



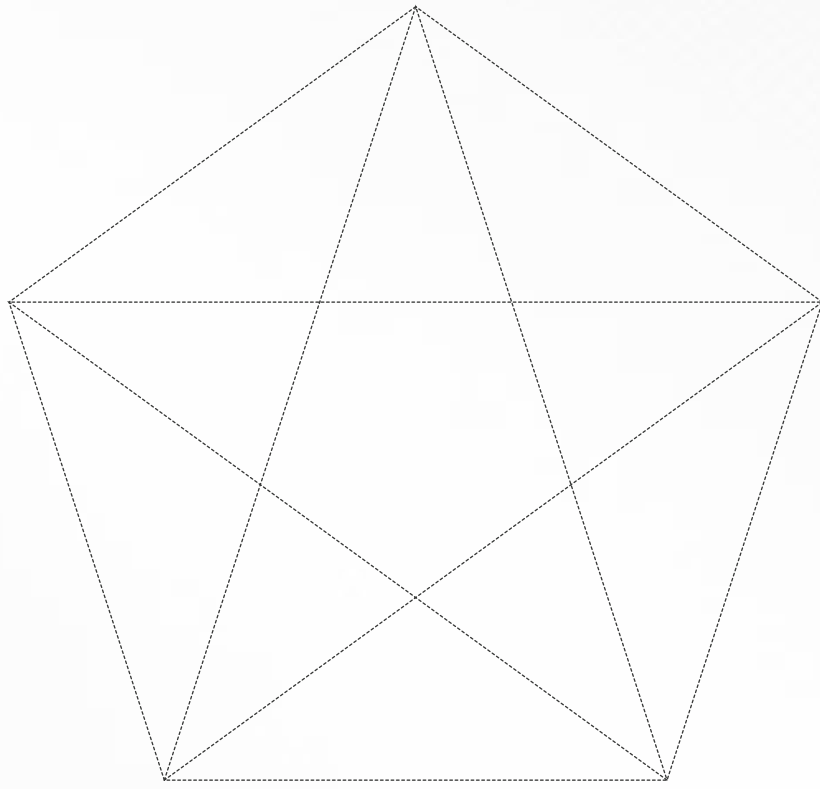
SHAMANIC HEALTH

Brand Book

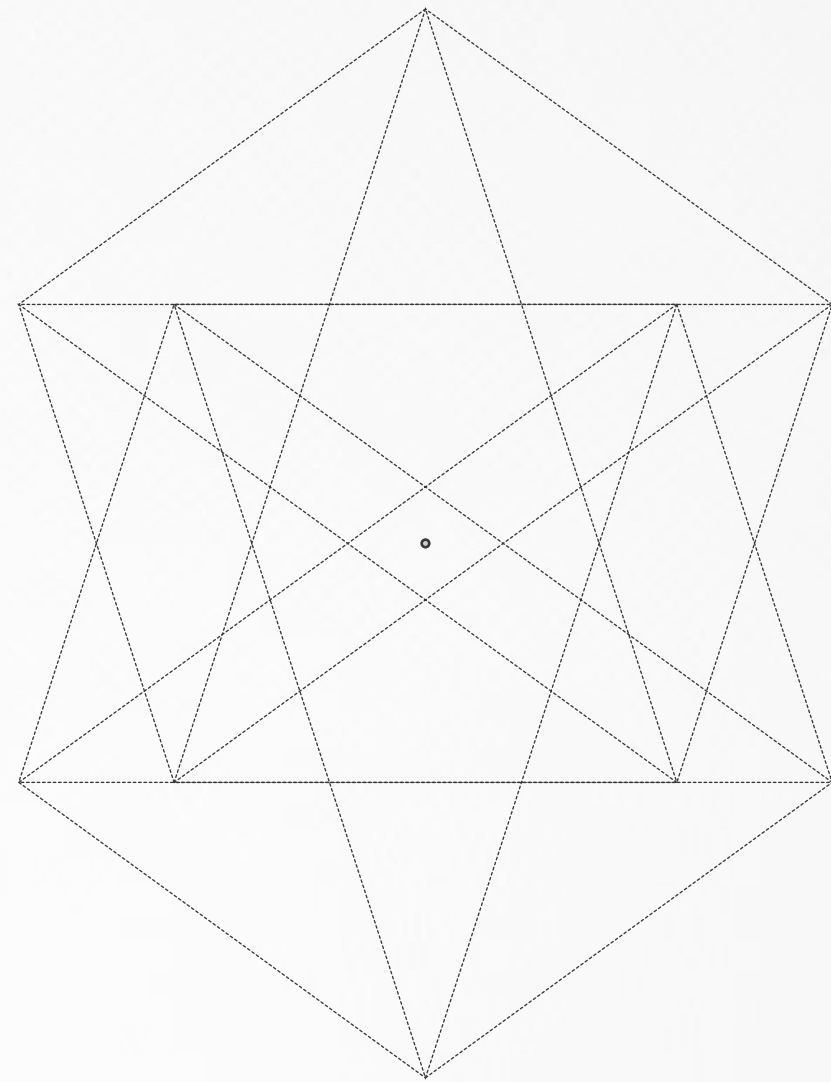
Shamanic Health refers to the state of wellbeing that encompasses physical, mental, emotional, and spiritual aspects. This definition relates to the holistic approach of shamanism, which considers health as an outcome of balance and harmony between the individual and their environment. Shamanic health involves transcending the limitations of the material world and accessing the spiritual realm for healing and guidance.

Logo Concept

1.



2.

