



# Brand Guidelines




# On a mission to wake up the world— *together*

Sounds True's tagline is "**waking up the world.**" This is the invitation of our brand—to join us on a journey of awakening to our interconnection and our interdependence, a shared journey of authentic transformation and healing.

Everything we create is intended to support this mission, and all of our marketing should contain this golden thread, welcoming people everywhere to an adventure of discovery that serves our collective well-being.





# The purpose of these guidelines

We created these guidelines to support you in helping us maintain brand integrity across all of our marketing channels.

Inside you will discover who we are, what we do, how we do it, and who it's for—and how the Sounds True brand shows up in the world in support of our mission. Welcome to Sounds True!

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# A note from our publisher

**Dear Sounds True brand angel,**

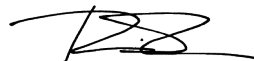
Yes, that's how I see you if you're going to work with Sounds True. Thank you for your commitment to following these brand guidelines in whatever role you're going to perform.

I believe we are on a sacred mission together when we bring wisdom teachings and the work of Sounds True authors into the world. We have a responsibility to honor these teachings—to “be true”—and walk our talk in everything that we do.

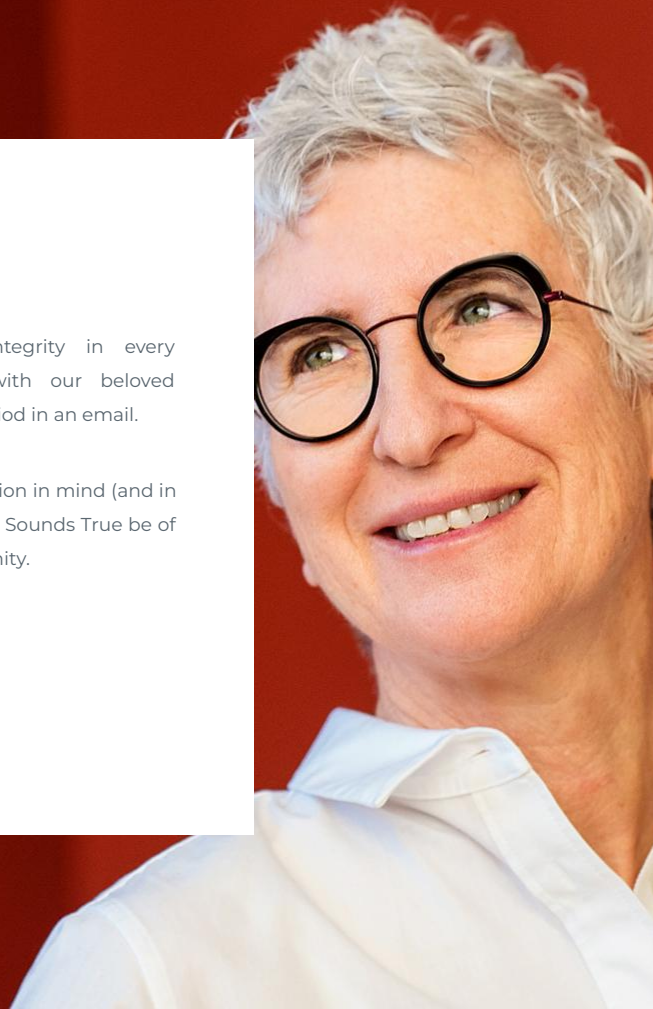
I want ours to be a brand of integrity in every interaction—from every touch point with our beloved customers, all the way down to the last period in an email.

Please read these guidelines with our mission in mind (and in your heart), and may the work you do with Sounds True be of ongoing benefit to our worldwide community.

With love on the journey,



*Tami Simon,*  
Founder and Publisher





*Sounds True*

# Timeline

1985



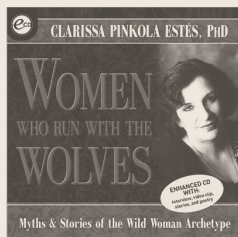


## 1985

At age 22, Tami Simon founds Sounds True with a tape recorder and a mission: “disseminate spiritual wisdom.” Though much has changed over the years, that mission remains at the heart of everything we do.

## 1988

The first Sounds True catalog is mailed, establishing our identity both as a publisher and a direct retailer.



## 1990

Sounds True publishes its first breakout audio title: *Women Who Run With the Wolves* by Clarissa Pinkola Estés, PhD, which would later be adapted into the runaway bestselling book (Ballantine, 1992). This program also inspires the creation of Sounds True's unique format, the unscripted audio learning course.

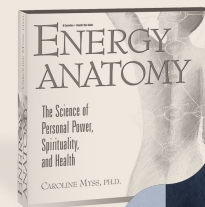
## 1995

Sounds True partners with the Prison Library Project, bringing life-changing spiritual teachings and programs to those in prison.



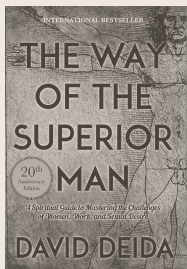
## 2003

The first Sounds True listening stations arrive in retail stores, including booksellers, spas, and gift shops.



## 1996

The audio course *Energy Anatomy* by Caroline Myss exceeds sales of more than 100,000. Sounds True begins publishing music for meditation and spiritual enrichment.



2004

Sounds True launches its book division. Over the years, Sounds True's book offerings would exceed our audio publishing roots, shifting our brand identity and greatly expanding our audience.



2012

Sounds True launches *The Wake Up Festival: A 5-Day Experience of Transformation*—over a thousand attendees came to the event in Estes Park, Colorado, for spiritual workshops, community building, and celebration. This establishes a firm foundation for our live event division, which would continue to grow over the years.

2013

The company blog, *Many Voices*, gives Sounds True a way to connect with readers around the world.



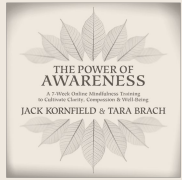
2009

Sounds True launches its free weekly podcast, *Insights at the Edge*, hosted by Tami Simon and featuring interviews with authors, activists, and spiritual teachers. In time, this podcast would grow to more than 3 million downloads per year and would become one of our most recognizable and popular public offerings.



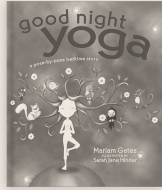
2014

Sounds True becomes the exclusive distributor for audio and video titles published by Eckhart Tolle. In the years to come, our relationship with Eckhart Teachings would expand—we would become the sole producer for Eckhart's live events and take on management of the *Eckhart Tolle Now* digital subscription service.



## 2015

With the launch of *The Power of Awareness* by Jack Kornfield and Tara Brach, Sounds True firmly establishes our identity as a provider of spiritual online courses.



## 2015

Sounds True publishes our first children's book, *Good Night Yoga*. This book becomes a bestseller and paves the way for our flourishing children's book division.



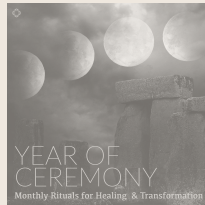
## 2017

Sounds True partners with Jack Kornfield and Tara Brach to launch *The Mindfulness Meditation Teacher Certification Program*, a landmark two-year blended learning course that combines online teaching and in-person training.

## 2015

*The Psychotherapy 2.0 Online Training Summit* signifies the emergence of Sounds True's professional division to support psychotherapists, counselors, and other healing arts professionals with online training and CE credits.

Sounds True launches *Year of Ceremony*, which later evolves into the Shamanic Path online community. This signals a new dedication to making Sounds True an online hub for spiritual seekers to gather, connect, and support each other.



## 2016

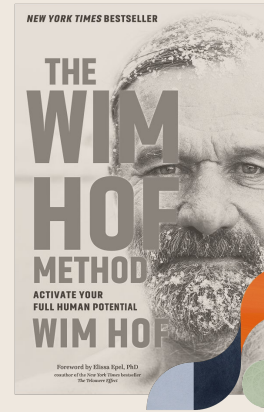
## 2018

This year sees the official launch of the Sounds True Foundation, a nonprofit 501(c)(3) organization designed to make transformational education widely available to communities in need no matter their financial circumstances—including survivors of violence, at-risk youth, prisoners, veterans, individuals with disabilities, and those in developing countries.



## 2019

Sounds True enters an exclusive distribution relationship with Macmillan Publishers, one of the top 5 publishers in the world. This arrangement allows Sounds True to maintain our independent status while expanding our reach into mass market channels.



## 2020

We achieve a major milestone with our first *New York Times* bestselling book: *The Wim Hof Method*.



## 2020

Sounds True launches the *Inner MBA* program, a nine-month training on more compassionate, humane, and sustainable ways of doing business.

## 2020

To respond to the COVID-19 pandemic, we offer more free tools than ever before to help people support their health and reduce stress.

