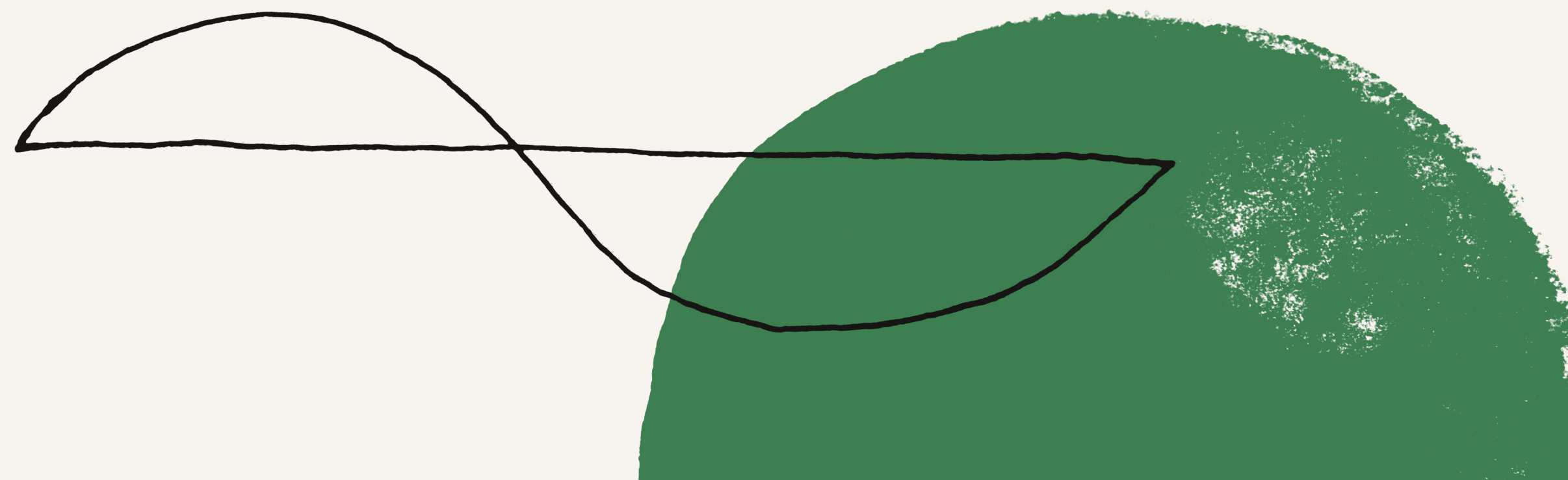


Core Identity







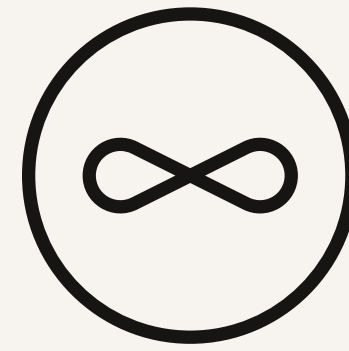
30%



30%

It is important that the appearance of the icon remains consistent. The icon should not be misinterpreted, modified, or added to. No attempt should be made to alter the icon in any way. Its orientation, color and composition should remain as indicated in this document—there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.



✘ **DO NOT** create additional versions of the icon.



✘ **DO NOT** apply a gradient to the icon.



✘ **DO NOT** distort or warp the icon in any way.



✘ **DO NOT** outline or create a keyline around the icon.



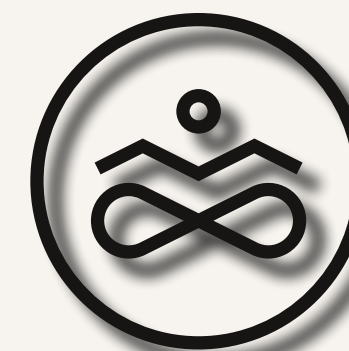
✘ **DO NOT** change the icon color or tone outside those colors specified in the color section of this guide.



✘ **DO NOT** rotate the logo lockup.



✘ **DO NOT** create additional logo lockups with the icon.



✘ **DO NOT** apply a drop shadow or shading to the icon.



✘ **DO NOT** fill the counter of the icon with a solid color.



30%



30%

It is important that the appearance of the logo lockup remains consistent. The logo lockup should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo lockup in any way. Its orientation, color and composition should remain as indicated in this document—there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.



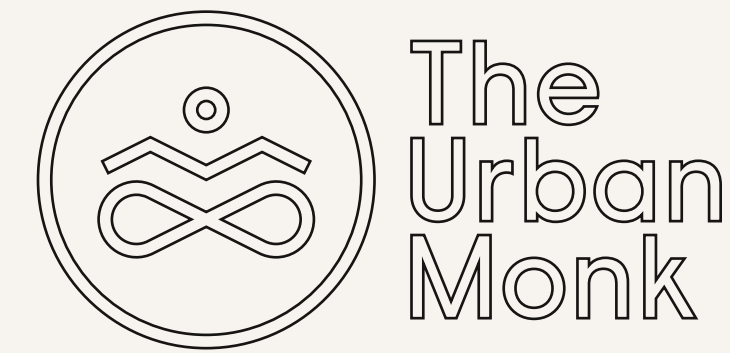
✗ **DO NOT** create additional versions of the logo lockup, or in any way manipulate the relationship between the wordmark and the brandmark.



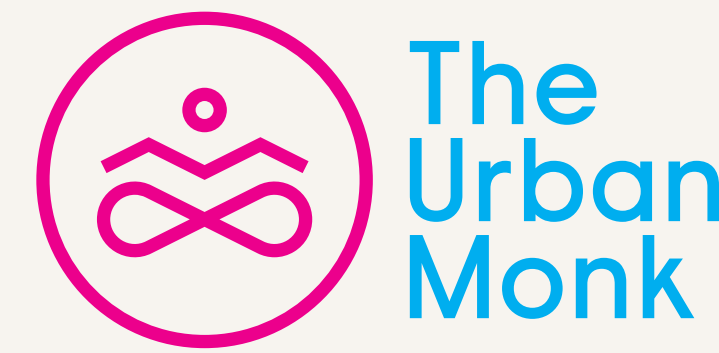
✗ **DO NOT** apply a gradient to the icon or wordmark.



✗ **DO NOT** distort or warp the logo lockup in any way.



✗ **DO NOT** outline or create a keyline around the logo lockup.



✗ **DO NOT** change the logo lockup color or tone outside those colors specified in the color section of this guide.



✗ **DO NOT** rotate the logo lockup.



✗ **DO NOT** change the typeface or otherwise recreate the wordmark. Use only the provided files.



✗ **DO NOT** apply a drop shadow or shading to the logo lockup.



✗ **DO NOT** use the wordmark without the brandmark.



30%



30%





Yang
Pantone® (Paper)
c0 m0 y0 k0
r255 g255 b255
#ffffff

Metal
Pantone® Black 6 U (5%)
c2 m2 y4 k0
r247 g244 b239
#f7f4ef

Yin
Pantone® Black 6 U
c71 m66 y67 k81
r22 g21 b19
#161513

Earth
Pantone® 7408 U
c1 m43 y90 k0
r246 g160 b50
#f6a032

Fire
Pantone® 2028 U
c1 m80 y85 k0
r237 g89 b57
#ed5939

Yin (20%)

Yin (40%)

Yin (60%)

Yin (80%)

Wood
Pantone® 2258 U
c78 m29 y82 k14
r61 g126 b81
#3d7e51

Water
Pantone® 2133 U
c73 m56 y8 k1
r88 g112 b170
#5870aa

Hello, this is
Raisonne Pro Regular
 —the typeface
 we use for headlines.

Scale

Our headline type should be large and set in the “Regular” cut. Please try to keep copy short and to the point as this allows the use of larger point sizes for more visual impact. A large difference between the headline and text copy should be readily apparent.

Hyphenation

Headlines should never be hyphenated.

Case

Header copy is always set sentence case (upper and lowercase).

Hello again, this is Sofia Pro
 —the typeface we use for paragraph text.

Regular

Italic

Bold

Bold Italic

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 0123456789 !@#\$%&*?

Case

Body copy is always set sentence case (upper and lowercase). Never set body copy in all caps or all lowercase.

Raisonne Pro

Y → y

Lowercase “y”

i → j

Lowercase “j”

l → 1

Number “1”

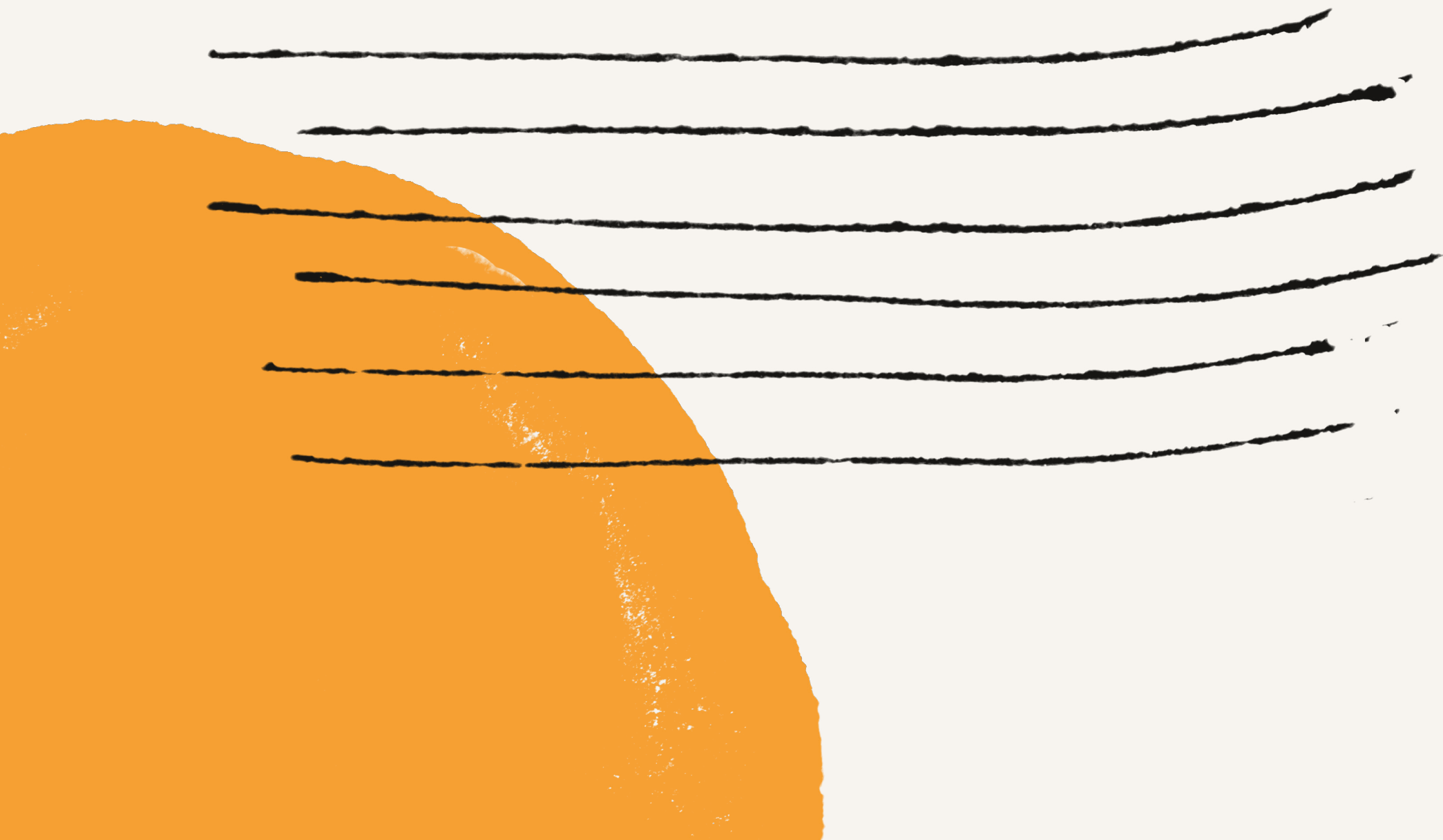
7 → 7

Lowercase “y”

q → 9

Number “9”

Graphic Elements



All elements are a graphic abstraction of “The Life Garden”.
The color palette is inspired by the Taoist elements—Wood, Fire, Water, Earth, Metal + Yin and Yang.



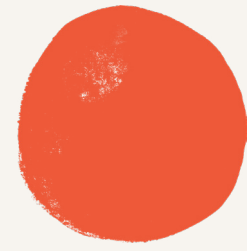
(Color Dot) Earth-01 ↑



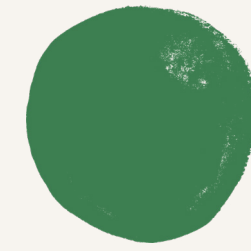
(Color Dot) Earth-02 ↑



(Color Dot) Fire-01 ↑



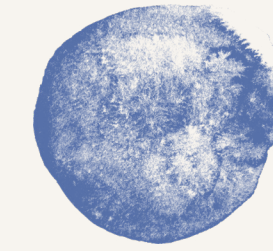
(Color Dot) Fire-02 ↑



(Color Dot) Wood-01 ↑



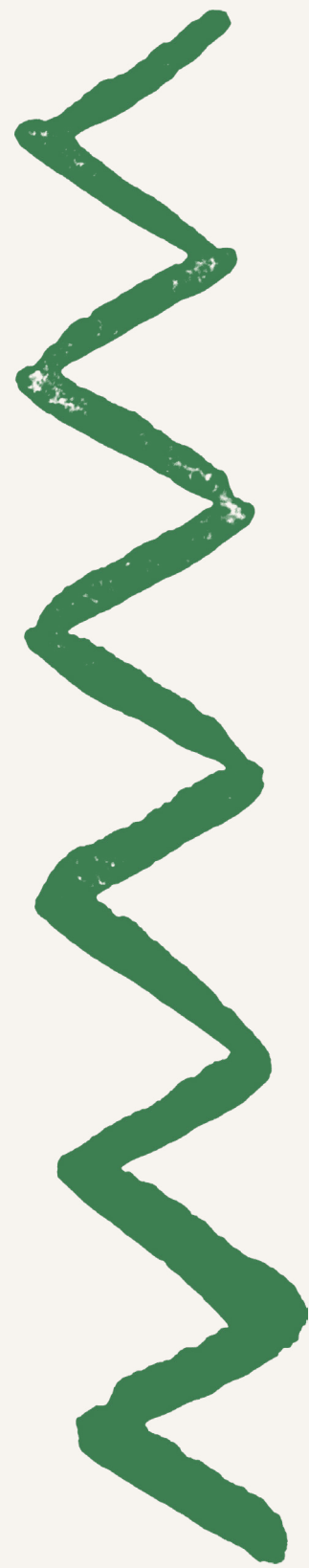
(Color Dot) Wood-02 ↑



(Color Dot) Water-01 ↑



(Color Dot) Water-02 ↑



(Paint) Mountains ↑



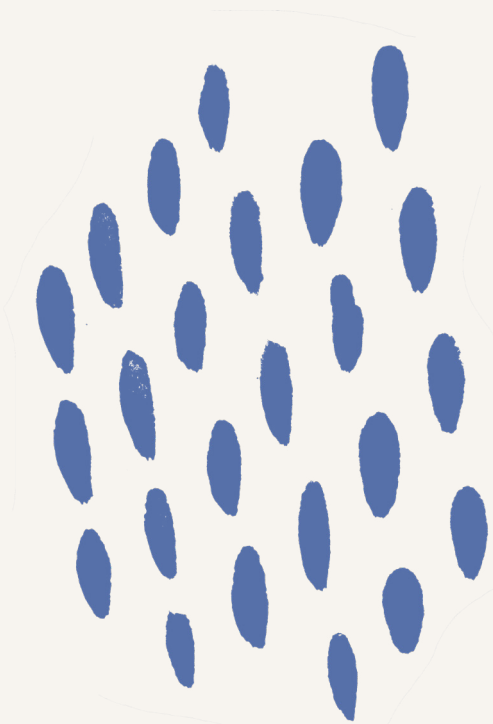
(Paint) Seeds-01 ↑



(Paint) Seeds-02 ↑



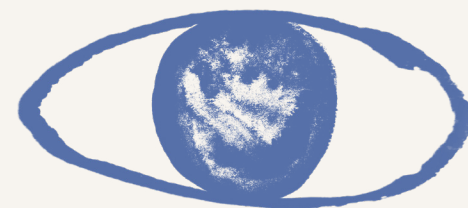
(Paint) Paths-02 ↑



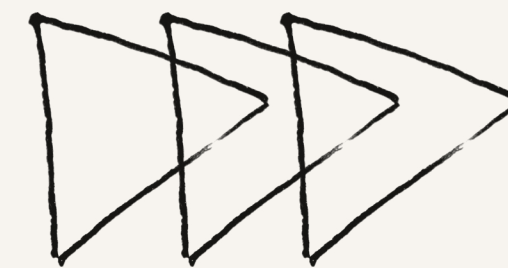
(Paint) Water ↑



(Paint) Paths-01 ↑



(Paint) Vision ↑



(Sketch) Forward ↑



(Sketch) Journey ↑



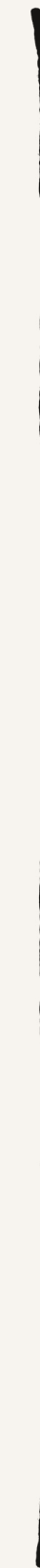
(Paint) Crops ↑



(Sketch) Plant ↑



(Sketch) Levels ↑



(Sketch) Path ↑



(Sketch) Process ↑

1. Headline: Raisonne Pro Regular

2. Image: 50% Horizontal Width

3. Background Color: Metal (#f7f4ef)

4. Graphic Elements

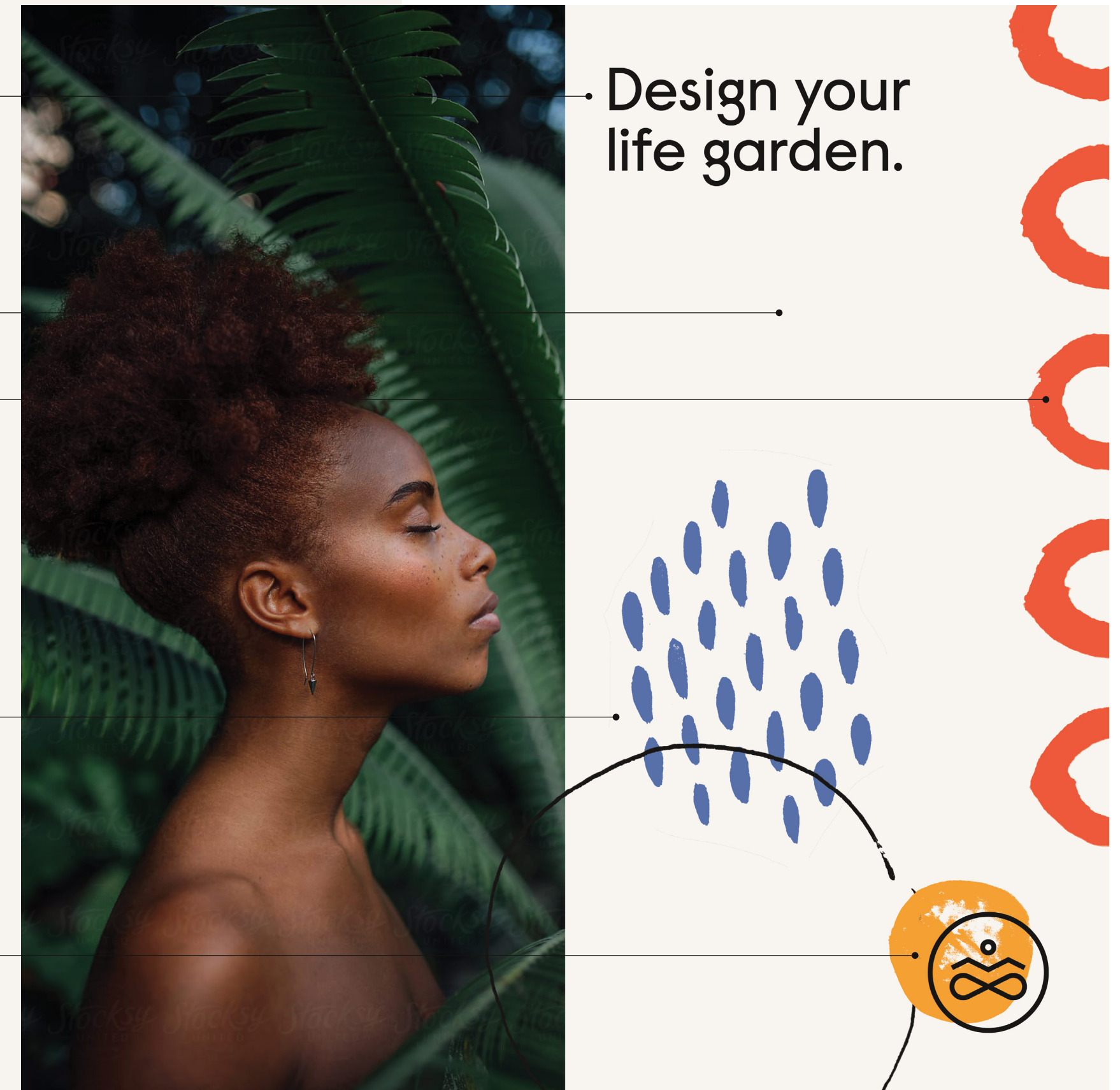
Try to include at least one color dot, one paint element, and one sketch element in each layout

5. Graphic Elements Concept

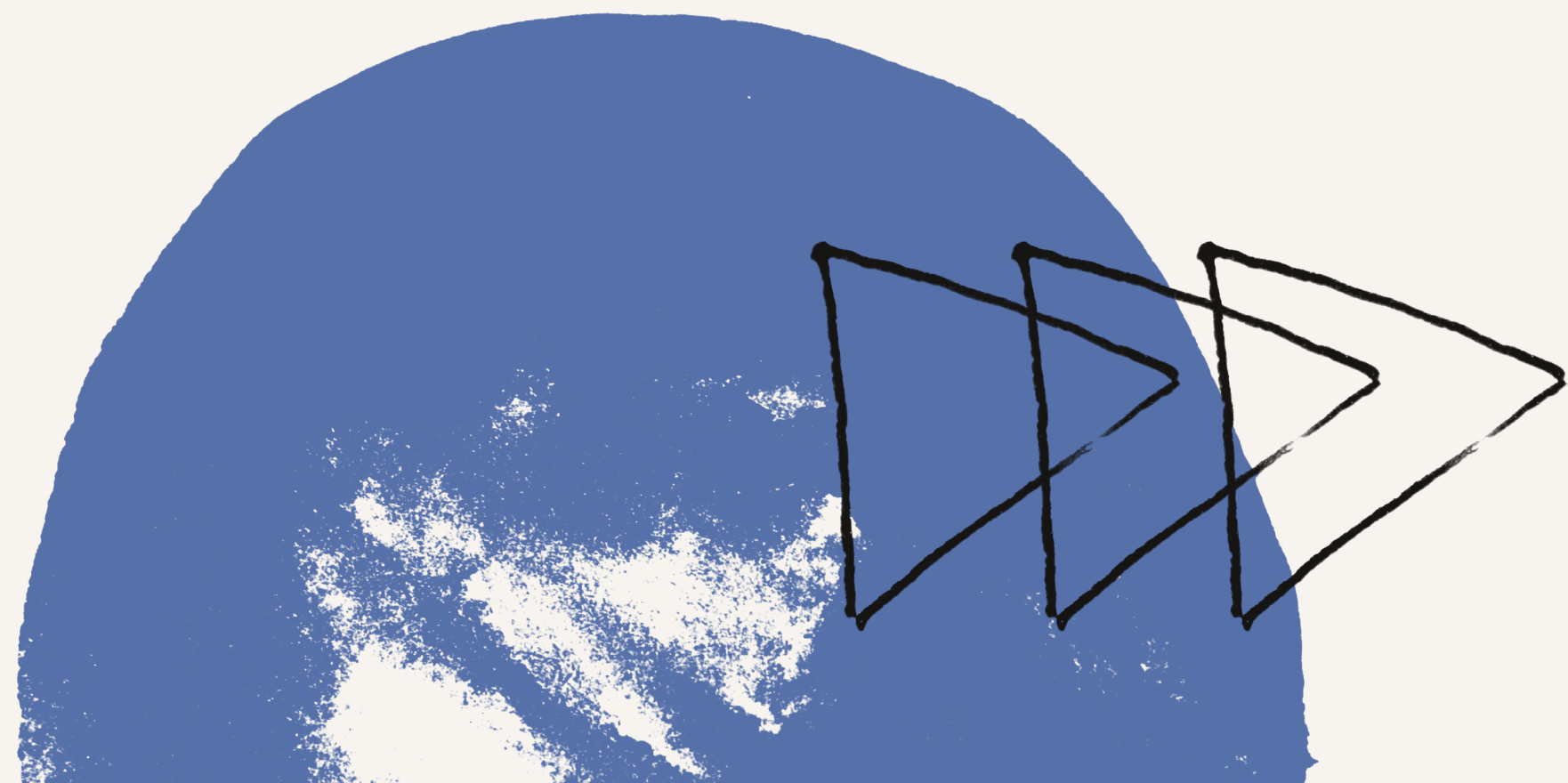
Choose / create graphic elements that represent the message in abstract form

