


# CHIRON


YOGA





Formerly known as The Yoga Room, Chiron Yoga Studio is located in Round Rock, TX and was established in 2010. Chiron aims to build recognition on the physical aspects and efforts of yoga. We strive to create a yoga environment that focuses on developing high skill-level and the body. Our mantra is build body to build mind.

## **BRAND SUMMARY**



**Chiron Yoga Studio is the only yoga studio that prioritizes the physical aspects of yoga. We focus on developing the body to strengthen the mind and to help workout driven and fitness enthusiastic yogis who want to become physically stronger, in an era of health problems and physical decline in the United States.**

## **BRAND POSITIONING**



## **Purpose**

To create an environment for yogis who want to workout and strengthen their bodies.

## **Value**

Improving the body through training and hard work.

And striving to become better.

## **Difference**

We believe that in order to strengthen the mind one must also strengthen the body.

## **Execution**

We focus and teach different types of yoga that are physically challenging and help the body.

# **BRAND PILLARS**



जीवमुक्ति योग  
JIVAMUKTI YOGA



Yoga to the People™

BRAND COMPETITORS

**CHIRON**



**C**

**BRANDMARK APPROACH**



**BRANDMARK**

**C H I R O N**

**Y O G A**

**LOGOTYPE**



**PRIMARY SIGNATURE**



PANTONE 877 C  
CMYK: 49 39 39 3  
RGB: 137 140 142  
HEX: #8C9091



PANTONE 876 C  
CMYK: 37 58 71 21  
RGB: 141 99 75  
HEX: #96694C



PANTONE PROCESS BLACK C  
CMYK: 0 0 0 100  
RGB: 39 37 31  
HEX: #231F20

## PRIMARY PALETTE



PANTONE 420 C  
CMYK: 6 4 7 13  
RGB: 199 201 199  
HEX: #C7C9C7

## SECONDARY PALETTE

**“ BUILD BODY TO  
BUILD MIND.”**

**—Chiron Yoga Studio**

**TYPOGRAPHY**



512 318 2112

503 E Palm Valley Blvd, Suite 220

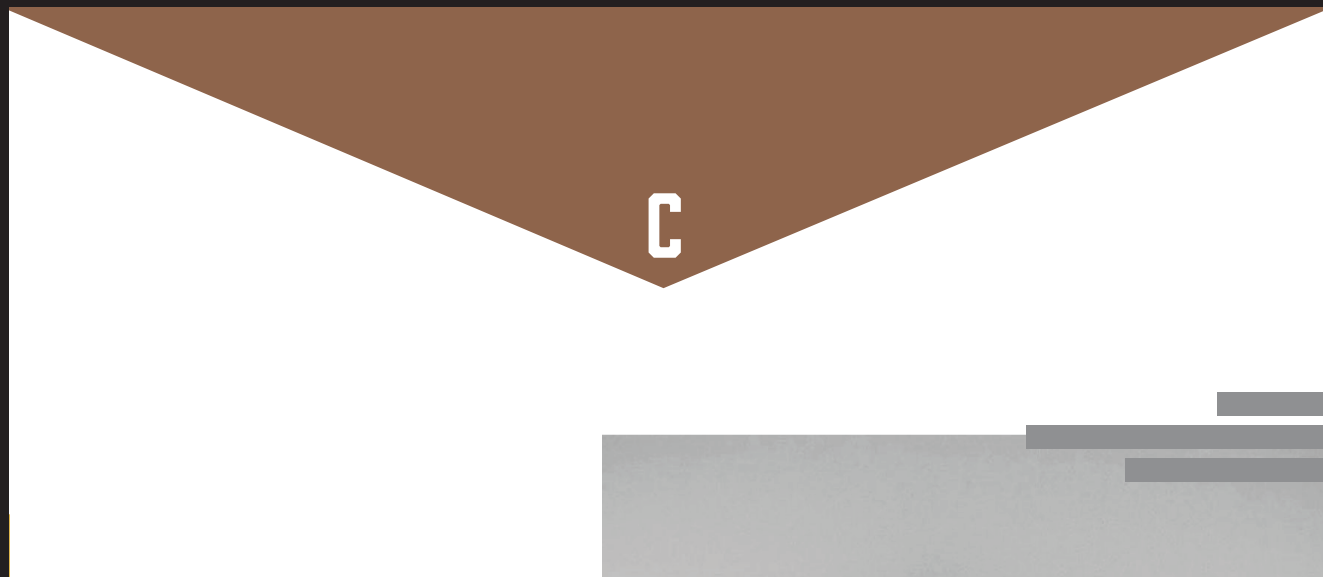
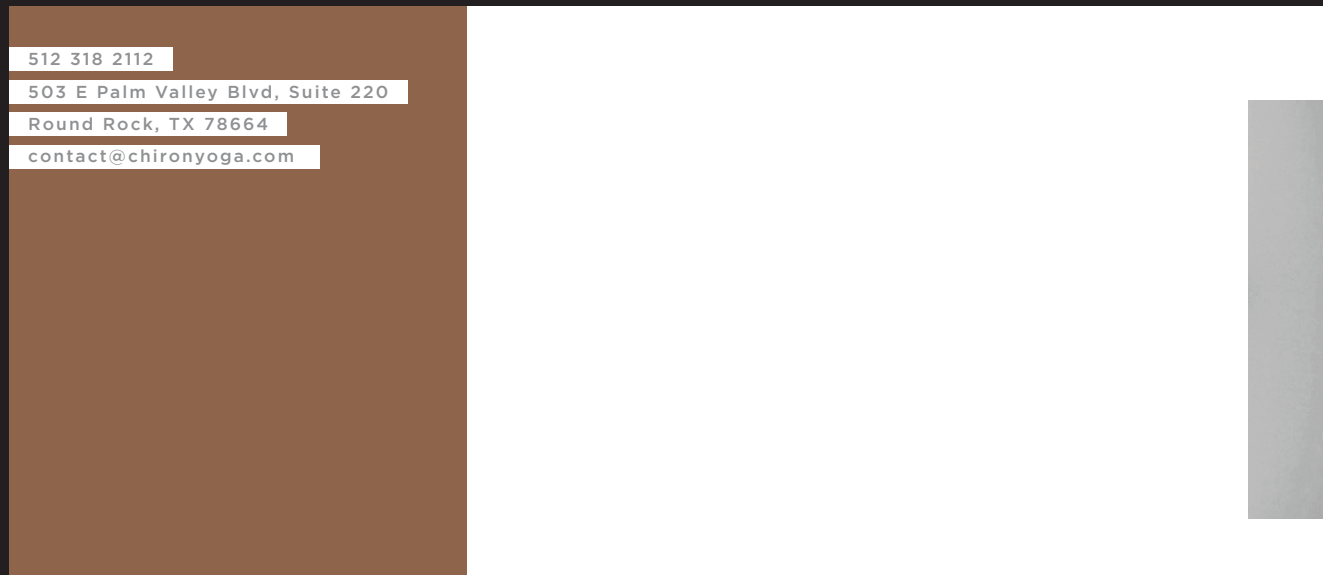
Round Rock, TX 78664