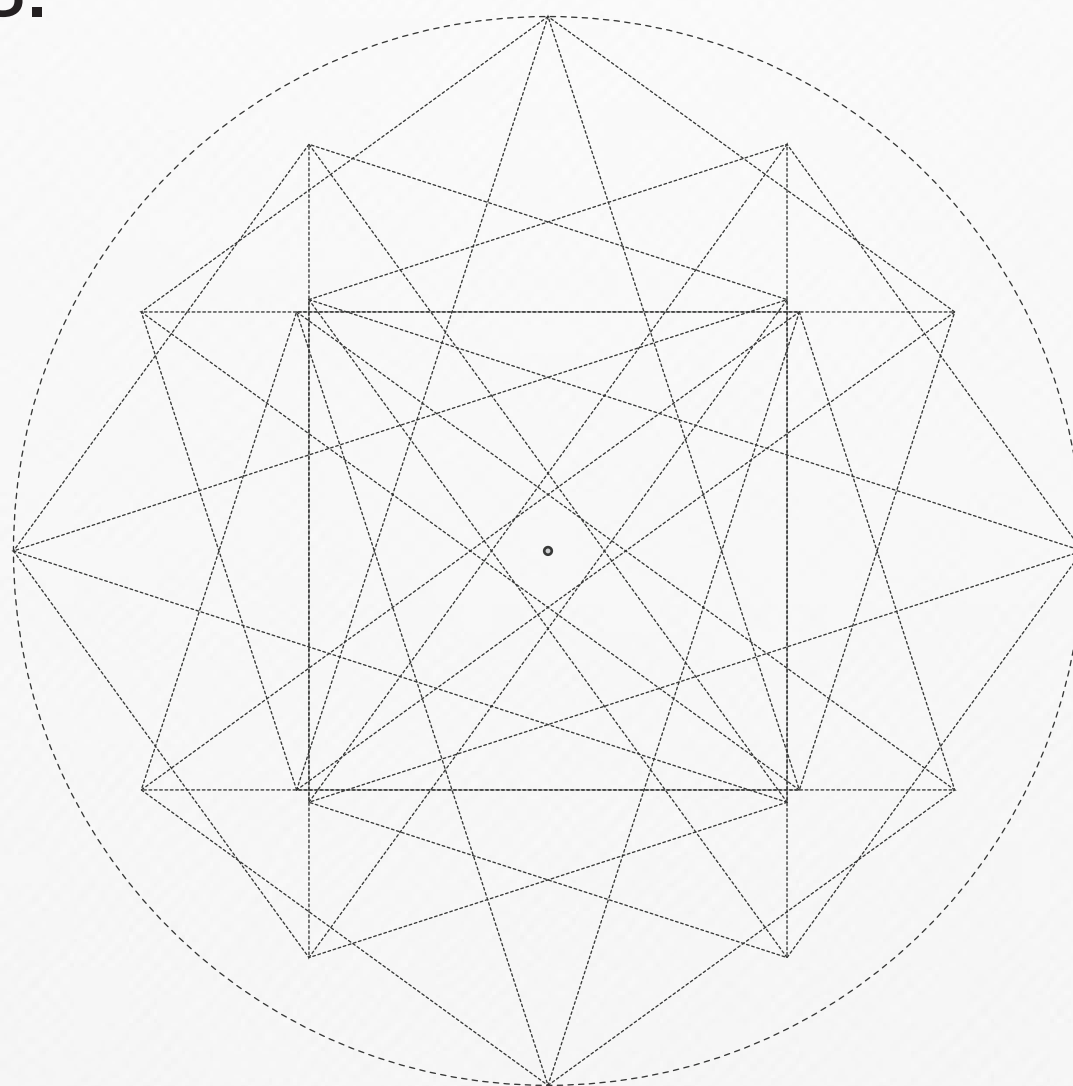


1. **Pentagram** symbolizes transcendent life, based on the ancient practice of counting on five fingers and the widespread belief in a fifth element of creation (ether) among cultures.