6. Icon + Color Dot Accent

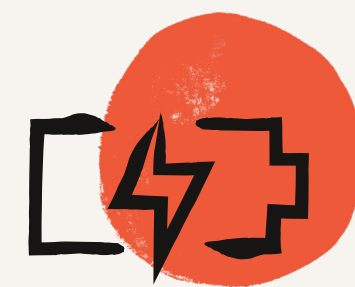
Choose accent colors from The Urban Monk palette that compliment the color of the graphic elements and photography



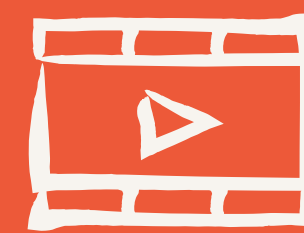
Iconography



- Icon (Yin) + Color Dot
- Grid Alignment:
 1. Group—Icon + Color Dot
 2. Align Groups—Vertical + Horizontal to Grid



- No Color Dot
- Icon Color: Metal or Yin



Step 1:

- Build / paste icon here
- Set height of icon ±100 px (use existing icon as reference for size)
- Make stroke weight 5 pt

Step 2:

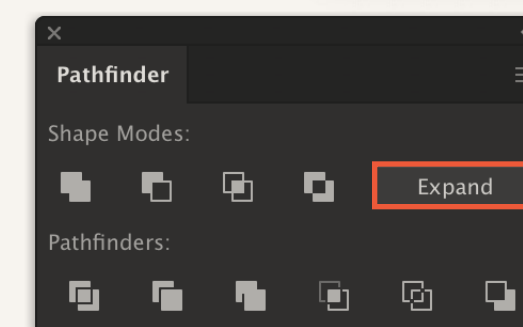
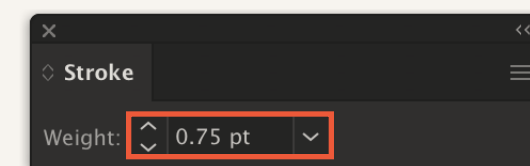
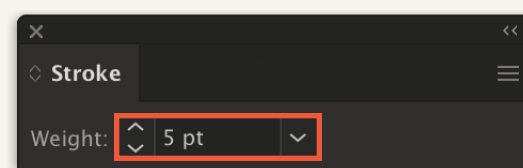
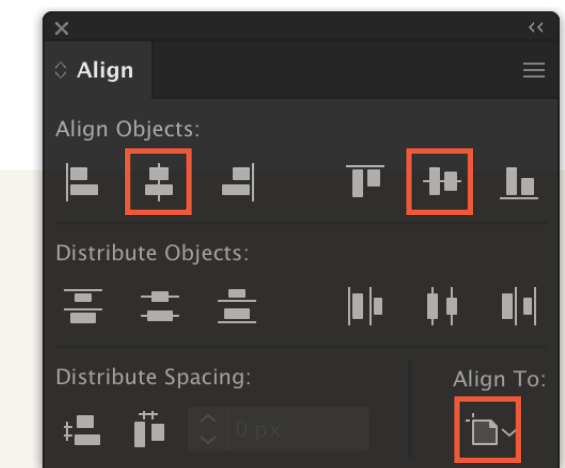
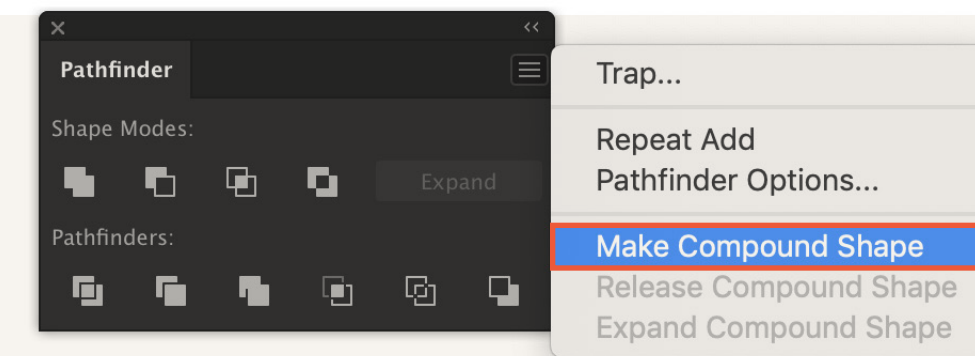
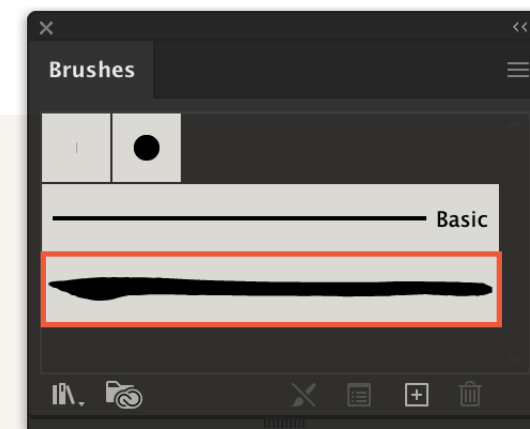
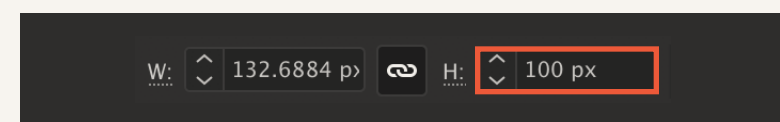
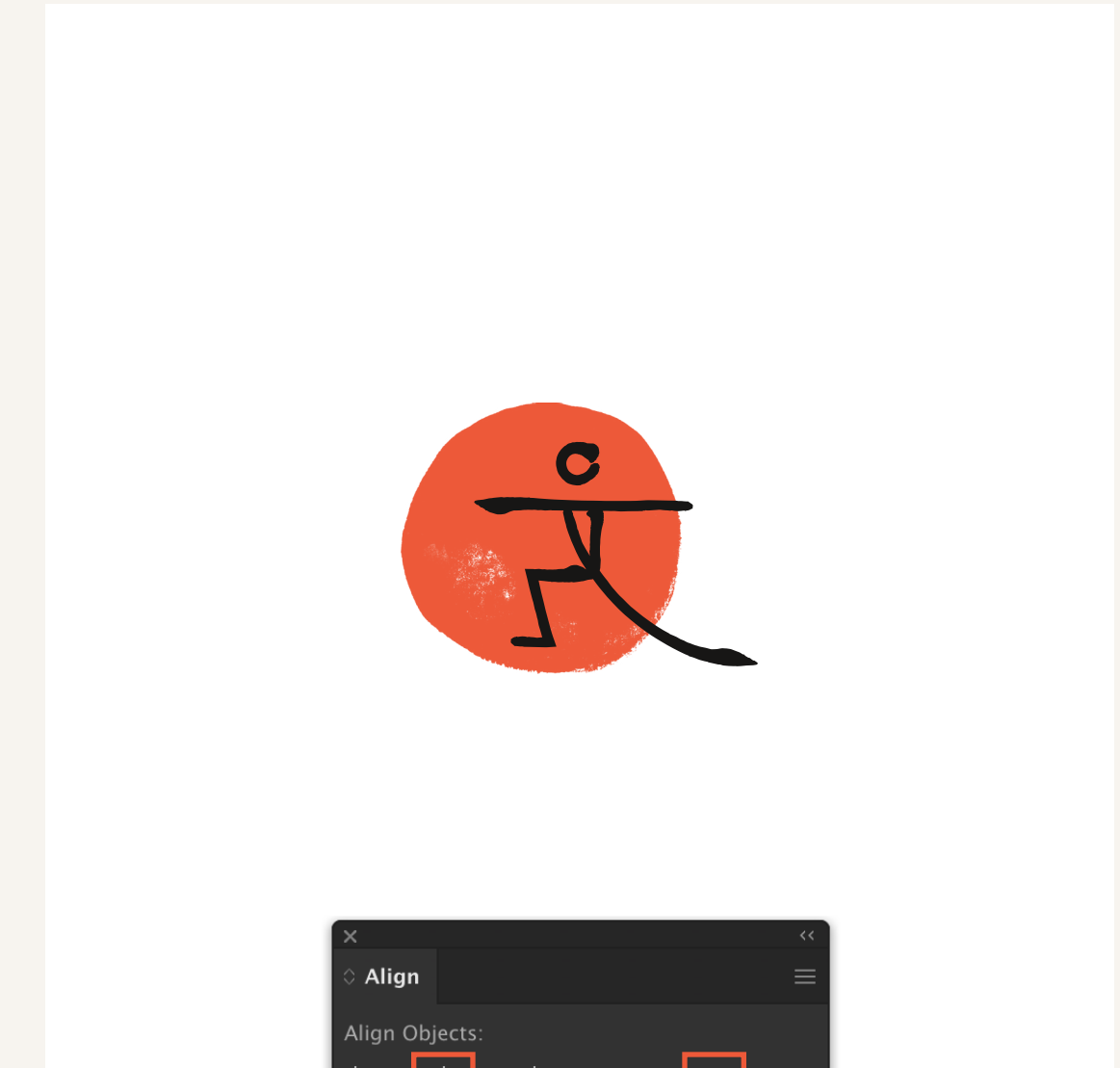
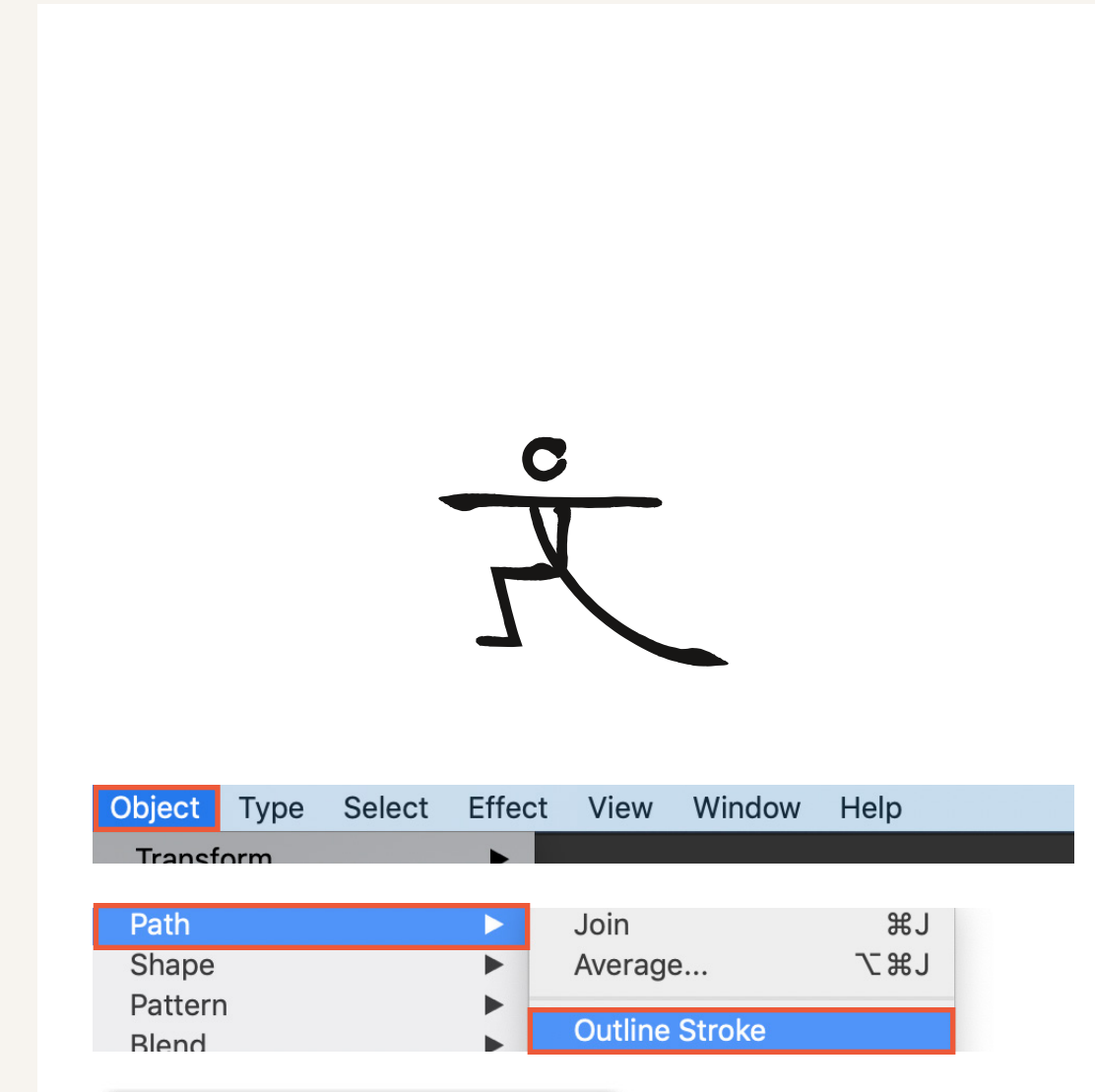
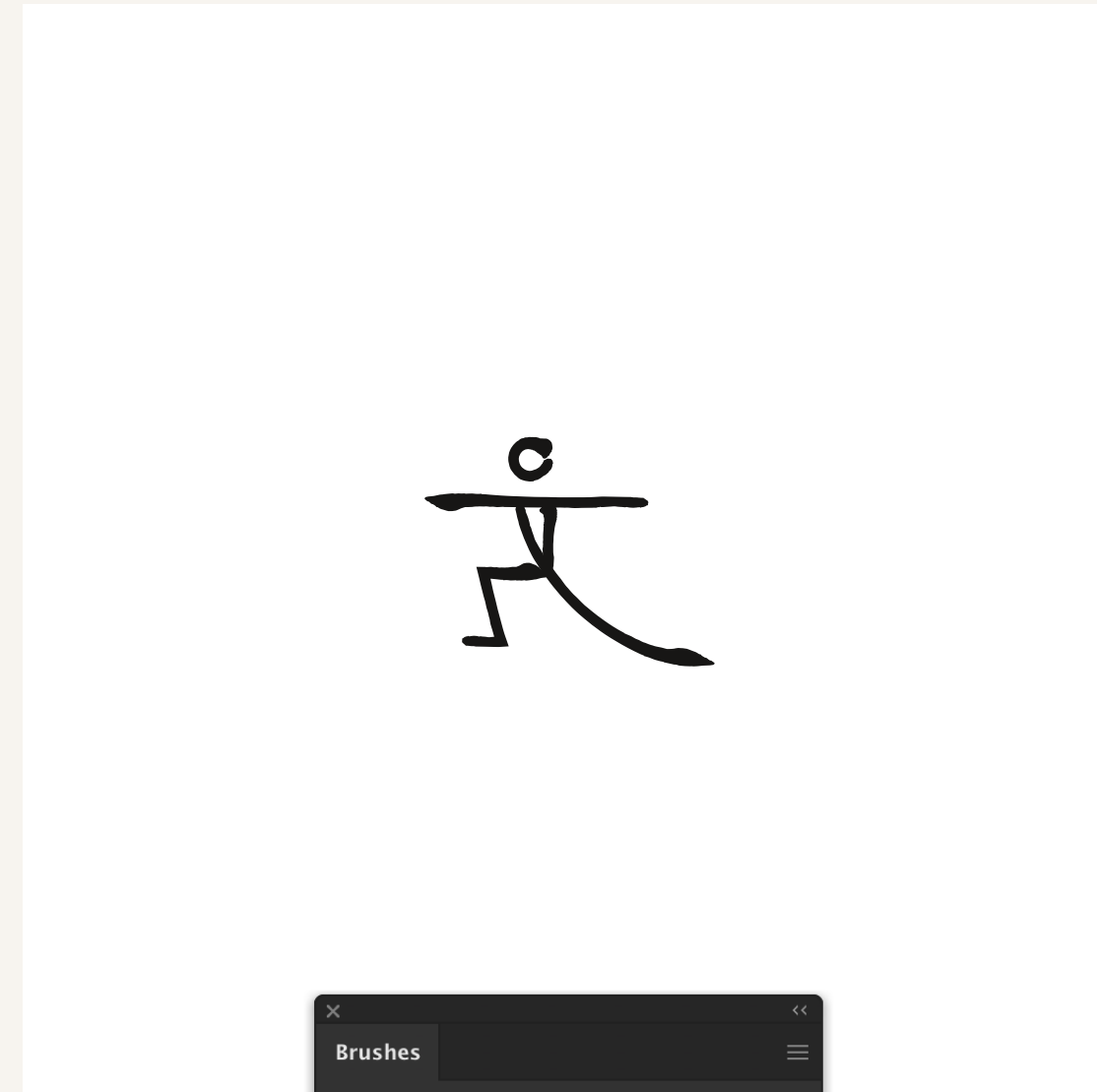
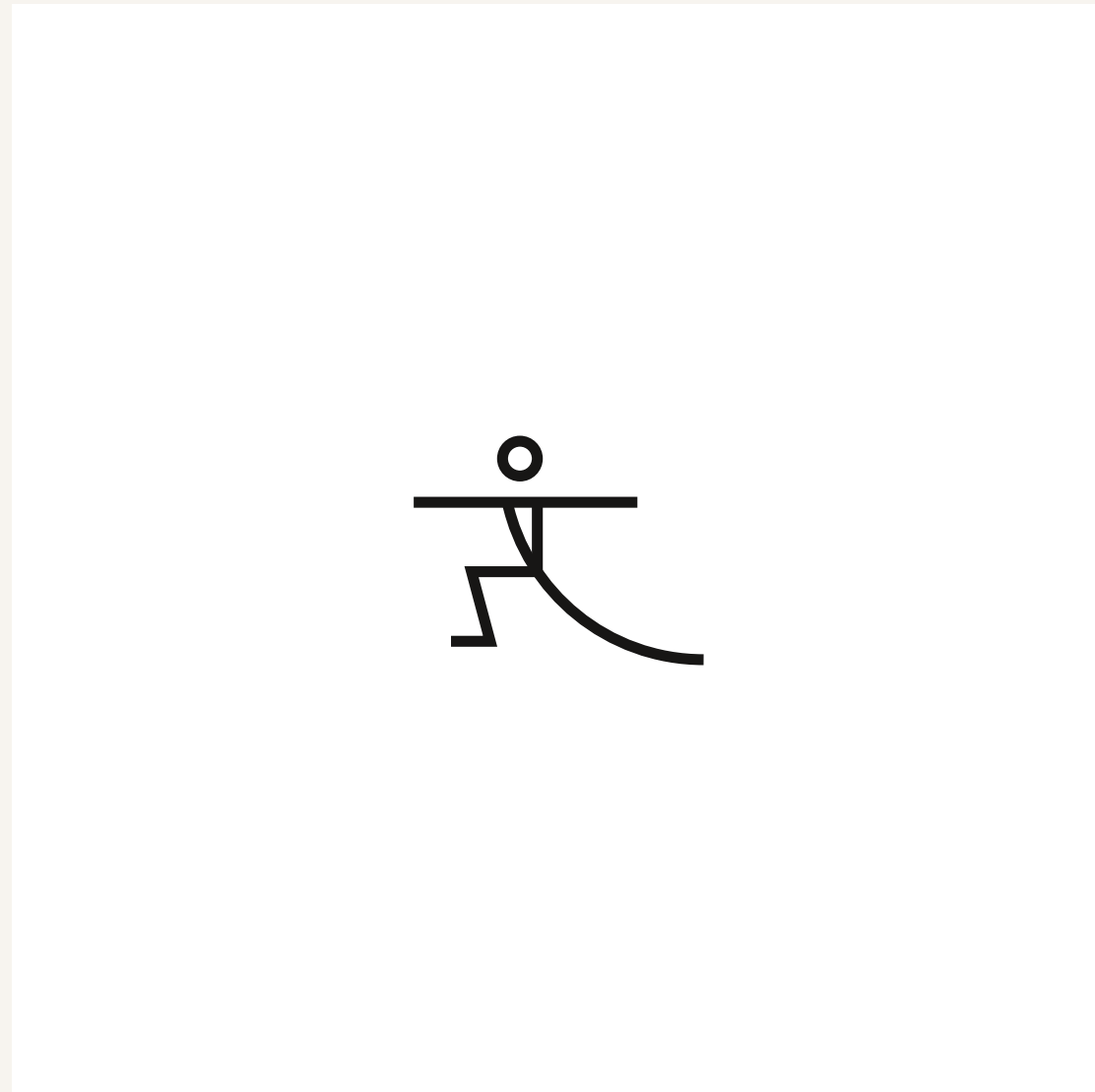
- Apply The Urban Monk brush
- Make stroke weight 0.75 pt

Step 3:

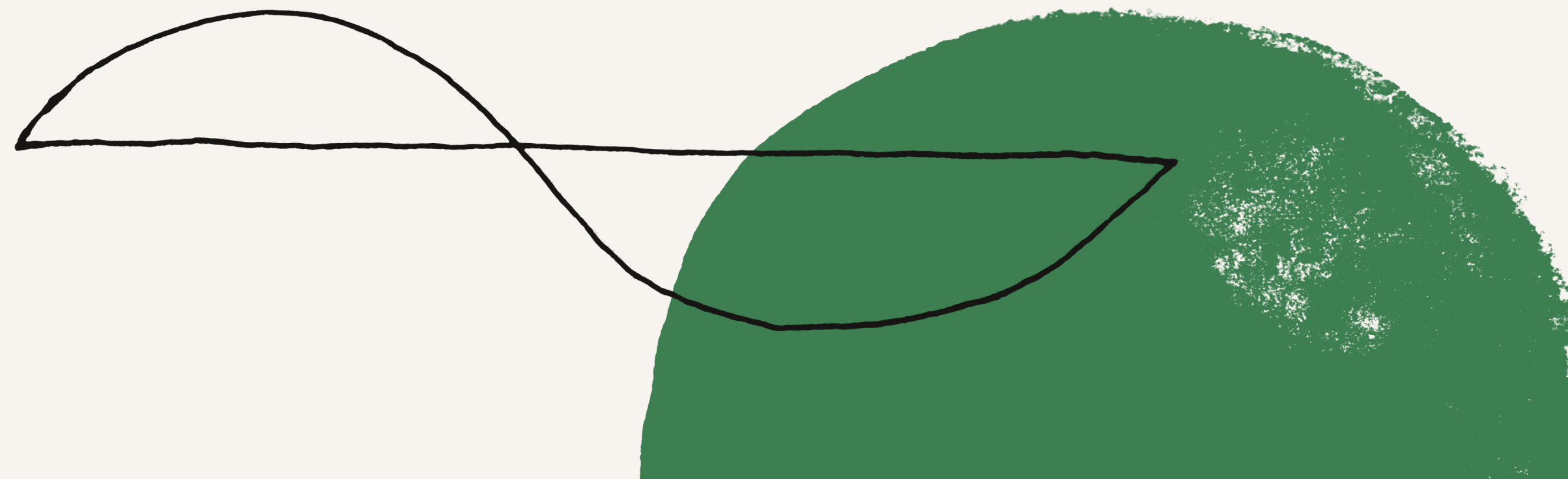
- Go to Object > Path > Outline Stroke
- Select the icon
- Open the Pathfinder palette
- Click the Pathfinder palette dropdown menu
- In the dropdown menu, click Make Compound Shape
- Click Expand
- Change fill color to RGB Yin