contact@chironyoga.com

## B U I S N E S S C A R D



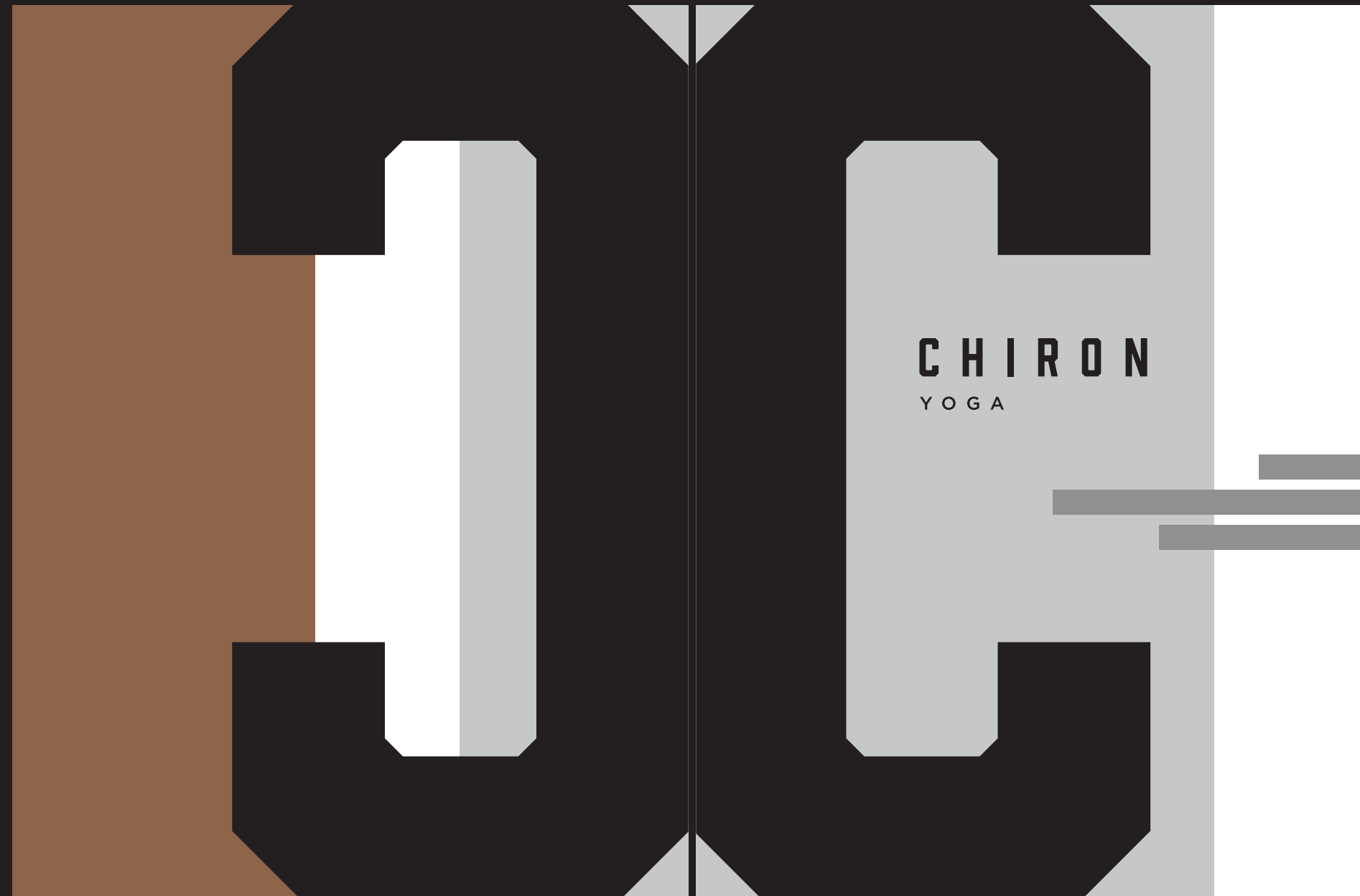
LETTERHEAD



# ENVELOPE

BACK

FRONT



POCKET FOLDER: OUTSIDE



CHIRON  