We commit to making our values of openness, social justice, and awakening central to our brand and business by partnering with the diversity and inclusion specialists at TMI Consulting.

# 2021



# Who We Are

(IN A VINTAGE TWEET)







We are an...

...

✧ EVERYONE-INCLUDING ✧

✧ BESTSELLING-BOOK-PUBLISHING ✧

✧ ONLINE-COURSE-CRAFTING ✧ SUMMIT-HOSTING ✧

✧ KIDS-BOOK-CREATING ✧

✧ PODCAST-AIRING ✧ TRANSFORMATION-SPARKING ✧

✧ COMMUNITY-BUILDING ✧

...



# ...organization THAT IS...

...here for the weird.

# By the Numbers

**154,300**

Total number of people who have taken an online course

**560**

Total number of podcasts

**2.2M**

Size of our email list

**25.6M**

Total number of books and audio sold

**33**

Number of languages in which we are published

Social Media Followers:

**323,781**

Facebook

**51,539**

Twitter

**141,545**

YouTube

**87,380**

Instagram

# What We Do

Sounds True is a multimedia publisher offering books, online courses, audio programs, podcasts, and in-depth blended learning events that combine live sessions and self-guided instruction.

At Sounds True, we have created an expansive catalog of transformational teachings that support personal growth and accelerate spiritual awakening. We partner with today's leading teachers and visionaries to make their life-changing work widely available. We continually explore how to innovate in order to expand the reach and impact of our teachings.

Through our sister organization, the nonprofit Sounds True Foundation, we strive to remove financial barriers to the materials we publish, offering scholarships and donations worldwide.

# What Drives Us

We are a group of people dedicated to a mission that helps us as individuals yet is bigger than any one of us. We are committed to supporting both our customers' and our own growth and to walking our talk, delivering on our promise with impeccable integrity, transparency, and continual support.



# Our Five ( WHO WE ARE AT OUR CORE ) Commitments



# 01

## We Commit to Being of Service

Being of service is an attitude of the heart, a desire to bring benefit and give generously in ways that really matter. Our shared mission is to Wake Up the World, and no great idea goes unheard. We mobilize our creative energy, intelligence, and benevolence. We lift each other up and serve our beloved community and our precious Earth.

# 02

## We Commit to Welcoming & Honoring Everyone

At Sounds True, we believe in the power of the human heart and empowering individuals to speak from theirs. We are committed to creating an environment of collaboration, representation, and equity. We amplify voices to be heard and foster empathy for individuals to be seen. We will hold ourselves, each other, and our stakeholders accountable. When we misstep in any way, we humbly make amends, and we do better.



# 03

## We Commit to Co-Creating an Extraordinary Culture

We create a culture of collaboration, appreciation, and excellence. We commit to building supportive teams that value open-heartedness, human uniqueness, and being genuine. We see every person as an essential part of the whole, and encourage each other to step into our creative power with confidence and integrity. We offer clear and productive feedback, take accountability for our actions, and celebrate our successes. Together and individually, we achieve extraordinary results.

# 4

## We Commit to Heart-Led Communication

We commit to fostering a safe and friendly environment where everyone is free to speak and be heard. We cultivate this environment by providing training and spaces that welcome upward feedback and communication from the heart. We commit to having brave conversations with each other in a kind and direct way. We value truth-telling and transparency, knowing that such communication creates a healthy community.



# 05

## We Commit to Being Well

We take care of ourselves so we can care for each other and our beloved customers, authors, and greater ecosystem. We support ourselves and one another through encouragement, acceptance, and compassion. We value being well, taking time to rest, and the importance of recharging ourselves. We offer flexibility to support flourishing in work and in life.

# 06

## We Commit to the Journey

Growth—for individuals and organizations—takes openness, curiosity, and self-reflection. We respect that everyone is on their own journey, and we support each other with understanding and forgiveness. When we find ourselves stuck, we are willing to begin again. We know that growth and learning are endless and that our transformation contributes to the conscious evolution of the whole.

# Positioning and Our Unique Value Proposition

How do we stand out in the marketplace? By publishing the most trusted authors and experts in their fields, finding tomorrow's visionaries, sharing the newest insights, and embracing a diverse family of teachers.

We sincerely love and respect our customers, and we make every effort to connect with them personally and directly. We want our customers to know that we're real people who really do care.

Last but not least, we stand out because of YOU, our Sounds True brand angels who each contribute your own unique set of talents, experiences, insights, and gifts.





# Our Audience



Sounds True's  
beloved customers  
are found all over  
the world.

( ALL ARE  
WELCOME! )

## There are five primary groups our beloved customers might fall into:

Novice, Apprentice, Devotee, Experienced Practitioner, or Professional. Some of them straddle groups or defy entirely any sort of categorization.

Some of them have been part of our community since the company's beginning in 1985. Many are just discovering us. We respect and appreciate each and every one of them.



**THE  
NOVICE**



**THE  
APPRENTICE**



**THE  
DEVOTEE**



**THE  
EXPERIENCED  
PRACTITIONER**



**THE  
PROFESSIONAL**

# 01

## *The Novice*

The novice is new to their spiritual journey. They are primarily referred to Sounds True through a friend, often because of a specific issue (needing better sleep) or because they've come to a crossroads in their life. They are generally looking for inspiration, as opposed to going deep into practice.

They want to access Sounds True via their computer or through a mobile app, and they like short on-the-go practices/mini-videos, tips and ideas, or a survey of what's available presented in easily consumable bites. They are asking for web features that allow them to bookmark resources for later or a smart app that makes suggestions for new content/authors based on what they have previously read/participated in.

The novice is still searching for guidance and not committed to any one source: 41 percent have not purchased a Sounds True product (they buy from a variety of sellers).



# 02

## *The Apprentice*

The apprentice has been on a spiritual path for one to three years. They are still on their journey of general self-discovery but are beginning to want to go deeper into a specific practice.

They like accessing the free summits on their computer and phone but still enjoy physical books as well. They are looking for assistance to stay or advance on their path as they continue their journey and are the most likely to want Sounds True to build community.

Apprentices were also most likely to report that products are too pricey.



# 03

## *The Devotee*

The devotee came to Sounds True because of a specific teacher or author with whom they would like to connect and learn with.

They are the most likely to ask for audiobooks, so they can listen to their favorite teacher in the car or at home. And they would like to participate in a mentorship or practice circle.

Devotees are most likely to mention technical glitches or improvements as things Sounds True could do better, particularly with the video and audio quality of their favorite teachers.





# 04

## *The Experienced Practitioner*

The experienced practitioner has been on a spiritual path for more than six years, as well as a Sounds True customer for a long time (some comments mention the 1980s).

Sounds True products have been purchased by 85 percent, and nearly half (47 percent) have purchased six or more products. They feel personally vested in the company. One respondent said, "I feel like we're aging together."

They want physical books and the reintroduction of the paper catalog. Some fear that in the digital age they will get left behind. And some want resources that go deep, not broad.



# 05

## *The Professional*

The professionals are individuals who are working as therapists or in other professional/therapeutic capacities. They are looking for materials on neuroscience and the brain. Many are less interested in “the fluff” and more interested in clear distinctions between what practices have what impacts on individual health and healing.

They would like more certification courses, more tools, and more continuing education credit options. They are most likely to mention the variety of teachers and programs as the best thing about Sounds True. They are also the group that most often mentioned the desire for payment plan options or price breaks for students and seniors.





## In the words of our beloved customers

“Sounds True provides the most valuable and abundant high-quality free content of any organization I’ve ever come across. I am extremely grateful for your generosity.”

—Sayid

*“I wanted to thank you all for all of your help and guidance I’ve received during the past year. It has changed my life in so many ways. I appreciate everything and could never thank you enough.”*

—Jamie

“Every time I’m in my darkest spots or need a burst of inspiration, Sounds True is here.”

—Jasper



# Brand Equity

# Sounds True Brand Equity

The Sounds True brand should be recognized and come alive for our customers at every touch point, through all the design and copy, from our book covers and display ads to our email subject lines and online course marketing videos. The following pages describe how we safeguard and ensure our brand equity.



# Brand Equity

(COPY)

# How Sounds True Sounds

“*Sounds True presents . . .*” If you’ve heard our publisher, Tami Simon, introduce one of our audio programs or host her podcast, you know how Sounds True sounds. We are intelligent, conversational, warm, motivating, and respectful, and we see you as our peers and equals. We speak directly, clearly, and confidently without being condescending, manipulative, or cliché.

The following section will help you capture and retain our brand voice and tone in the projects you work on. Read on to discover the temptations we avoid in our approach to marketing, including some examples of what we might say—and would *never* say—to our beloved customers.

