



curio museum design

thecuriumuseum.com | kw.palleiko@gmail.com

BRANDING & IDENTITY

Concept Booklet

The Sadhana Foundation

January 22, 2024

● **concept: better together**



A clean, simple concept.



The Sadhana leaf made up of parts

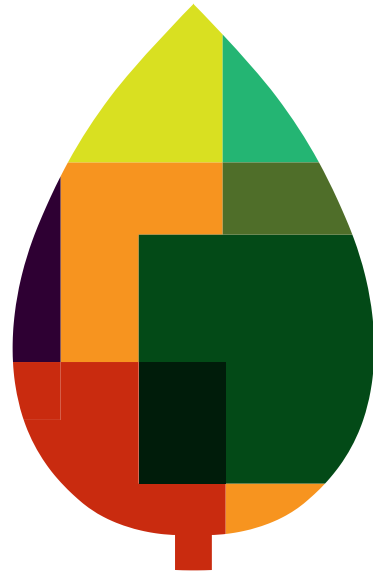


representing the community coming together as one to provide care.



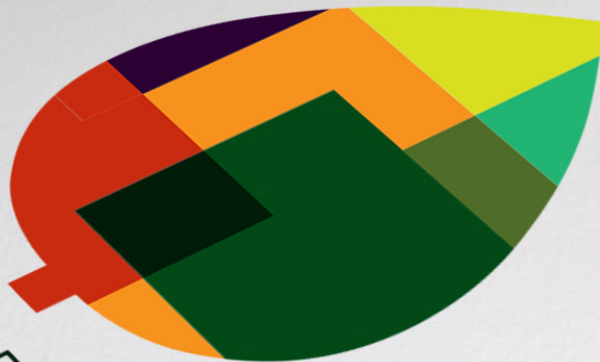
Because we are better together.

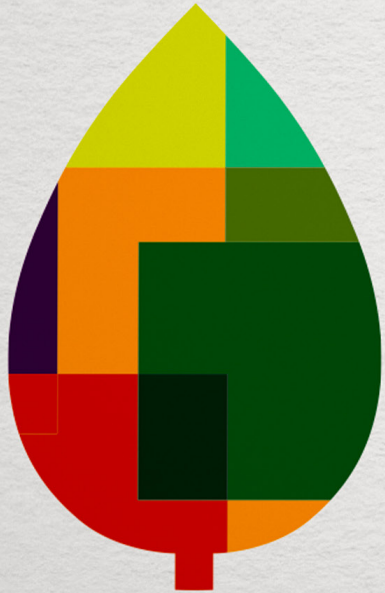
v.1 layers



THE
SADHANA
FOUNDATION

THE
SADHANA
FOUNDATION





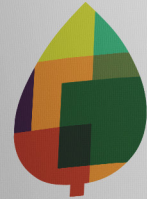
THE
SADHANA
FOUNDATION



THE
SADHANA
FOUNDATION

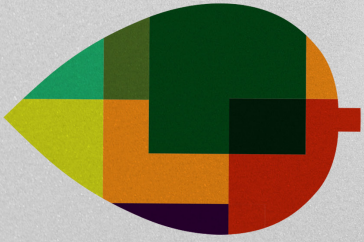


THE
SADHANA
FOUNDATION



THE
SADHANA
FOUNDATION





THE
SADHANA
FOUNDATION



COFFEE

COFFEE



THE
SADHANA
FOUNDATION

quick idea of how the one-color & knockout versions
might work (background is just for fun)

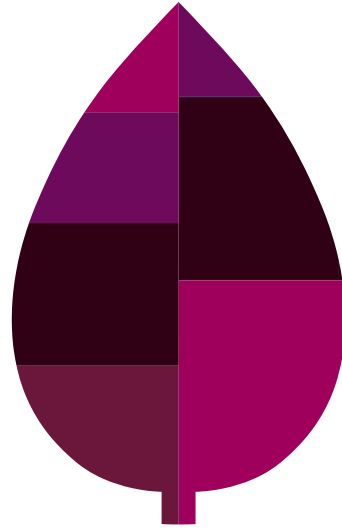


THE
SADHANA
FOUNDATION

better together.

