



**Meditate
with the World.**

BRAND GUIDE / EDITION 01

A little stillness. *A wider connection.*

An inviting home for learning about global meditation and finding ways to practice with others. Warm, thoughtful and open to different experiences.

COMMUNITY & SHARED PRACTICE

A practical identity system for the website, social cards and community.

INVITING

Make the first step feel possible.

GROUNDED

Describe a practice, not a promise.

TOGETHER

Make room for different traditions.

meditatewiththeworld.com

The mark, with room to breathe.



PRIMARY / LIGHT BACKGROUNDS



REVERSED / DARK BACKGROUNDS



Clear space & minimum size

Keep clear space equal to at least half the globe diameter on every side. At a 400 px logo width, allow at least 24 px.

Use the complete two-line wordmark at 180 px wide or larger. Use the standalone mark at 24 px or larger. The 16 px favicon is a dedicated small-size asset.

Color palette


Paper

#F7F5EE

Main background

Forest

#244C3B

Text & buttons

Muted

#657065

Supporting copy

Sage

#547558

Serif emphasis

Pale

#EEEF5

Soft panels

Border

#D7DCCF

Dividers

Gold

#B38F4B

Small accents

Use the supplied files.

Keep the mark and wordmark in their original proportions. Do not stretch, rotate, add shadows, change the line weights, or place the logo on a busy image.

Use dark ink on paper for readable copy. Accent colors and pale dividers are decorative; check contrast before using them for text or controls.

A calm voice, a clear invitation.

GEORGIA / REGULAR + ITALIC

A practice we can share. *One breath at a time.*

Headings: Georgia, "Times New Roman", serif. Use regular weight and occasional italic emphasis. Keep headlines short, with generous space around them.

ARIAL / BODY, LABELS + INTERFACE

Find a comfortable place, settle into a simple practice, and join others in your own way.

Body: Arial, Helvetica, sans-serif. Website base text is 16 px with 1.65 line height. Keep long reading copy comfortable; reserve small uppercase labels for brief context.

Write like a thoughtful host.

01 **Welcome without pressure.**

You do not need prior experience to begin.

02 **Give a concrete next step.**

Start with a short practice, or invite a few people to sit together.

03 **Be honest about the project.**

We are building a community. Sign up to hear about future gatherings.

Avoid miracle claims, guaranteed health outcomes, invented participation counts, and language that treats one meditation tradition as universal.

Make every small surface count.



OPEN GRAPH / 1200 x 630 PX / 72 PX SAFE INSET

Keep text within the left 720 px. Reserve the right 360 px for landscape artwork; only decorative shapes may approach the crop edge. Platforms may crop previews differently; test the final card.

Favicon & app icons

Use the supplied square icon assets: SVG for scalable use, ICO at 16/32/48 px, PNG at 48/96 px, Apple touch icon at 180 px, and manifest icons at 192/512 px. Keep a stable favicon URL.

Downloadable artwork

<https://meditatewiththeworld.com/brand/>

logo-primary.svg / .png
logo-reversed.svg / .png
logo-monochrome.svg / .png
mark-primary.svg / .png
mark-reversed.svg / .png

DESIGN TOKENS

[tokens.json](#) / [tokens.css](#)

DEFAULT SHARING CARD

<https://meditatewiththeworld.com/social.png>

Use spacious landscapes, warm daylight, soft hills and understated linework. Let imagery suggest a place to pause without implying that everyone shares the same experience.