The Esalen Institute

Ever seeking. Ever evolving. Esalen is as much a state of mind as it is a geographical destination. As such, the Esalen brand weaves the physical and spiritual together with elements that are timeless, evocative, and based in the foundational reality of the natural world.
Our Vision

We envision a world where...

Esalen is a major catalyst in the transformation of humankind, working with individuals and institutions to integrate body, mind, heart, spirit, and community in a nurturing relationship with the environment.

Our Mission

Our Mission is to...

Be a leading center for exploring and realizing human potential through experience, education, and research.

Work toward the realization of a more just, creative, and sustainable world, seeking answers to questions unlikely to be explored by traditional universities and religions.

Sponsor pioneering initiatives and offer personal, spiritual, and social transformation programs for residents, interns and workshop participants.

Our Values

At Esalen we value...

- Transformation
- Connection
- Curiosity
- Service
- Diversity
Logotype

Our logotype tells the story of our institute without saying a word. Developed from the letterforms on our original signage, our word mark speaks to Esalen’s rich history while boasting a clean, modern design that will take us into the future.
Logotype Guidelines

The logotype is integral to maintaining Esalen’s identity and we want our history to flow through it — the best way to achieve that is through consistent and lightly regimented use.

The single word mark should be displayed on a horizontal baseline whenever possible. Clear space around the logotype allows it to breathe and maintain clarity — this space is equal to half the height of the logotype.

A version at small sizes has adjusted letter spacing for easier readability.

Minimum sizes (height):
Digital: 12px
Print: 0.125 in.

Please do not modify or recreate the logotype in any way. Please use the approved digital files supplied to you.

Maintain clear space around the logo that is ½ the height of the letters (i.e. logo is 0.5”, clear space is 0.25” on all sides).
Esalen Logotype Usage

Our logotype was created with specific intent. To ensure readability and proper presentation, the logotype should aim to avoid the following color combinations and treatments:

- White on yellow
- Grey on black
- Colors too close in value
- No clear space
- No non-approved color
- No skewing or rotating
- No special effects
Brand Colors

Colors add richness and depth to the Esalen brand. We have selected six base colors in earth and sky tones to represent our connection to nature.

Our highlight color is the bright gold found in nature as carotenoids, and should be used sparingly and only on dark backgrounds.

A breakdown of both Pantone (print) and hex values (digital) are presented here.
Brand Color Interplay

This color pairing guide, inspired by Josef Albers’s color work, gives insight to the interaction of all the brand colors in various states of juxtaposition and/or overlap. It’s a visual guide to help inform how to best pair colors that may be similar in value. Legibility across color usage is important for all applications.
Typography adds to the richness of the brand by giving it a style to the language we use. GT Sectra Display combines the calligraphy of the broad nib pen with the sharpness of the scalpel knife – older, handheld tools used to create type.

**Main Typography**

- GT Sectra Display Super
- GT Sectra Display Bold
- GT Sectra Display Medium
- GT Sectra Display Regular
- GT Sectra Display Light

**Display Type**

- **Untitled Sans** at 12 pt. makes for excellent body copy on all print and digital applications. These two typefaces juxtapose one another nicely and are pleasing on the eye.

**Body Copy**

- **GT Alpina Bold**
- **GT Alpina Medium**
- **GT Alpina Light**
- **GT Alpina Thin**

**Subheads/Copy**

- **Use GT Sectra for bold headlines**
- **Use GT Alpina for Subheads**
Harbour and GT Alpina Typewriter can serve as decorative elements for call-outs, pull quotes and other various unique applications. This type should not be used on a regular basis and should be reserved for special projects.

Ogg can be used for special introductory headlines or section headers. We suggest this typeface be limited in its use, as it can become cluttered easily.

Harbour should be used sparingly as embellishment to photography or used in an illustrative way. It has a unique vintage look that can become overpowering if overused. We suggest outlined in the highlight color over a dark photograph.

GT Alpina Typewriter is ideal for call-outs and pulled quote type copy on print and digital applications. Its unique monospace style helps break up the page.
Journey Through the Chakras

Explore your fullest potential through the lens of the subtle energy body with movement, breath and ritual practices.

November 2–6, 2020

All classes will be held outdoors following Monterey County COVID regulations. Please dress accordingly and plan to bring your yoga mat & props, supplied in your room.

Welcoming Circle

Monday, 5:00 p.m. – 5:30 p.m. Main Lawn

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Type Hierarchy

Esalen utilizes an extensive set of typography, and to ensure the many typefaces don’t appear muddled or confusing, we recommend implementing this size/style hierarchy for all printed pieces.
Photography

Esalen is an emotional journey, deep with introspection and understanding our inner selves. We should capture people looking at the camera and engaging with the viewer directly to convey authentic and immediate connection. Choosing images of people expressing emotion with their eyes and hands will further add to the feeling of warmth and engagement. We should strive for our imagery to represent diversity in all its forms: Age, race, ethnicity, ability, gender, ability, et al.

Esalen’s location is a visually arresting environment, and the photos should reflect this through sweeping landscapes. Complex light and rich shadows can create high contrast, heightening the tension in nature, pushing a feeling of balance in our imagery.

Unexpected moments captured in photos can also reflect the uniqueness of Esalen and add to its mystique and quirkiness, both in portraiture and environment.

Photographers make so many choices — from their visual style to the technical approaches they take — and we don’t want to be overly prescriptive, but we hope these guidelines will help them to capture the serendipitous moments and that make Esalen special.
**Textures**

Chipboard and newsprint textures that feel muted and natural will blend well with the overall look and feel of Esalen. Predominantly used for print projects, these textures add depth and tactility to our brand, and should play well with the color palette.

**Patterns**

Ethereal patterns such as bokeh, light refraction, watercolors and ink washes evoke a feeling of capturing nature and are welcomed as background elements for any digital application. For printed projects, please be sure to source unrestricted, high-resolution files.
Persona – The Explorer

The Jungian archetype of the Explorer is the perfect persona for us to embody as we explore and communicate the Esalen brand. The Explorer seeks to find meaning in chaos and celebrates open-minded exploration and challenges to the status quo.

While the Esalen brand is adjacent to several of the other personae, notably The Sage and The Innocent, The Explorer is a better fit for Esalen’s unified voice.
The Explorer's Tone

<table>
<thead>
<tr>
<th>To avoid being ×</th>
<th>We strive to be +</th>
<th>Without being ×</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aloof</strong></td>
<td><strong>Welcoming</strong></td>
<td><strong>Pushy</strong></td>
</tr>
<tr>
<td>We want to feel inviting and inclusive to all types of readers, while giving them the space to take action on their own schedules.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Formal</strong></td>
<td><strong>Conversational</strong></td>
<td><strong>Casual</strong></td>
</tr>
<tr>
<td>Strive for a tone that feels natural and unforced, as if we were in conversation with the reader.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dogmatic</strong></td>
<td><strong>Open-Minded</strong></td>
<td><strong>Fantastical</strong></td>
</tr>
<tr>
<td>Try to strike a balance between grounded in science and open to spiritual exploration; the goal is to affirm that we embrace some unconventional philosophies while not overwhelming newcomers who may be earlier in their journeys.</td>
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</tr>
<tr>
<td><strong>Verbose</strong></td>
<td><strong>Clear</strong></td>
<td><strong>Clinical</strong></td>
</tr>
<tr>
<td>Less is more: Always try to communicate concepts as cleanly and concisely as possible, striving to inspire the reader without excessively flowery language.</td>
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