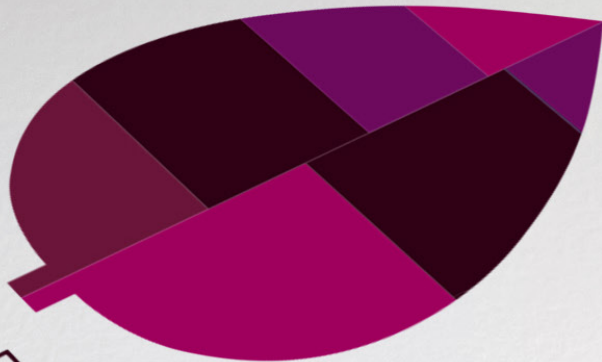
v.2 stacks

same overall concept
but reduced & abstracted



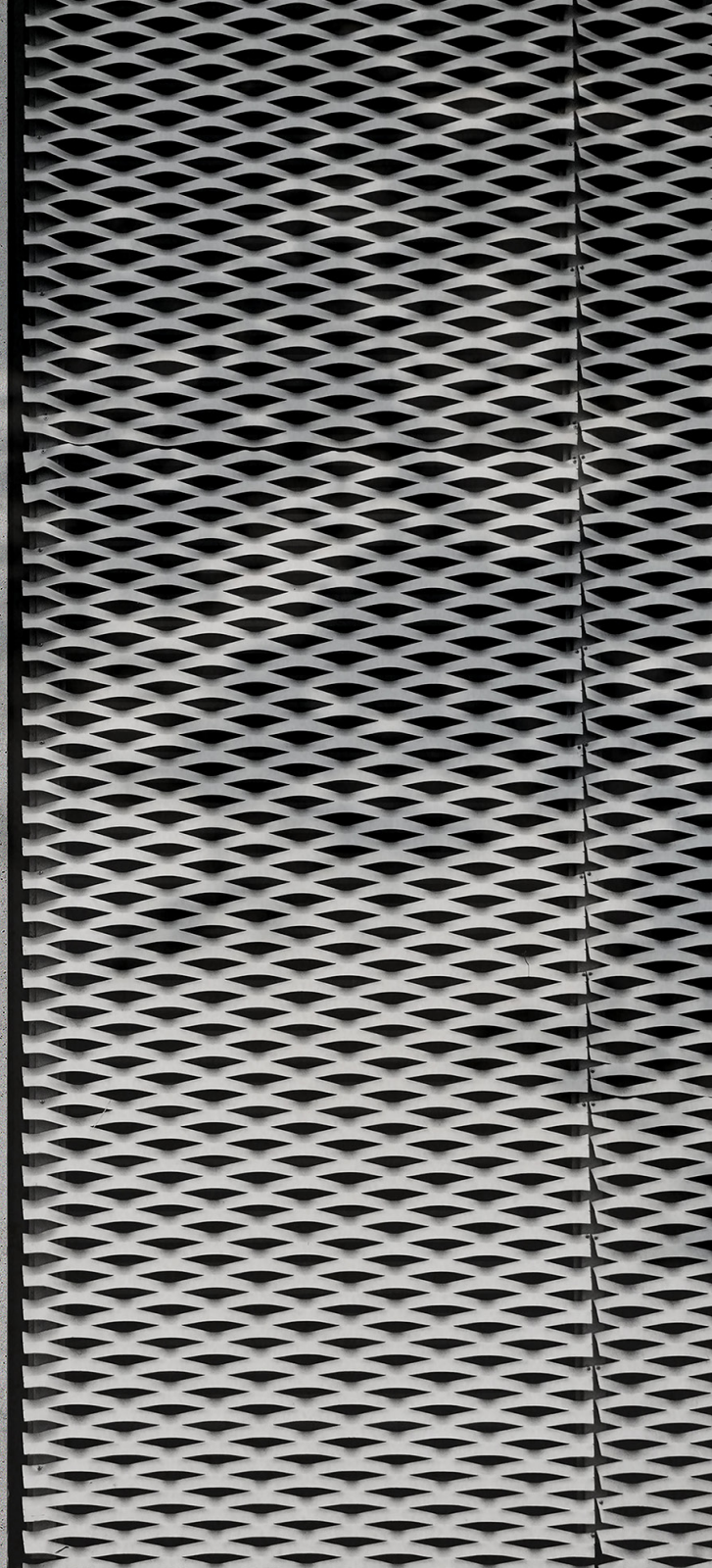
THE
SADHANA
FOUNDATION

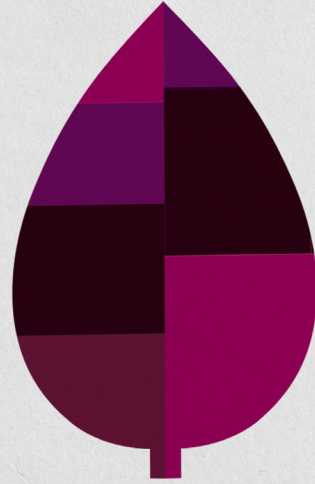
THE
SADHANA
FOUNDATION





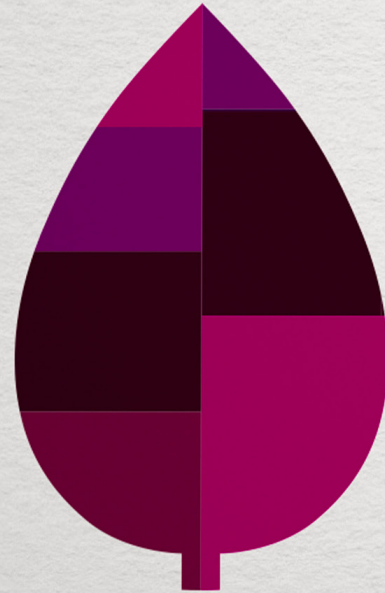
THE
SADHANA
FOUNDATION





THE
SADHANA
FOUNDATION





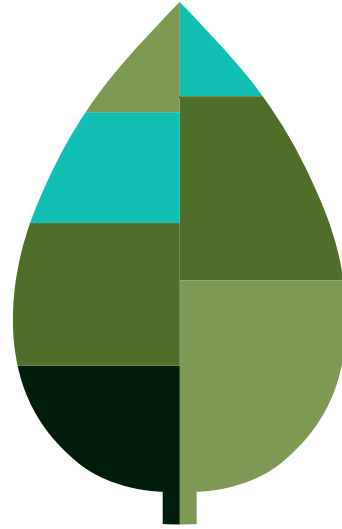
THE
SADHANA
FOUNDATION



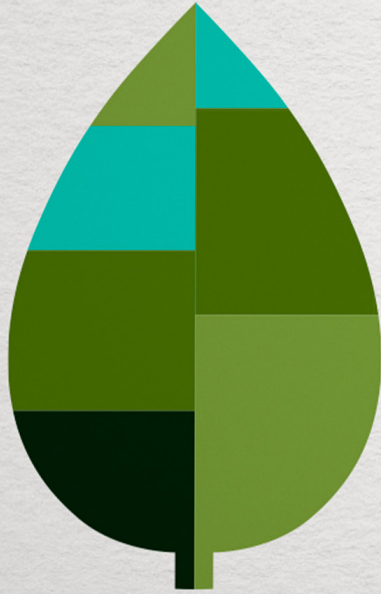
secondary design: sponsor badges

