
Who Am i
INTEGRATIVE LABS


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About **Who Am i ?**

A space to move, pause, and reconnect.

WHO AM I – Integrative Labs is a holistic wellness space created around one simple yet powerful idea — to help you reconnect with yourself.
In a world that constantly asks us to look outward, WHO AM I invites you to turn inward. Through the integration of yoga, meditation, mindful movement, Zumba, and wellness practices, we create experiences that nurture the body, calm the mind, and awaken a deeper sense of self.

We believe wellness is not only about becoming fitter, stronger, or more flexible.

It is about understanding how you move, breathe, feel, think, and simply be.
Every practice offers a different path. Some bring stillness. Some bring energy. Some challenge the body, while others quiet the mind. But they all lead towards the same destination —
You.

WHO AM I is not about becoming someone new.
It is about remembering who has always been within.

Recall the Inner You.



Tone of Voice

Calm in thought. Alive in expression. Human at heart.

The voice of WHO AM I reflects the experience of the brand itself — a balance between stillness and movement, introspection and energy, depth and simplicity.

We communicate with warmth rather than instruction. We encourage rather than pressure. Our words should create curiosity, invite reflection, and make wellness feel personal, accessible, and human.

The tone can shift with the experience — calm and thoughtful for meditation, grounded and conscious for yoga, energetic and expressive for movement and Zumba — while always remaining unmistakably WHO AM I.

Our voice is: Calm — never cold. Thoughtful — never complicated. Encouraging — never demanding. Energetic — never chaotic. Personal — never preachy. Inclusive — everyone is welcome to begin where they are.

How WHO AM I speaks

Instead of "Transform yourself."
We say "Come back to yourself."

Instead of "Push your limits."
We say "Discover what your body can do."

Instead of "Find the perfect balance."
We say "Find the rhythm that feels like you."

Instead of "Become a better you."
We say:
"Recall the inner you."


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Logo Elements

The “I” Within the Question

At the heart of the WHO AM I identity is a simple idea — the letter “I” becomes the question mark. The symbol brings together the individual and the question of self into a single continuous form. The dot represents the conscious self, while the flowing stroke beneath it transforms the familiar shape of the letter “I” into an open question mark, expressing curiosity, introspection, and self-discovery.

Rather than giving an answer, the symbol invites one: Who am I? Its fluid, organic form reflects the movement of the body, the flow of breath, and the journey inward — connecting naturally with yoga, meditation, movement, and mindful living.

Ultimately, the mark represents the philosophy at the centre of WHO AM I – Integrative Labs:

The question is within you.
So is the answer.



Who Am I



Who Am I

Iconography

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9:41
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Ocean Trace-

AXIFORMA

Typography

A Balance of Expression & Clarity

The typography of WHO AM I reflects the two sides of its personality — the freedom of self-expression and the clarity of self-awareness. Together, the typefaces create a visual language that feels personal, fluid, contemporary, and calm.

Ocean Trace — Primary / Expressive Typeface

The handwritten character of Ocean Trace brings a natural sense of movement and individuality to the identity. Its free-flowing strokes echo the rhythm of the body, the flow of breath, and the personal nature of the journey inward. It is primarily used for the logo, expressive headlines, key phrases, and moments that require a more human touch.

Axiforma — Supporting / Functional Typeface

Axiforma provides a clean, modern contrast to the expressive character of Ocean Trace. Its geometric structure and clarity bring balance, order, and accessibility to the brand system. It is used across subheadings, body copy, information, digital communication, and supporting brand applications.

Flow meets form. Expression meets clarity.

Brand Colours

For WHO AM I – Integrative Labs, I particularly like the naming progression **Inner Blue, Flow Blue, Balance Aqua, Calm Mist, Pure Light** because it connects the palette to the brand's idea of movement, calmness, balance, and the journey inward