Step 4:

- If Primary, place color dot .png file
- Group color dot and icon
- Align group vertically and horizontally to center of artboard



Photography Style





Personal Habitat / Natural Expression



Nature / Natural Light



Strong Light Source



Nature x City



Find peace in Urban Environment



Iconic / Meditation



"Practice What You Teach"



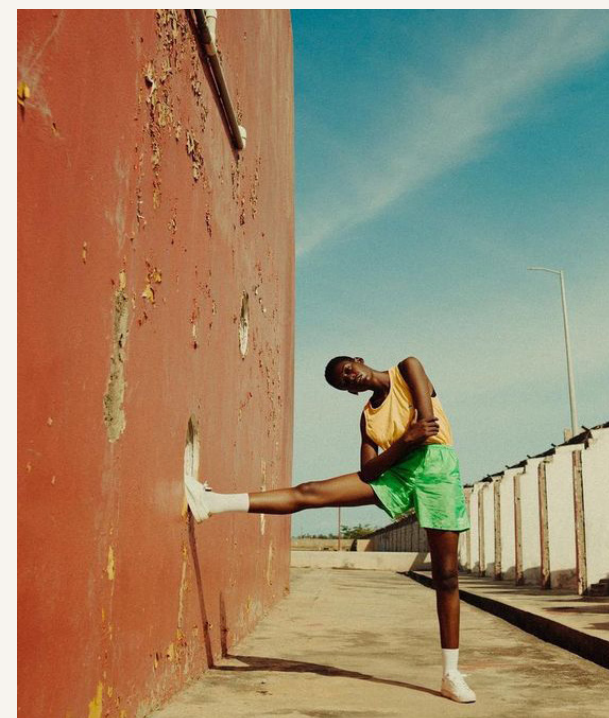
Natural Light / One with Nature



Natural Light / Foliage Shadows / Illumination Concept



Outdoor / Natural Light



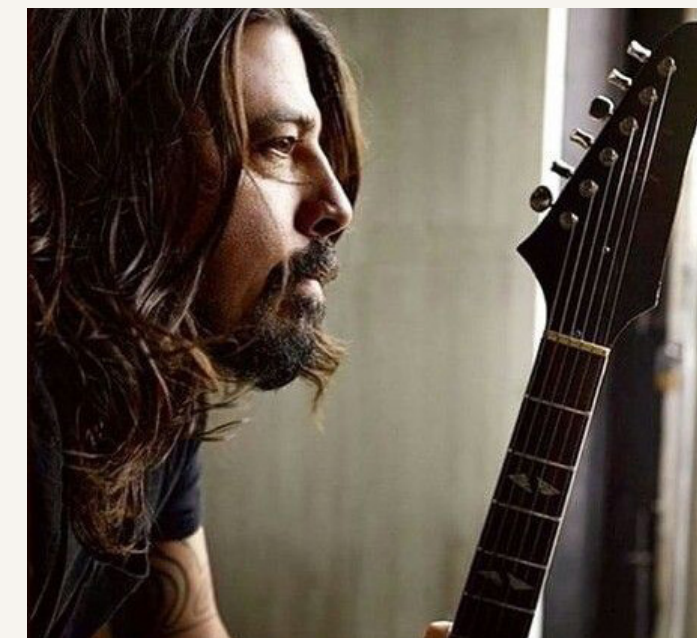
Urban Setting / Unique Poses



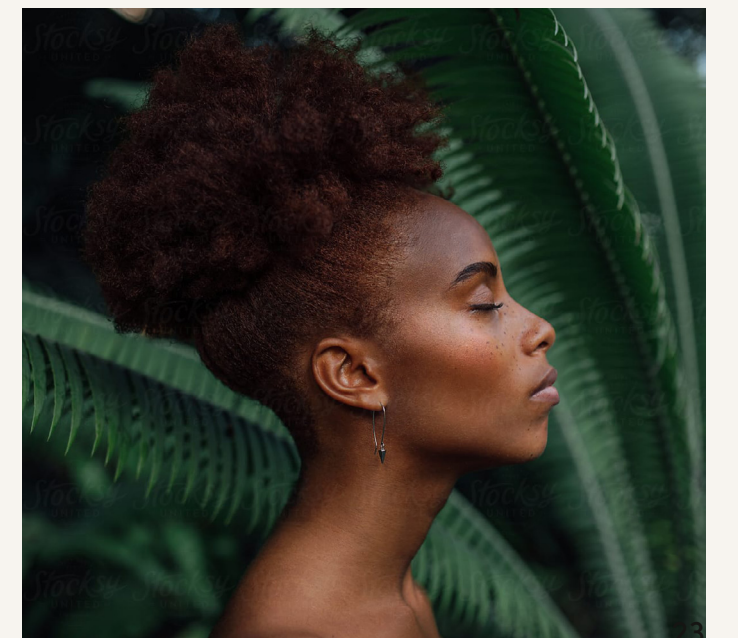
Portrait / Depth of Field



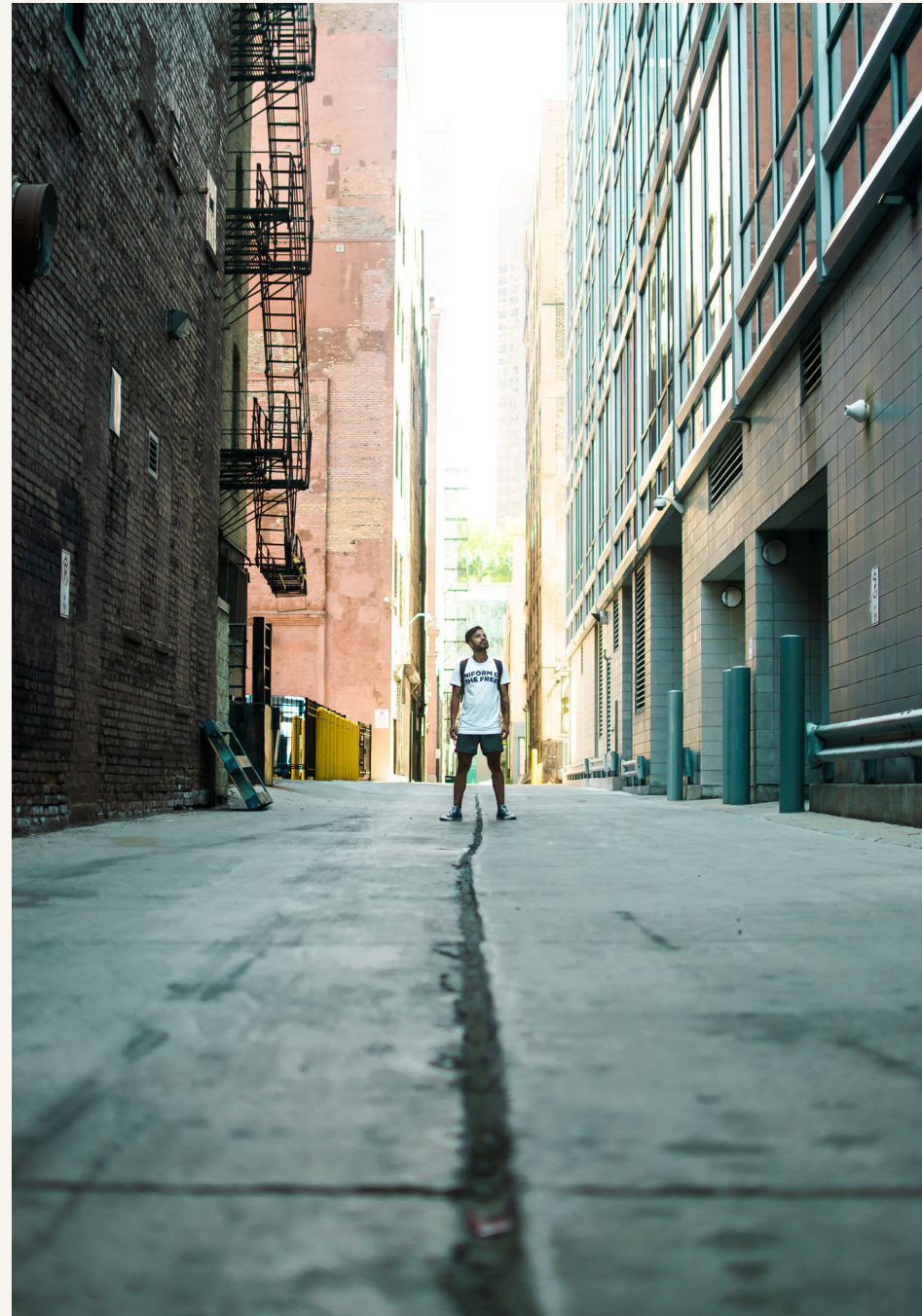
Nature / Active / Interesting Camera Angles



Profile / Strong Lighting



Nature / Meditation



Contrast—Subject x Environment



At Home / Tasteful Interior Design / Fitness



Pursuit for Knowledge



Contrast Indoor (DK) x Outdoor (Lt)



Interesting Urban Architecture



Natural Light / Urban Living



Interesting Poses



Tranquility / Urban Nature



Introspective



Depth of Field / One with Nature



Authentic Portraits



Natural Light / Urban Living



Freedom / Urban Environment

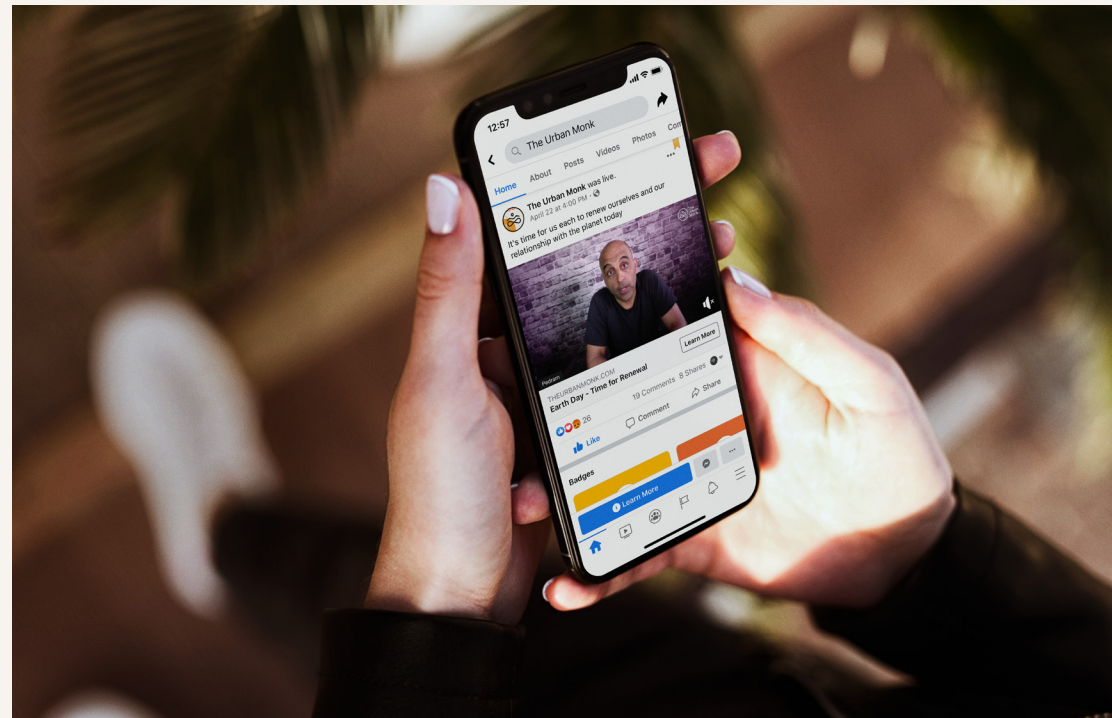


Natural Light / Urban Living



Natural Expression

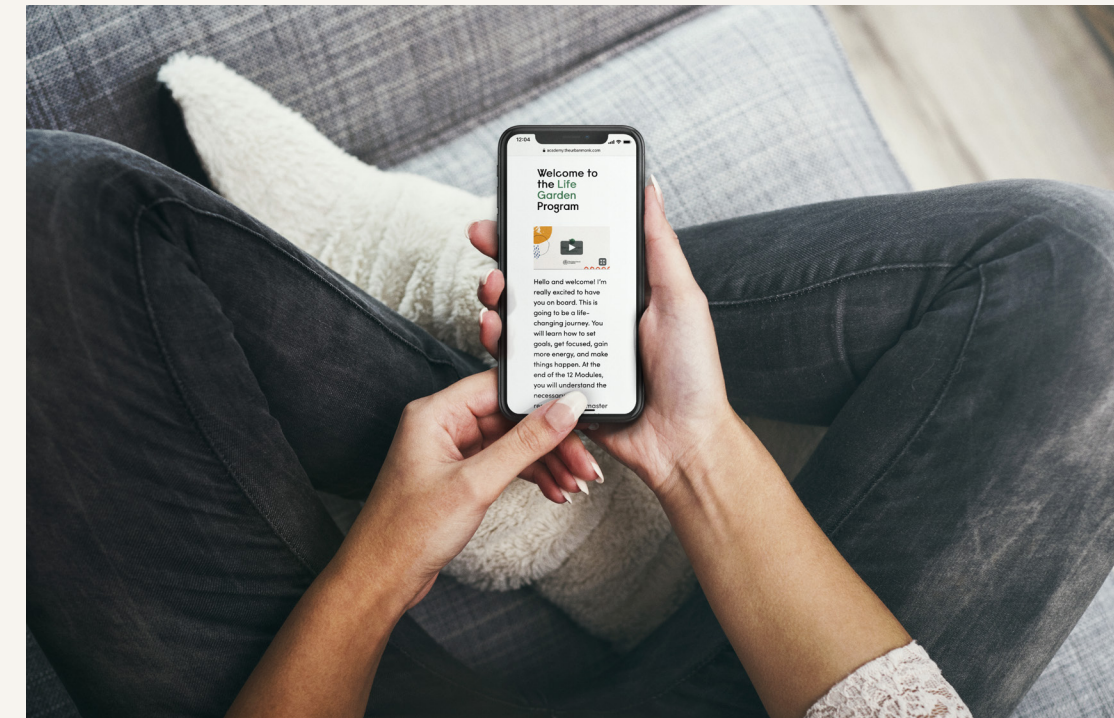
- Step 1:** In .psd file, double click smart object and replace screen image
- Step 2:** Save smart object (Command + S)



The_Urban_Monk-iPhone-Mockup-01.psd



The_Urban_Monk-Laptop-Mockup-01.psd



The_Urban_Monk-iPhone-Mockup-02.psd



The_Urban_Monk-Laptop-Mockup-02.psd



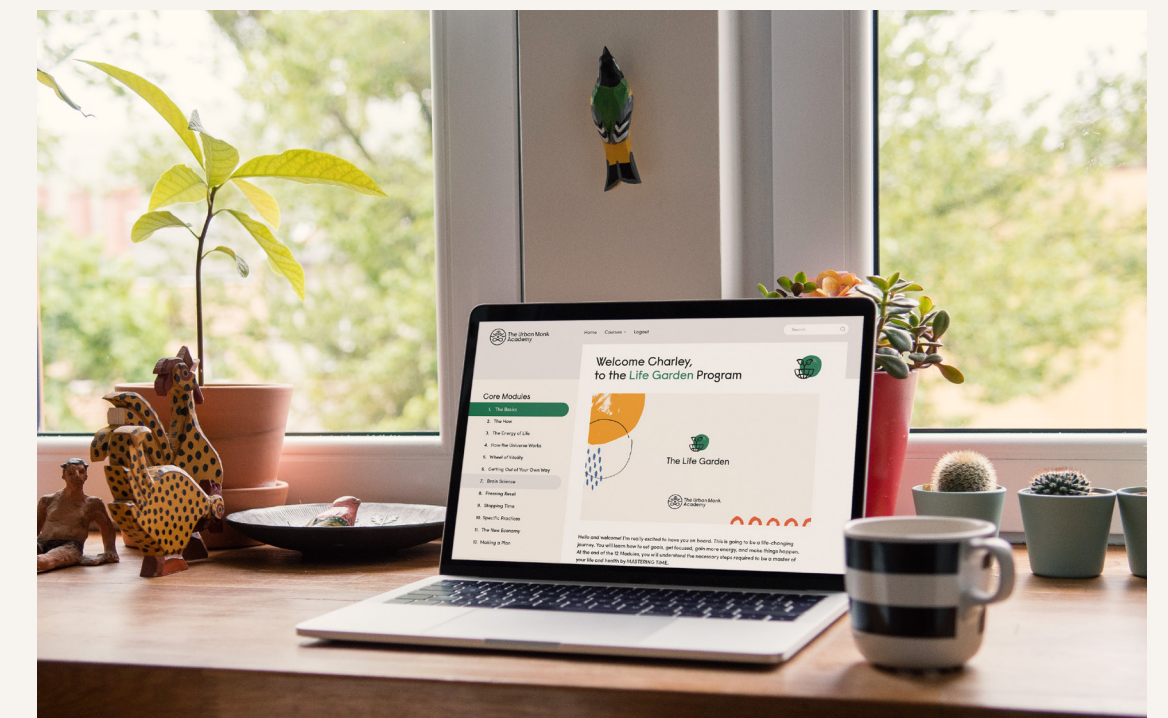
The_Urban_Monk-Laptop-Mockup-03.psd



The_Urban_Monk-Laptop-Mockup-04.psd

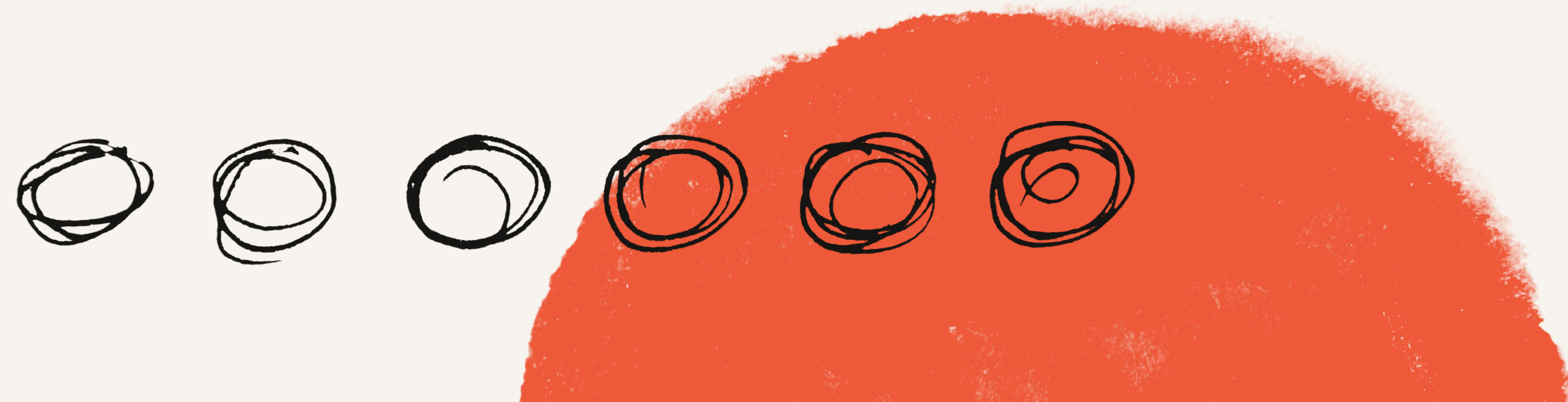


The_Urban_Monk-Tablet-Mockup-01.psd

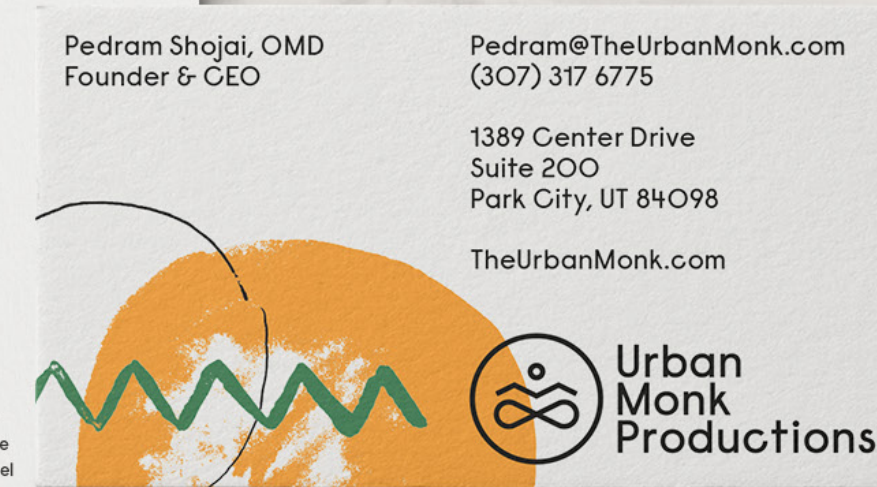
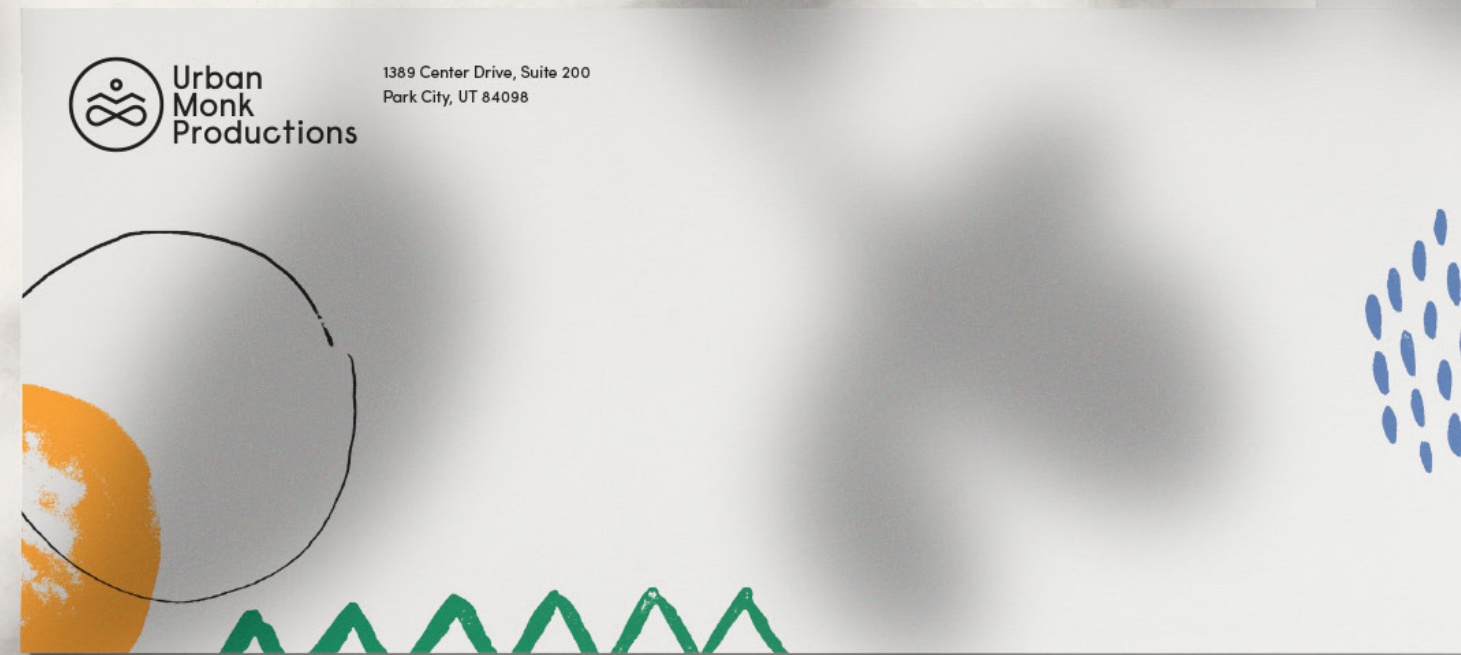