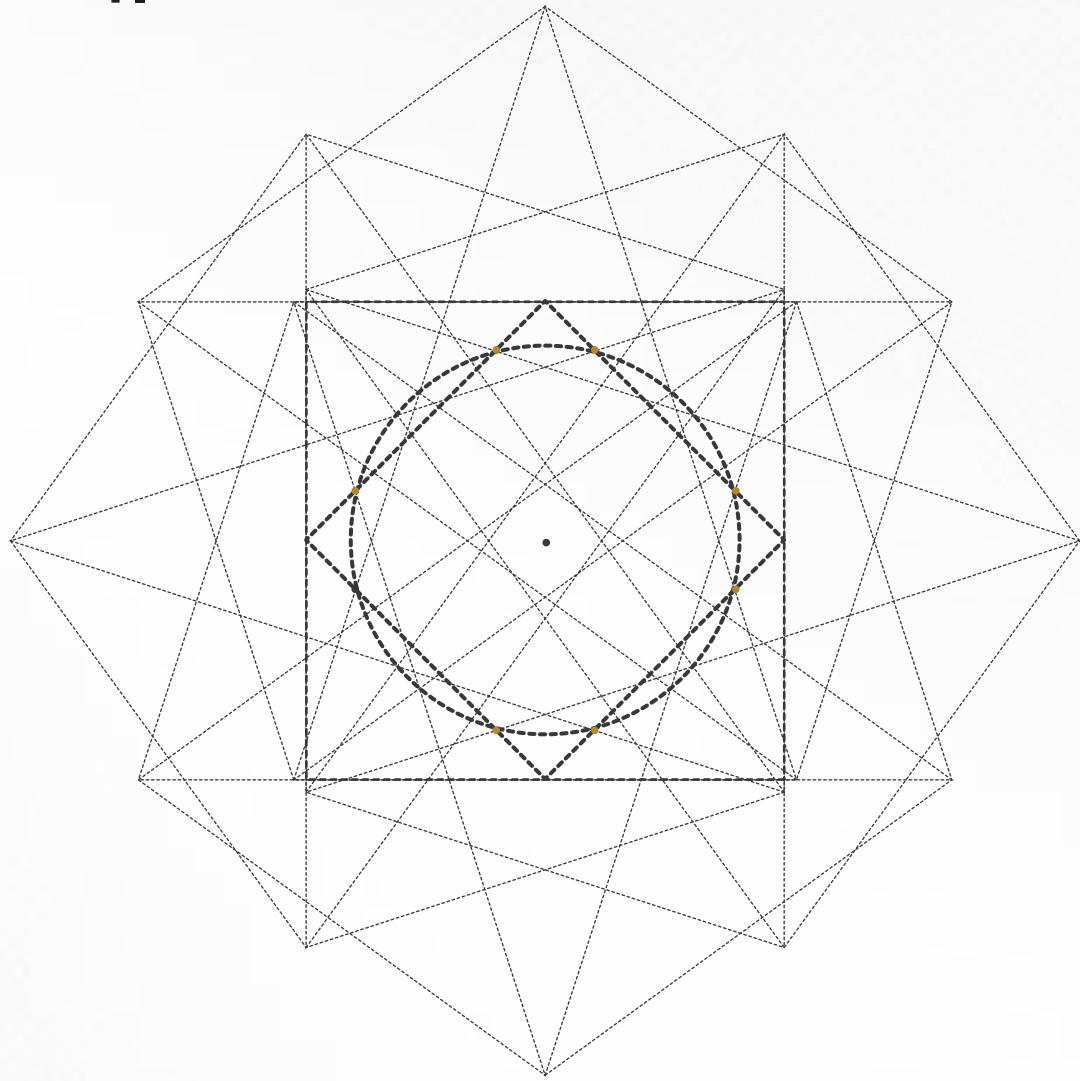
2. Rotated 90° and bonded by its “feet”, representing the union of the masculine and the feminine (in harmonic golden ratio).

3. Then rotated 45° on its new axis to create a **4 point matrix** (cross) .

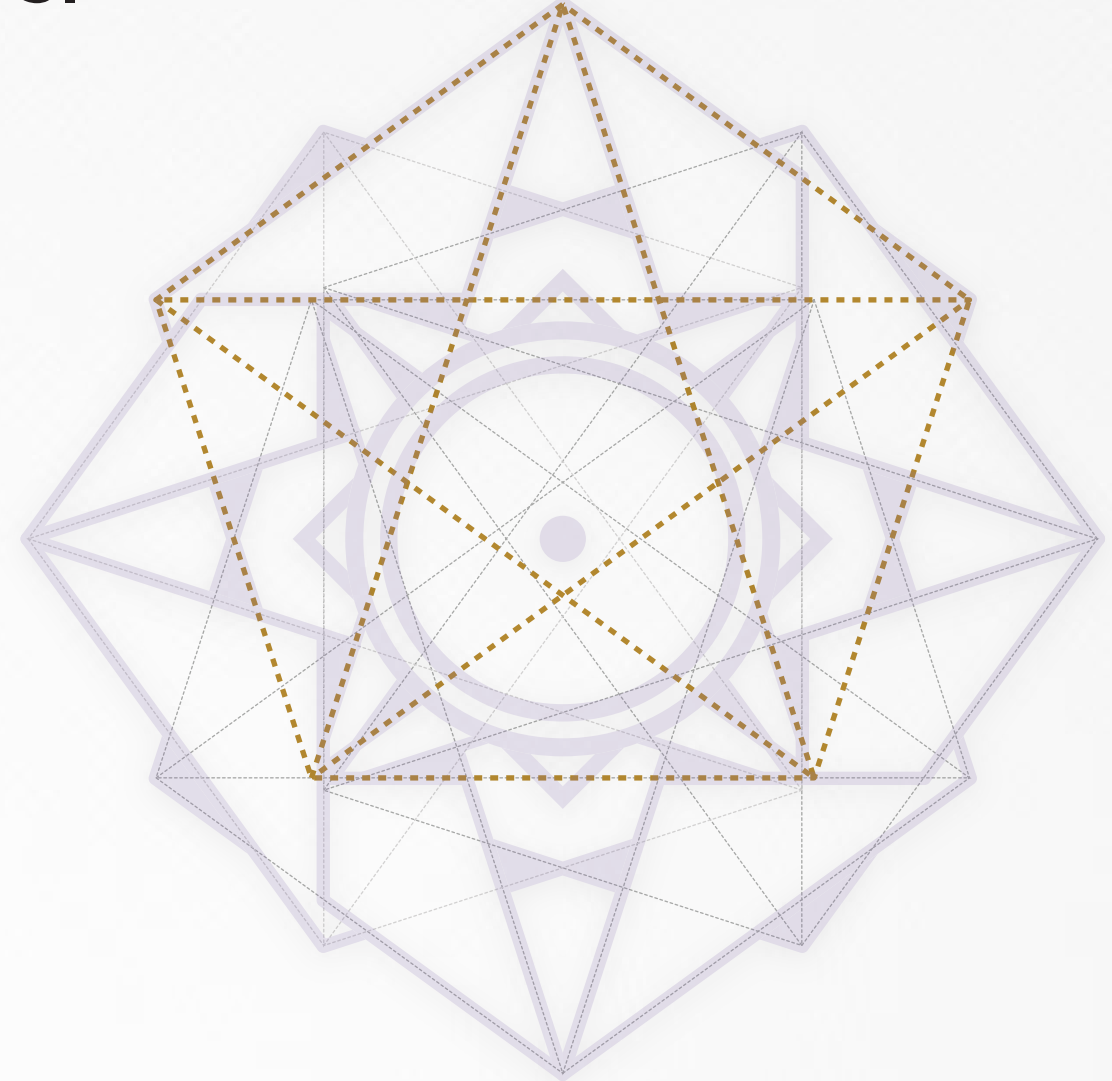
3.



