



BRAND GUIDELINES

MARITESBALILI.COM



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BRAND OVERVIEW

WHAT I DO. WHO I AM.



MaritesBalili.com is a web design brand dedicated to creating soft, minimalist, and intentional websites for yoga teachers and women-led wellness brands. The brand focuses on designing calm and elegant digital spaces that reflect the heart and purpose of wellness businesses.

Through thoughtful design, clean layouts, and refined aesthetics, MaritesBalili.com helps wellness entrepreneurs establish a professional and authentic online presence that resonates with their audience.

The brand's design philosophy is rooted in simplicity, clarity, and intention. Each website is crafted to feel peaceful, visually balanced, and aligned with the values of the wellness industry.

MaritesBalili.com aims to support purpose-driven entrepreneurs by creating websites that not only look beautiful but also communicate their message clearly and attract aligned clients.

By combining minimalist design principles with a deep understanding of wellness branding, the brand helps yoga teachers and wellness practitioners present their work with confidence and professionalism in the digital space.

BEHIND THE BRAND

MEET MARITES BALILI

I'm **Marites Balili**, the designer behind **MaritesBalili.com**.

I create soft, minimalist websites for yoga teachers and women-led wellness brands who want a calm and intentional online presence.

My approach to design is rooted in **simplicity, clarity, and purpose**. I believe a website should not only look beautiful but also reflect the heart of a brand and communicate its message with authenticity.

Inspired by the peaceful atmosphere of yoga studios, nature-inspired palettes, and minimalist aesthetics, I design digital spaces that feel calm, balanced, and inviting.

Through my work, I aim to help wellness entrepreneurs present their brands with confidence and elegance in the digital world.

BRAND MISSION

My mission is to help yoga teachers and women-led wellness brands create calm, intentional, and beautifully designed websites that reflect their purpose and connect with the right audience. Through thoughtful design and minimalist aesthetics, I aim to support wellness entrepreneurs in building a professional and meaningful online presence

BRAND VISION

My vision is to build a trusted web design brand that helps wellness entrepreneurs present their work through calm, elegant, and intentional digital experiences.

TAGLINE

Minimalist Web Design for Yoga & Wellness Brands

BRAND VALUES



SIMPLICITY

I believe in the power of simplicity. Clean, minimalist design creates clarity and allows a brand's message to be communicated with elegance and focus.

INTENTION

Every design decision is made with purpose. From layout to color choices, each element is thoughtfully crafted to support the brand's story and goals.

AUTHENTICITY

I value authenticity and believe that a website should reflect the true essence of a brand, creating a genuine connection with its audience.

CALM AESTHETICS

Inspired by the peaceful atmosphere of wellness spaces, I design websites that feel balanced, elegant, and visually calming.

QUALITY

I focus on creating thoughtful, high-quality designs that elevate a brand's presence and build trust with its audience.

BRAND PERSONALITY

CALM

The brand reflects a peaceful and balanced aesthetic inspired by wellness spaces and mindful living.

ELEGANT

The design approach emphasizes refined details, thoughtful typography, and sophisticated simplicity.

INTENTIONAL

Every element is designed with purpose, ensuring that the visual experience supports the brand's message.

MINIMALIST

The brand values clarity and simplicity, focusing on clean layouts and uncluttered design.

WARM

The brand communicates in a welcoming and supportive tone, creating a sense of trust and connection.

TARGET AUDIENCE

My target audience includes women-led wellness entrepreneurs who want a calm, elegant, and professional online presence that reflects their purpose and values.

PRIMARY PERSONA GEOGRAPHY

Based primarily in English-speaking countries such as the United States, Canada, the UK, and Australia — typically in large cities or affluent suburbs with strong wellness communities. Comfortable working remotely and investing in premium design services.