One more thing: it’s not just our voice we have to keep in mind. We honor the language, tone, and teachings of any author we represent. Your best approach to getting the Sounds True voice right is to engage with the products we offer. Read, listen, watch—the time you spend will pay dividends in the form of authenticity.

# The Way We Write

To get a better sense of our brand voice and style, here are some of our favorite selections of Sounds True copy that informs, inspires, and motivates our beloved customers.



# Short-Form Favorites

Attention-grabbing copy that immediately communicates value, meaning, and heart

## EMAIL SUBJECT LINES

Is This Missing from Your Health Care?

How Good Healers Become Great Healers

These are the books we wish we grew up with!

What's your go-to mindfulness practice?  
Brach shares hers

When angels look at you, what do they see?

Why energy healing is more than a self-care method

Tara

## HEADLINE AND SYNOPSIS COPY

From former “sick chick” and wellness expert Amy Kurtz, a welcome guide for those facing chronic health issues

Heal from the Effects of Trauma—for Yourself, the World, and Generations to Come

Explore the convergence of psychological healing and spiritual awakening that happens most powerfully in the depths of the heart

Sounds True Children's Books: planting the seeds of mindfulness, compassion, and self-care that will last a lifetime

The only definitive book by Wim Hof on his powerful method for reclaiming our natural health, strength, and potential

Discover the Power of Your Divine Radiance ... For Yourself. For Your Community. For the Planet.

# Long-Form B2B Favorites

Evocative and informative copy that illuminates the unique benefits of books and audio programs

Why do couples fight? Here's a hint—it's not about who puts the dishes away. "Conflicts with our primary partners are rarely about what we think they are," teaches psychotherapist Stan Tatkin. "An invisible host of factors in our brains and bodies plays into every encounter we have."

—[Relationship Rx](#), Stan Tatkin



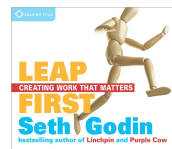
Our world has long suffered the abuses of an unbalanced masculine rule—but the feminine is rising. With *Wild Mercy*, internationally recognized teacher Mirabai Starr shares the subversive wisdom and fierce compassion of feminine mystics across cultural boundaries and throughout history.

—[Wild Mercy](#), Mirabai Starr



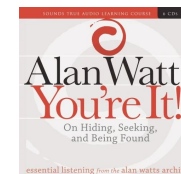
You're probably good at your job—maybe even great. But secretly, do you yearn to fly higher? To challenge the rules and surprise us with something remarkable? To instigate delight, connection, and real change? To choose better over safer?

—[Leap First](#), Seth Godin



Imagine you're climbing a mountain path that will lead you to a paradise where all your needs are met and your questions answered. What do you find at the top? A mirror. This is the great cosmic game, reveals Alan Watts—everything you're seeking is always hiding inside you.

—[You're It!](#), Alan Watts

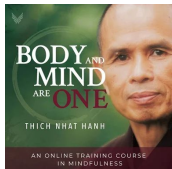


# Long-Form B2C Favorites

Selling our online courses, live events, combined learning, and more with compelling and authentic copy

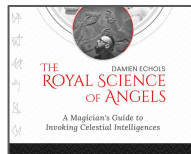
Have you ever attended a teaching session or dharma talk not knowing what to expect—and then found yourself so deeply supported, instructed, and illuminated that it changed you forever? Those of us lucky enough to learn with Thich Nhat Hanh so often say: what a rare and exceptional teacher. This soft-spoken Zen master radiates a sense of freedom and lovingkindness that is a dharma transmission in itself. . . .

[—Body and Mind Are One](#), Thich Nhat Hanh



For thousands of years, magicians have worked with the power of angels. There's a reason for this: working with angels is the most consistent, reliable way to get results. . . . When I was unjustly convicted of murder and awaiting a death sentence for 18 years, I learned magick the hard way. I owe my freedom and life to the angels and archangels. **Yet the real prison we all face is the illusion that we are separate, small, and powerless.** I invite you to take your own first steps to freedom.

[—The Royal Science of Angels](#), Damien Echols



# The Temptations We Avoid

We are not here to make a quick buck, so we do our best to steer clear of the following common but risky approaches to marketing copywriting.

## The Temptations We Avoid

There are many tools a marketer can use—and when any tool proves to be successful at getting attention and converting sales, there's always a temptation to make use of it.

Strategies that leverage fear, shame, false scarcity, and psychological manipulation can be effective in the short term. Yet we are committed to having a brand and a marketing approach that serves a greater goal than quick profit—one that serves our customers, builds long-term value, and helps contribute to our core mission of spiritual awakening.

This commitment requires creativity and effort. Staying true to our brand means avoiding many commonly used tactics and so-called “best practices.” The following pages detail the temptations we avoid in writing—with examples of the Sounds True way of authentic marketing.

*“Writers,  
please don’t  
make me  
throw up.”  
—Tami*

Overwhelmed by all the dos and don'ts? One core principle will avoid most of these missteps: respect for our customers. They're largely educated and experienced in various spiritual traditions. We want to show up as friends on the journey, sharing what we believe will truly support them.

# Dishonesty

Many marketers give themselves permission to mislead, distort, and outright lie. Whether it's trying to manufacture "urgency" with false scarcity, creating fake prices to make a sale seem more impressive, or generating fake testimonials and stories about products, deception is all too common in marketing.

The Sounds True brand is about being trusted—and to be trusted, we must be trustworthy. If we communicate urgency or scarcity, it's real. We don't play shell games with sale prices. And if we tell a story, it's a real story. That's how we build trust.

## WHAT WE'D AVOID

Mary was a working mom who tried meditation and yoga for decades, but it just wasn't helping with her daily challenges. Then she tried energy healing and shamanism, but that didn't help either. "Finally," Mary sighed, "I just gave up on anything spiritual. Until I discovered [author name]."

This online course is nearly sold out. Sign up now!\*

*\* For online courses with unlimited capacity, this is dishonest.*

## WHAT WE'D SAY

"Magick saved my life," says Damien Echols. When he was on death row for a crime he didn't commit, Damien used the spiritual practice of magick to stave off intense pain and despair, keep hope alive—and ultimately manifest his freedom. Now this bestselling author . . .

38 spaces left for this course's live mentoring module. Sign up now!

*\* If there IS a maximum capacity (e.g., a live in-person event)—that's authentic scarcity, which can and should be used.*



# FOMO (Fear of Missing Out)

How many times do you see a message telling you “Don’t Miss Out!” cross your inbox? Marketers use FOMO to trigger impulse buying. However, these tactics also create buyer remorse, resentment, and mistrust.

Our customers don’t need more fear in their lives. Instead of fear, we communicate value. We focus on the many benefits customers will experience, and we motivate with hope and positivity.

## WHAT WE’D AVOID

Ticktock! Time’s running out!

Last chance—don’t miss out on this once-in-a-lifetime deal!

[24-Hour Warning] Don’t let the chance to learn about magick slip away!

## WHAT WE’D SAY

Course registration closes in 24 hours

Final day to save 50% on the Xxxxx Online Course

[24-Hour Reminder] Begin your journey into the world of magick and angels

# The Hard Sell

A surprising amount of conventional marketing practice involves being bossy, condescending, or self-aggrandizing. We don't go that route—browbeating tactics may make a sale happen, but they don't work for building relationships.

Our voice is about creating connection. With every communication, we want our customers to feel valued, supported, and respected.

## WHAT WE'D AVOID

Good decision. You're enrolled in The Xxxxxxx Course.

You're doing yoga completely wrong. Here's why.

Give us your opinion.

Put down your phone. You're ruining your brain.

## WHAT WE'D SAY

Thank you! You're enrolled in The Xxxxxxx Course.

The 5 most common yoga "bad habits" that can hinder your progress

How would you rate The Xxxx Course?

Time for a "screen time" break? The neuroscience may surprise you.

# Negative Comparison

What could be more natural in marketing than bragging about how much better you are than the competition? That's fine for soft drinks but not for Sounds True. Many of our products are about kindness, compassion, and empathy—if we try to make ourselves look big by tearing down others, we're violating our core principles.

Instead, we focus on the unique value of each offering. We don't claim to have the “one and only” solution or truth. Our approach is to illuminate the special benefits of each product—and trust our customers to recognize the teachings that most resonate with their needs.

## WHAT WE'D AVOID

Stop wasting your time on meditation that doesn't work.

Without a mindfulness practice, no spiritual path is complete.

## WHAT WE'D SAY

The MBSR Online Course—the most research-proven mindfulness course available

How mindfulness practice can amplify any spiritual path

# Pandering or Inappropriate Tone

Marketers often try to stand out with sarcasm, snark, flippant puns, or the latest trending slang—and for some businesses, it may be appropriate. But that’s not who we are and not why our customers come to us.