4.

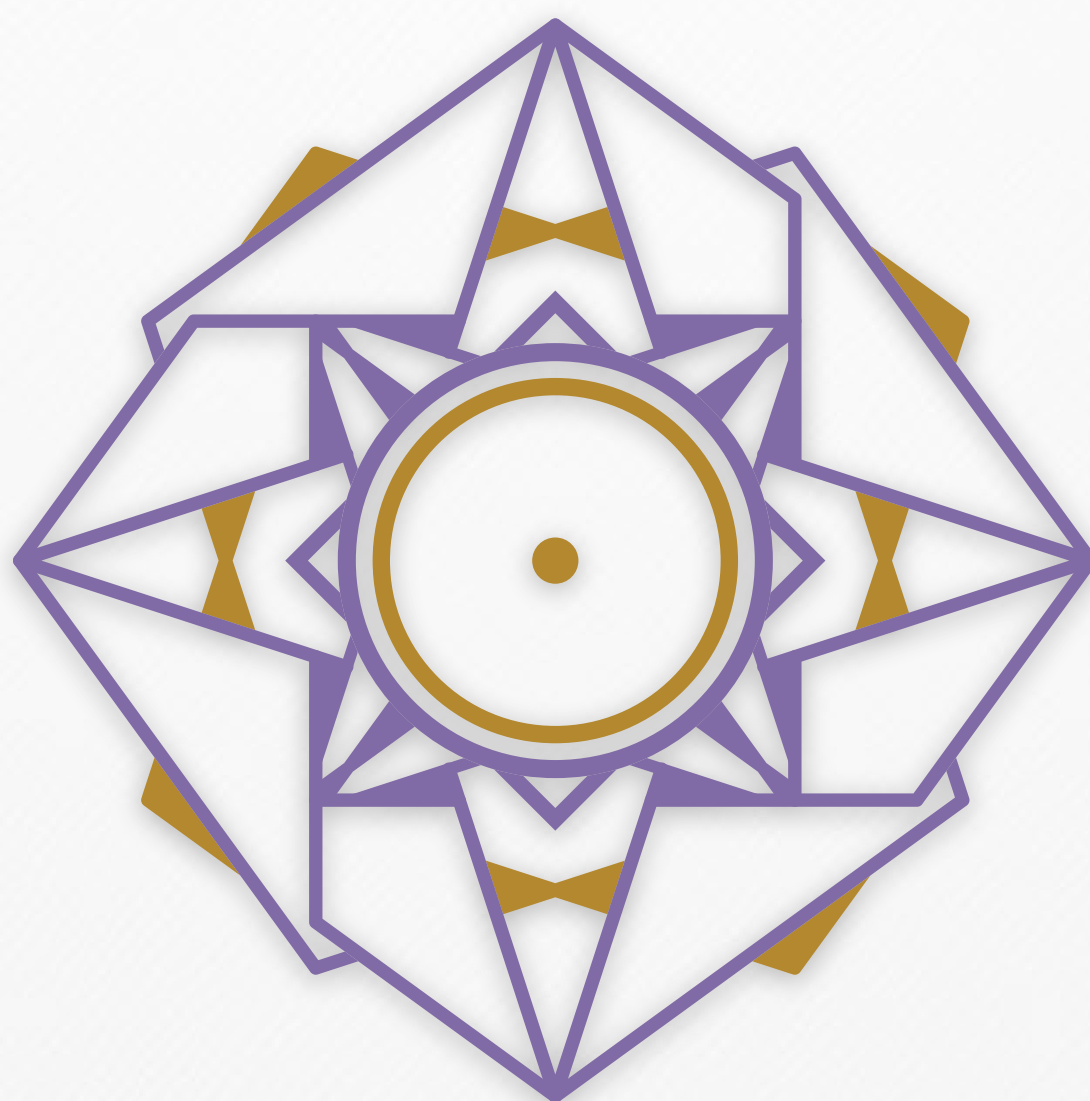


5.



4. We can **square a circle** inside the matrix, ancient symbol that serves as a metaphor for the shamanic process of healing and transformation, where **the circle represents the spiritual realm** and **the square represents the physical realm**.

5. A **“Flower”** made of 4 petals folded as pentagrams emerge, representing a **manifestation of the divine** by the laws of Nature.