PRIMARY PERSONA — GEOGRAPHY

Core Markets (High-Probability Premium Clients)

- United States (especially California, New York, Texas, Florida)
- Canada (Ontario, British Columbia)
- United Kingdom (London & surrounding areas)
- Australia (Sydney, Melbourne, Brisbane)

City Type

- Major metropolitan areas
- Affluent suburbs
- Wellness-focused cities
- Coastal lifestyle locations

Common Locations for Wellness Brands

- Los Angeles
- San Diego
- San Francisco Bay Area
- New York City
- Miami
- Austin
- Vancouver
- London
- Sydney
- Melbourne

Why this geography fits your premium positioning

- Higher disposable income
- Strong wellness culture
- Established online businesses
- Comfortable hiring remote designers
- Value aesthetic branding

BRAND PERSONA — PRIMARY

The Yoga Teacher Entrepreneur Profile

Women yoga teachers who run their own yoga classes, studios, or online programs and want a professional website that reflects their philosophy and attracts aligned students.

Age Range

28 – 45

Industry

Yoga & holistic wellness

Goals

- Build a professional online presence
- Attract more students or clients
- Promote classes, retreats, or programs
- Create a calm and trustworthy brand

Challenges

- DIY websites that look unpolished
- Difficulty communicating their brand message
- Feeling overwhelmed with website design and technology

What They Value

- Minimalist and calming design
- Authentic branding
- A website that reflects their philosophy

SECONDARY PERSONA — GEOGRAPHY

Located in global wellness hubs, tropical retreat destinations, or major international cities such as Singapore, Dubai, Bali, Costa Rica, Portugal, and Western Europe. Often serving international clients and building location-independent businesses.

SECONDARY PERSONA — GEOGRAPHY

Emerging / Growth Markets (Price-Sensitive but High Volume)

- Singapore
- UAE (Dubai, Abu Dhabi)
- Hong Kong
- New Zealand
- Western Europe (Germany, Netherlands, France, Switzerland, Scandinavia)
- Philippines — high-end local brands & expat businesses

Lifestyle-Driven Locations

- Tropical destinations
- Retreat hubs
- Digital nomad areas
- Spiritual tourism regions

Examples

- Bali, Indonesia
- Phuket / Koh Samui, Thailand
- Costa Rica
- Tulum, Mexico
- Algarve, Portugal
- Ibiza, Spain

BRAND PERSONA — SECONDARY

The Wellness Coach

Profile

Women wellness entrepreneurs such as life coaches, meditation teachers, or holistic practitioners who want an elegant website to showcase their services and connect with their audience.

Age Range

30 – 50

Industry

Wellness coaching

Mindfulness

Holistic health

Spiritual coaching

Goals

- Present their services professionally
- Build credibility and trust online
- Attract aligned clients

Challenges

- Lack of a cohesive brand identity
- Website that does not reflect their professionalism
- Difficulty standing out in the wellness space

What They Value

- Clean and intentional design
- Calm visual aesthetics
- A website that communicates their purpose clearly

BRAND POSITIONING

***MaritesBalili.com** specializes in creating soft, minimalist, and intentional websites for yoga teachers and women-led wellness brands.*

The brand focuses on designing calm digital spaces that reflect the values of wellness businesses while helping them present their work with clarity, authenticity, and professionalism.

UNIQUE SELLING POINT

MaritesBalili.com offers minimalist web design specifically tailored for yoga teachers and wellness entrepreneurs.

By combining calm aesthetics, thoughtful design strategy, and a deep understanding of wellness branding, the brand creates websites that feel peaceful, elegant, and aligned with the purpose of the business.

PAIN POINTS

The ideal clients often experience:

- DIY websites that look unprofessional
- A brand that feels inconsistent or unclear
- Difficulty communicating their message online
- Feeling overwhelmed by website design and technology

CLIENTS DESIRES

Clients want:

- A calm and elegant website
- A professional online presence
- A brand that reflects their philosophy and values
- A website that attracts aligned clients and students

CREDIBILITY

MaritesBalili.com combines creativity, thoughtful design, and a strategic approach to help wellness brands build meaningful online experiences.

With a focus on minimalist aesthetics and intentional design, the brand creates websites that feel refined, balanced, and aligned with the wellness industry.

BRAND VOICE

The brand voice is:

- Calm
- Warm
- Professional
- Encouraging
- Intentional

Communication is clear and supportive, focusing on guiding wellness entrepreneurs rather than using aggressive marketing language.

