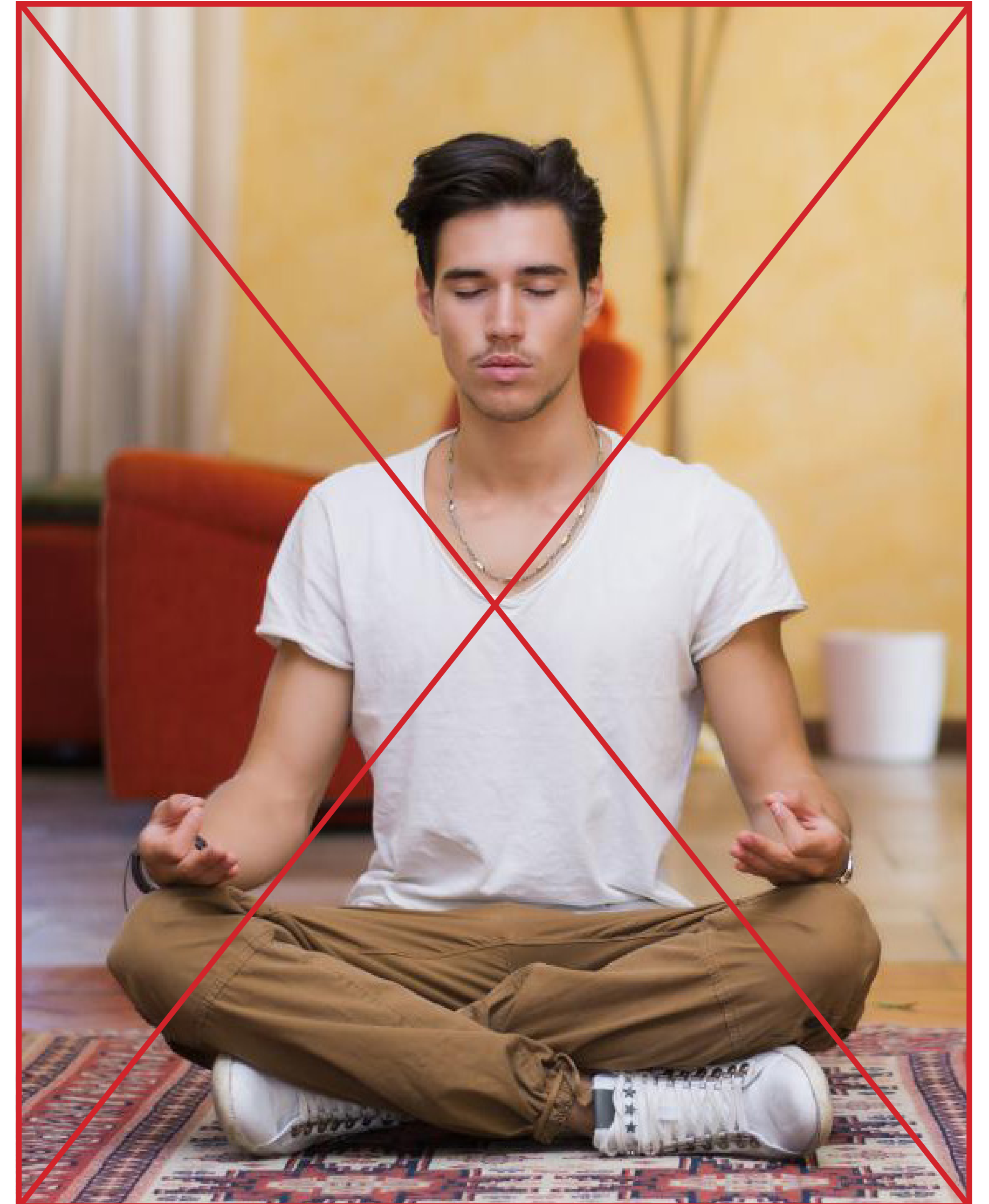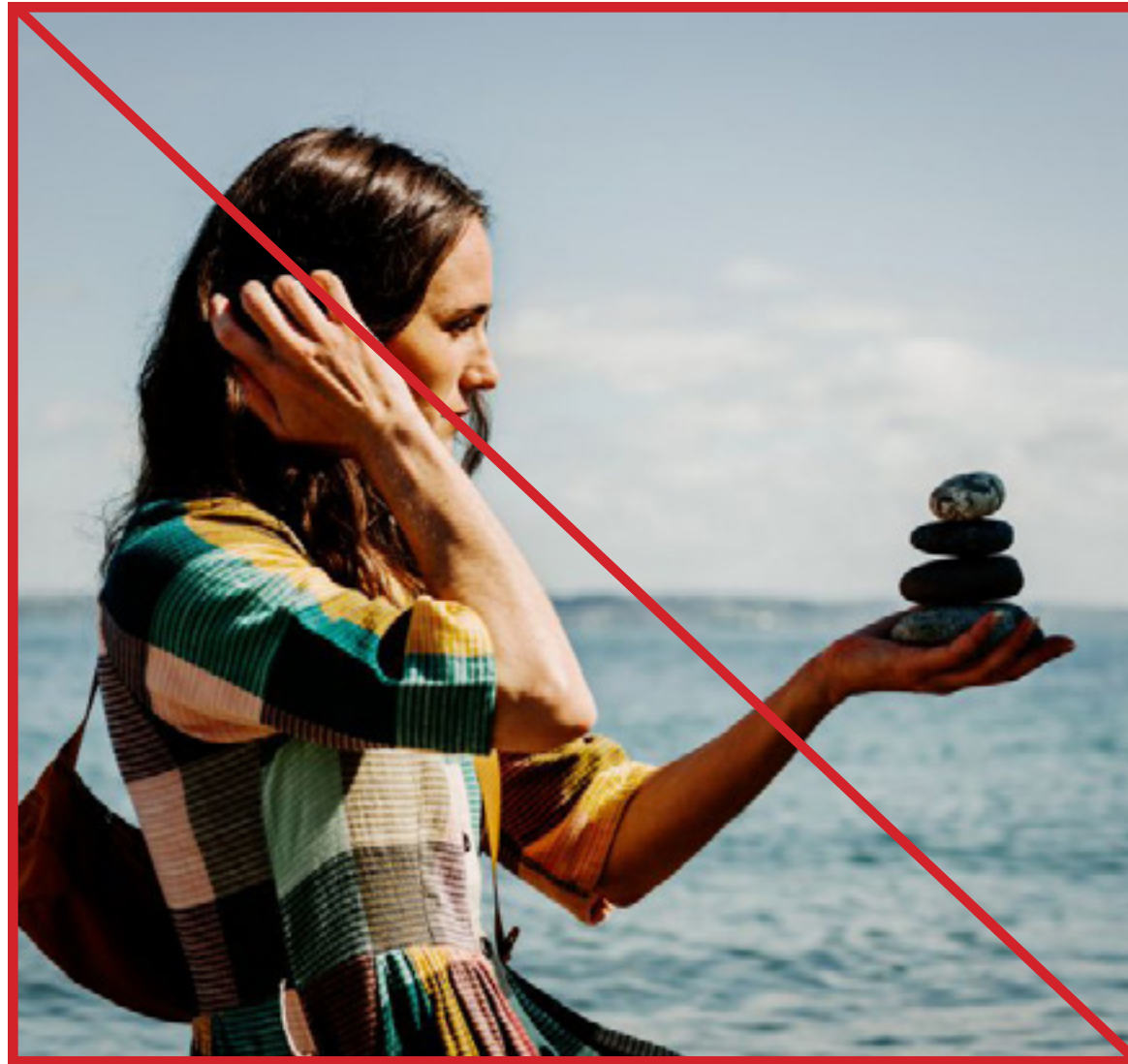Real
Emotive
Spirited
Unique
Soulful

## What we are NOT

Our mission is to improve the health and happiness of the world. It is important to welcome all and not fall trap to the clichés that start to alienate new comers to this practice.

# No No's
# Cliché
# Stock
# Hipster
# Serious

# Thank you!