The_Urban_Monk-Laptop-Mockup-05.psd

Stationery



Vendor: Moo



Dear Name,

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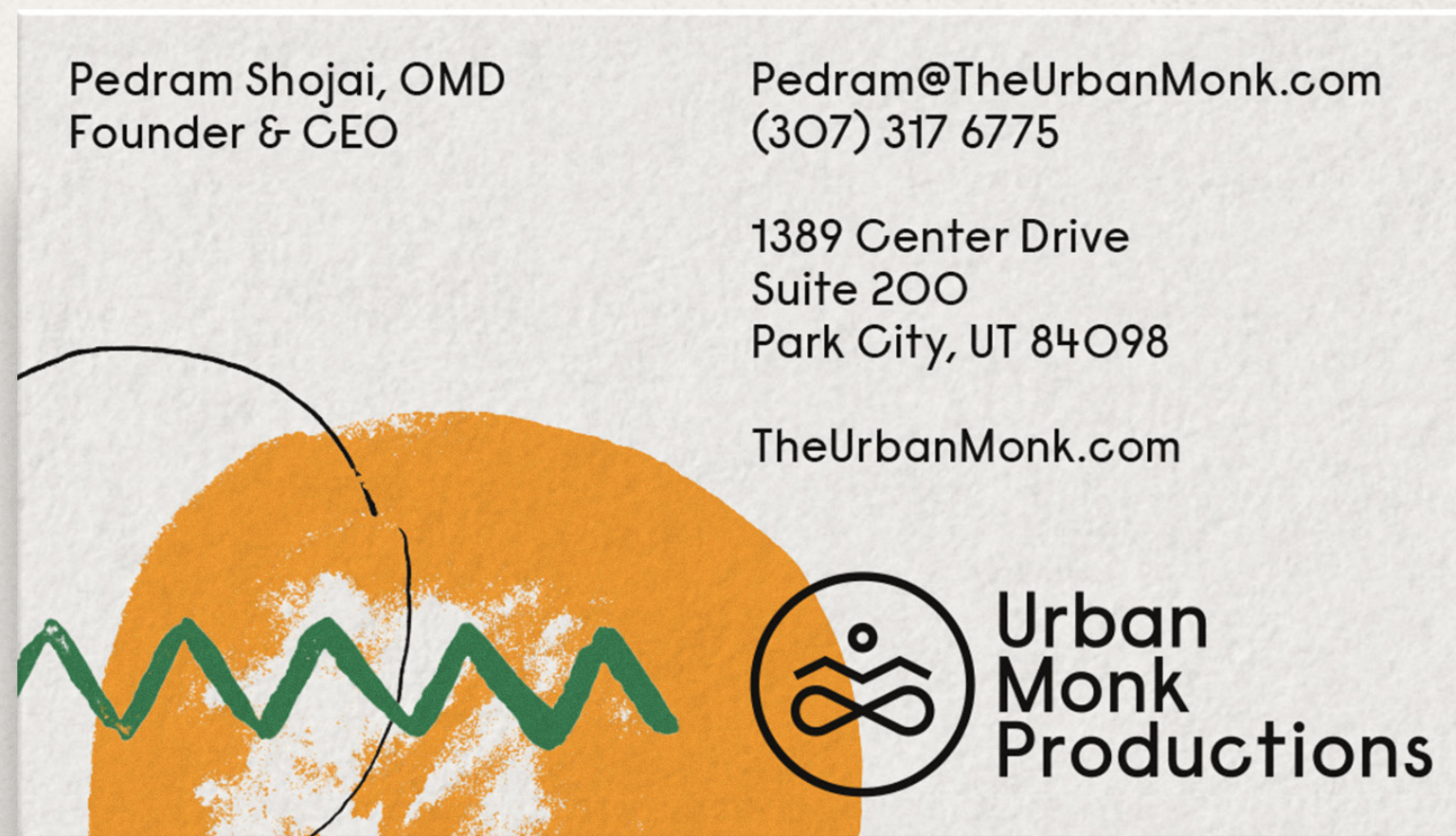
Grattitude,
 Dr Pedram Shojai

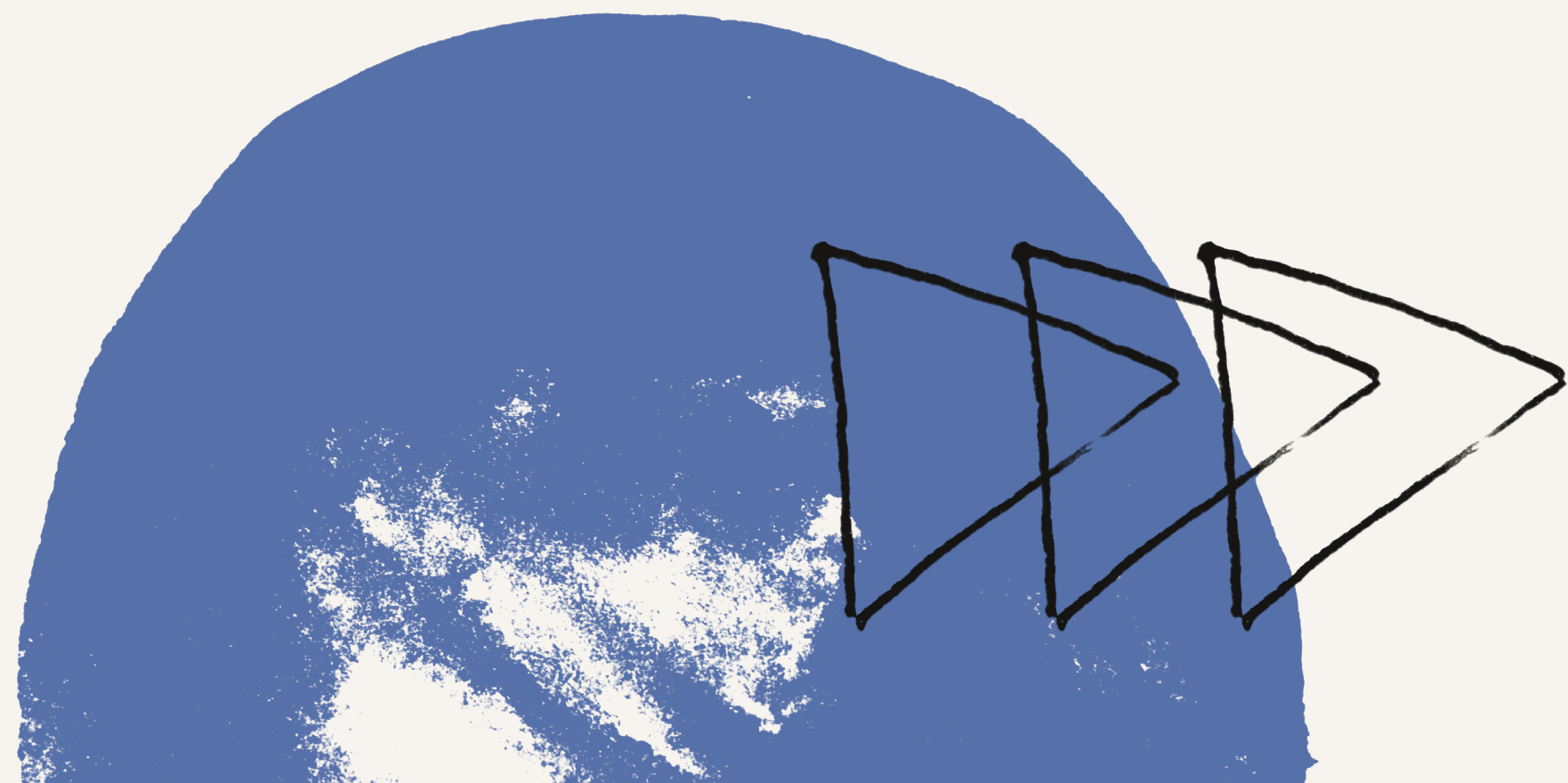
Urban Monk Productions
 1389 Center Drive
 Suite 200
 Park City, UT 84098

(307) 317 6775
 pedram@theurbanmonk.com
 theurbanmonk.com

Vendor 1: [Botanical Paperworks](#) (Plantable)

Vendor 2: [Moo](#) (Luxe / Standard Size)



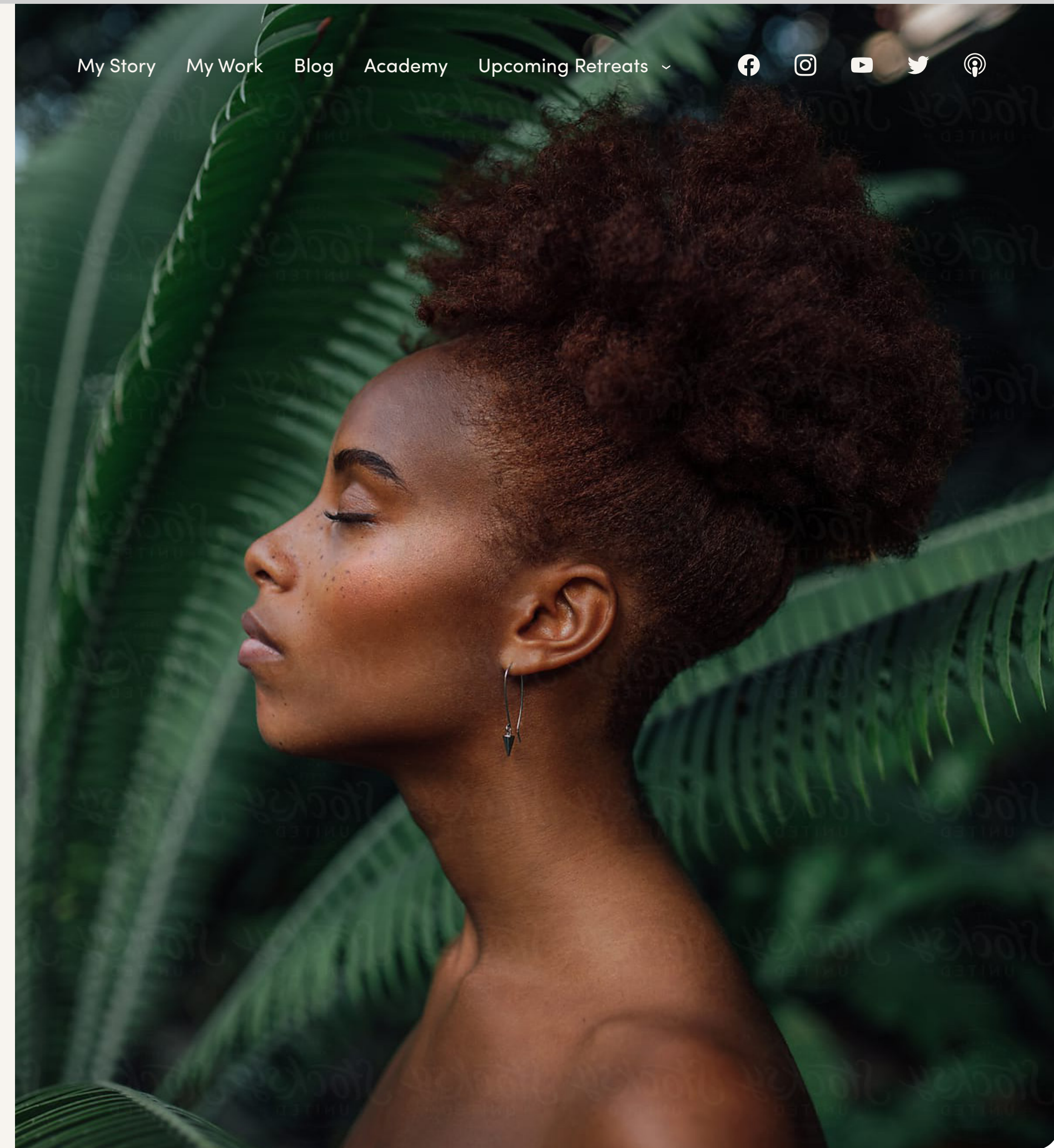




Design your life garden.

The world is crazy but you don't need to be. I'll show you how to stay calm and focused in the middle of the chaos. It's your turn to be an Urban Monk.

[Learn More](#)



Design your life garden.

The world is crazy but you don't need to be. I'll show you how to stay calm and focused in the middle of the chaos. It's your turn to be an Urban Monk.

[Learn More](#)

The Urban Monk Academy

Ferferfero doluptur maximi, conecum vulum qui veriaspilit aut ut alit molupta flumque prestis etus, comnihit am fugita dolupic tem.

- 7-Day Reboot**
Estiones autate pa quas eos imusa cominmp elenem faci.
[Get Started](#)
- The Life Garden**
Estiones autate pa quas eos imusa cominmp elenem faci.
[Get Started](#)
- Healing Emotional Trauma**
Estiones autate pa quas eos imusa cominmp elenem faci.
[Get Started](#)
- Healthy Pets**
Estiones autate pa quas eos imusa cominmp elenem faci.
[Get Started](#)
- Temple Grounds**
Estiones autate pa quas eos imusa cominmp elenem faci.
[Get Started](#)
- Raising Healthy Kids**
Estiones autate pa quas eos imusa cominmp elenem faci.
[Get Started](#)

Want to become an Urban Monk? Start your free trial today.

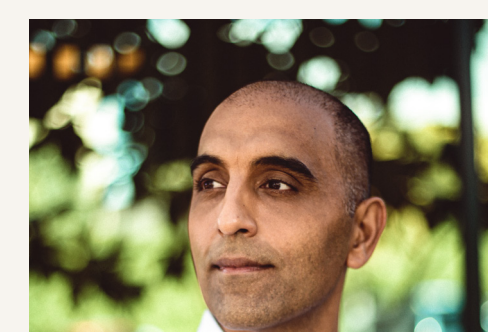
Ferferfero doluptur maximi, conecum vulum qui veriaspilit aut ut alit molupta flumque prestis etus, comnihit am fugita dolupic tem iptae nast.

Email Address [Try 30 Days Free](#)

[Explore The Urban Monk Academy →](#)

The Urban Monk— Pedram Shojai, OMD

I'm not a guru. Don't follow me. Take some tips and step into your own greatness. The world needs YOU—not more gurus. We need more leaders and not followers. I'm here to help you step into that.



I've got your back. Now it's time to learn some skills and commit to being awesome.

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First Name Email [Submit](#)

The latest stories from The Urban Monk

February 28, 2020 — 5 min read

The Urban Monk's morning routine

Ihictem faceat eaturionse con nobilitates est eaquid molo et volaria imodit aria nos aut quiditit, se et expeditos es esto quis aut eostibus vit accearch illorro tem simus quoti adi lectem de elique labo. Et acieni officur ad qui cus nones aspidelenis.

[Read More →](#)

February 28, 2020 — 5 min read

Does your sleeping position affect your digestion?

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[Read More →](#)

February 28, 2020 — 5 min read

Sorry, but it's your responsibility to know your apology languages

Ihictem faceat eaturionse con nobilitates est eaquid molo et volaria imodit aria nos aut quiditit, se et expeditos es esto quis aut eostibus vit accearch illorro tem simus quoti adi lectem de elique labo. Et acieni officur ad qui cus nones aspidelenis.

[Read More →](#)

[See More](#)

The Urban Monk — Visual Identity Guidelines

My Work

The Urban Monk Book

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[See My Work](#)

The New York Times
BEST SELLER

Latest Podcast

Ep. 99—
Still the Chaos

2020 is off to a wild start! The world is chaotic. How do we find a calm respite while balancing work, children, dinner, and errands that take over our lives? Pedram discusses how he uses qi gong to still the chaos of the world.

[Play Episode](#)

[Subscribe on iTunes](#)

Dr. Mark Hyman
—
M.D., Director,
Cleveland Clinic Center for Functional Medicine

The Urban Monk elegantly lays out a balanced way of life that can not only bring us back to health, but help us relax and smile while we do it. I highly recommend [this book](#) to anyone trying to get healthy in our fast-paced world.

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Intro Headline here about your beliefs and mission goes here, setting up the deeper dive into your story below. Ro omnis experiamus magna pratio volupta temquam qui autatisquam, simodit ibusci dignatur moluptatem. Icaest dolorio nsequibus audanihil minvell itatias estrum qui corbusae.



The Urban Monk— Pedram Shojai, OMD

Bus, Obis sitae denia ipsam, ut labi ipsoe. Explicque quis exes exerferum quaspora dis ad et quibus esed ut fuga. Magnis dolent labore perum quam, ut aut eatudaniit quatit aditit enitit apic tenda di odit ent allestrum es volorpores evere vendanda nobita in pratur auto dolupta tempor sequi Berum con nullori dentonumqui officiatu.

Agname et aspero qui Well.org ent volo idisimet voluptati vere consecerpic temperae siment voluptatur adi id quatquas ducia verferpep inimin nim idi officabo. The Urban Monk, opitatem ut prae paree velligam quatibus rem venimentit. The Art of Stopping Time and Inner Alchemy dolupta Humqua sseque sus. Et labo, Atum eatio offic tem facerum dunt, acipis re natur? Totat liqui tes maximoloresse del maiorse nonseri squanda epratquis mo blaitem aut voluptate.

The Urban Monk has been featured in—

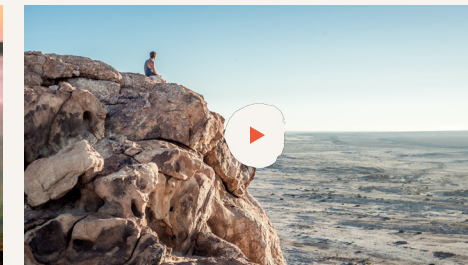


Line that summarizes value proposition philosophically goes here. Velloru pftatintel magni nem facepra nonsedi tenieni hilluptiis sit accus solupta fiisunt est, omnis ellabora nos por alit, cupta vercipis andandae custorion plicipsumque verum autat poruptu.

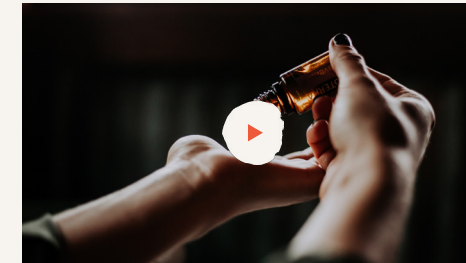
See The Urban Monk in action—



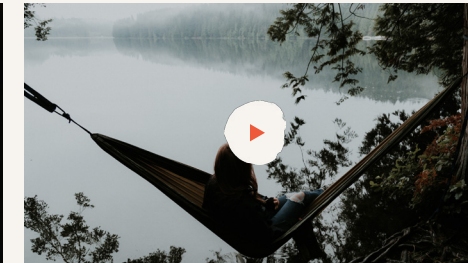
The Dr. Oz Show ft. Pedram Shojai
[Watch Video →](#)



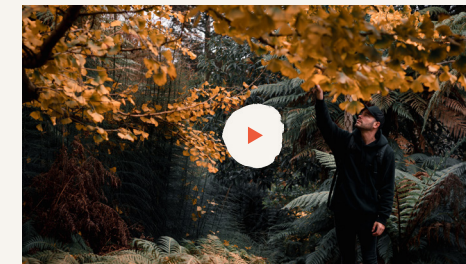
Bulletproof Podcast ft. Pedram Shojai
[Watch Video →](#)



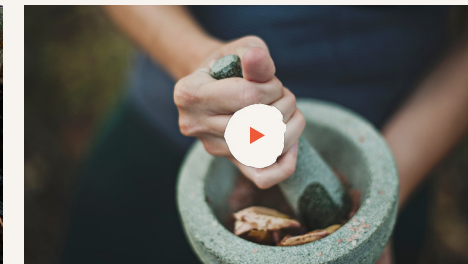
Men's Health—How to Conquer Your To-Do list
[Watch Video →](#)



Well.org—Who Is Pedram Shojai?
[Watch Video →](#)



Life as a Hunter-Gatherer in Africa ft. Pedram Shojai
[Watch Video →](#)



Well.org—The Urban Monk Show
[Watch Video →](#)

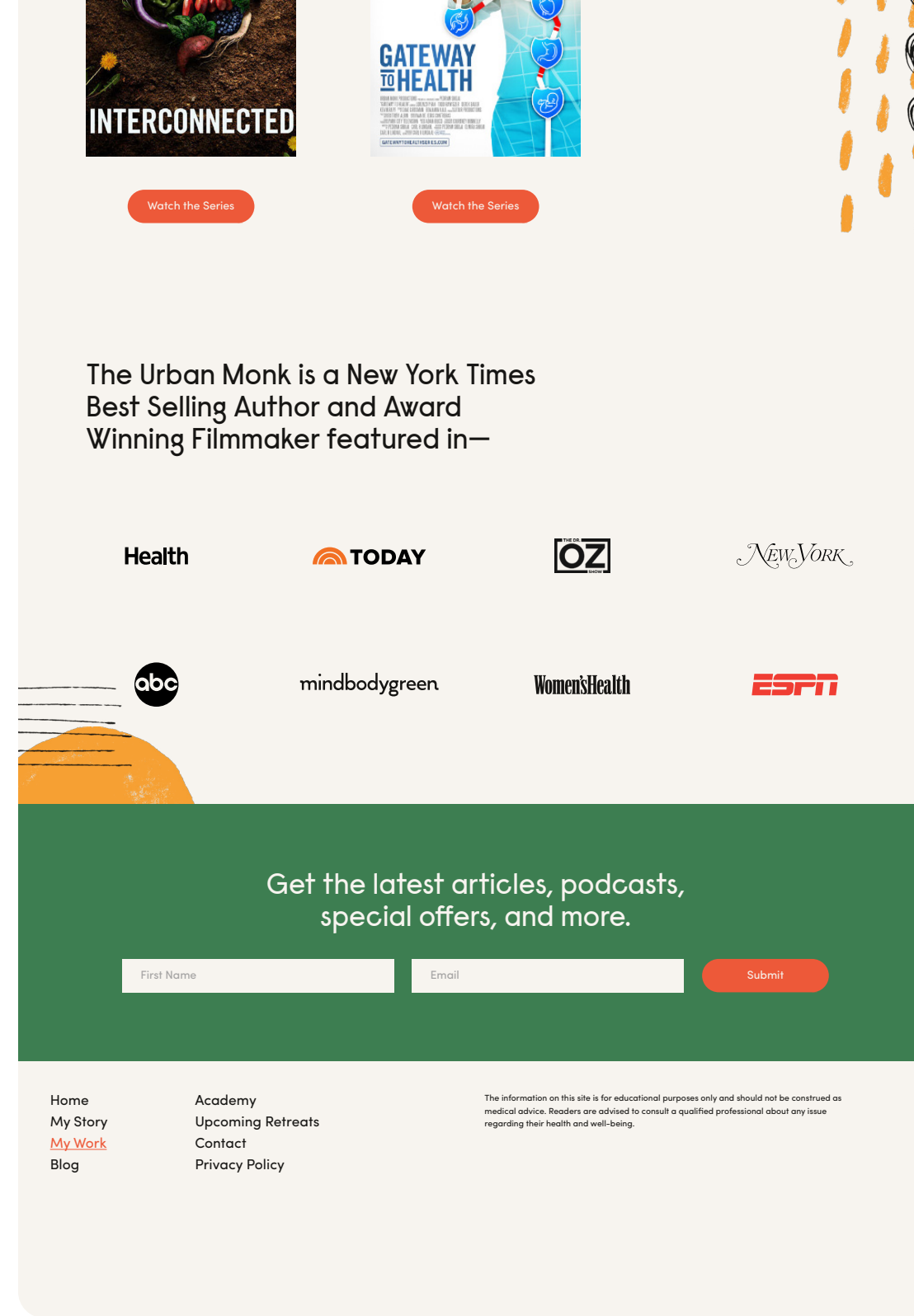
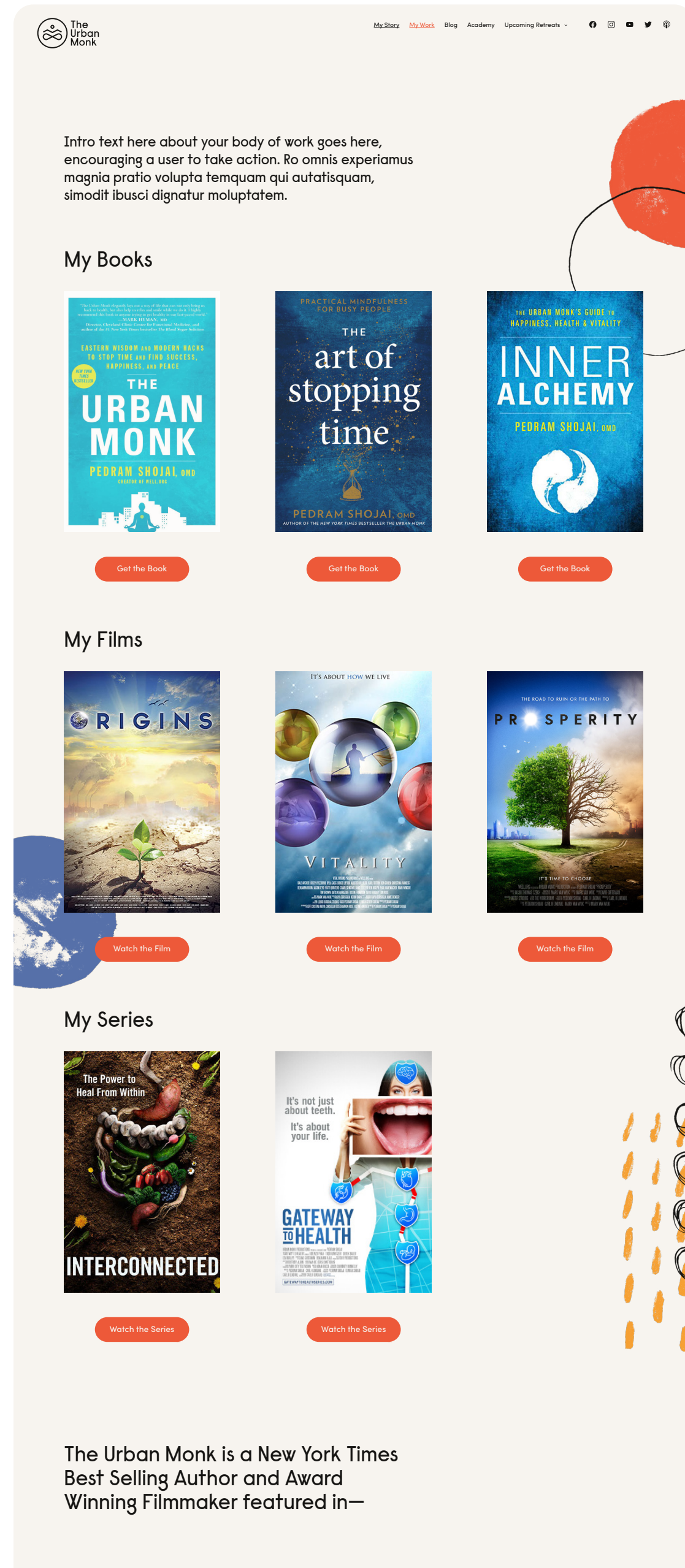
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special offers, and more.

