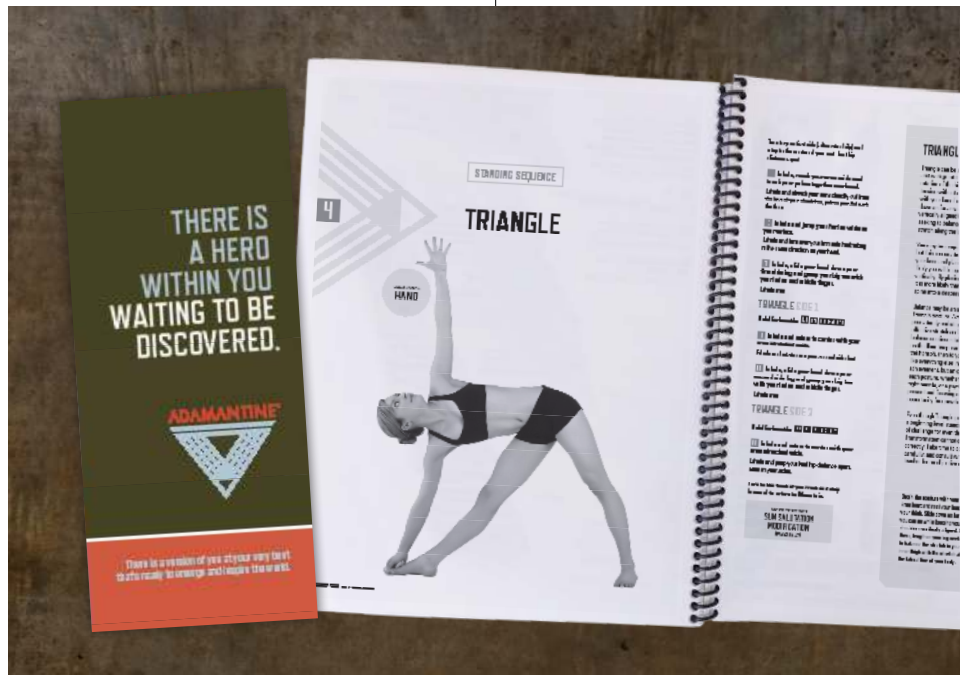


Branding a hero.



AD·A·MAN·TINE®
ad-ə-man-tēn

- 1) unbreakable
- 2) resembling a diamond in hardness or lustre
- 3) a revolutionary new style of yoga



CS&Co re-branded Adamantine® Yoga, a revolutionary new style of yoga. From logo to studio decor, and print advertising to photography, the Adamantine® brand projects the strength and precision of the yoga style itself.

(Clockwise from top right) **Brochure & Practice Manual.** // An introductory brochure serves as a promotional piece. Both spiral-bound and downloadable manuals were developed, with detailed photography of the Adamantine® sequence. **Mat Patches.** // Every hero deserves a medal. As practitioners reach the next level of practice, they receive a patch to display on their yoga mat. **Signage.** // From the exterior signage to interior paint colors. **Social Media.** // Brand support extends to Facebook and Instagram.