Always remember that we’re here to help people—often when they are suffering or hoping to transform. Many teachings we offer are held as sacred wisdom. Our voice can be joyous, friendly, or lighthearted when appropriate . . . but we never diminish our authors or our customers just to sound hip or clever.

## WHAT WE’D AVOID

Grieving? No problem, let’s crush that sadness!

Get your woke on with these new BIPOC reads!

What’s the woo for you? Freaky-good energy healing tools on sale now!

Paying full price is traumatic! Save big on the Healing Trauma course.

## WHAT WE’D SAY

Grieving? What to do when it feels like it will never end.

The keys to real and enduring social change—our favorite new reads

Our Energy Healing Sale begins today | Save up to 50%

How do you heal from trauma safely and effectively?

# Misrepresenting Another's Voice

We're often tasked to write emails, letters, and quotes in another person's voice—whether it's for an author, Tami, or members of the Sounds True staff. But that doesn't mean we have license to “make” that person say whatever we want.

Our authors have a much greater role in reviewing copy than most publishers allow. Letters or direct quotes, especially, must be approved by the person to whom they are attributed. As writers, we are responsible for making sure our copy is always authentic to the person it represents.

## WHAT WE'D AVOID

“I'm Sandra Ingerman, and I've been a shaman for 30 years.”

“Welcome aboard the express train to an enchanted place of learning,” says Damien Echols. “Your life is about to change . . . like magic.”

“I'm Pema Chödrön, and I'm excited to tell you about this limited-time offer to save 50% on my new online course: *Living with Vulnerability*.”

## WHAT WE'D SAY

“I'm Sandra Ingerman, and I've been practicing shamanism for 30 years.”  
*(This author never refers to herself as a “shaman”)*

“We may have absorbed ideas about magick from books and movies—yet the real practice is more fascinating and transformative than any fantasy.”  
*(This author never uses pop-culture references to describe his material)*

“My deepest hope for this course is that you will learn how to treat your own life experience with the same love and support you offer your truest friends.”  
*(This author's focus is always on content, not offers)*

# Brand Equity

## (DESIGN)

# Truth Through Design

We are a breath of fresh air. We are inspirational and moving. Our visuals celebrate small moments and big breakthroughs.

We are always authentic, and there is a beautiful calmness to all we create. Like an invitation, our visual equity makes people feel welcome and wanted. Spirituality, transformation, and the journey visually come to life here.

*Our visual equity includes:*

**logo**

**color palette**

**photography**

**typography**



# Our Logo

Harkening back to Sounds True's beloved angel logo, our logo gives a nod to our past while taking a modern, optimistic, and beautiful step into the future. It reads as angel wings, open hands, a butterfly representing metamorphosis, a phoenix rising from the ashes, or even an open book—all of which speak visually to our mission of waking up the world.

The color combination strikes a balance between feminine and masculine, grounded in natural, slightly desaturated, earthy hues.

# Primary Logos

Our logo is our signature. Every care should be taken to ensure we represent our logo correctly. The logo, logo + tagline, or vertical logo can be used depending on space and size, giving priority to logo and logo + tagline. The logo uses two typefaces. "Sounds True" is created in Bree Serif, while the tagline is set in Bree.

All of the primary logos, color variations, and formats are available at [gallery.soundstrue.com](https://gallery.soundstrue.com) for download. Please refer to the [Logo Quick Guide](#) for format guidance.

## LOGO + TAGLINE



## LOGO



## VERTICAL LOGO



## Secondary Logos

The secondary logo can be used when the primary logos cannot be accommodated—as in the case of our book spines, or as an accent when the logotype is not needed. These logos should be used more sparingly and only when the primary logo doesn't work.

Available upon request.

---

### EMBLEM



Dark



Light



Single Color

---

### BOOK SPINE

(Not the same as vertical logo)  
\*only to be used on books



**sounds  
true**

## Minimum Size + Area of Isolation

For digital applications, the primary logo should never be smaller than 150 pixels wide, and the vertical logo should never be smaller than 100 pixels wide. For print applications, the primary logo should never be smaller than 1.5 inches wide, and the vertical logo should never be smaller than 1 inch wide.

An area of isolation ensures that headlines, text, or other visual elements do not encroach on the logo. The area is defined by using the width. A margin of clear space, equivalent to the “s” letterform from the logo, is drawn around the logo to create the invisible boundary of the area of isolation.

### MINIMUM SIZE



150 pixels / 1.5 inches



100 pixels / 1 inch

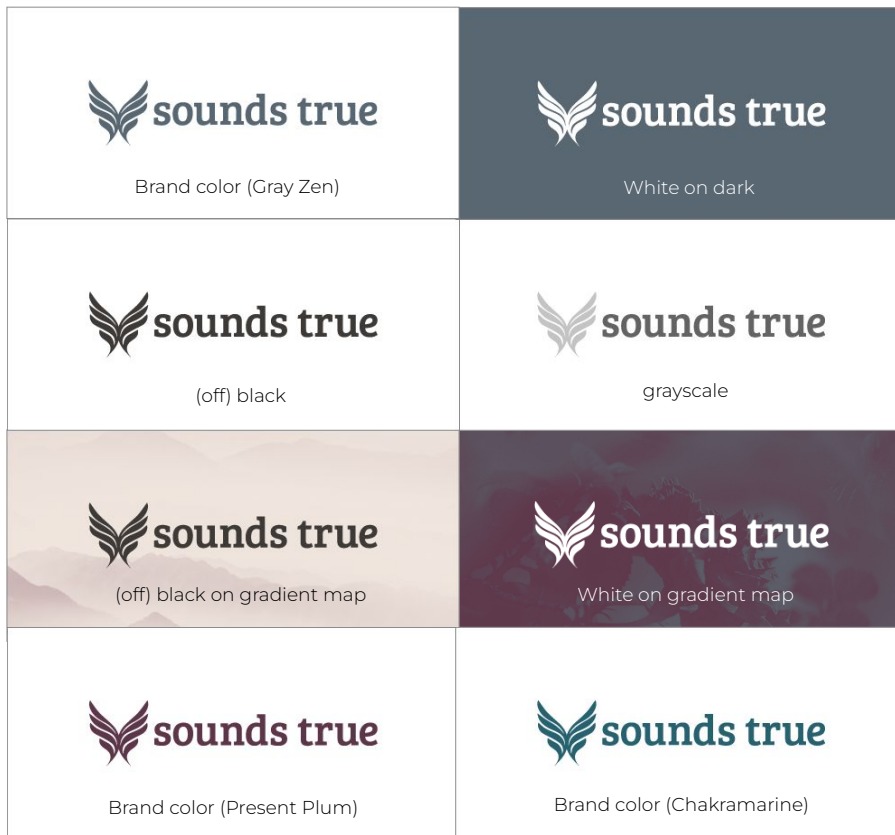
### AREA OF ISOLATION



## Secondary Logo Color











The logo can also be used in all black or white. A grayscale version can be used minimally. The logo should never show up in other color combinations besides our main color palette. Please ensure ADA compliance when using the Sounds True logo.

All of the primary logos, color variations, and formats are available at [gallery.soundstrue.com](https://gallery.soundstrue.com) for download. Please refer to the [Logo Quick Guide](#) for format guidance.



# Logo Treatment

To maintain brand equity, consistency is very important. Here are examples of logo uses that would be considered inconsistent with our brand expression and should be avoided.

 <p>Don't remove the wings from the logo</p>	 <p>Don't use the logo on poorly contrasting colors</p>	 <p>Don't apply any effects or gradients to the logo</p>	 <p>Don't use the logo on images or backgrounds with poor contrast</p>	 <p>Don't skew the logo vertically or horizontally</p>
 <p>Don't change the colors of individual elements within the logo</p>	 <p>Don't alter the fonts used in the logo</p>	 <p>Don't outline the logo</p>	 <p>Don't condense the logo vertically or horizontally</p>	 <p>Don't rotate the logo in any direction</p>

# Branded Family Logos

## SOUNDS TRUE FOUNDATION

PRIMARY LOGO



SECONDARY LOGO



## SOUNDS TRUE KIDS

PRIMARY LOGO



SECONDARY LOGO  
(SOCIAL MEDIA)



## SOUNDS TRUE BOOK CLUB

PRIMARY LOGO



## SOUNDS TRUE PODCAST NETWORK

PRIMARY LOGO



SECONDARY LOGO



All of the branded family logos, color variations, and formats are available at [gallery.soundstrue.com](https://gallery.soundstrue.com) for download.

Please refer to the [Logo Quick Guide](#) for format guidance.





# Brand Colors

Grounded, optimistic, earthy, and calm, our color palette is equally considered and important to our brand equity.

# Primary Palette

The primary color palette is used in the logo, and these colors are our main identifiers. They are meant to represent the core brand.

