

# DESIGN & BRANDING

FOR YOGA TEACHERS & BUSINESSES

By: Miranda Peterson • Creative Consultant • Owner Namaste in Nature



## WHAT IS BRANDING?

Branding is a visual/tangible representation of you, your products and/or services. This includes photography, colors, voice/tone of writing, social media, website and logo. YOU ARE YOUR BRAND.

Marketing, graphic design, social media and public relations are tools you use to create & increase awareness of your brand.

## WHY DOES IT MATTER FOR YOGA TEACHERS?

- Yoga industry is very saturated
- You need to stand out
- Send the right message to the right people
- Get a ROI (return on investment) for Yoga Teacher Training

## COMMON MISTAKES:

- Too much or too little information
- Unclear call to action (What one thing do you want the reader to do?)
- Pictures/words that don't connect with audience (too esoteric or abstract or too much jargon)
- Unreadable text on photos/images
- Website not accurate or up to date
- Inactive social media accounts

## DO IT YOURSELF OR HIRE A PRO?

- DIY if just starting out. Be curious/experiment but become consistent over time. Costs more time than money.
- Hire A Professional if more experienced, in your groove. Or, if you have no idea what to do/where to start, not tech-savvy. Costs more money, less time.

## EXCLUSIVE OFFER FOR YTR LISTENERS

Custom Brand Assessment with Miranda

Complete evaluation of and feedback for your social media, website, advertising, etc.  
+ 1 Hour Creative Brainstorming Session to think outside the box. We'll create a custom blueprint to move your brand forward.  
\$259

[mirandapeterson.com / yogateacherresource](http://mirandapeterson.com/yogateacherresource)

CLICK HERE FOR BRAND ASSESSMENT

I specialize in yoga/wellness branding and provide professional services including logo/branding, graphic design, photography, video, writing and more!

SEE MORE OF ME AND MY PAST WORK

CLICK HERE TO CONTACT ME

Miranda



## HOW TO GET STARTED

- Determine your niche and what makes you different
- Find visual inspiration (tumblr, pinterest, instagram, dropbox, etc)
- Brainstorm
- Do the things: Post on social media, create ads, etc.
- Do more of what works best (Shakti = creativity & Shiva = analytics)

## BASIC DESIGN PRINCIPLES

- Simplicity = 3 fonts, 3 colors
- Consistency = Build brand recognition
- Break up text: Headlines, Subheadings, multiple columns of text/copy like newspaper or magazine
- Colors: reds, oranges, yellows for energy/hot/power/vinyasa and greens/blues/purples for cool/relaxation/yin/slow; Black & white + one color always works
- Avoid scripty/fancy/hard to read fonts

## DIY RESOURCES



Design



Website



Learn New Skills

## #1 MOST IMPORTANT BRANDING PRINCIPLE:

Different is better than better.

AUTHENTICITY

1. What are your strengths and interests?
2. What challenges have you overcome?
3. What would you like to see changed in the yoga world?

Yoga Teacher  
RESOURCE  
POD  
CAST