BRAND FEELING

The brand experience should feel like:

- A peaceful yoga studio
- A calm wellness retreat
- A refined and intentional digital space

The overall feeling is calm, elegant, welcoming, and trustworthy.

VISUAL INSPIRATION

*The visual inspiration for **MaritesBalili.com** is rooted in calm, minimalist aesthetics inspired by the wellness and yoga industry. The design direction focuses on creating digital spaces that feel peaceful, elegant, and intentional.*

The overall visual style draws inspiration from nature, wellness retreats, and minimalist editorial design, combining soft neutral tones with clean layouts and refined typography.

The goal is to create a visual experience that feels balanced, warm, and welcoming, allowing the brand's message to stand out with clarity and simplicity.

MOOD BOARD DIRECTION

The visual mood board reflects elements that represent calm, elegance, and natural beauty.

Key visual inspirations include:

- Peaceful yoga studios with natural light
- Minimalist interior spaces
- Nature-inspired textures such as stone, linen, and wood
- Soft neutral color palettes
- Elegant editorial layouts
- Calm lifestyle imagery related to wellness and mindfulness

These elements help communicate a brand atmosphere that feels serene, refined, and authentic.

VISUAL STYLE DIRECTION

The visual design direction includes:

Minimal Layouts

Clean, spacious layouts with generous white space to create a calm and uncluttered experience.

Soft Color Palettes

Neutral, earthy colors that reflect nature and wellness.

Elegant Typography

A combination of refined serif fonts and modern sans-serif fonts to create balance and sophistication.

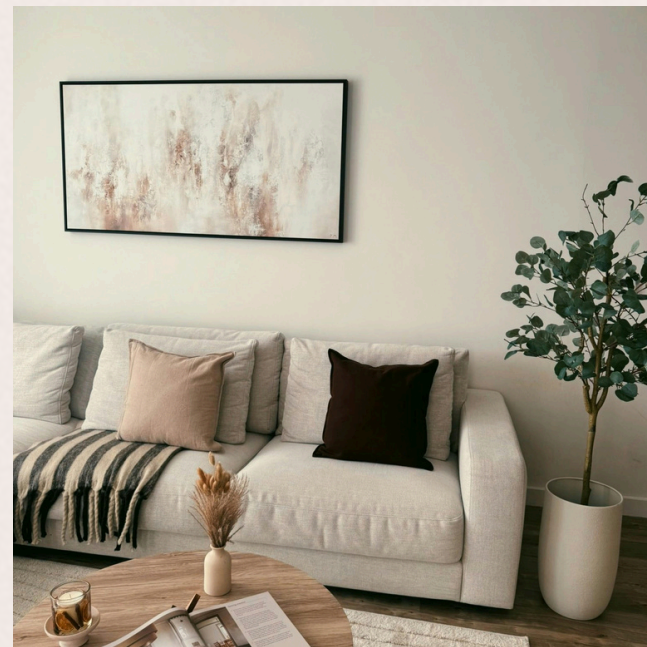
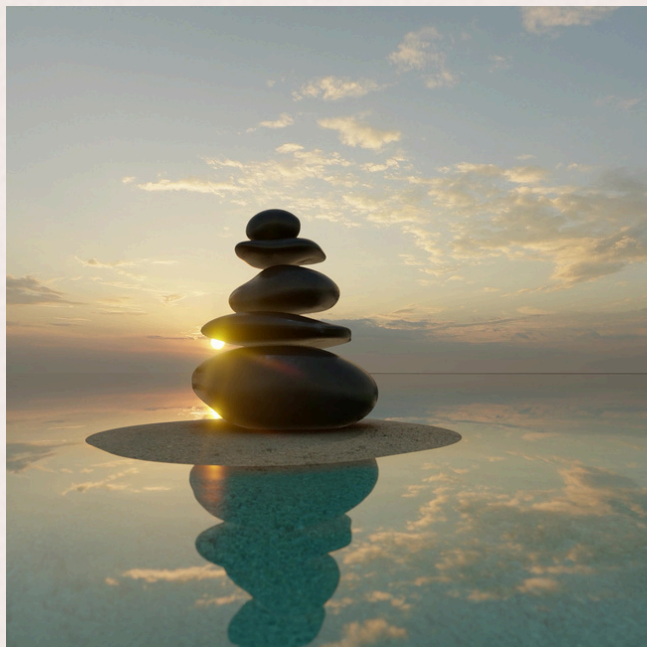
Natural Imagery

Photography and visuals inspired by wellness, mindfulness, and peaceful environments.