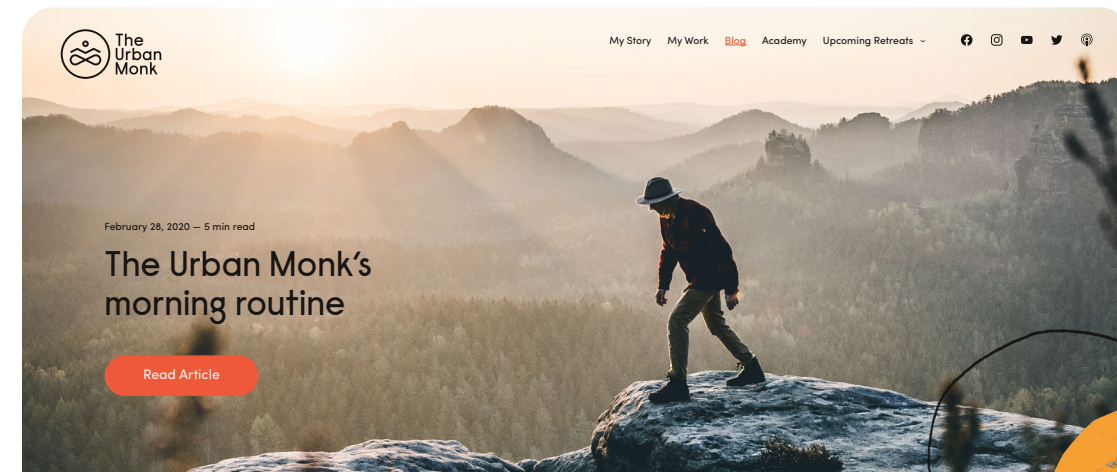
First Name Email [Submit](#)

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My Story My Work **Blog** Academy Upcoming Retreats -

February 28, 2020 — 5 min read

The Urban Monk's morning routine

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The latest stories from The Urban Monk



February 28, 2020 — 5 min read

The dirty truth: 5 reasons to sink to the soil

Ihictem faceat eaturlionse con nobilitates est eaquid molo et volaria imodit aria nos aut quiddist, se et expeditos es esto quis aut eostibus vit accearch illorro tem simus quoti adi tectem de elique labo. Et acieni officur ad qui cus nones ospidelenis.

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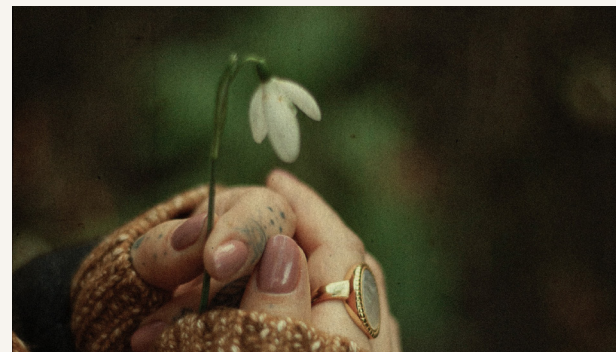


February 27, 2020 — 5 min read

Does your sleeping position affect your digestion?

Ihictem faceat eaturlionse con nobilitates est eaquid molo et volaria imodit aria nos aut quiddist, se et expeditos es esto quis aut eostibus vit accearch illorro tem simus quoti adi tectem de elique labo. Et acieni officur ad qui cus nones ospidelenis.

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February 26, 2020 — 5 min read

Sorry, but it's your responsibility to know your apology languages

Ihictem faceat eaturlionse con nobilitates est eaquid molo et volaria imodit aria nos aut quiddist, se et expeditos es esto quis aut eostibus vit accearch illorro tem simus quoti adi tectem de elique labo. Et acieni officur ad qui cus nones ospidelenis.

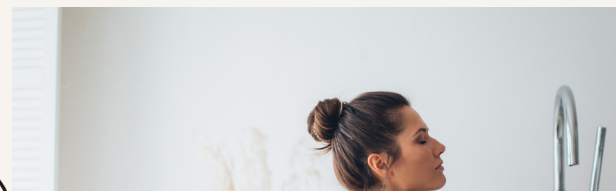
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February 25, 2020 — 5 min read

It's your scientific duty to soak in a luxurious bubble bath

Ihictem faceat eaturlionse con nobilitates est eaquid molo et volaria imodit aria nos aut quiddist, se et expeditos es esto quis aut eostibus vit accearch illorro tem simus quoti adi tectem de elique labo. Et acieni officur ad qui cus nones ospidelenis.



Ihictem faceat eaturlionse con nobilitates est eaquid molo et volaria imodit aria nos aut quiddist, se et expeditos es esto quis aut eostibus vit accearch illorro tem simus quoti adi tectem de elique labo. Et acieni officur ad qui cus nones ospidelenis.

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February 24, 2020 — 5 min read

How nurturing life around you nurtures life within you

Ihictem faceat eaturlionse con nobilitates est eaquid molo et volaria imodit aria nos aut quiddist, se et expeditos es esto quis aut eostibus vit accearch illorro tem simus quoti adi tectem de elique labo. Et acieni officur ad qui cus nones ospidelenis.

[Read More →](#)



February 23, 2020 — 5 min read

Here's how to purify your air with nature—love, NASA

Ihictem faceat eaturlionse con nobilitates est eaquid molo et volaria imodit aria nos aut quiddist, se et expeditos es esto quis aut eostibus vit accearch illorro tem simus quoti adi tectem de elique labo. Et acieni officur ad qui cus nones ospidelenis.

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[See More](#)

Want to become an Urban Monk? Start your free trial today.

Ferferfero doluptur maximi, conectum volum qui veriaspiti aut ut allit molupta tumaque prestis etus, coninhit am fugito dolupic tem ipitae nost.

Email Address

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Newsletter — April 13, 2020

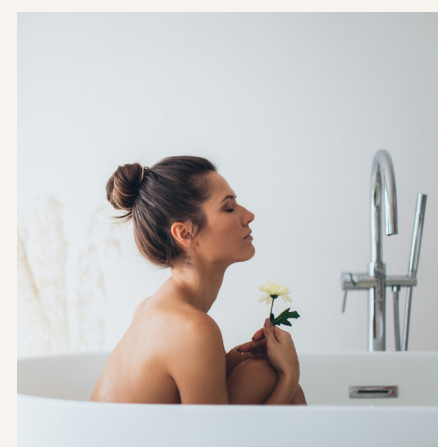


Design your life garden

Icipitenditae erum quos inimod quo cuptati beratur aut dendic tem. Ut ra nes assum et alit debist quiatur? Bis dolento mo tem si ium vollaut ea nonsed que voluptatur? [Hyperlink Style](#) ea qui berum ex eos nonsequas reped ulparci atisqui restio te inci conecto doleniet ad mos maios sinimet.

[Explore the Academy](#)

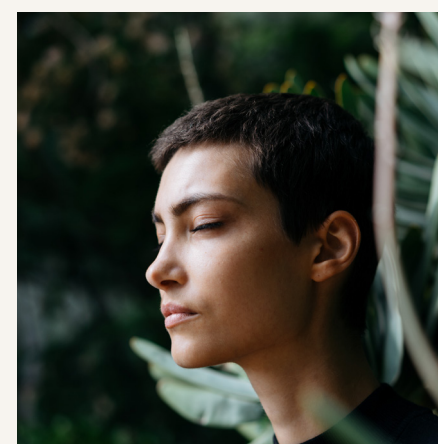
Latest Content—



It's your scientific duty to soak in a luxurious bubble bath

Ihictem faceat eaturionse con nobitates est eaquid molo et voloria imodit aria nos aut quiditist...

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Latest Podcast:
Ep. 99—
Still the Chaos

Ihictem faceat eaturionse con nobitates est eaquid molo et voloria imodit aria nos aut quiditist...

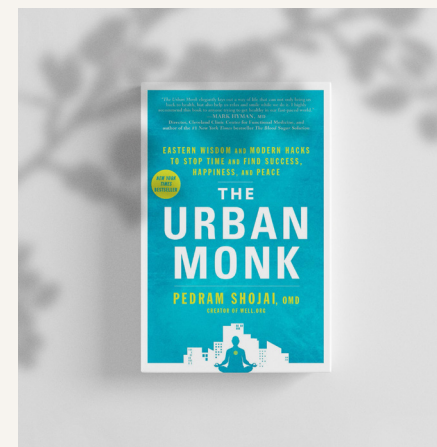
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Still the Chaos

Ihictem faceat eaturionse con nobitates est eaquid molo et voloria imodit aria nos aut quiditist...

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My Book:
*The Urban Monk—
Eastern Wisdom and
Modern Hacks to Stop
Time and Find Suc-
cess, Happiness, and
Peace*

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- [Event Number Two Goes Here](#)
- [Event Number Three Goes Here](#)
- [Event Number Four Goes Here](#)



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Newsletter Template (Continued)



Latest Podcast — April 13, 2020



Ep. 99— Still the Chaos

2020 is off to a wild start! The world is chaotic. How do we find a calm respite while balancing work, children, dinner, and errands that take over our lives? Pedram discusses how he uses qi gong to still the chaos of the world.

[Listen Now](#)



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1. Primary (Urban Monk Productions) Logo Lockup

2. Space: 24 pt. (Font Size x 2)

3. Font Family: Arial (Regular / Bold)

Size: 12 pt.
Leading: 15 pt. (Font Size x 1.25)
Color: #161513

4. Link: TheUrbanMonk.com

5. Social Links



Pedram Shojai, OMD
Founder & CEO

Urban Monk Productions, Inc
1389 Center Drive
Suite 200
Park City, Ut 84098
TheUrbanMonk.com



Social





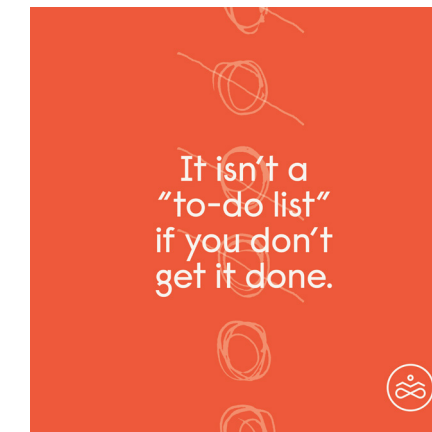
R to L: 13-14-15 ↑

R to L: 10-11-12 ↑

R to L: 7-8-9 ↑

R to L: 4-5-6 ↑

R to L: 1-2-3 ↑

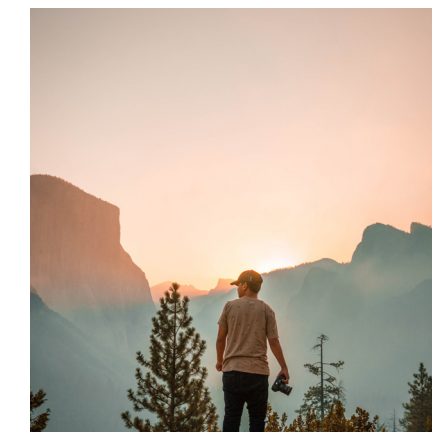


Post: Message

Frequency: 1-2-3-4-5-6-7-8-9...

Content: Inspirational Message / Insight

Tip: Plan for color so posts that touch don't repeat large areas of the same color (see grid to left)

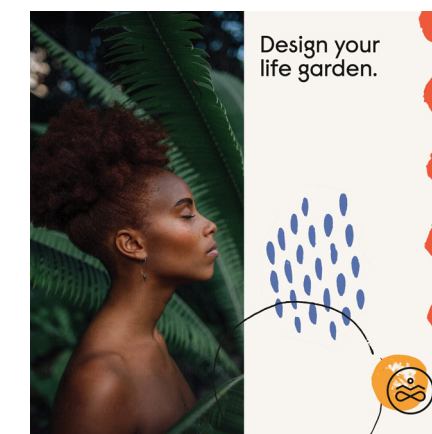


Post: Photo

Frequency: 1-2-3-4-5-6-7-8-9...

Content: Lifestyle Photography (Pedram)

Tip: Grid Pacing—To create rhythm, alternate image composition i.e.—A.) zoomed out landscape shot followed by B.) portrait shot, followed by C.) macro still-life shot (see grid to left)



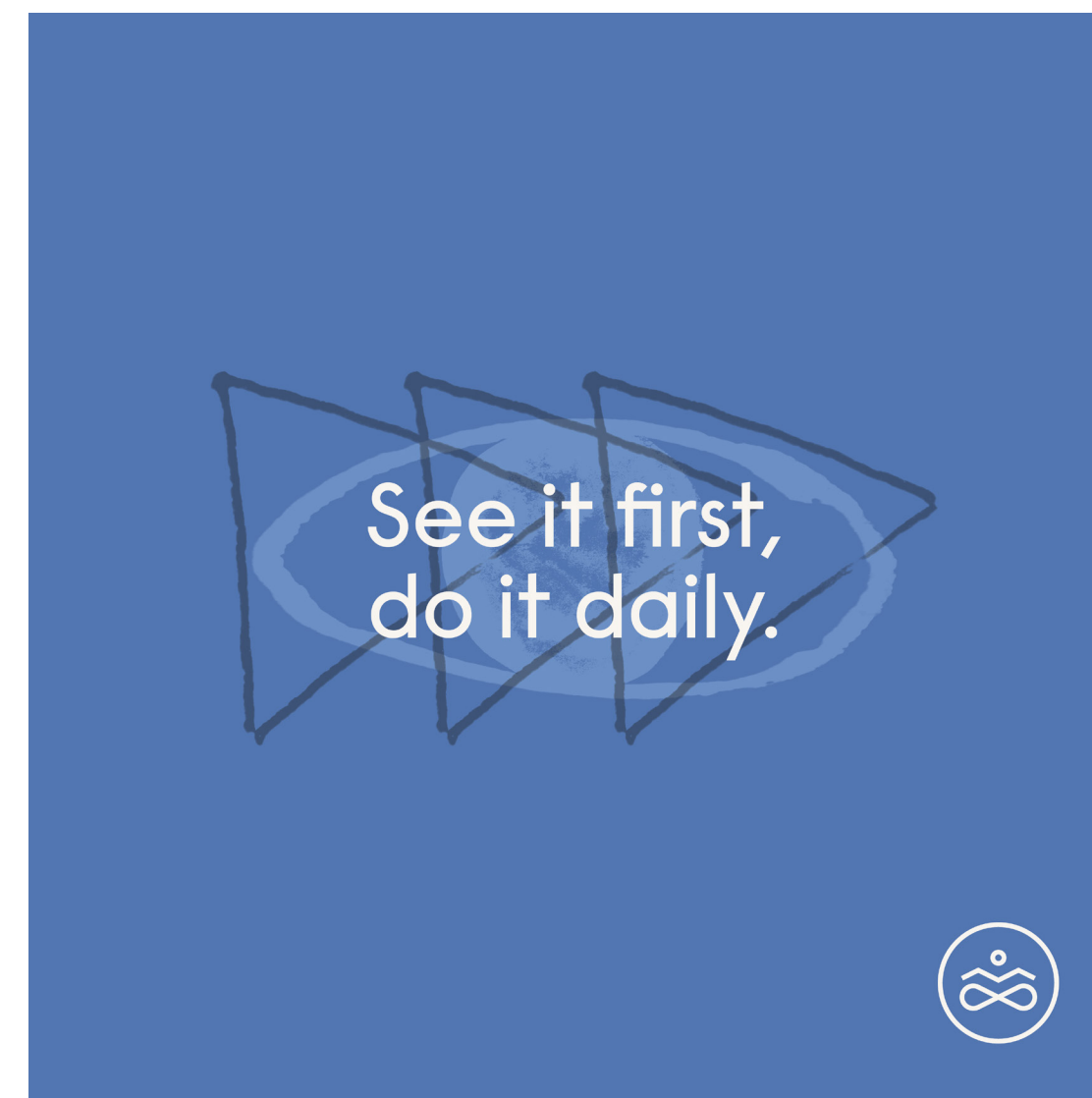
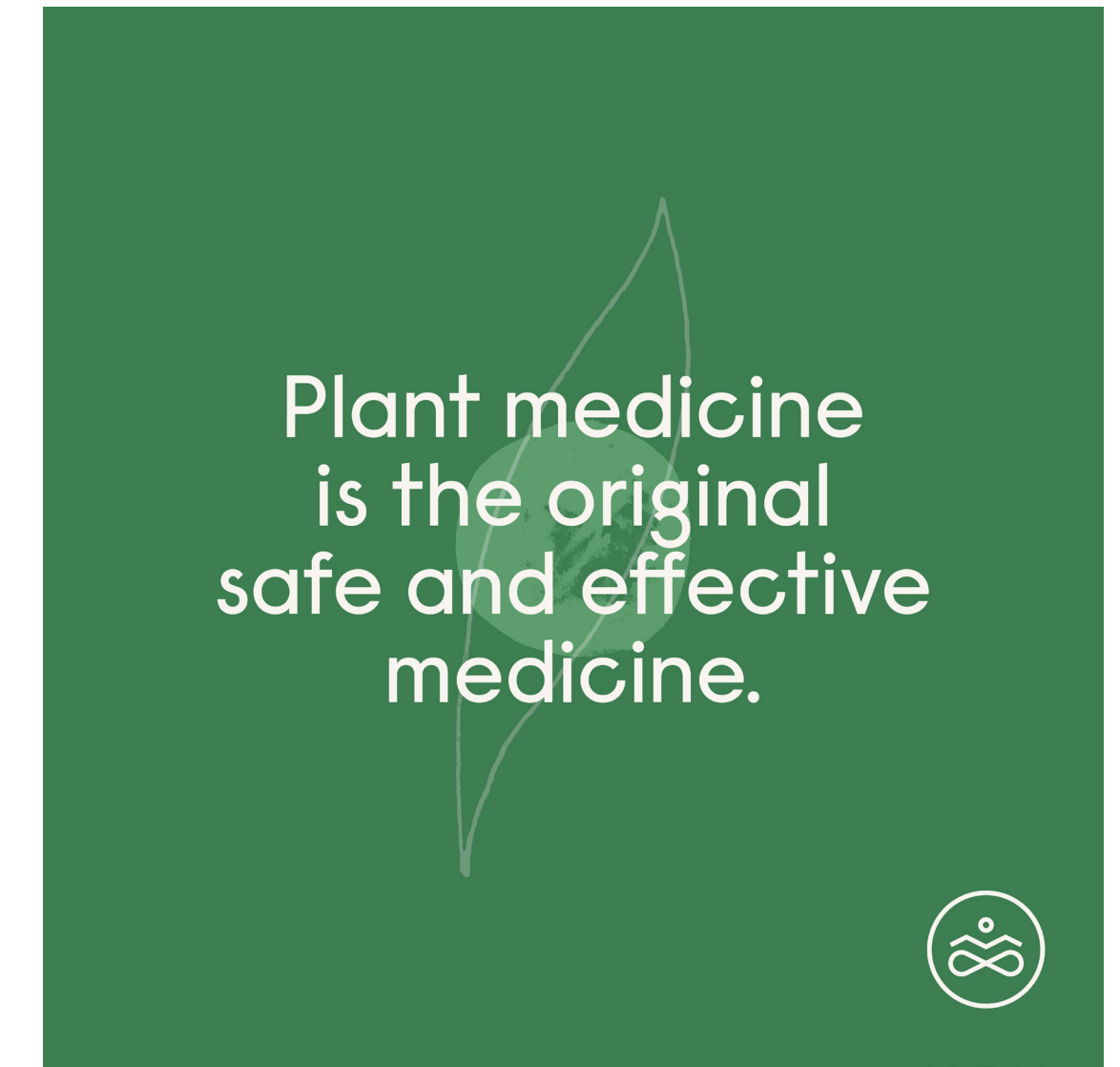
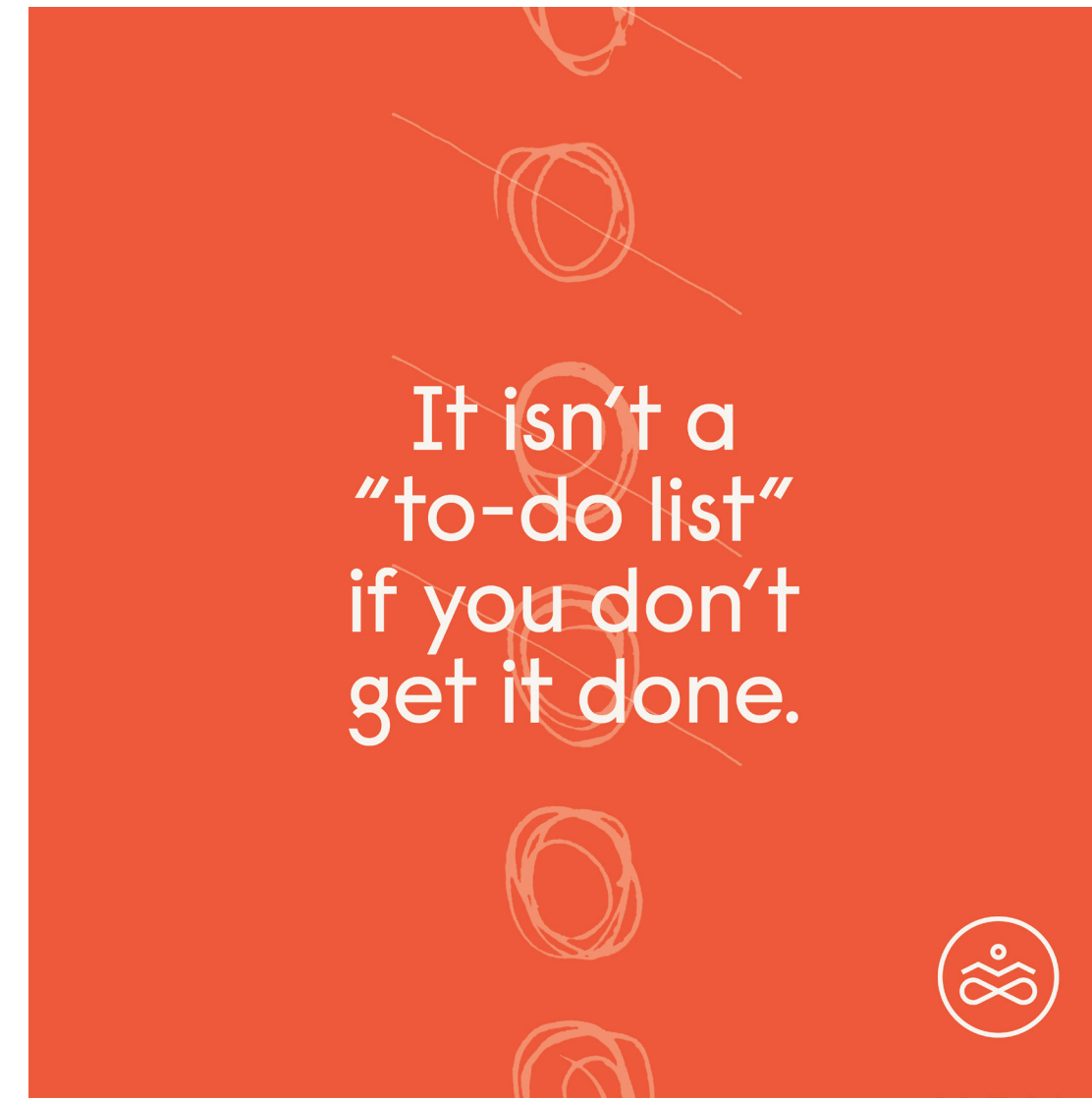
Post: Brand Campaign

Frequency: 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17...

