

Kindred : Yoga Studio

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Kindred: established in 2010 — a small yoga studio in downtown sanlitun.

Fonts: calligraphy for brand name, regularly spaced letters font for "yoga studio". Seeks a simple but aesthetic design.

Circle border, helping the viewer's main focus, as well as keeping the logo geometric/ basic.

Black & white makes the design simple, so that it can fit with products of all colors.