YOGA

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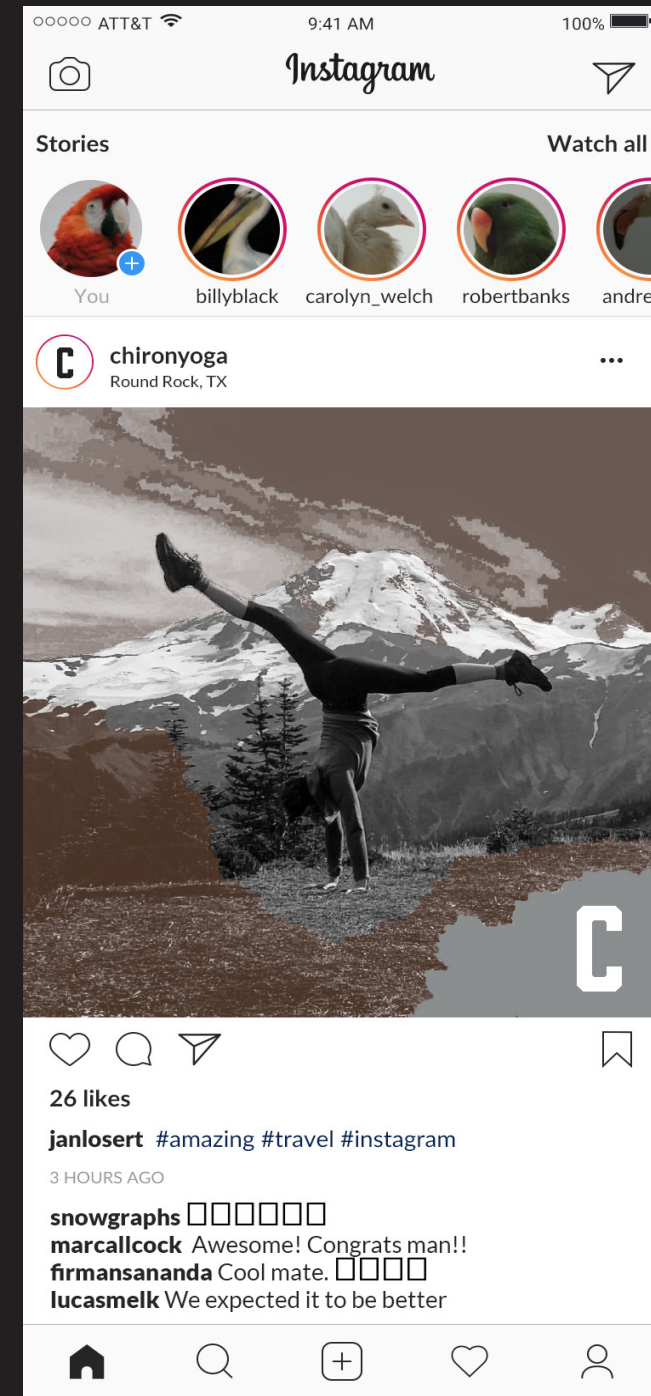
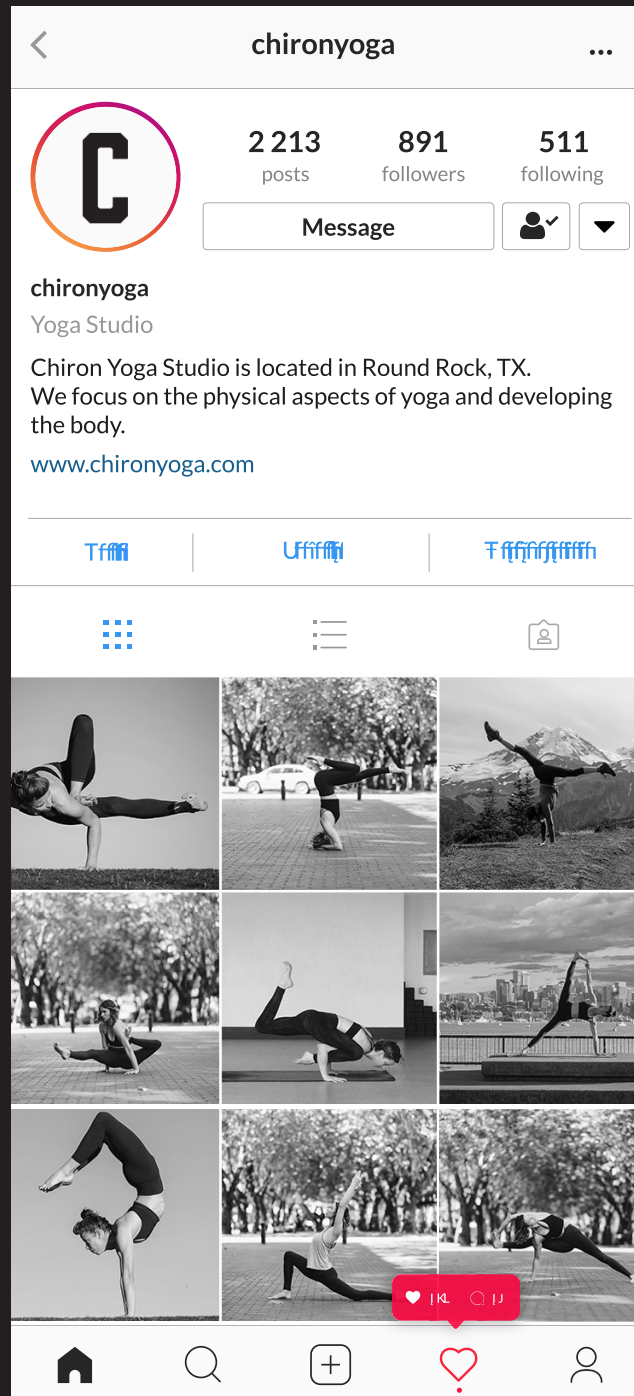
## POCKET FOLDER: INSIDE