v.3 stacks

alternate colorway

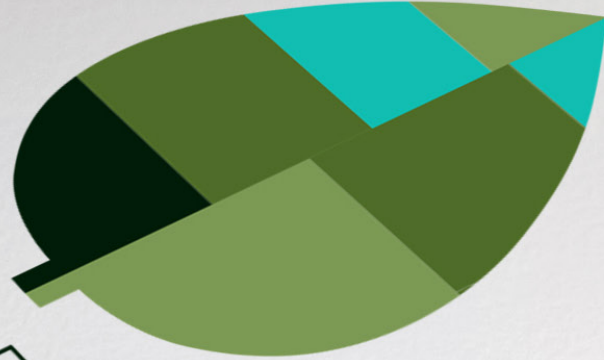


THE
SADHANA
FOUNDATION



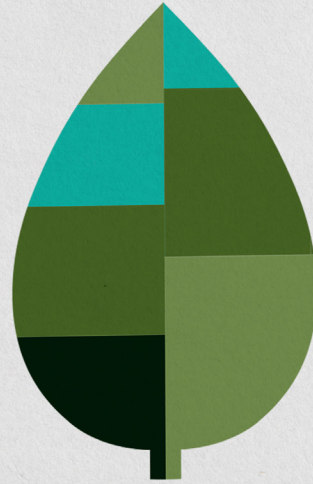
THE
SADHANA
FOUNDATION

THE
SADHANA
FOUNDATION



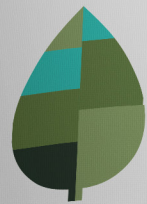


THE
SADHANA
FOUNDATION



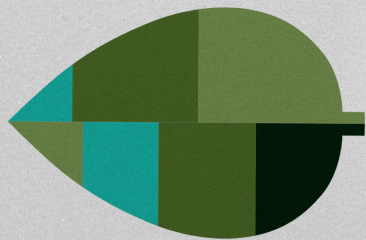
THE
SADHANA
FOUNDATION





THE
SADHANA
FOUNDATION





THE
SADHANA
FOUNDATION



COFFEE

COFFEE



THE
SADHANA
FOUNDATION

better together.



THE
SADHANA
FOUNDATION

end