## Gray Zen

Pantone 7546 U  
CMYK 51, 26, 15, 49  
RGB 91, 103, 112  
Hex #5B6770

## Enlightenmint

Pantone 7493 UP  
CMYK 22, 4, 39, 3  
RGB 190, 203, 178  
Hex #BECBB2



## Secondary Palette

The secondary and tertiary color palettes provide an accent or complement to the primary palette and should be used minimally.

### Sun Salutation

Pantone 1595 U  
CMYK 02, 56, 94, 06  
RGB 211, 96, 38  
Hex #D36026

### Present Plum

Pantone 5115 U  
CMYK 52, 74, 34, 14  
RGB 94, 54, 73  
Hex #5E3649

### Chakramarine

Pantone 3155 U  
CMYK 86, 50, 44, 18  
RGB 55, 97, 111  
Hex #37616F



# Tertiary Palette

The secondary and tertiary color palettes provide an accent or complement to the primary palette and should be used minimally.

## Essence of Rose

Pantone 5035 U  
CMYK 03, 16, 07, 00  
RGB 237, 214, 214  
Hex #EDD6D6

## Essence of Lotus

Pantone 7527 UP  
CMYK 03, 04, 11, 05  
RGB 239, 232, 223  
Hex #EFE8DF

## Essence of Sea Holly

Pantone 7450 U  
CMYK 16, 09, 02, 01  
RGB 198, 205, 219  
Hex #C6CDDB



# Gradient Maps



## GRAY ZEN

RGB 91, 103, 112  
HEX #5B6770



## ENLIGHTENMINT

RGB 190, 203, 178  
HEX #BECBB2



## SUN SALUTATION

RGB 211, 96, 38  
HEX #D36026



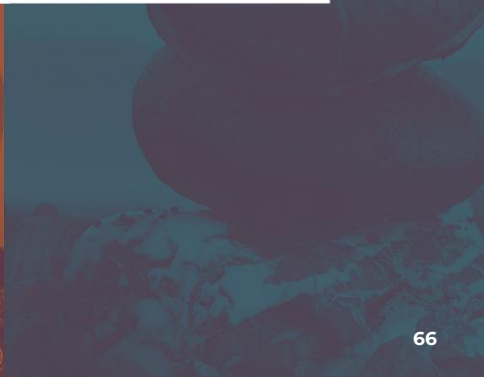
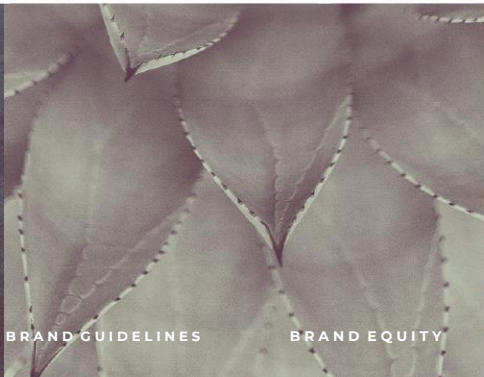
## PRESENT PLUM

RGB 94, 54, 73  
HEX #5E3649



## CHAKRAMARINE

RGB 55, 97, 111  
HEX #37616f





# Gradient Maps

 <p><b>ESSENCE OF ROSE</b></p> <p>RGB 237, 214, 214 HEX #EDD6D6</p> 	 <p><b>ESSENCE OF SEA HOLLY</b></p> <p>RGB 198, 205, 219 HEX #C6CDD8</p> 	 <p><b>ESSENCE OF LOTUS</b></p> <p>RGB 239, 232, 223 HEX #EFE8DF</p> 
--	---	---

# Approved Color Shades & ADA Color Combinations



An aerial, monochromatic photograph of a beach. In the center, a large, craggy rock formation stands prominently. The foreground is dominated by concentric, wavy patterns in the sand, likely created by waves or wind. A small figure of a person is visible walking on the sand in the lower right quadrant. The overall tone is muted and atmospheric.

# Photography

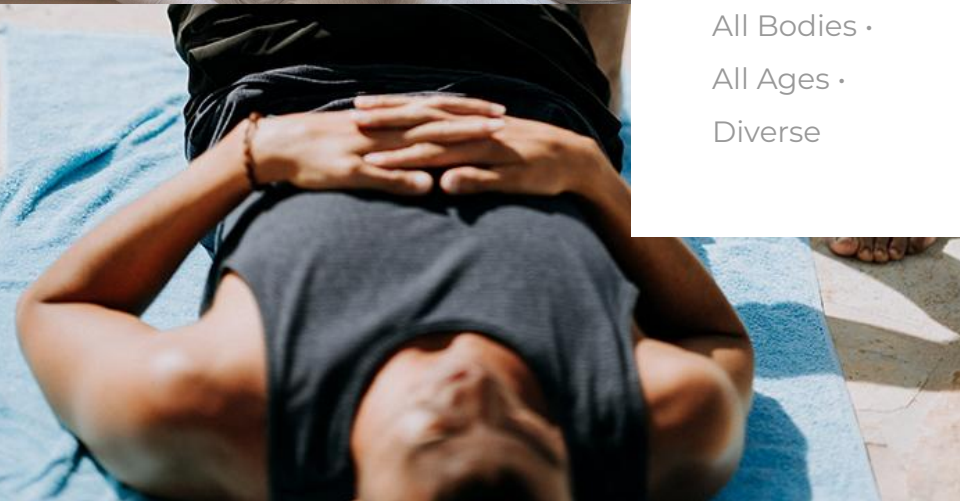
Our photography sparks awareness with intimate, tactile images reflecting the richness of life, in order to foster calm, bring the viewer into the present moment, and discover a new perspective on what it means to be human.





## Wonder

Evocative ·  
Elicits Strong Feeling ·  
Intimate



## Inclusive

All Bodies ·

All Ages ·

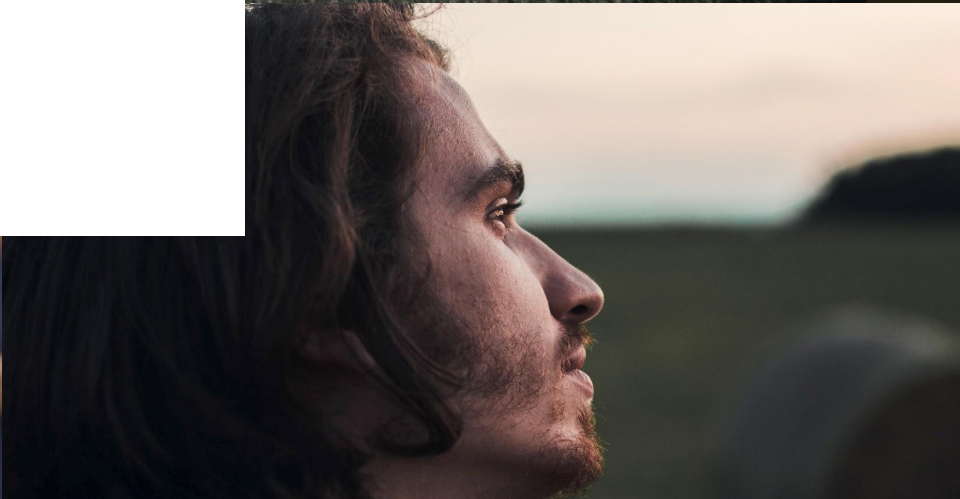
Diverse

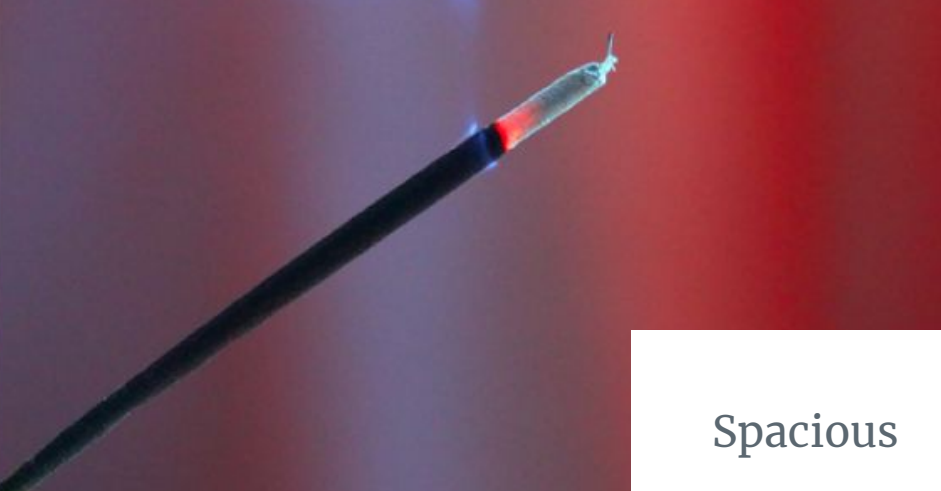




## Genuine

Candid ·  
Tells a Story ·  
Natural





## Spacious

White Space ·

A Moment of Refuge ·

Shallow Depth of Field



## Present

Grounded ·  
Rooted ·  
Attention



# Photo Editing Techniques

Gradient maps is a technique we apply to provide texture and variation within our photography.