# PATTERNS



## PHOTOGRAPHIC STYLE




# INSTAGRAM

**Chiron Yoga**  
Today at 19:33 · 🌐

Build body to build mind.

[See translation](#)



Like Comment Share


👍❤️😮 1.035

Write something... 😊 📷 GIF 🗨️

**Chiron Yoga**  
Today at 19:33 · 🌐

What's Hatha Yoga?

[See translation](#)



Like Comment Share

👍❤️😮 1.035

Write something... 😊 📷 GIF 🗨️

# FACEBOOK



# WEBSITE



WEBSITE

# C

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About  
Bios  
Classes  
Schedule  
Events  
Contact

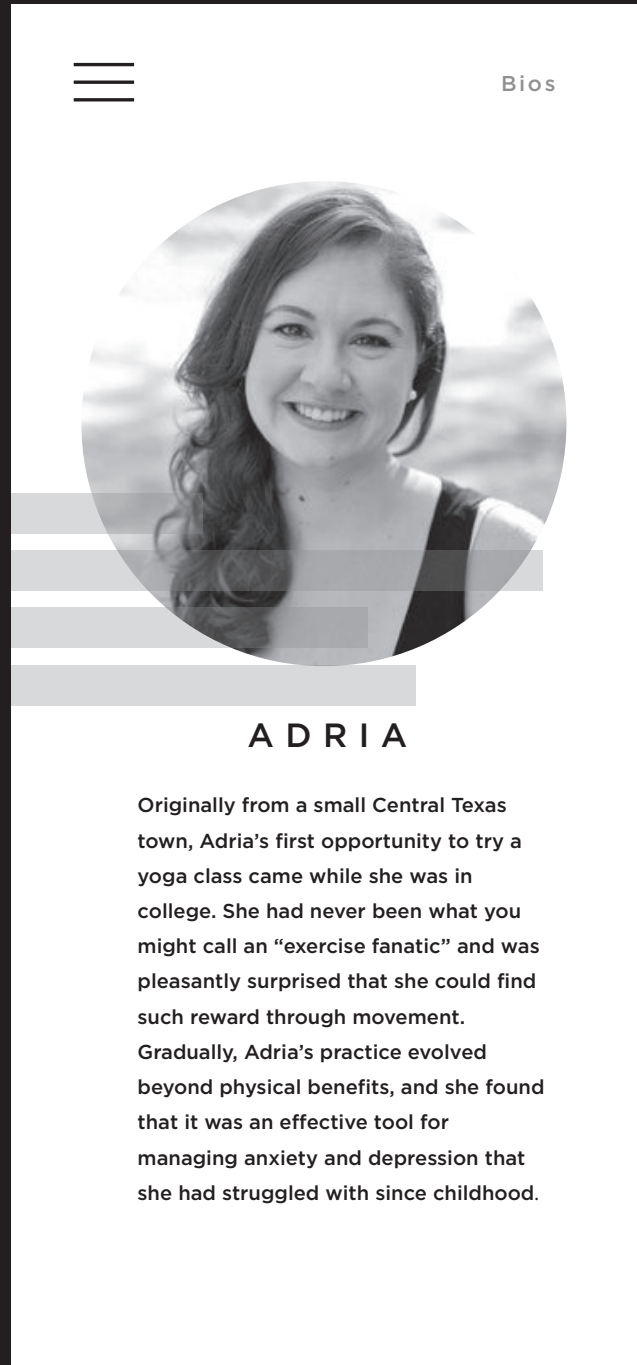
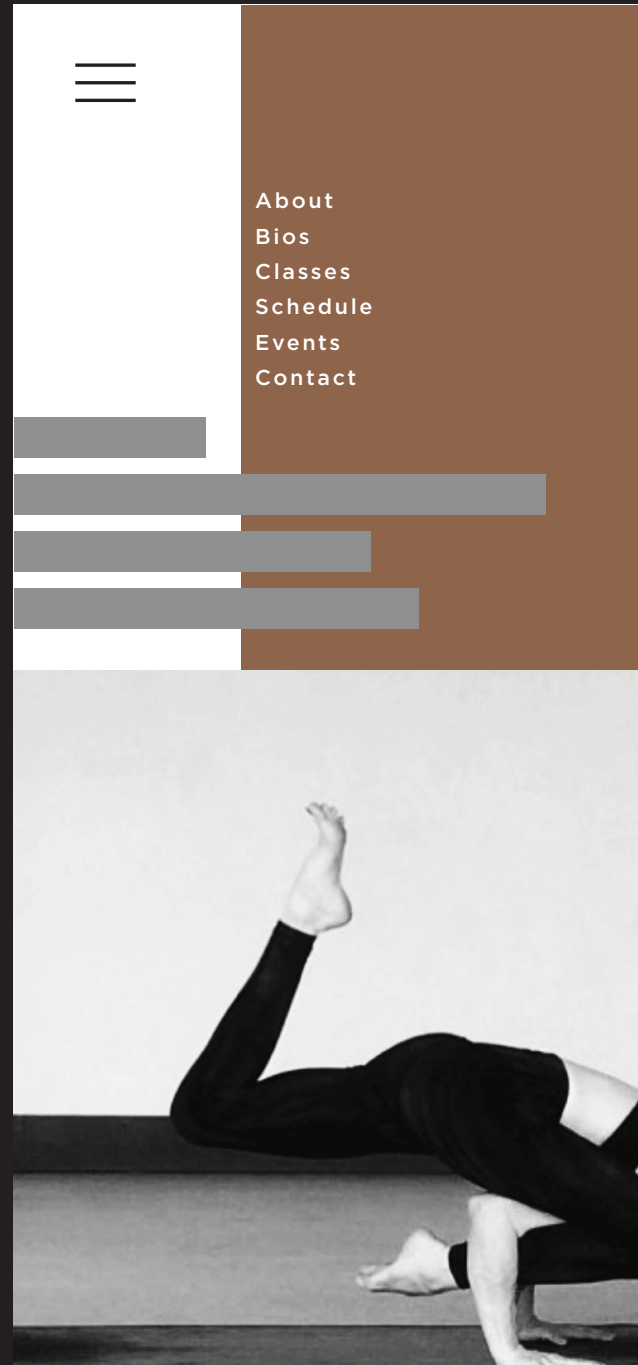
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# MOBILE