Subtle Graphic Elements

Organic shapes and minimal design accents that enhance the design without overwhelming it.

VISUAL MOOD BOARD



CALM
NEUTRAL
ELEGANT
SPACIOUS

VISUAL GUIDELINES

Sneak Peek at the Brand

*The visual identity of **MaritesBalili.com** reflects a calm, elegant, and minimalist aesthetic inspired by wellness spaces and nature. The brand focuses on clean layouts, soft neutral colors, and refined typography to create a peaceful and intentional digital experience.*

The overall visual style communicates simplicity, warmth, and professionalism, helping wellness brands feel confident and aligned in their online presence.

PRIMARY LOGO

The **Primary Logo** represents the main identity of the brand and is used across major brand applications.

Usage includes:

- Website header
- Brand documents
- Portfolio presentations
- Proposals and digital assets

The design features elegant typography with a minimalist layout, reflecting the brand's calm and refined design philosophy.



SECONDARY LOGO

The **Secondary Logo** is an alternative version of the primary logo designed for flexible layouts.

Usage includes:

- Website footer
- Social media graphics
- Brand materials where the primary logo may not fit well

This version maintains the same typography and brand identity while adapting to different design spaces.



SUBMARK LOGO

Submark Logo

The Submark Logo is a simplified symbol or badge derived from the main logo.

Usage includes:

- Social media profile icons
- Website favicon
- Brand stamps or watermark
- Portfolio graphics

The submark reinforces brand recognition while maintaining a minimalist aesthetic.



ICON

Submark Logo

The Submark Logo is a simplified symbol or badge derived from the main logo.

Usage includes:

- Social media profile icons
- Website favicon
- Brand stamps or watermark
- Portfolio graphics

The submark reinforces brand recognition while maintaining a minimalist aesthetic.





BRAND BADGE

*This brand badge represents **Marites Balili** as a Brand Strategist and Web Designer, symbolizing a calm, intentional approach to creating minimalist and elegant digital experiences for wellness brands.*

TYPOGRAPHY

plays an important role in communicating the brand's personality. Together, these typefaces create a balanced combination of elegance and clarity.

SUKAR

is used for HEADINGS and key brand statements. Its elegant style adds a refined and sophisticated look to the brand identity.

GLACIAL INDIFFERENCE

is used for BODY TEXT and supporting content. Its clean and modern appearance ensures readability while maintaining a minimalist aesthetic.

TYPOGRAPHY GUIDE

SUKAR

Glacial Indifference Italic

Glacial Indifference

TITLE

Subheading

Body Text

COLOR PALETTE

The color palette reflects soft, earthy, and calming tones inspired by nature and wellness spaces.

Soft Blush

#f9f3f1

Primary background color used to create a soft and calming foundation.

Warm Sand

#e8e1d6

Secondary background tone used for section contrast.

Stone Beige

#b8afa3

Neutral supporting color used for subtle elements such as borders and dividers.

Terracotta Rose

#cfa38e

Accent color used for highlights, buttons, and calls to action.

Deep Cocoa

#4a3f37

Primary text color used for headings and body content.

Muted Sage

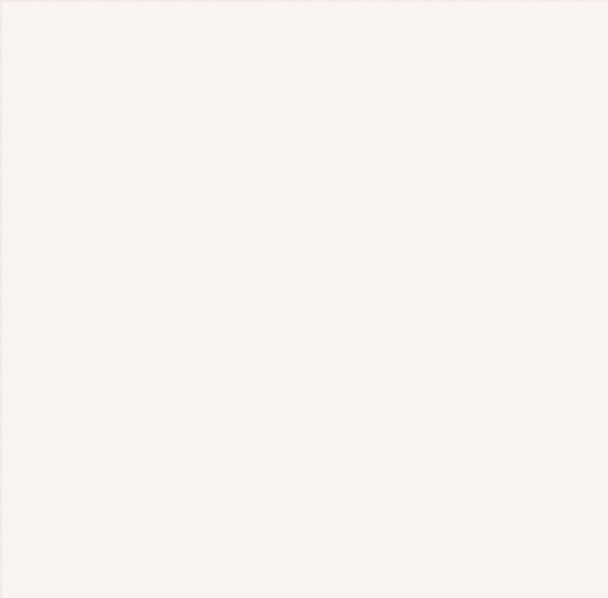
#8a9278

Secondary accent color inspired by nature and wellness.