## GRADIENT MAPS

*Note: See pages 65–66 for brand-approved gradient map color palettes*





# Photo Editing Techniques

Overlays are used to add visual interest to negative space.



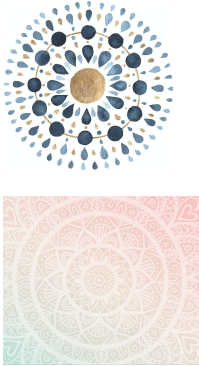
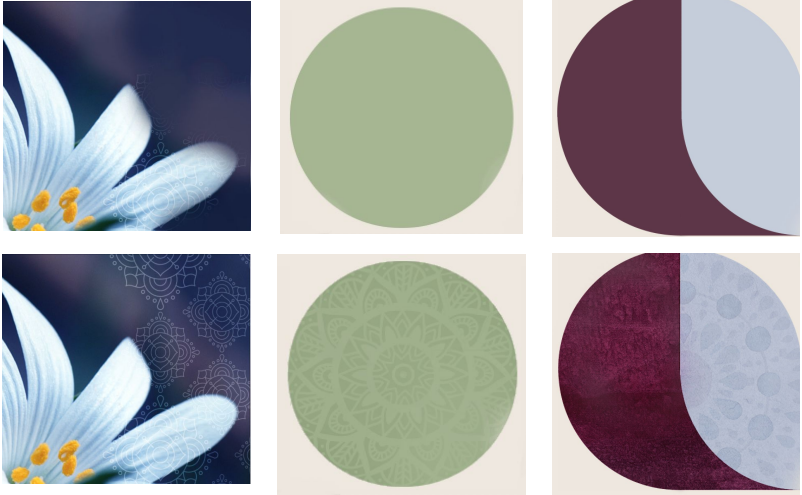
## OVERLAYS OF TEXTURES & PATTERNS



# Photo Editing Techniques

Textures and patterns are used to add warmth and approachability to our imagery.

## OVERLAYS OF TEXTURES & PATTERNS



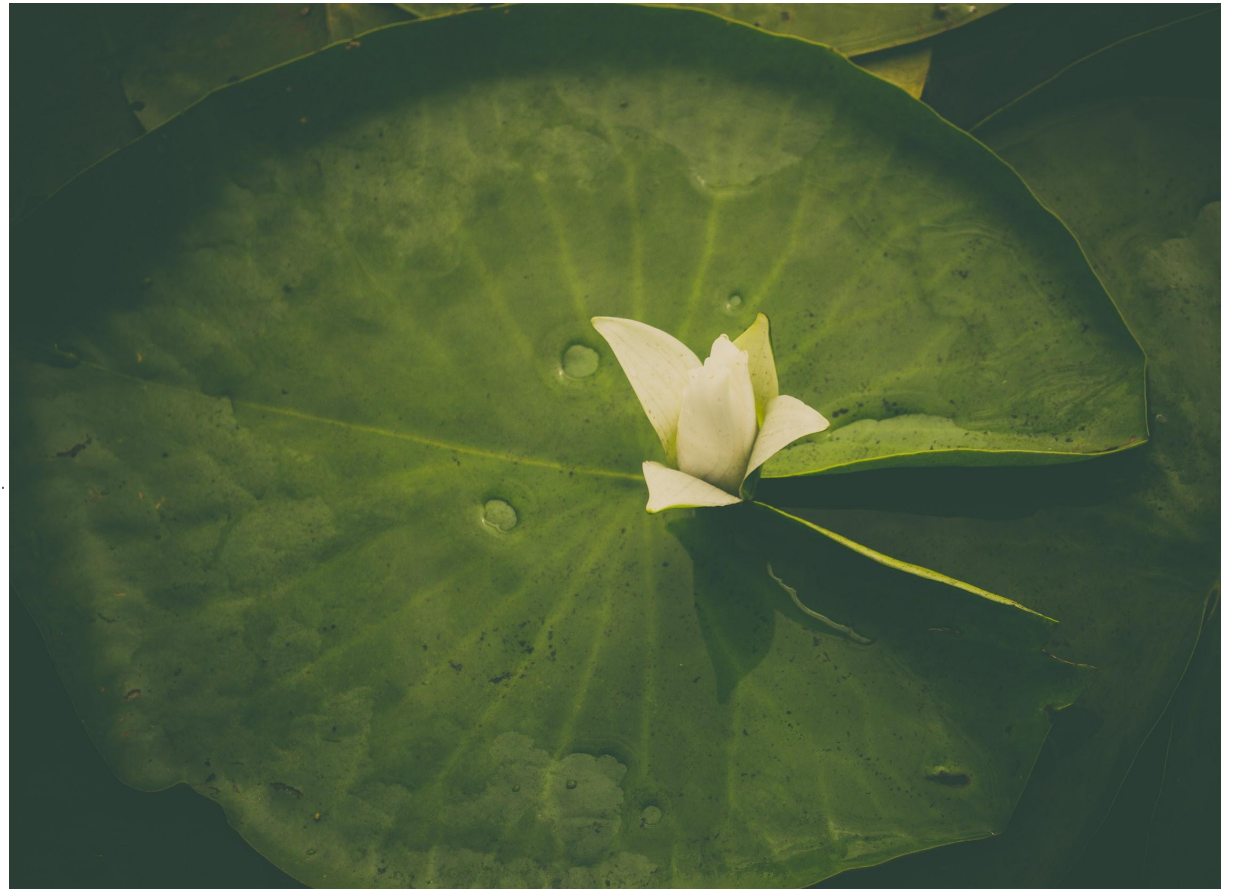
*Note: Don't use textures and patterns on their own*



# Photo Editing Techniques

We shift black points in our photos to reduce the intensity of contrast.

● .....  
**SHIFT BLACK POINT  
OF IMAGE TO 90%**



# Photo Editing Techniques

Using different focusing techniques, we pull the viewer into the scene.

MACRO FOCUS



MIXED FOCUS



# Photo Editing Techniques

Sometimes we use double exposure techniques to create new visuals.

**COMBINATION**





# Typography

Our typography comes to life in a relatable way. It is a clean, gentle complement to our imagery. When we are simple and clear, we allow our stories to be told in ways people can grasp on a human level. Our type never overpowers our images but, instead, lives as a beautiful marriage.

## Primary Font: *Alkes*

/ˈælkɛs/ [ˈal.kəs] sounds like “al-kess”

### 14 Styles

We selected a primary font that’s warm, inviting, and conversational while also having unique characteristics and easy readability. We also wanted our font to have a good mix of traditional and fresh. Designed with the intention of harmonizing three scripts—Latin, Cyrillic, and Greek—the contemporary yet well-defined humanist serif combines the best of the digital and analog worlds. Featuring a generous x-height, wide letter spacing, large open counters, and angled stress contrast, Alkes is highly effective for editorials and publishing, where long texts and legibility are the key forces.

# Alkes

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*

Alkes Thin  
Alkes Light  
Alkes Regular  
Alkes Semibold  
**Alkes Bold**  
**Alkes Extra Bold**  
**Alkes Black**

*Alkes Thin*  
*Alkes Light*  
*Alkes Regular*  
*Alkes Semibold*  
**Alkes Bold**  
**Alkes Extra Bold**  
**Alkes Black**

## Secondary Font: *Montserrat*

### 18 Styles

Montserrat can be used as an accent and should be used sparingly—never overpowering the design. Use this font for subtitles and body copy.

<https://fonts.google.com/specimen/Montserrat>

MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Montserrat Thin  
Montserrat Extra Light  
Montserrat Light  
Montserrat Regular  
Montserrat Medium  
Montserrat Semibold  
Montserrat Bold  
Montserrat Extra Bold  
Montserrat Black

*Montserrat Thin*  
*Montserrat Extra Light*  
*Montserrat Light*  
*Montserrat Regular*  
*Montserrat Medium*  
**Montserrat Semibold**  
**Montserrat Bold**  
**Montserrat Extra Bold**  
**Montserrat Black**



# Google Fonts

## 8 Styles

For Google document integrity, use Google fonts for all copy that should be live. Use Merriweather in place of Alkes.

