MONROE INSTITUTE

BRAND GUIDELINES
2019

OUR MISSION

Helping people create more meaningful and joyful lives through the guided exploration of expanded consciousness.

FULL COLOR

BLACK& WHITE

INVERSE

PRIMARY FINAL LOGOS

FULL COLOR

BLACK & WHITE

INVERSE

IMAGE MARK

HEX:#297573
RBG: 36,116,115
CMYK: 98,0,48,40
PANTONE: 7718 C

HEX:#85B4B9
RBG: 134, 180, 185
CMYK: 55,11,18,3
PANTONE: 2205 C

HEX:#748082
RBG: 116,128,130
CMYK: 60,40,43,7
PANTONE: 443 C

HEX:#001000
RBG: 33,39,33
CMYK: 67,44,67,95
PANTONE: Black 3 C

BRAND COLORS

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM BOOK

PRIMARY USE - LOGO TYPE, BODY COPY

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM MEDIUM

PRIMARY USE - HEADERS

FONT CAN BE PURCHASED HERE:

www.typography.com/fonts/gotham/overview

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STROKE OR FONT FOR BRAND CONSISTENCY.

TONE

Respectful, gracious, patient, open communication, safe, private, kind, and nonjudgemental

Each individual approaches this internal work with different abilities, concepts, and dynamic processes. Our approach is to provide a safe and open environment along with guided techniques for exploring one's full potential. This sequential and structured environment allows participants to have their own experiences, their own adventures and goals. Some focus on accessing intuitive capabilities or heightening creative abilities; others focus on accelerated learning or enhancing well-being—the applications are unlimited.

VOICE

Global, humanity, individuality, oneness, universal, love, spirit, human consciousness exploration and expansion

The Monroe Institute community is a diverse, growing community. We welcome people from all backgrounds, races, faiths, nationalities and gender orientation. TMI provides a uniquely supportive environment for those intent on self-discovery and personal transformation.
The Monroe Institute advances the exploration of human consciousness and the experience of expanded states of awareness as a path to creating a life of personal freedom, meaning, insight, and happiness.

LAUGUAGE

Experiential, exploration, discovery, expanded awareness, expanded states of consciousness, Robert A. Monroe, Bob Monroe, Hemi-Sync, Binaural beats, Research human consciousness, dimensions, realms, Focus levels, guided meditations, brainwaves [gamma, beta, alpha, theta, delta], concentration, alertness, mind awake/body asleep, C1 consciousness, experience a conscious awakening ...

Robert A. Monroe quotes

"You are more than you physical body"
"Reality is that which is perceived"
"Fear is the great barrier to human growth"
"See you in Focus 12"
"Remember that your ultimate goal is not physical survival"
"Consciousness is a form of energy at work"
"Go find out for yourself!"

VALUES

Accomodating, trustworthy, excellence, compassionate, and accountability

For close to 50 years, TMI has been researching and advancing the experience of individuals in the exploration of targeted and expanded states of awareness. Tens of thousands of people have attended the Institute's residential and Outreach programs, and millions have benefited from our products.

DEVELOPED BY
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