Color Pallete



Mystic Haze Purple

Hex: #826BA6

RGB: 130, 107, 166

CMYK: 22, 36, 0, 35

Dark Goldenrod

Hex: #B2872F

RGB: 178, 135, 47

CMYK: 0, 24, 74, 30

White

Hex: #FAFCFC

RGB: 250, 252, 252

CMYK: 1, 0, 0, 1

Jet Gray (Printing)

Hex: #333333

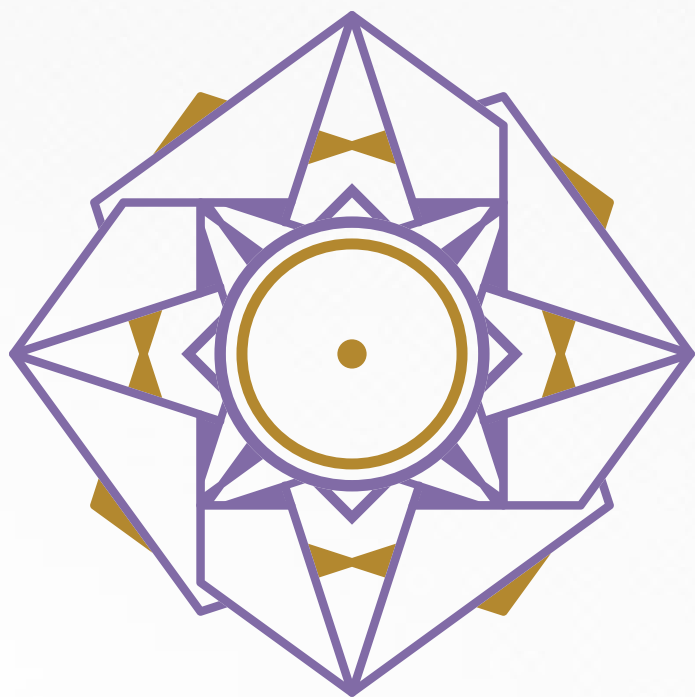
RGB: 51, 51, 51

CMYK: 0, 0, 0, 80

Black (Digital)

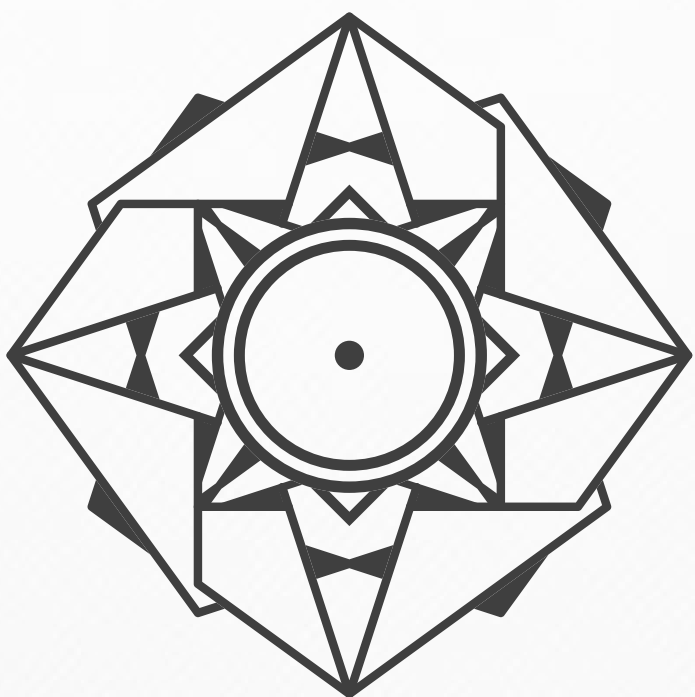
Hex: #333333

RGB: 51, 51, 51



SHAMANIC HEALTH

Main Logo in Color



SHAMANIC HEALTH

Main Logo in Black (B/N Printing)



SHAMANIC HEALTH

Main Logo White for Color and Images as Background



SHAMANIC HEALTH

Main Logo White for Color and Images as Background

Main Logo Space

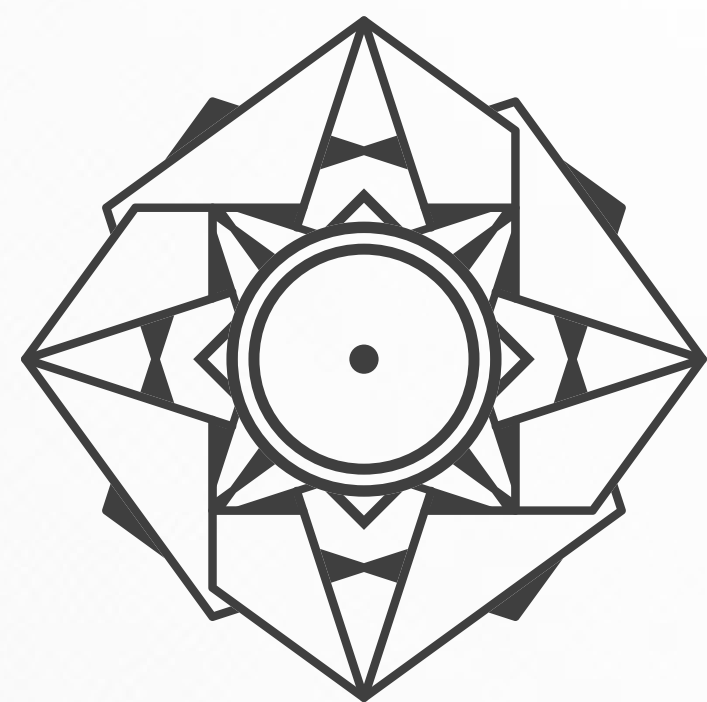


This is the space that must exist as margins around the logo.

Avoid placing any graphic element that is not the logo
inside the golden pointed rectangle outside the logo.