<https://fonts.google.com/specimen/Merriweather>

# Merriweather

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

*1 2 3 4 5 6 7 8 9 0*

Merriweather Light

Merriweather Normal

**Merriweather Bold**

**Merriweather Black**

*Merriweather Light*

*Merriweather Normal*

***Merriweather Bold***

***Merriweather Black***

# Typeset Examples

## Learn More. Transform More

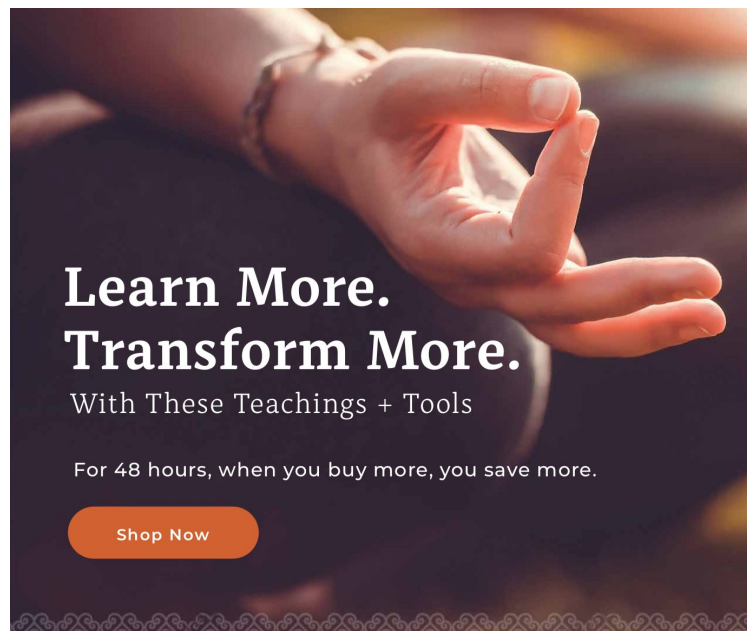
*With these teachings + tools*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Headline:** Alkes bold  
Character Spacing: 0.21px

**Subtitle:** Alkes Light Italics  
Character Spacing: 0.21px

**Body Copy:** Montserrat Light  
Character Spacing: 0.21  
Line-Height: 33





# Typeset Examples

## A CELEBRATION

*of Black Voices*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Headline:** Montserrat Semibold

Character Spacing: 3.08px

**Subtitle:** Alkes Light Italics

Character Spacing: 1.5px

**Body Copy:** Montserrat Light

Character Spacing: 0.21

Line-Height: 33



*Note: In certain designs, you may find that Montserrat makes a better headline font with Alkes as sub*

# Brand Equity

( HOW IT  
ALL COMES  
TOGETHER )

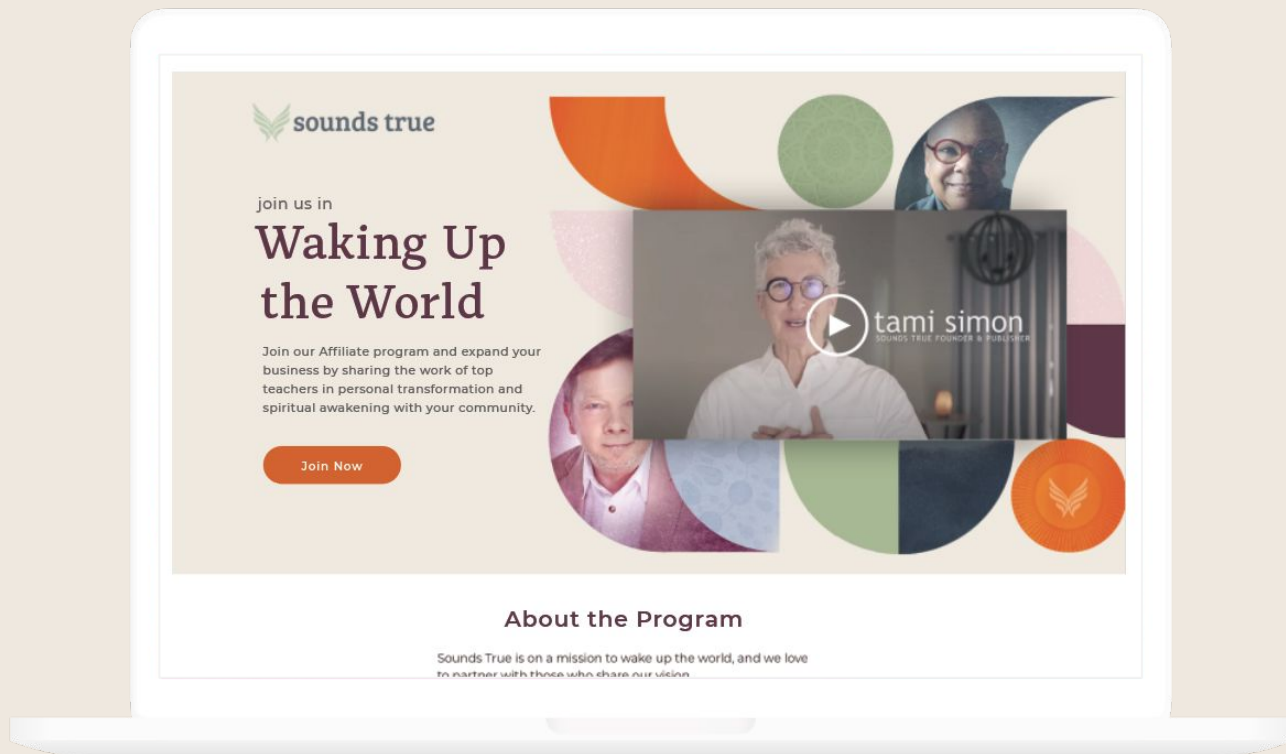
## Our Aesthetic— *Modern Transformation*

When it comes to Sounds True's design aesthetic, it's important to use the brand colors in interesting shapes. For us, this communicates support and unity for those individuals seeking to learn and grow. The pieces coming together represent our interconnection, or the solution to a puzzle.

We use textures within each shape that speak to our mission of awakening transformation and opening to new perception along the journey. These shapes could even hold images with special relevance to particular authors or subject matter.



## Example- Landing Page



## Example— Social Campaign

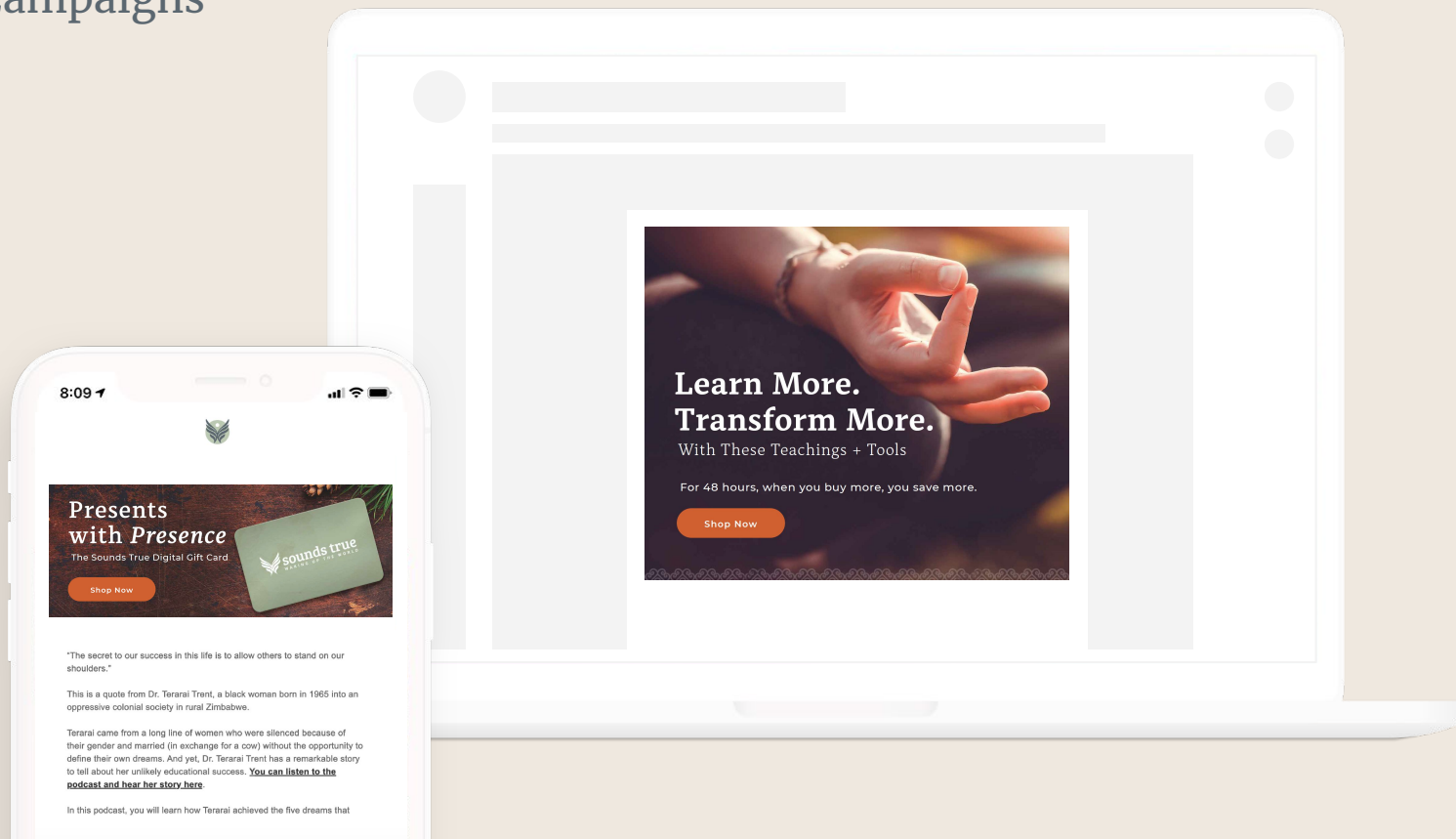
We use shape, color, and texture to create context and an intimate experience. Books are always shown in 3D mockups.