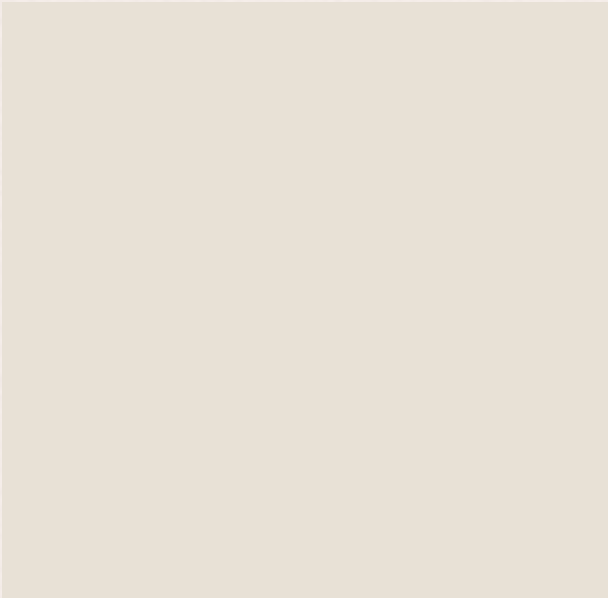
COLOR PALETTE

MaritesBalili.com color palette uses warm neutrals and natural tones to create a calm, elegant, and minimalist aesthetic aligned with wellness-inspired design.

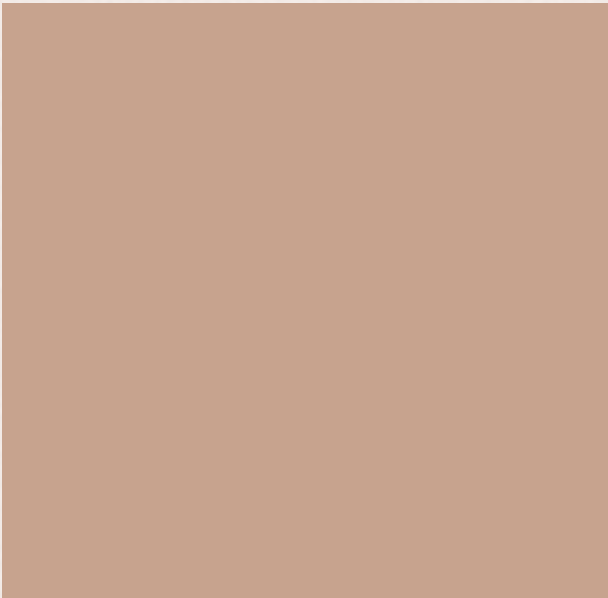
#f9f3f1



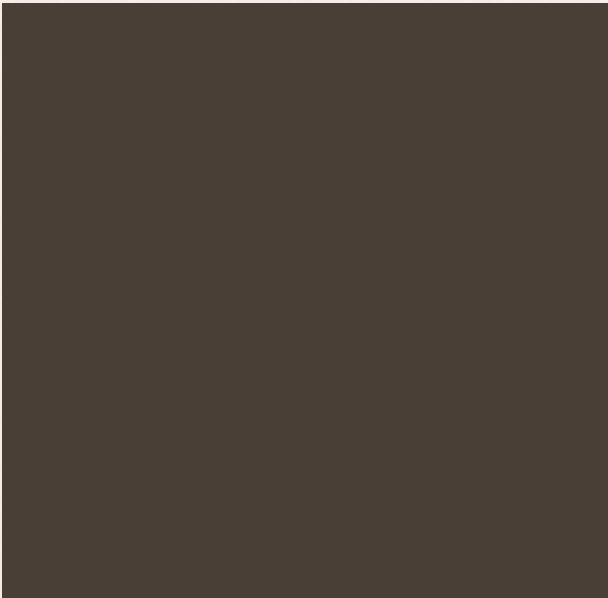
#e8e1d6



#b8afa3



#cfa38e



#4a3f37



#8a9278

BRAND PATTERN

The brand pattern incorporates minimal and organic shapes inspired by nature and wellness aesthetics.