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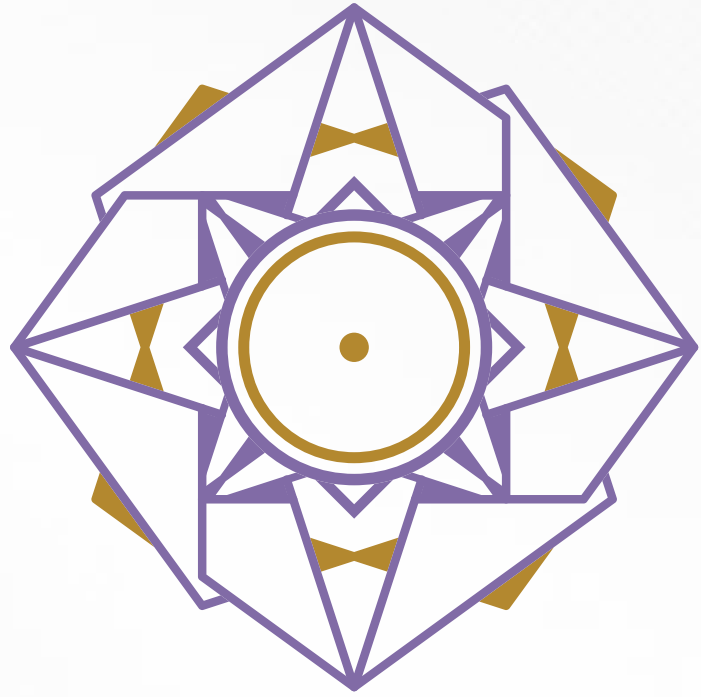


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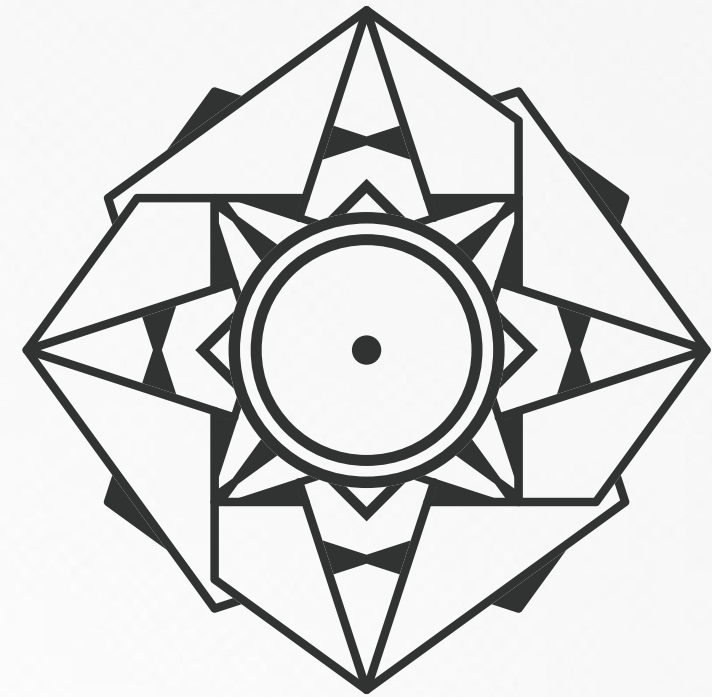


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Logo Isotype



Main Logo Reduced in Color



M.L.R. in Jet Gray



M.L.R. in Mystic Haze Purple



M.L.R. in Dark Goldenrod



Main Logo Reduced in White



Main Logo Reduced in White

SHAMANIC HEALTH

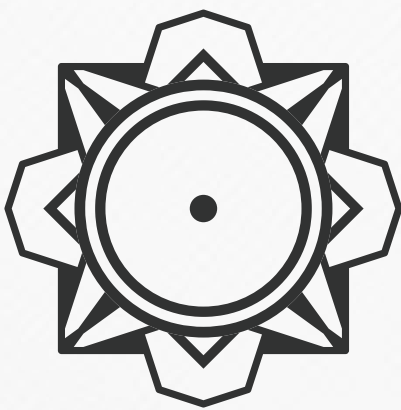
Title only in Dark Goldenrod

SHAMANIC HEALTH

Title only in Jet Gray

SHAMANIC HEALTH

Main Logo Reduced in White



Responsive Icon in Color and White
Used as 150px icon maximum.

Main Titles

•----- The Seasons

My intentions are to support those going through the conscious awakening process by building conscious community and providing professional guidance.