MOBILE



SIGN IN

PASSWORD

[SIGN UP HERE](#)



username

DATE

CLASSES

- 8:00: Hatha-Adria
- 10:00: Vinyasa-Zelinda
- 12:00: Ashtanga-April
- 14:00: Hot-Amal
- 16:00: Power-Asha
- 18:00: Restorative-Gabriela



username

POINTS

REWARDS

- 25: \$25 off the month
- 50: private class
- 75: month free
- 100: yoga retreat

APP

# C

NOV 25 - DEC 1

SUN	MON	TUE	WED	THU	FRI	SAT
8:00 Hatha Adria		8:00 Hatha Adria				8:00 Hatha Adria
10:00 Vinyasa Zelinda	10:00 Power Asha			10:00 Hatha Adria		
12:00 Ashtanga April		12:00 Ashtanga April		12:00 Hot Amal	12:00 Power Asha	12:00 Ashtanga April
14:00 Hot Amal		14:00 Hatha Adria				14:00 Hatha Adria
16:00 Power Asha	16:00 Ashtanga April		16:00 Power Asha	16:00 Ashtanga April	16:00 Ashtanga April	16:00 Power Asha
18:00 Restorative Gabriela			18:00 Restorative Gabriela			18:00 Restorative Gabriela

## CLASS SCHEDULE



## BILLBOARD



## SIGNAGE



## WINDOW SIGNAGE



**YOGA MATS**



Yoga to the People™

BRAND COMPETITORS



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BRAND COMPETITORS