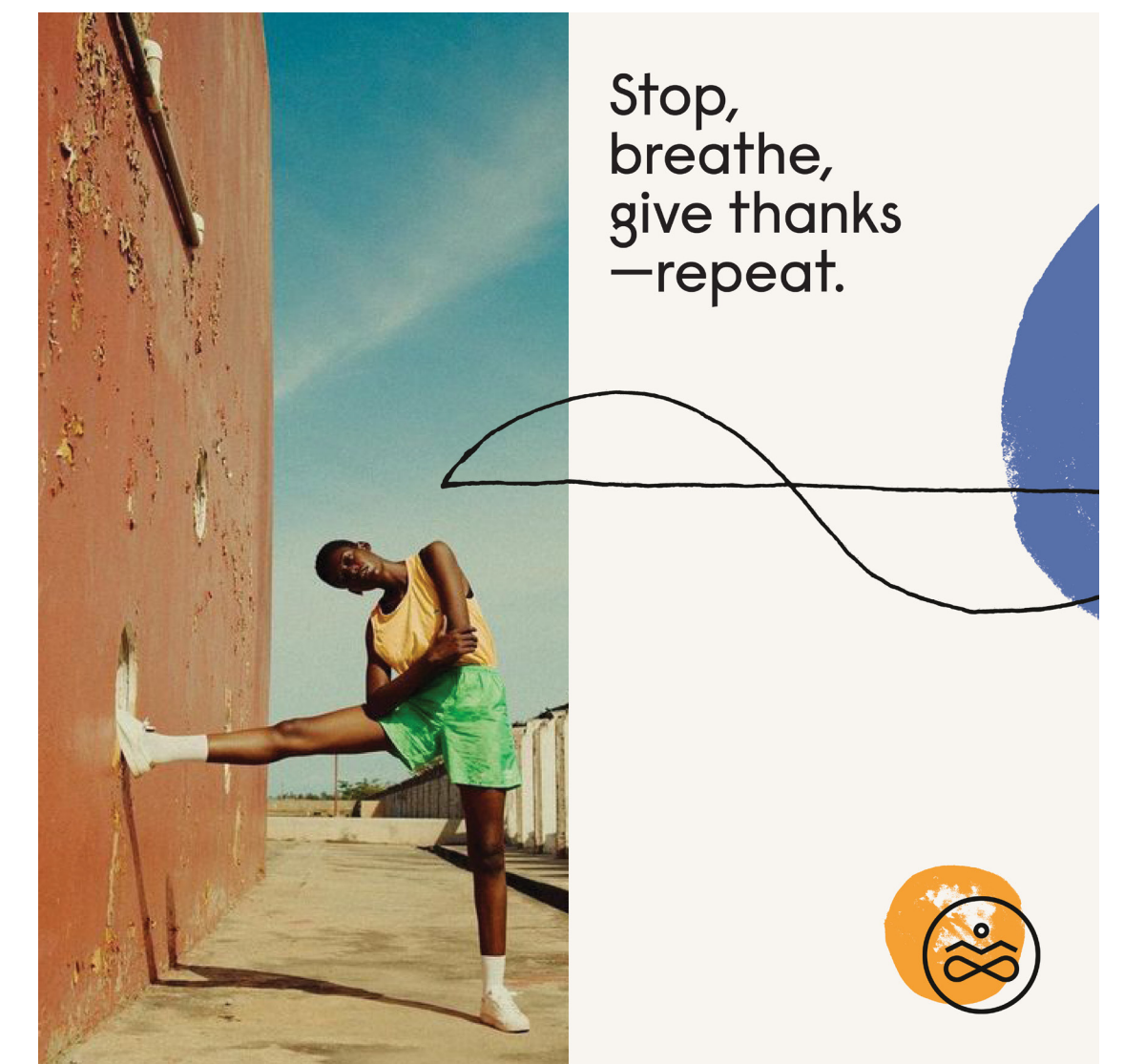
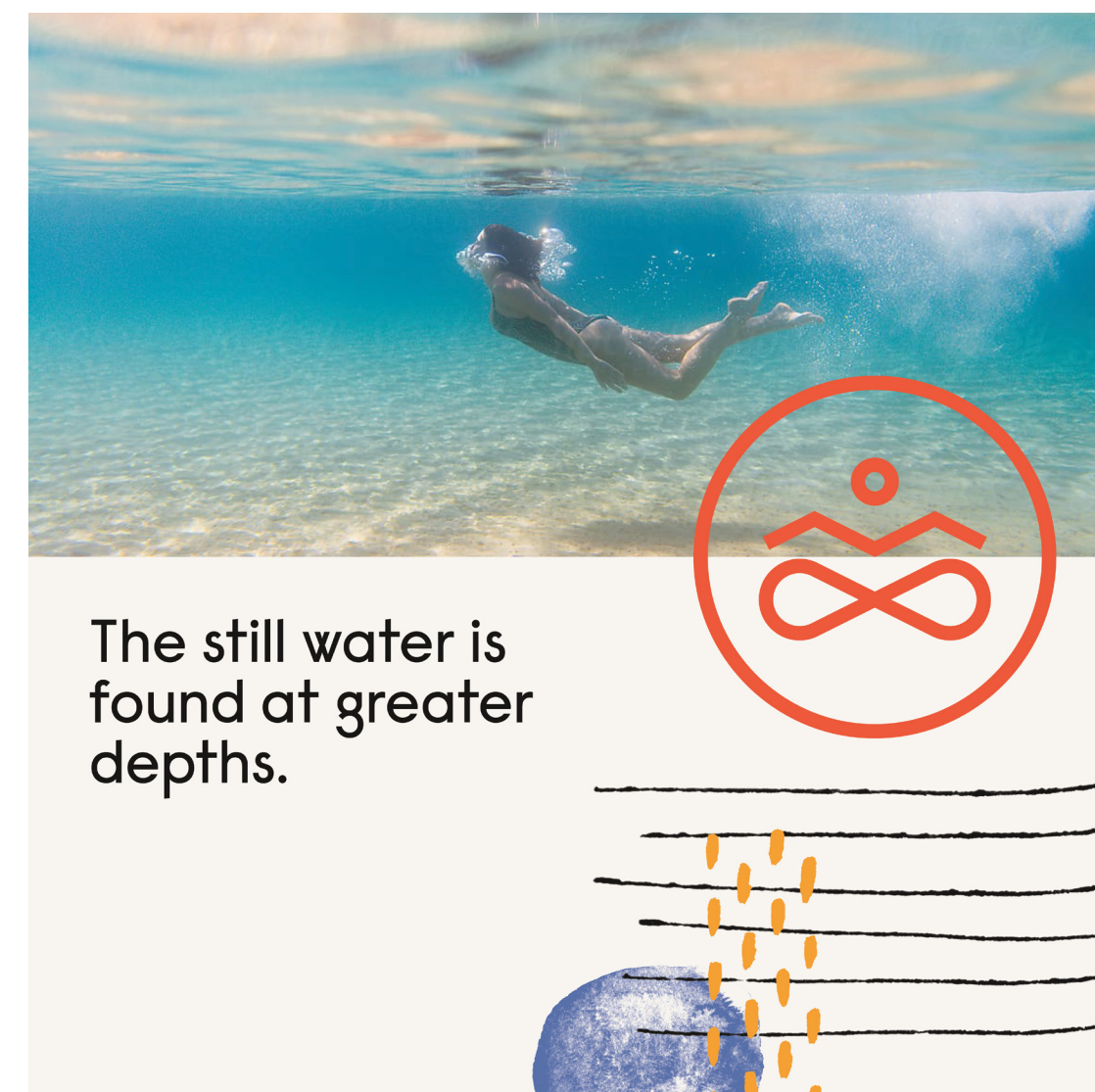
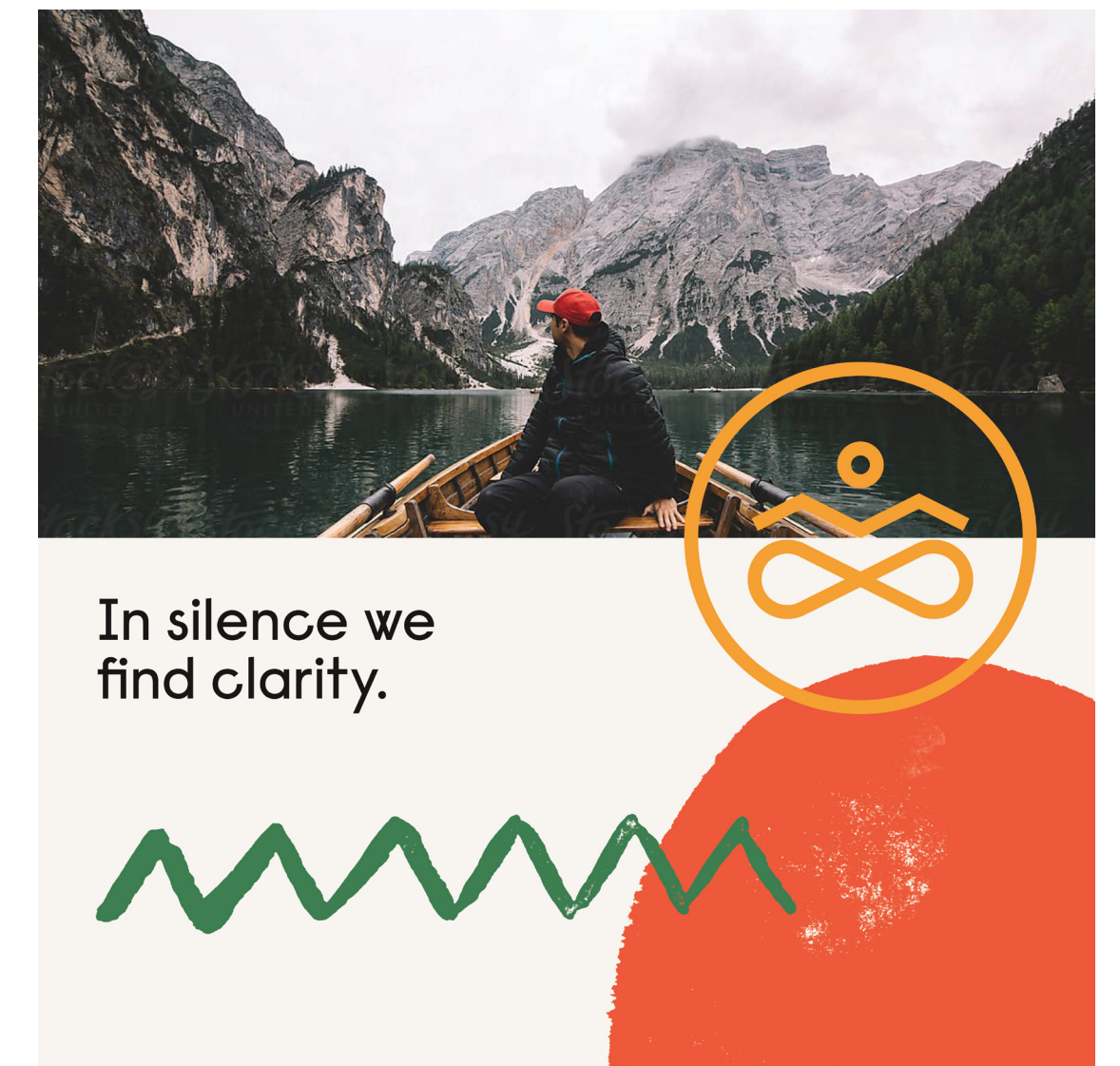
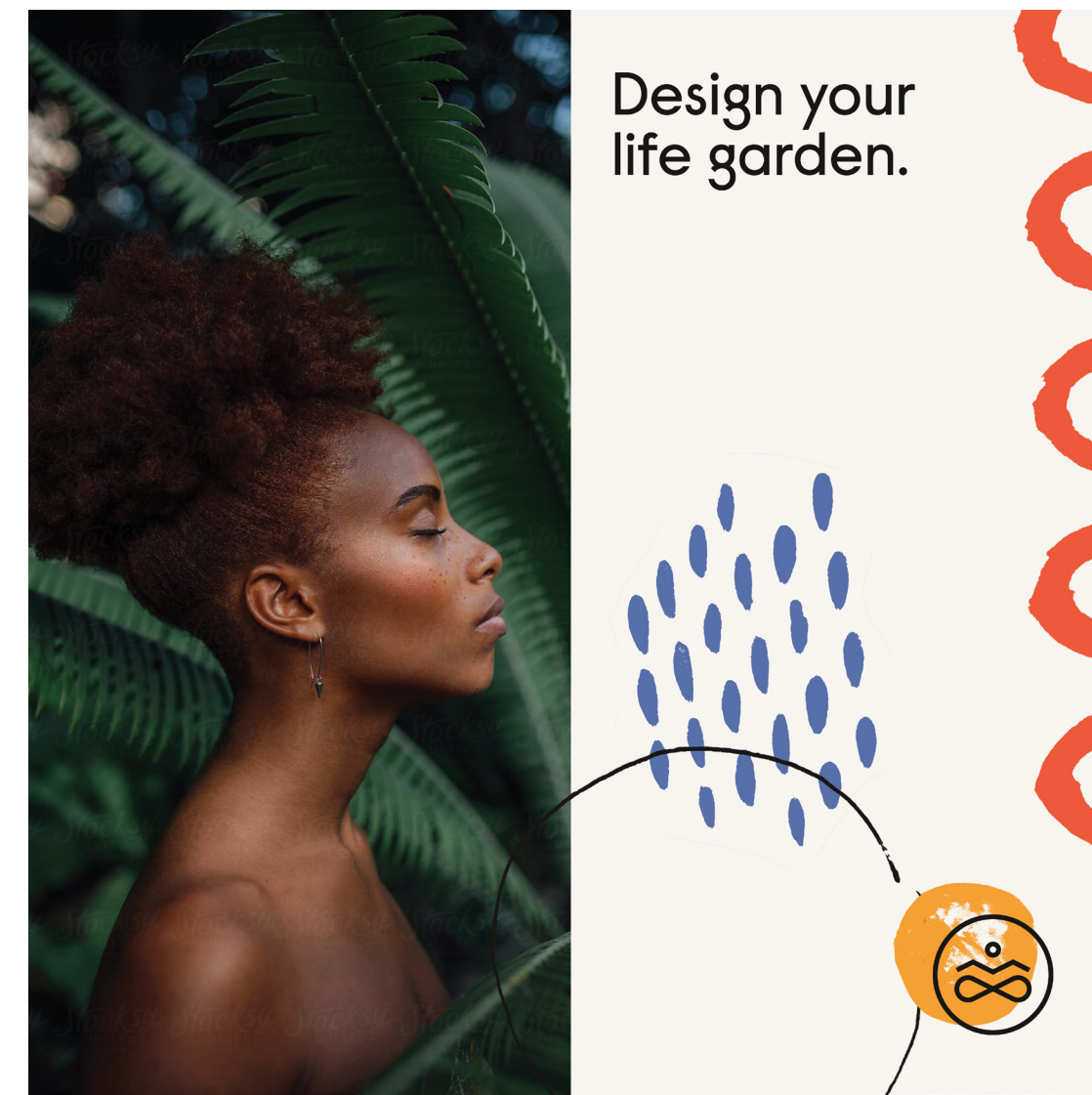
Content: Split layout—1/2 image; 1/2 message

Tip: Grid Pacing—To create rhythm, alternate vertical split layout and horizontal split layout (see grid to left)

- **Headline:** Messages unique to The Urban Monk and/or quotes.
- **Graphics:** Abstract illustration of key message. Graphic color should be a light or dark tone of the background color.

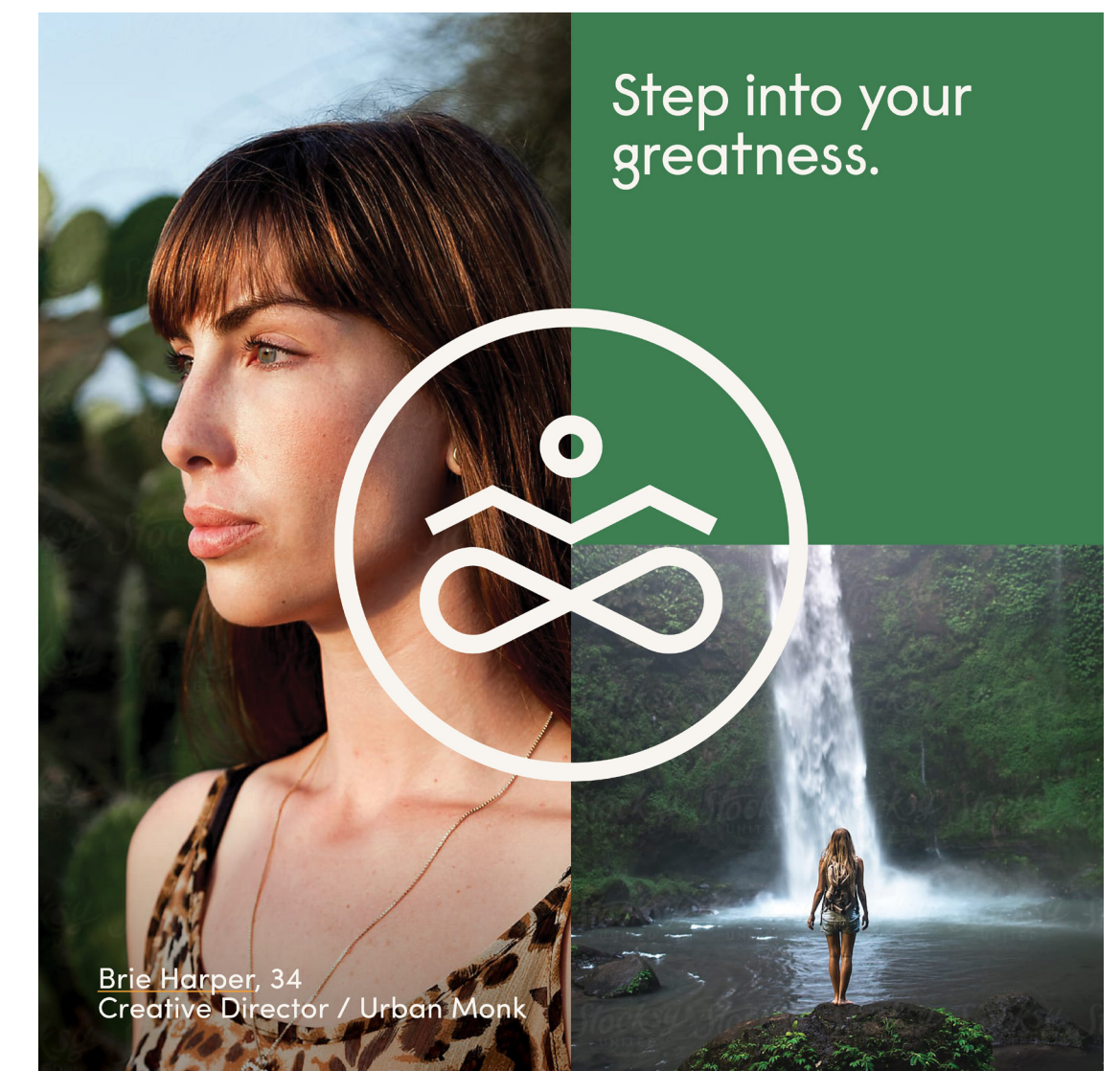
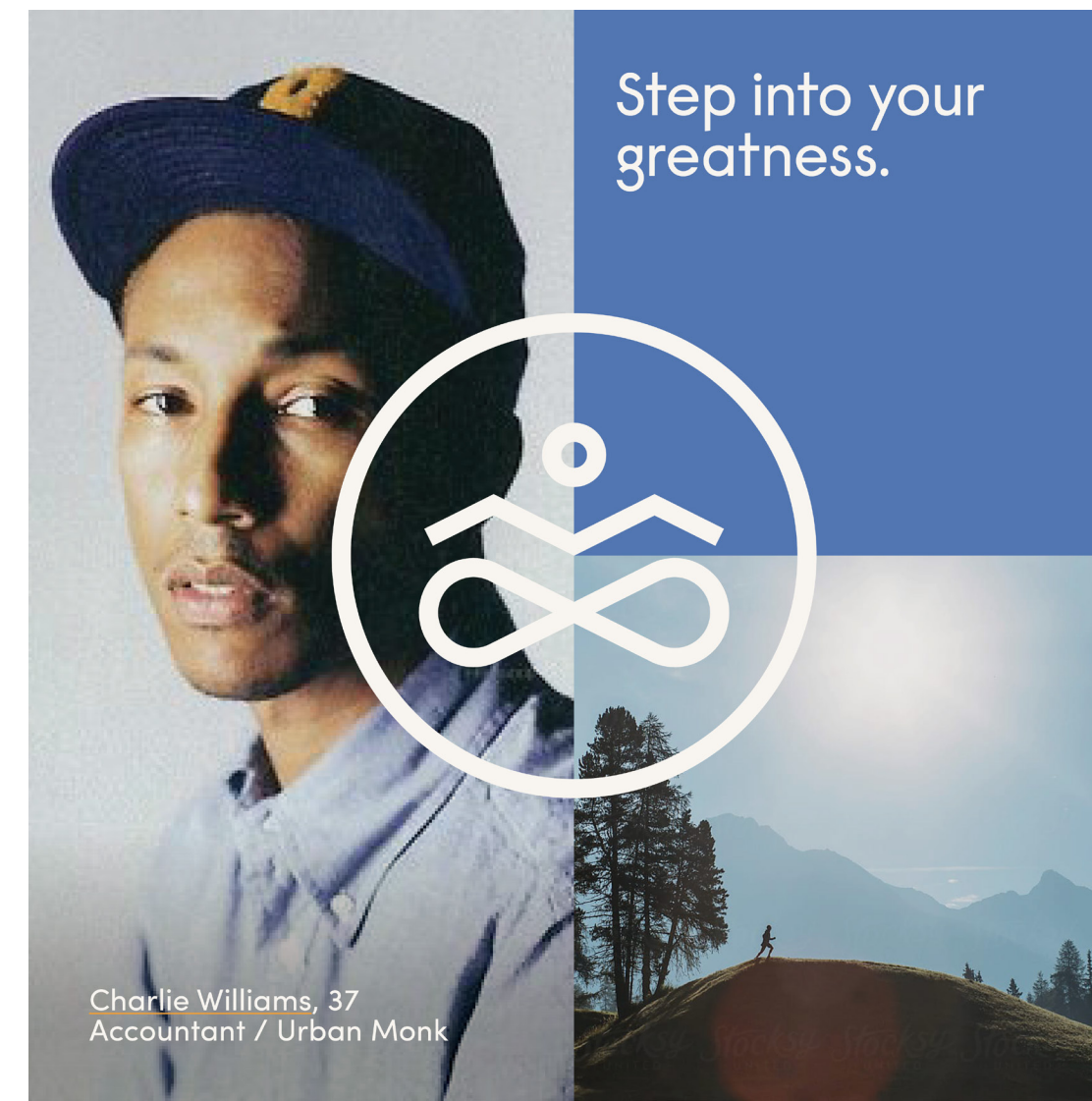


- Image: The Urban Monk (Pedram) cultivating his life garden.
- Headline: Messages unique to The Urban Monk.
- Graphics: Elements from the “Life Garden” graphic elements toolkit to illustrate abstract concepts.