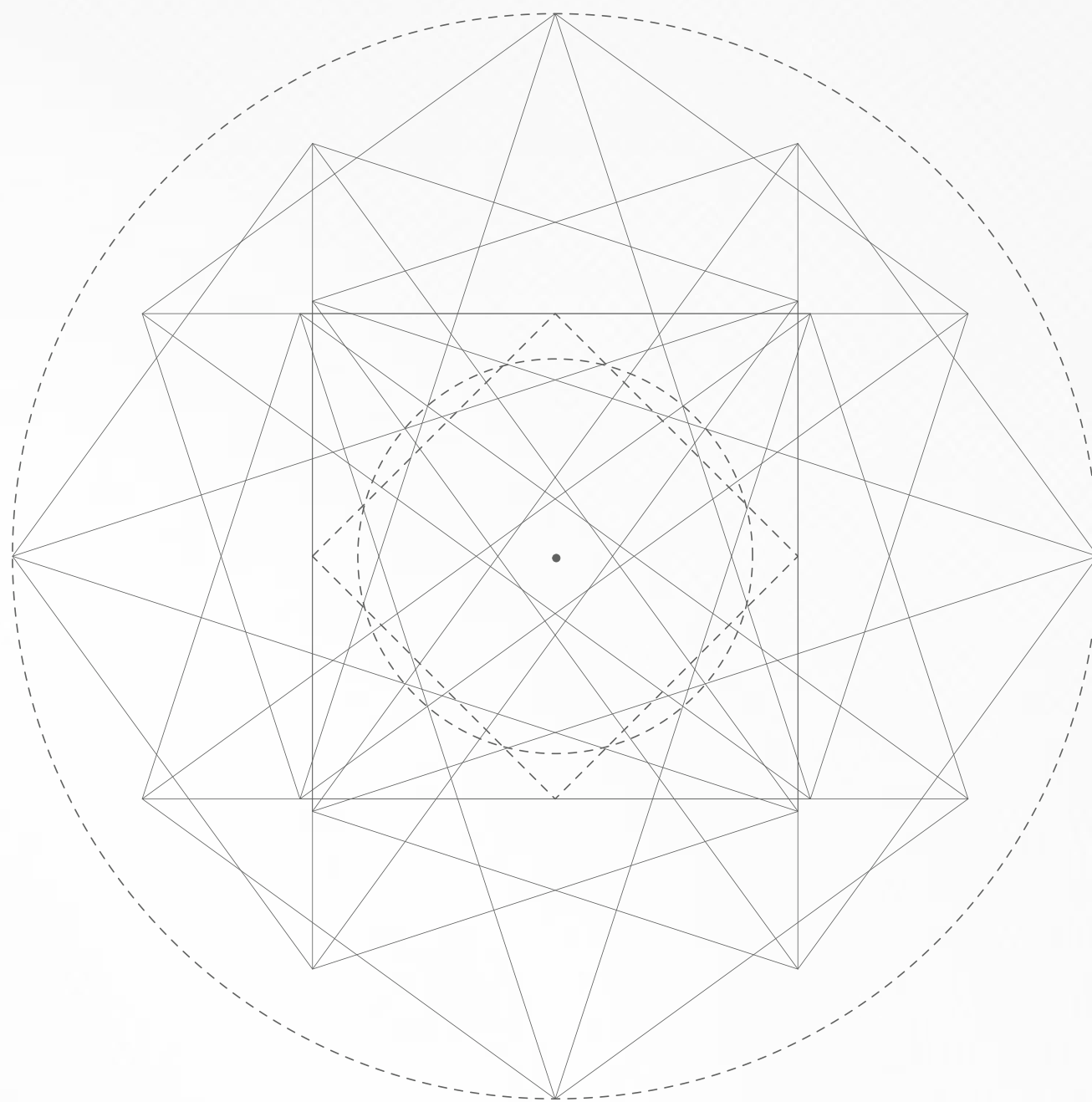
This is all possible by integrating the teachings of Eastern Medicine and Western Medicine through psychotherapeutic processing, practical evidence-based activities to maintain the evolving self within, awareness into your root concerns, intuitive insights, spiritual communication, hypnosis, numerology, Jungian symbolism, sacred ceremony, sound healing, coaching and community support.

By creating a safe energetic container for personal and collective growth, we will nurture and develop the self-actualized individual that yearns to be expressed to its full and highest potential. I look forward to sharing energy with you.