Patterns may include:

- Soft geometric or organic shapes
- Subtle line elements
- Calm repeating textures

These patterns are used sparingly to add visual interest while maintaining a minimalist and elegant design style.

PHOTOGRAPHY DIRECTION

Photography for **MaritesBalili.com** should reflect a calm, natural, and intentional atmosphere

Preferred photography style includes:

- Natural light imagery
- Yoga or wellness lifestyle scenes
- Minimalist interior spaces
- Neutral and earthy tones
- Calm, peaceful environments

The goal is to create visuals that feel authentic, serene, and aligned with wellness-inspired design.

BRAND APPLICATION

Brand application shows how the visual identity of MaritesBalili.com is consistently used across digital platforms, creating a cohesive and recognizable brand experience.

INSTAGRAM LOOK & FEEL

The Instagram presence of MaritesBalili.com reflects the brand's calm, minimalist, and elegant design philosophy. The visual style focuses on soft neutral tones, clean layouts, and intentional typography that align with the wellness-inspired brand identity.

Posts should maintain a consistent aesthetic by using the brand's color palette, refined typography, and balanced spacing. Visual content may include design tips, portfolio previews, inspirational quotes, and educational content related to branding and web design for wellness entrepreneurs.

The overall Instagram feed should feel calm, modern, and visually cohesive, creating a space that reflects the brand's commitment to thoughtful design and intentional branding.

INSTAGRAM

FOCUS ON VISUAL BRANDING + INSPIRATION

CONTENT EXAMPLES:

- WEB DESIGN TIPS
- QUOTES
- CAROUSEL EDUCATIONAL POSTS
- PORTFOLIO PREVIEWS

LOOK:

CLEAN GRID AESTHETIC.

PINTEREST

FOCUS ON SEARCH AND DISCOVERY

PINS CAN INCLUDE:

- WEBSITE DESIGN TIPS
- BRAND STRATEGY TIPS
- WELLNESS WEBSITE INSPIRATION
- PORTFOLIO DESIGNS

PINS CAN BE MORE VERTICAL AND SEO-DRIVEN.

LINKEDIN

FOCUS ON PROFESSIONAL AUTHORITY

CONTENT EXAMPLES:

- DESIGN INSIGHTS
- BRANDING STRATEGY TIPS
- PORTFOLIO CASE STUDIES
- LESSONS FROM PROJECTS

DESIGN CAN BE SLIGHTLY MORE
PROFESSIONAL/EDITORIAL.

FACEBOOK

EDUCATIONAL CONTENT

- BRANDING TIPS
- WEBSITE TIPS
- DESIGN INSIGHTS

PORTFOLIO

- WEBSITE PROJECTS
- BRAND IDENTITY WORK
- DESIGN SAMPLES

ENGAGEMENT

- QUESTIONS FOR ENTREPRENEURS
- HELPFUL RESOURCES
- BLOG POSTS

FEEDBACK

*The **MaritesBalili.com** brand identity is designed to create a calm and professional experience for wellness entrepreneurs seeking thoughtful brand strategy and web design services.*

Feedback from clients and collaborators is valued as an opportunity to continuously refine and improve the brand experience.

Constructive feedback helps ensure that the brand remains aligned with its mission of supporting wellness businesses through clear strategy, elegant design, and meaningful digital experiences.

WORK WITH ME

If you are a yoga teacher or wellness entrepreneur looking for a calm, intentional website for your brand, I would love to support you.

Visit:

maritesbalili.com

or connect with me:



[Marites Balili Studio](#)



THANK YOU

MARITES BALILI

BRAND STRATEGIST & WEB DESIGNER



MARITESBALILI.COM