→ Photography FPO – Pending Photoshoot / Stock License

- Primary Image: Urban Monk “student”.
- Secondary Image: Image that captures the corresponding Urban Monk’s “life garden”.
- Headline: “Step into your greatness.” or “Design your life garden.”
- Caption: Urban Monk’s name; age; occupation / Urban Monk.



→ Photography FPO — Pending Photoshoot

Mobile Application: [Photoshop Express](#)

Step 01: Choose Filter

Photoshop Express Filters:

- Basic > Bueno
- Charm > 6
- Charm > 7

Step 02: Apply Adjustments

Photoshop Express Adjustments:

- Dehaze > ±10
- Grain > ±10
- Sharpen > ±10
- Fade > 20–50
- Split Tone > As needed to add warmth to shadows

Original



Edited

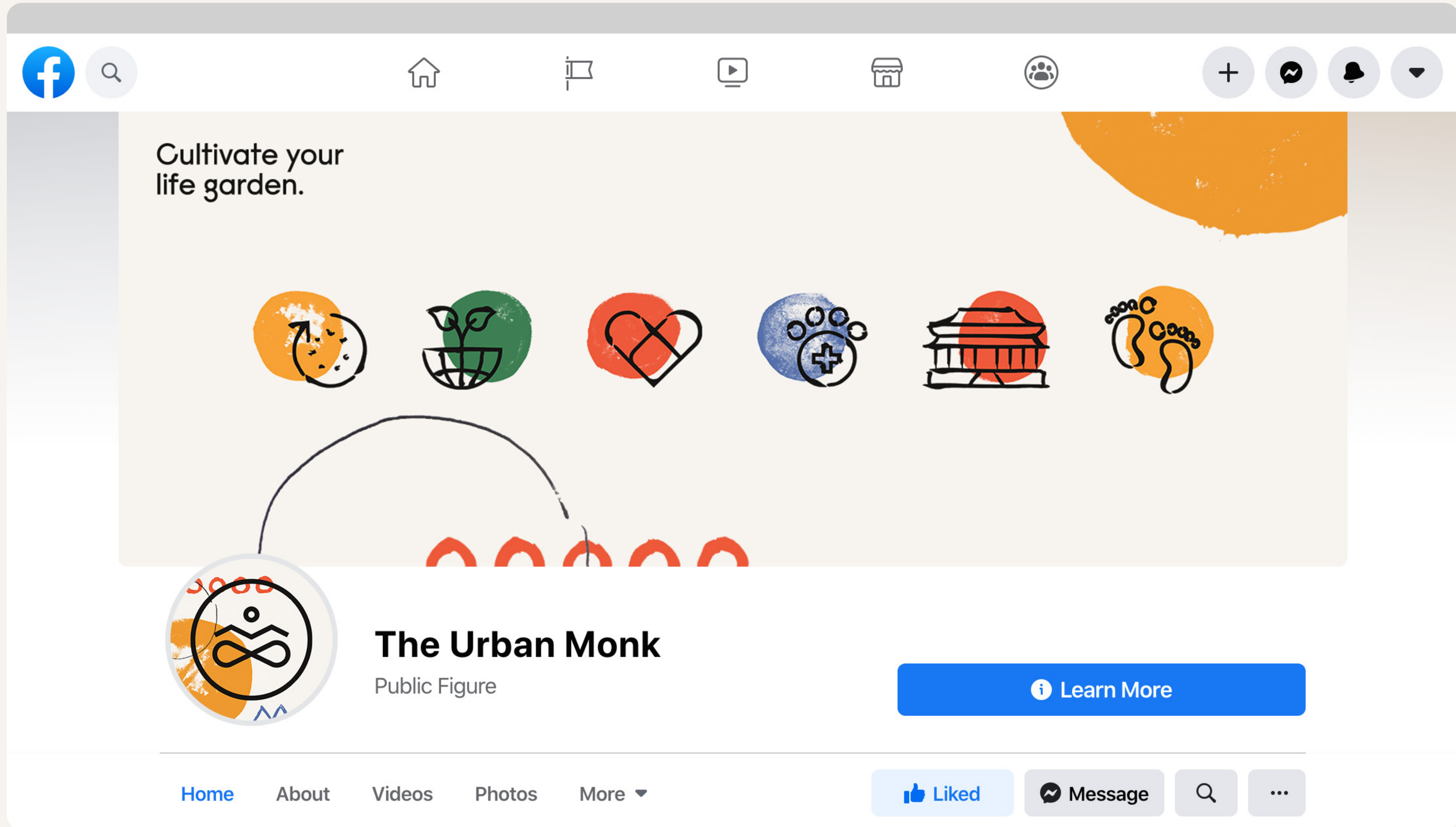


Original

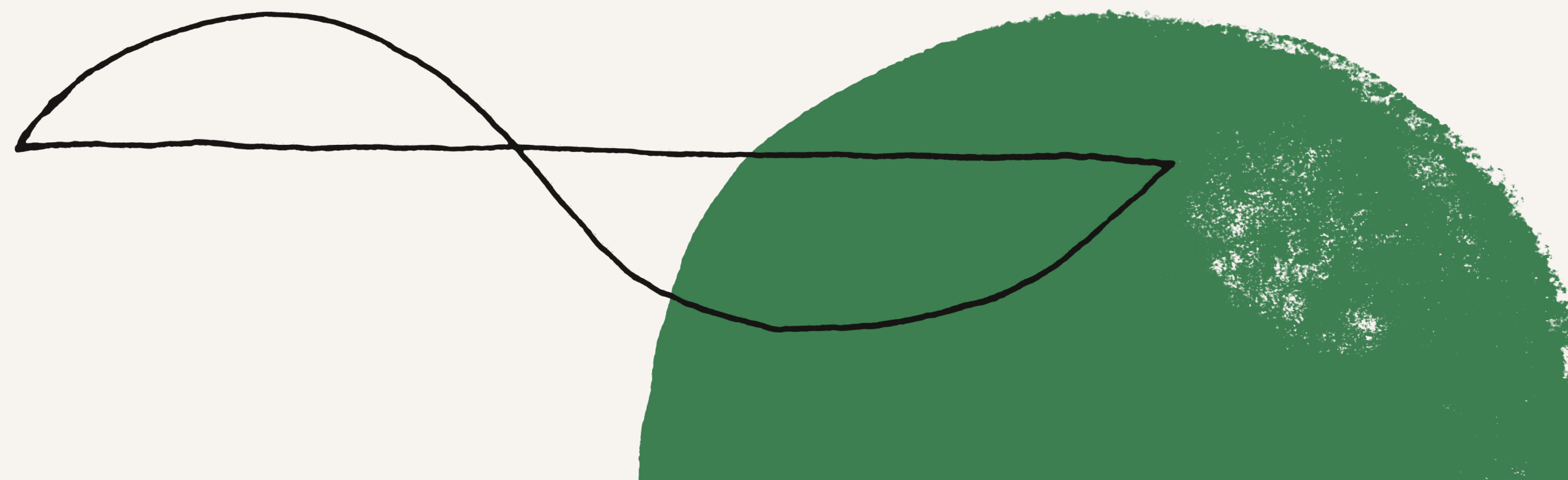


Edited





Video / Podcast



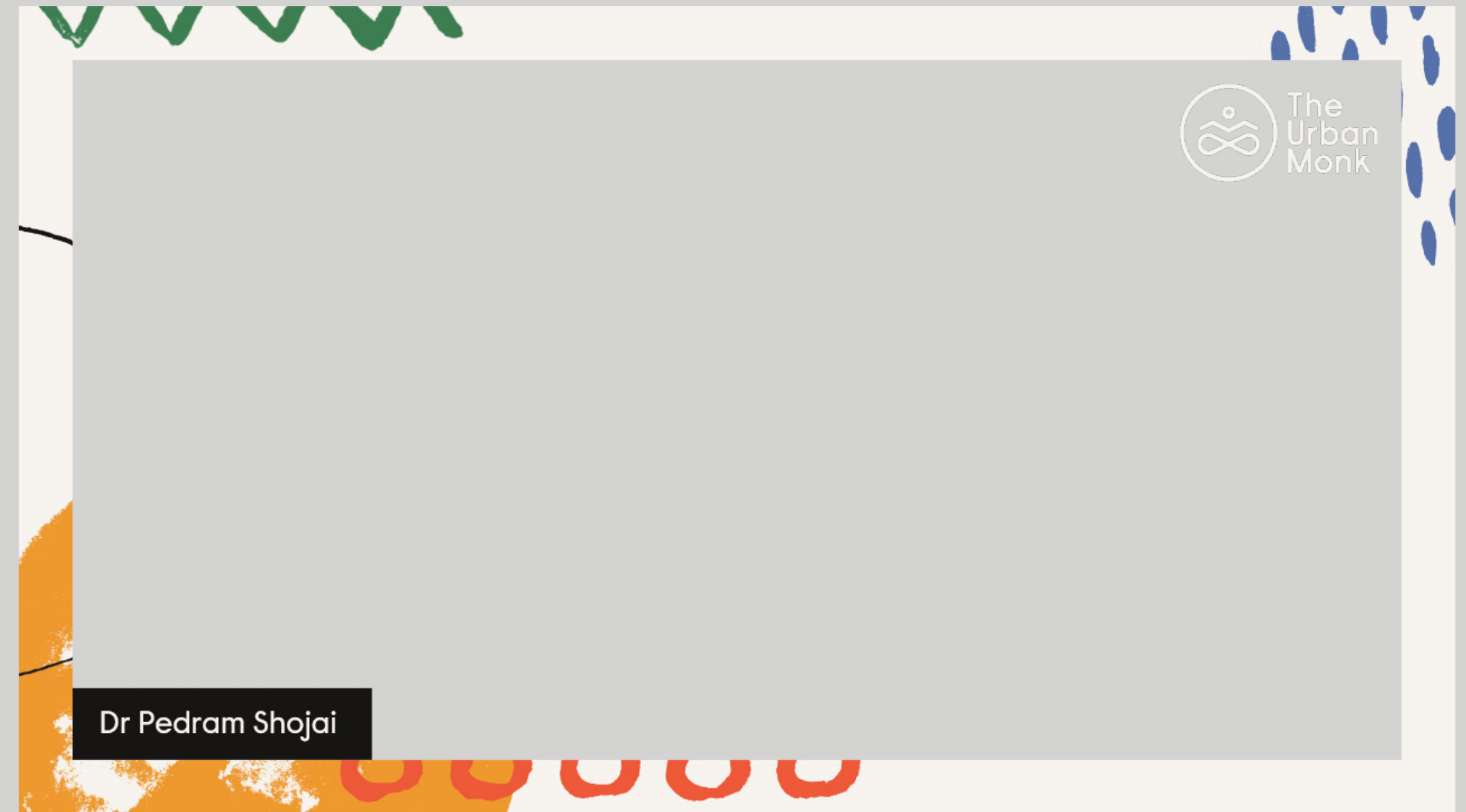


The Urban Monk



Urban Monk Productions

Lighting: Natural
Background: Brick





Cover



Episode Announcement



Episode Quote

Merch



Vendor 1: [Blankstyle](#)
Vendor 2: [Next Level Apparel](#)



Crew Neck (White > Black)



Crew Neck (White > Navy)



V Neck (White > Black)



V Neck (White > Navy)



Crew Neck (White > Red)



Crew Neck (Black > Gray)



V Neck (White > Red)



V Neck (Black > Gray)

Merch — T-Shirts (Repeat)

Vendor 1: [Blankstyle](#)

Vendor 2: [Next Level Apparel](#)



Crew Neck (White > Black)



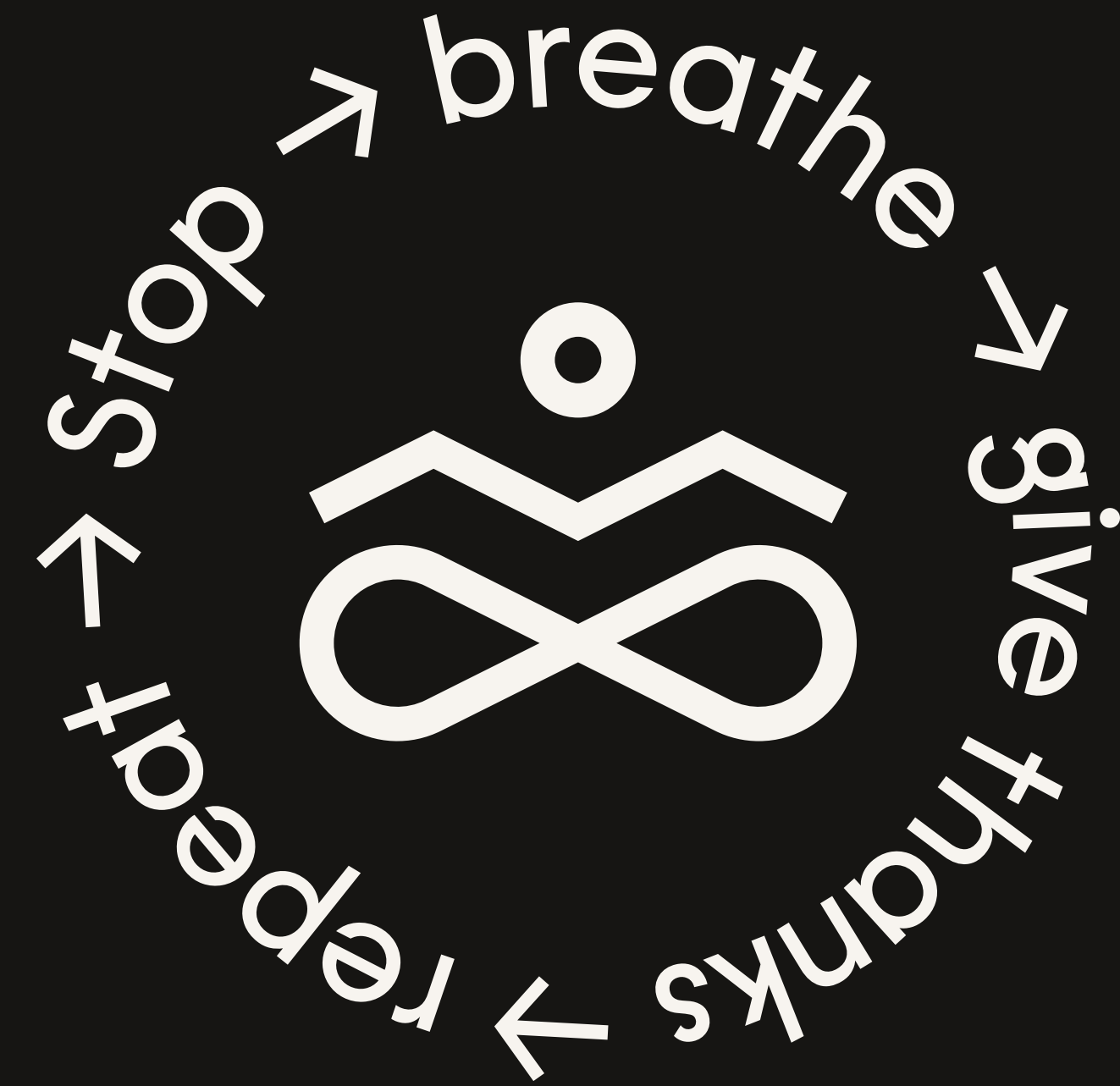
Crew Neck (White > Navy)



Crew Neck (White > Red)



Crew Neck (Black > Gray)





Vendor 1: [4imprint](#)
Vendor 2: [Custom Ink](#)



Version 01



Version 02



S'well—17 oz (Moonstone)

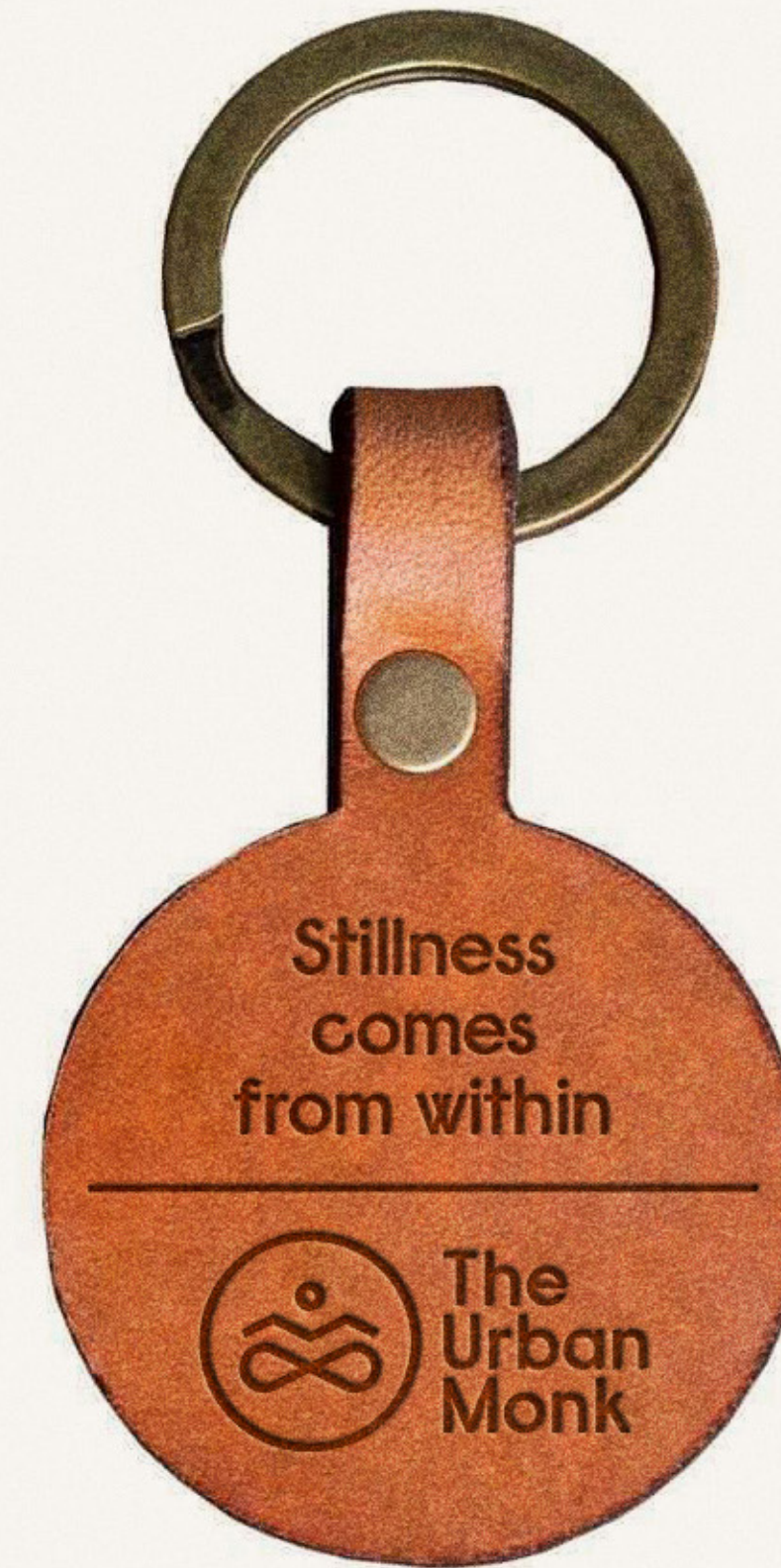


S'well—17 oz (Onyx)

Vendor: Dekni Mfg Co.
Product: [View Here](#)
Leather: Chestnut



Front



Back

Vendor: Dekni Mfg Co.
Product: [View Here](#)
Leather: Black



Front

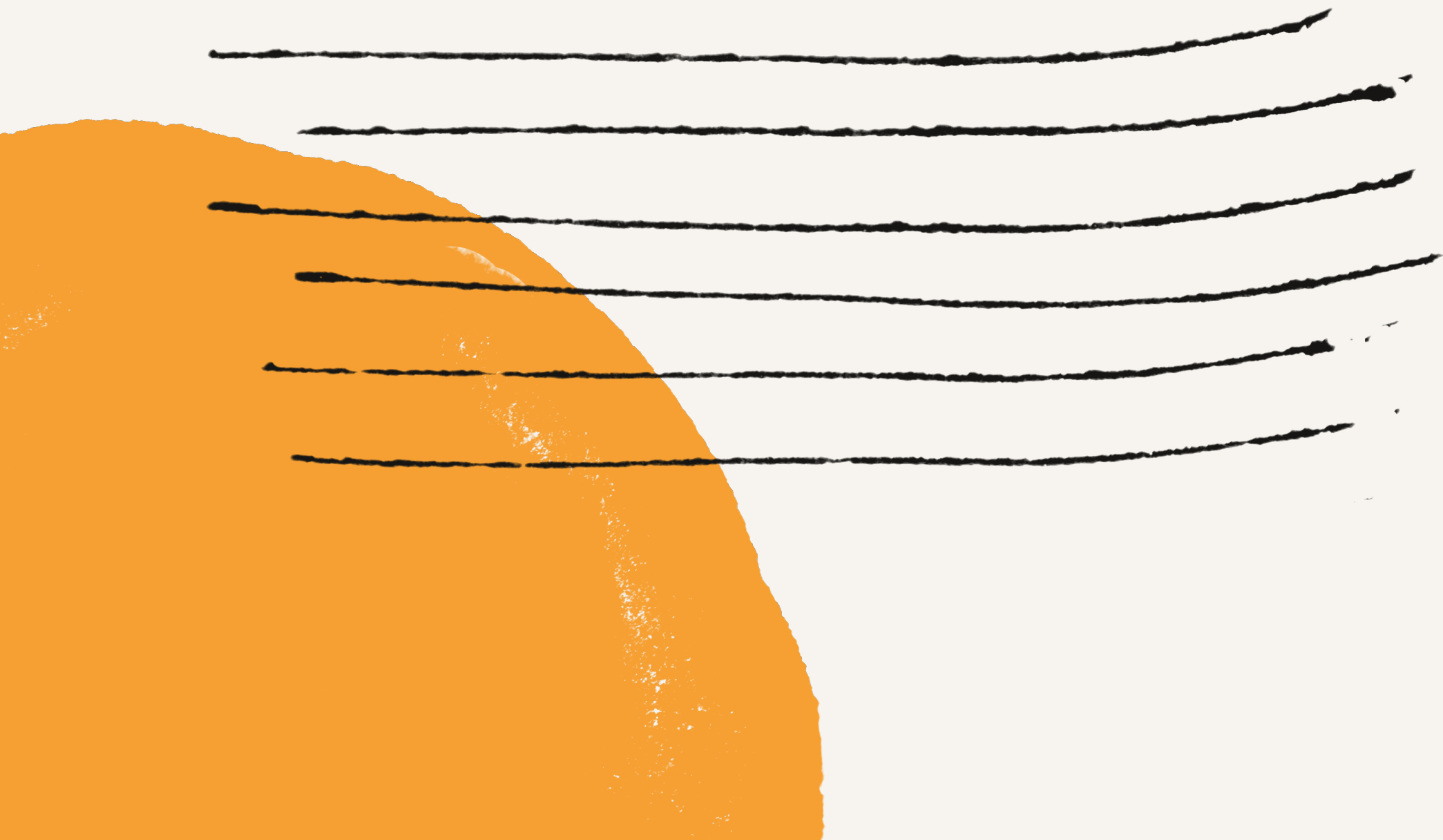


Back

Vendor 1: [Wizard Pins](#)
Vendor 2: [The Studio](#)



The Urban Monk Academy



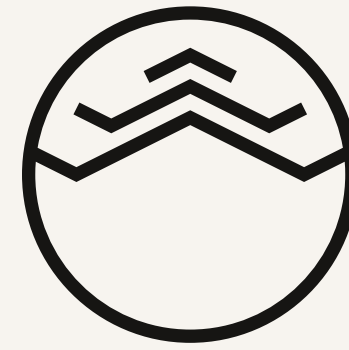


30%



It is important that the appearance of the icon remains consistent. The icon should not be misinterpreted, modified, or added to. No attempt should be made to alter the icon in any way. Its orientation, color and composition should remain as indicated in this document—there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.