Ahó & Mahalo,

•----- **Muli**

Additional Graphic Elements

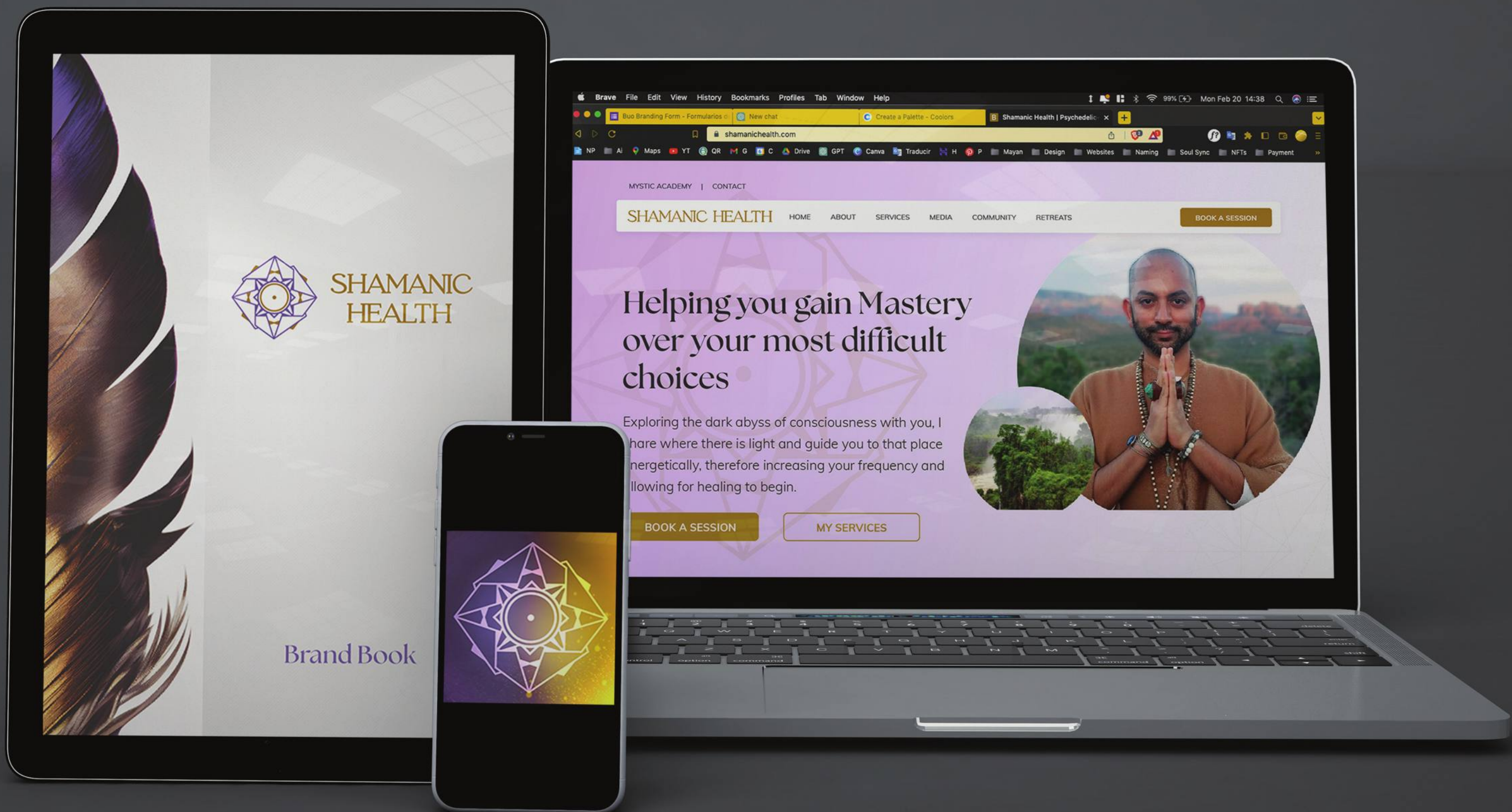


The Logo Grid can be used as decoration in website or graphic promotionals.



The responsive icon can also be used as image frame or graphic decoration.

Brand Look and Feel



Psychedelic Health Worskhop

All you need to know
with Buo



Register Now →



January 23, 2022



10:00 am - 11:00 am



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Logo Restrictions



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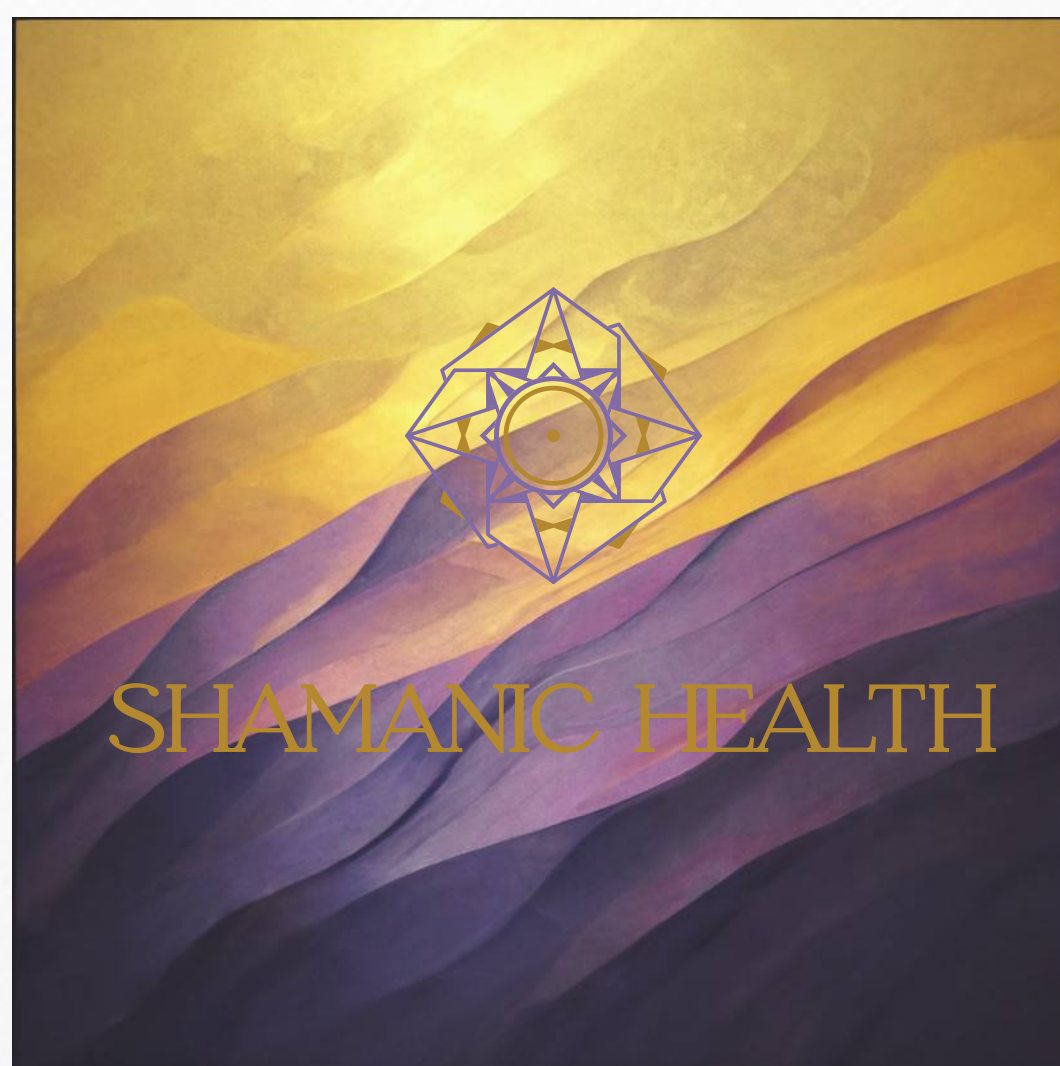
Do not deform



SHAMANIC HEALTH

SHAMANIC HEALTH

Do not use colors outside the pallete



Do not place logo on top of images. Instead use the White logo.