Inner Blue

#2965B0

41, 101, 176

Flow Blue

#18B0E3

24, 176, 227

Balance Aqua

#70CAC5

112, 202, 197

Calm Mist

#DBE3ED

219, 227, 237

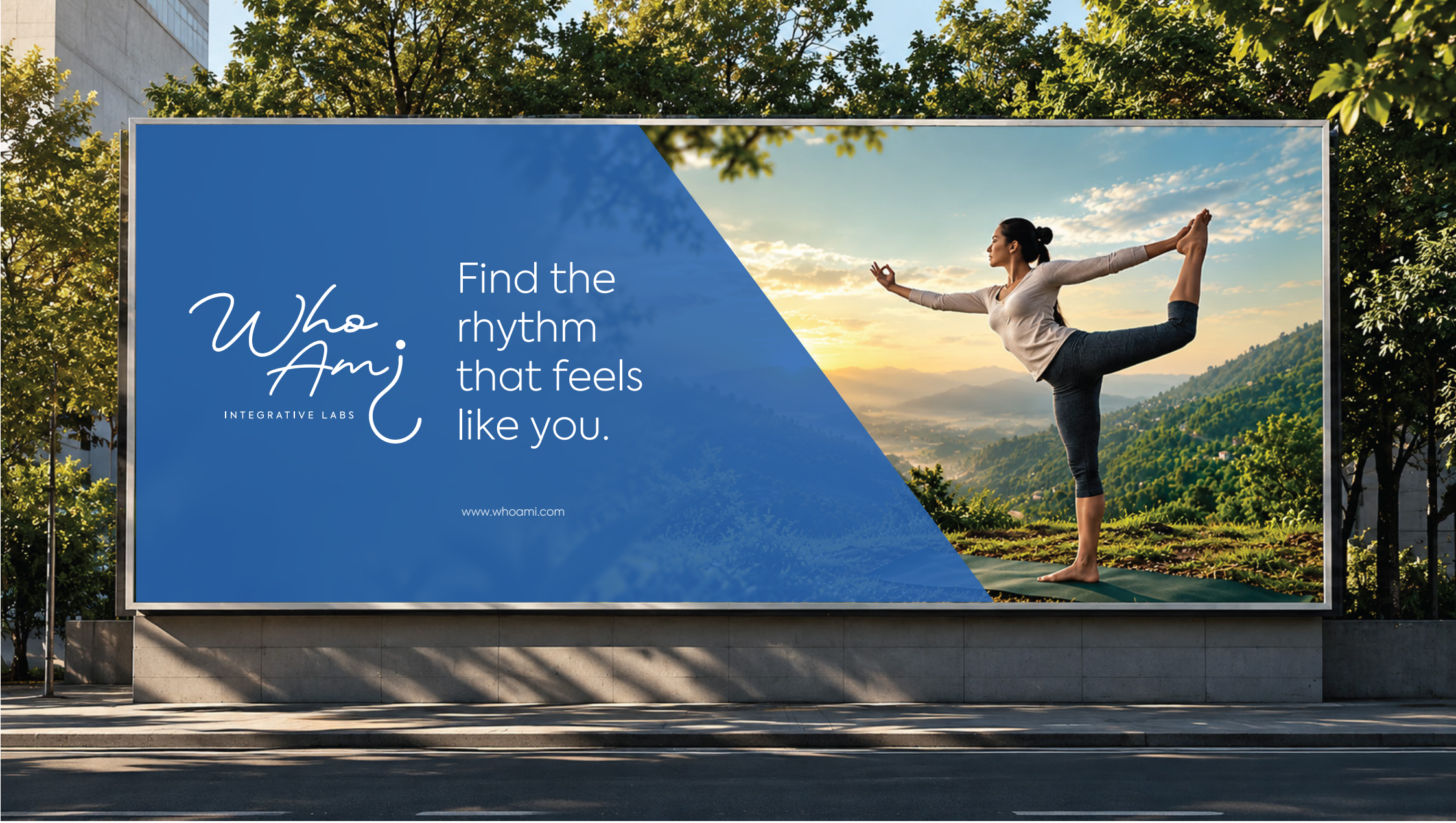
Pure Light

#F0F2F4

240, 242, 244


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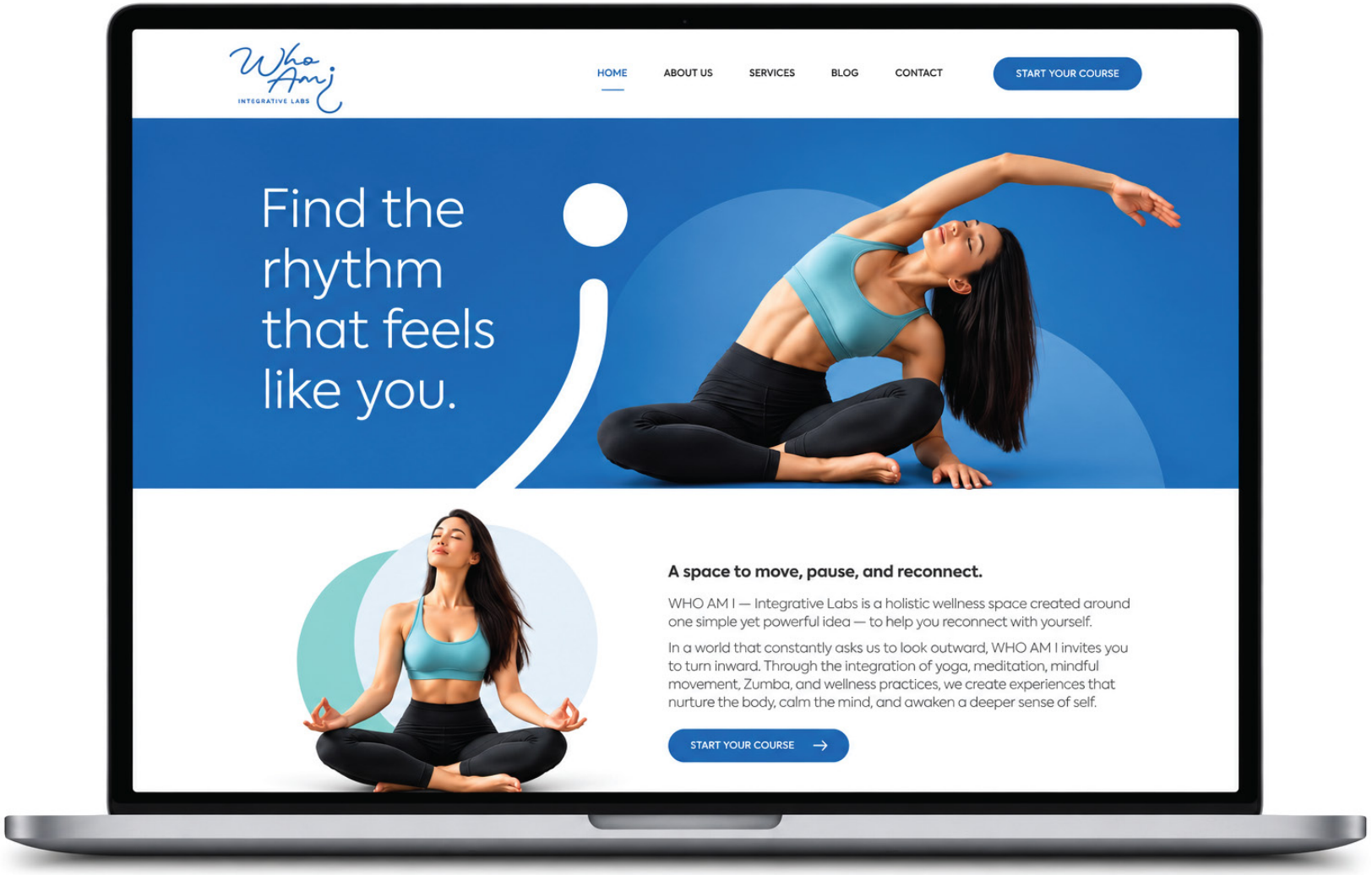

YOGA
MEDITATION
ZUMBA
WELLNESS
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Visual Language

The visual language of WHO AM I is built around the idea of transition and self-discovery. Photography captures natural movement, openness, breath, and moments of personal connection, while soft geometric overlays create a visual shift between the external world and the inner self.
Natural photography, generous negative space, calming blues and greens, and minimal typography keep the communication grounded and contemporary. The overall visual system should always feel calm yet alive, structured yet fluid, and deeply human.


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HOME
ABOUT US
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START YOUR COURSE
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START YOUR COURSE

Every journey leads home. Pause, listen,
and reconnect with who you've always been.
The answer is already within you.

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