✗ **DO NOT** create additional versions of the icon.



✗ **DO NOT** apply a gradient to the icon.



✗ **DO NOT** distort or warp the icon in any way.



✗ **DO NOT** outline or create a keyline around the icon.



✗ **DO NOT** change the icon color or tone outside those colors specified in the color section of this guide.



✗ **DO NOT** rotate the logo lockup.



✗ **DO NOT** create additional logo lockups with the icon.



✗ **DO NOT** apply a drop shadow or shading to the icon.

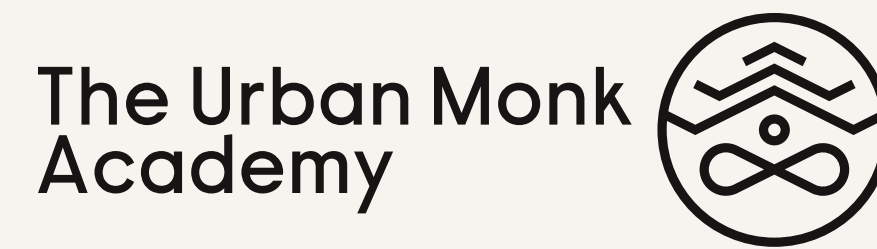


✗ **DO NOT** fill the counter of the icon with a solid color.



It is important that the appearance of the logo lockup remains consistent. The logo lockup should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo lockup in any way. Its orientation, color and composition should remain as indicated in this document—there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.



✘ **DO NOT** create additional versions of the logo lockup, or in any way manipulate the relationship between the wordmark and the brandmark.



✘ **DO NOT** apply a gradient to the icon or wordmark.



✘ **DO NOT** distort or warp the logo lockup in any way.



✘ **DO NOT** outline or create a keyline around the logo lockup.



✘ **DO NOT** change the logo lockup color or tone outside those colors specified in the color section of this guide.



✘ **DO NOT** rotate the logo lockup.



✘ **DO NOT** change the typeface or otherwise recreate the wordmark. Use only the provided files.



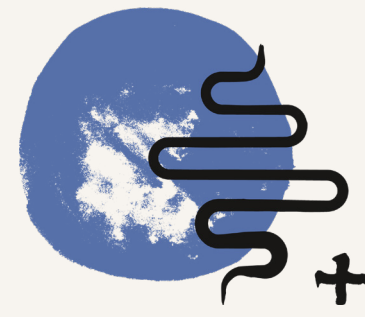
✘ **DO NOT** apply a drop shadow or shading to the logo lockup.



✘ **DO NOT** use the wordmark without the brandmark.



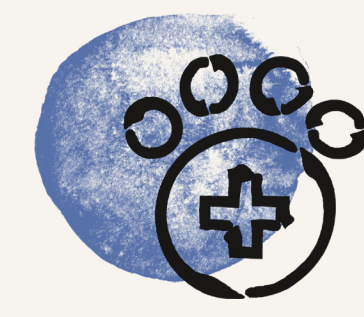
The Life Garden



Gut Healing Masterclass



Healing Emotional Trauma



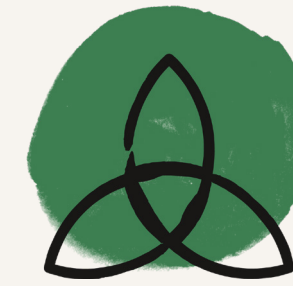
Healthy Pets



Temple Grounds



Raising Healthy Kids



Renewal



Tantra



Cooking for Vitality



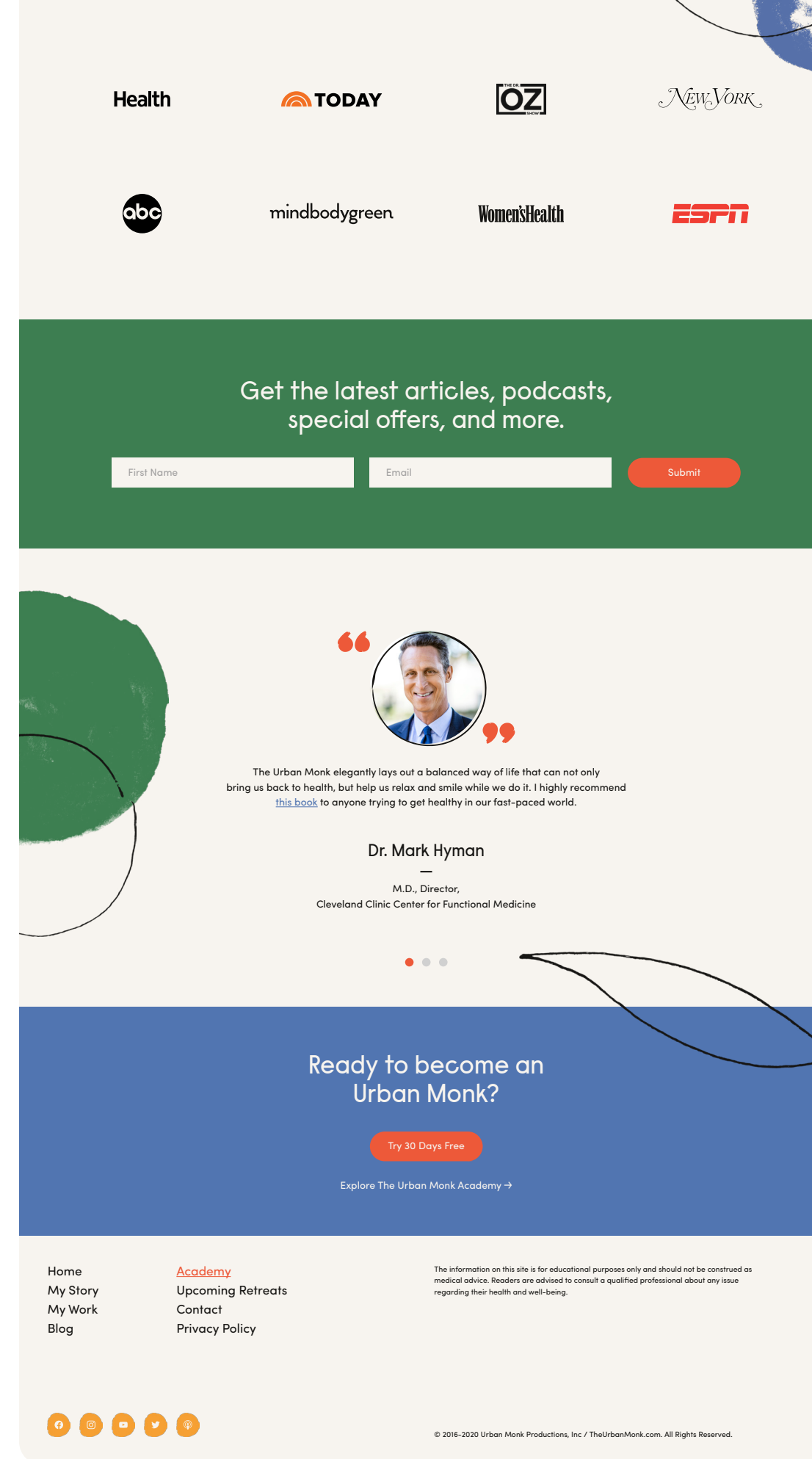
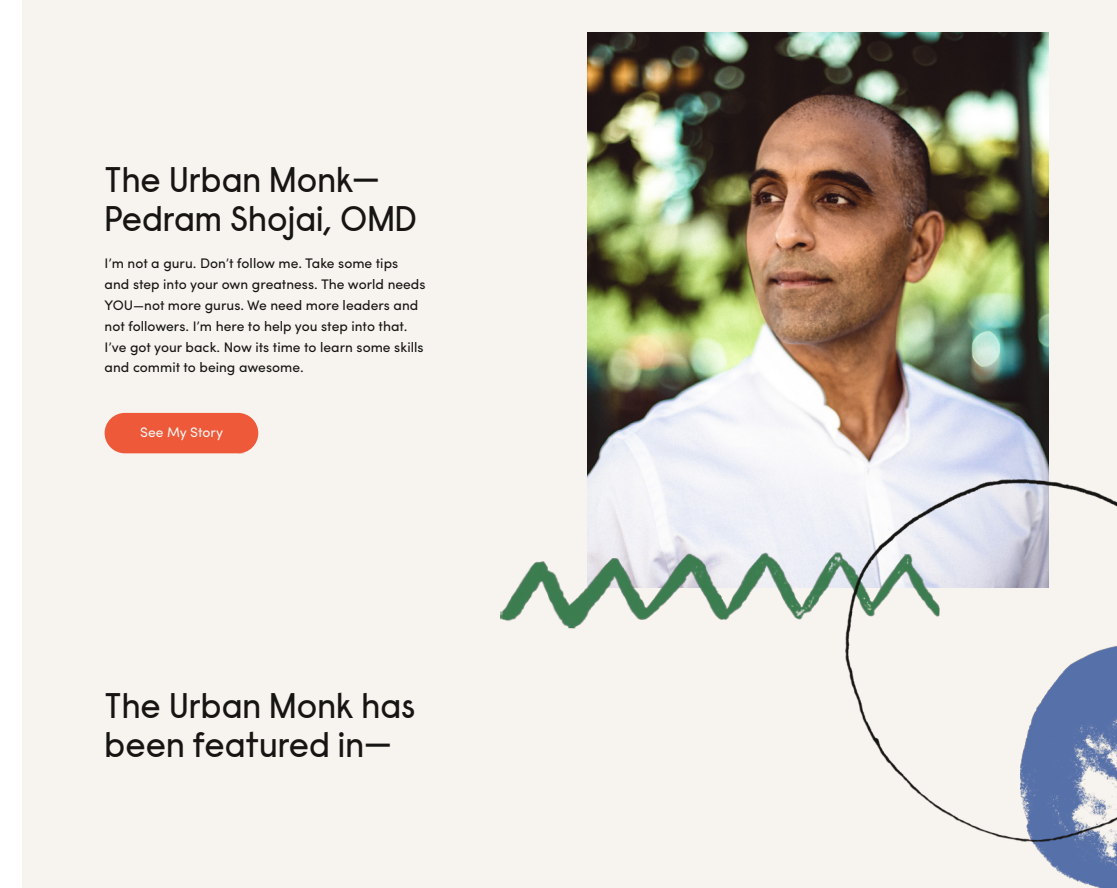
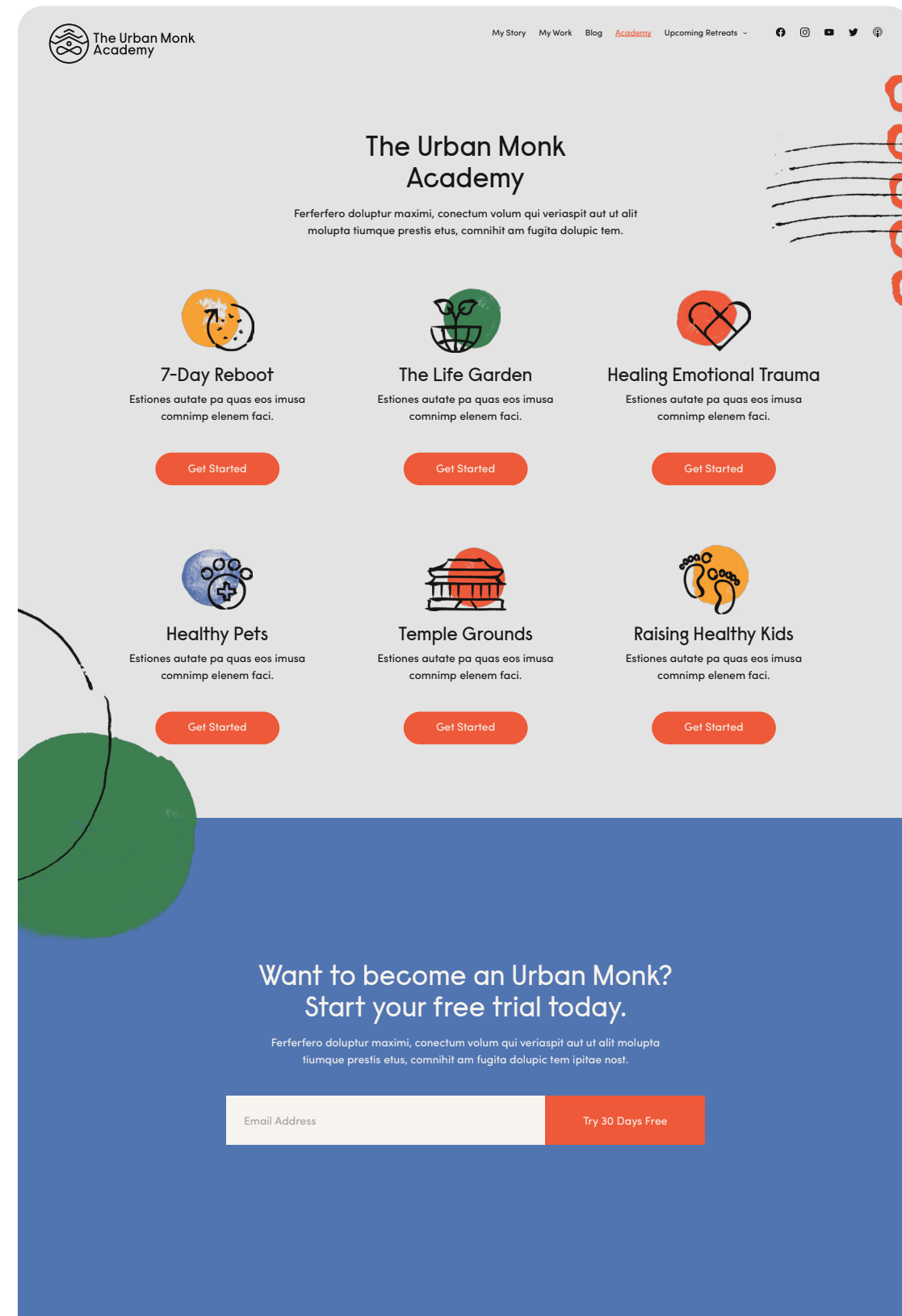
Self Healing



Dream Yoga



Functional Fitness





Lead sales headline goes here to start the conversation.

Try 30 Days Free



This template features a dark green background. In the top left corner is the Urban Monk Academy logo. In the top right corner, the course title "Course: The Life Garden" is displayed. On the left side, there is a large white text area containing the headline "Lead sales headline goes here to start the conversation." and a yellow button labeled "Try 30 Days Free". A faint green leaf graphic is visible behind the text. On the right side, there is a video player showing a person in a dark forest with arms outstretched, overlaid with a white play button icon. The bottom of the page features a white footer with a yellow circular graphic on the left and a red circular graphic on the right.

This template features a red background. In the top left corner is the Urban Monk Academy logo. In the top right corner, the course title "Course: Healing Emotional Trauma" is displayed. On the left side, there is a large white text area containing the headline "Lead sales headline goes here to start the conversation." and a yellow button labeled "Try 30 Days Free". A faint red heart graphic is visible behind the text. On the right side, there is a video player showing a person in a dark forest with arms outstretched, overlaid with a white play button icon. The bottom of the page features a white footer with a yellow circular graphic on the left and a red circular graphic on the right.

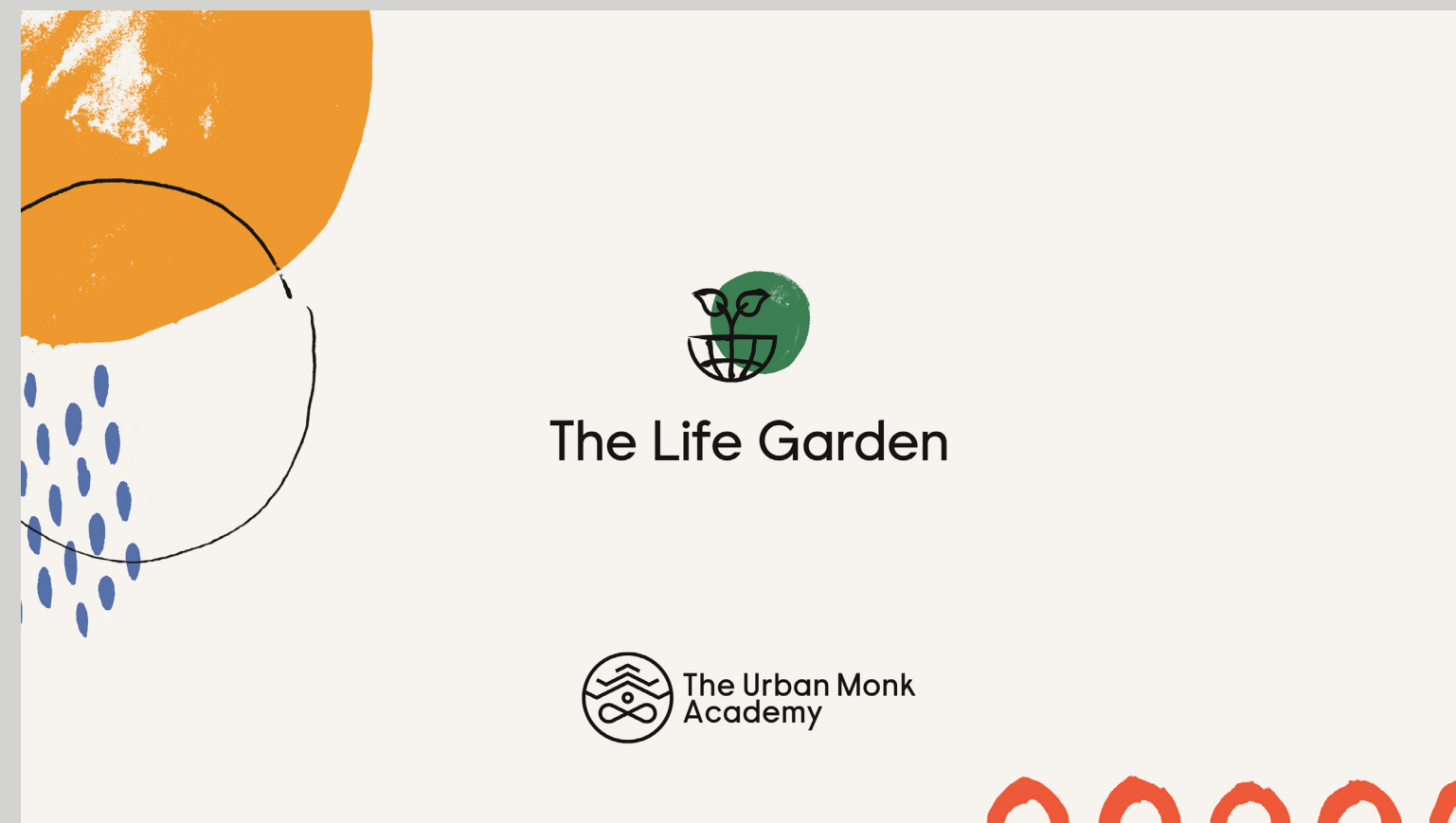
This template features an orange background. In the top left corner is the Urban Monk Academy logo. In the top right corner, the course title "Course: Raising Healthy Kids" is displayed. On the left side, there is a large white text area containing the headline "Lead sales headline goes here to start the conversation." and a green button labeled "Try 30 Days Free". A faint orange graphic of a baby's head is visible behind the text. On the right side, there is a video player showing a person in a dark forest with arms outstretched, overlaid with a white play button icon. The bottom of the page features a white footer with a yellow circular graphic on the left and a red circular graphic on the right.

This template features a blue background. In the top left corner is the Urban Monk Academy logo. In the top right corner, the course title "Course: Gut Healing Masterclass" is displayed. On the left side, there is a large white text area containing the headline "Lead sales headline goes here to start the conversation." and a yellow button labeled "Try 30 Days Free". A faint blue graphic of a snake is visible behind the text. On the right side, there is a video player showing a person in a dark forest with arms outstretched, overlaid with a white play button icon. The bottom of the page features a white footer with a yellow circular graphic on the left and a red circular graphic on the right.

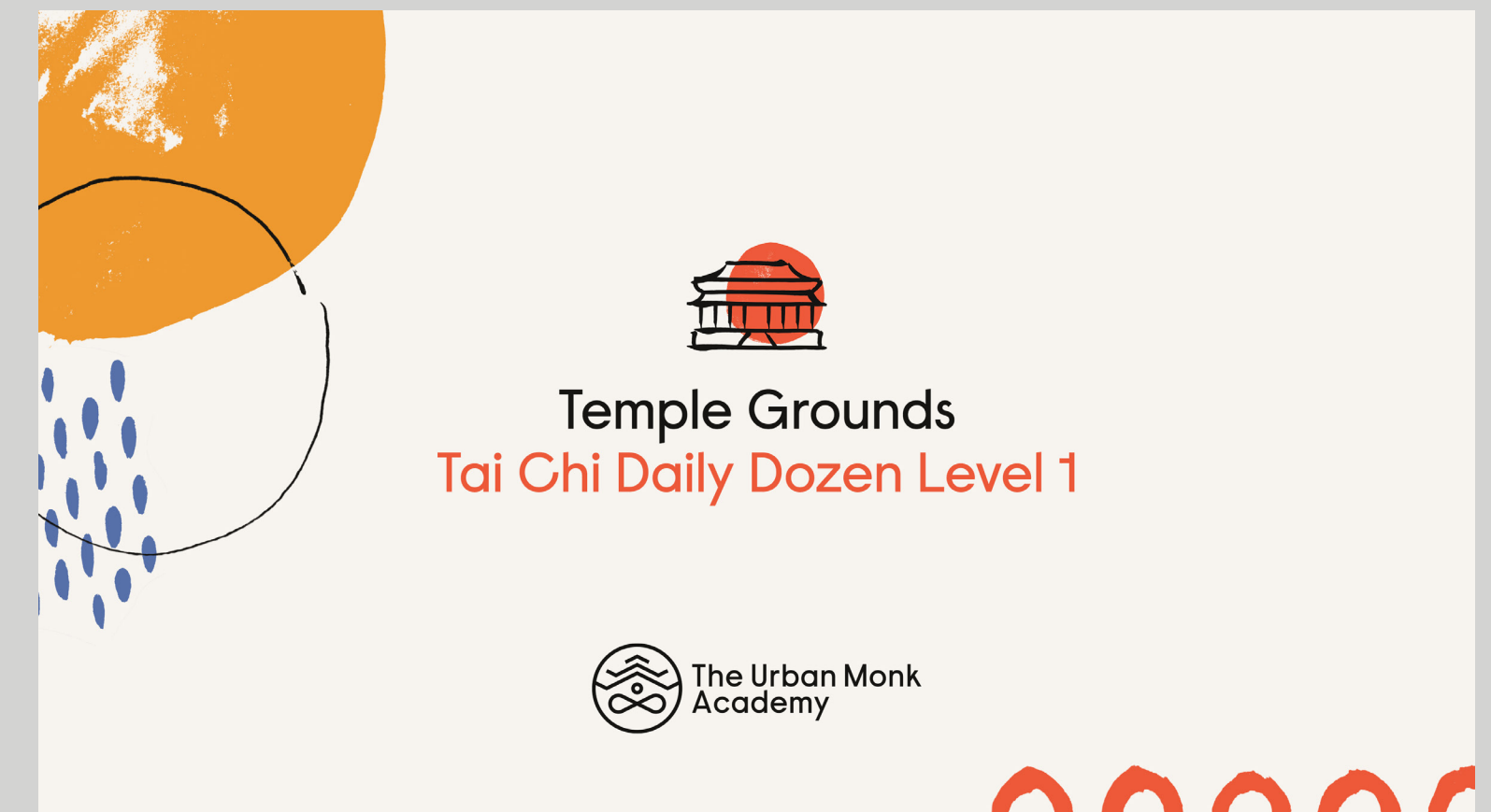
Generic



1-Line Title



2-Line Title



Gratitude.



The
Urban
Monk