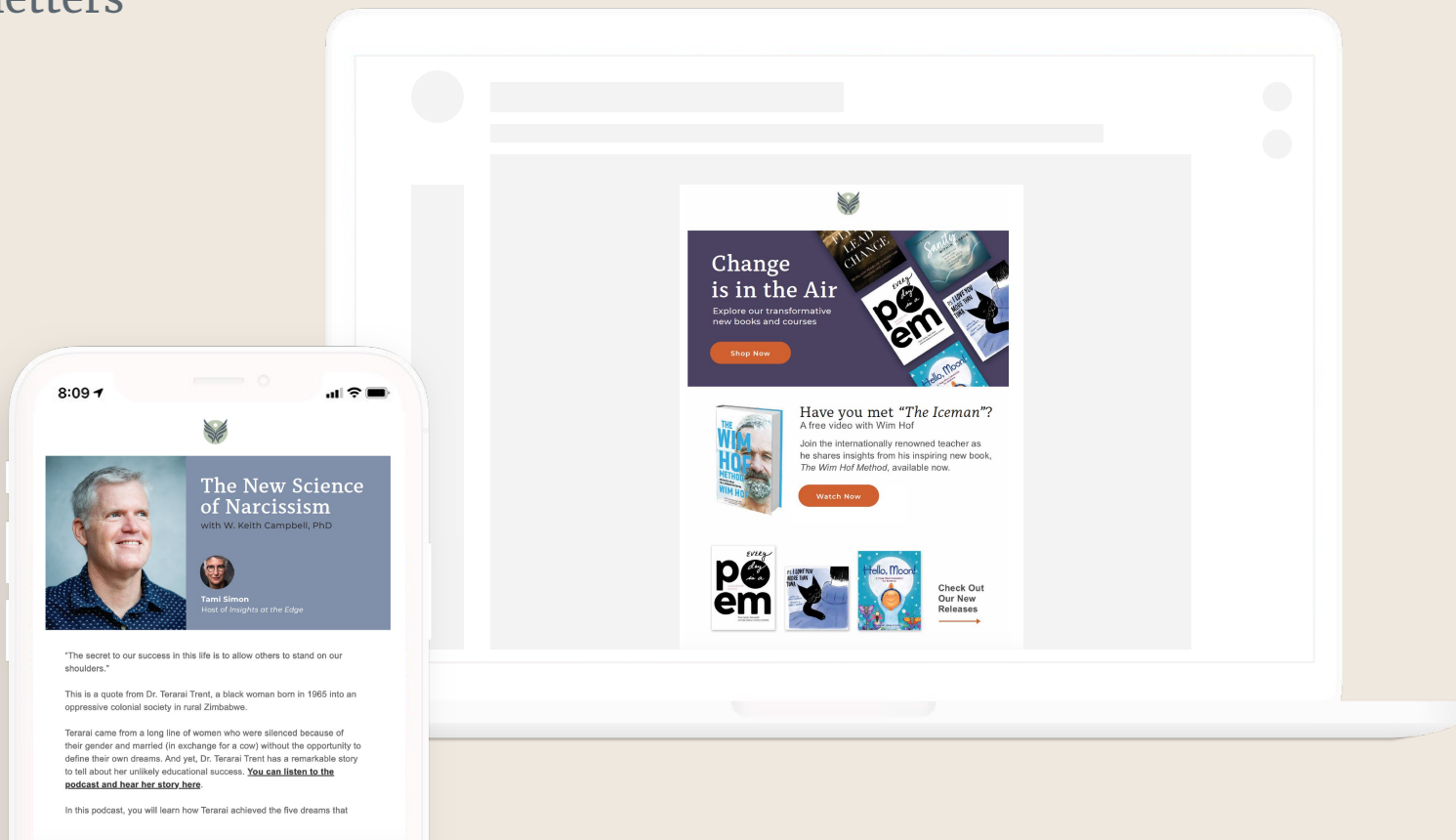
# Sounds True Digital Presence

Primarily, these graphics are customer facing and show how we appear on landing pages, emails, retargeting ads, and more—while keeping brand authenticity tight throughout each instance.

# Email Sale Campaigns

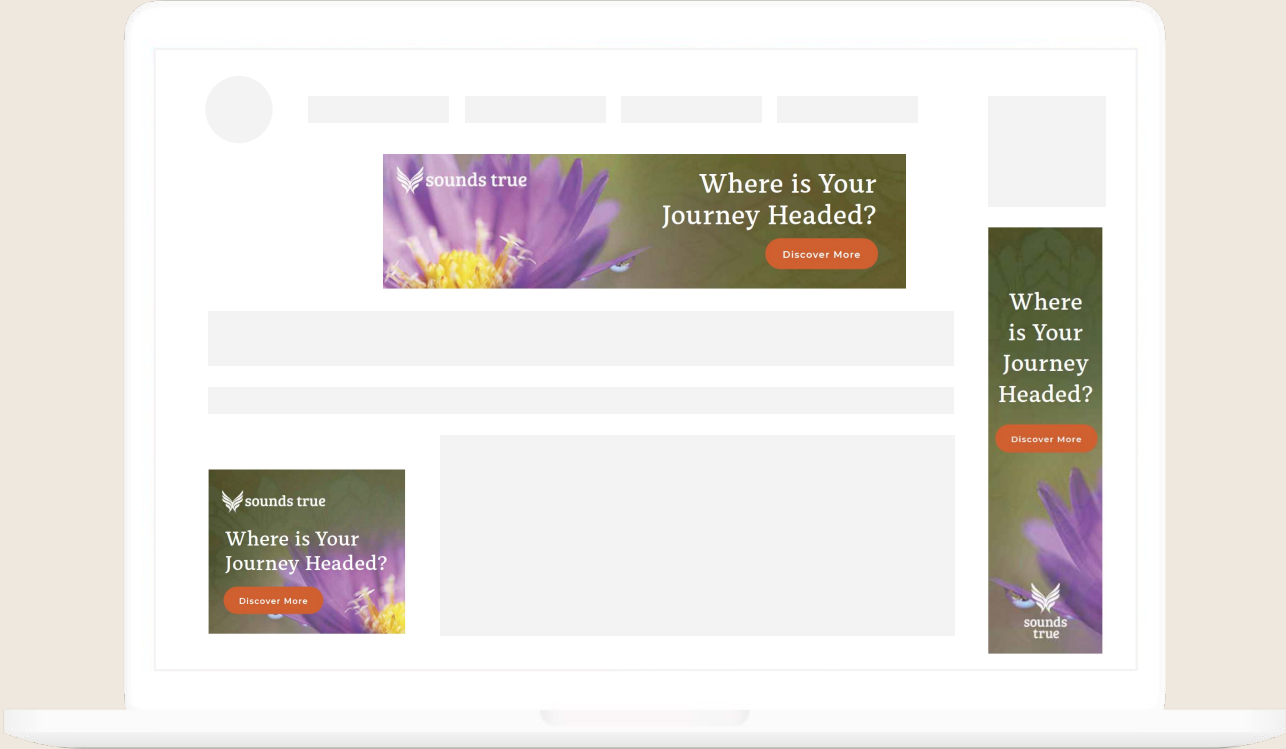


# Email Newsletters





# Retargeting Ads



# Sounds True Print Presence

Our print presence is felt through our physical books and audios, magazine ads, marketing and publicity materials, and more.

# Magazine Advertising





# Frontlist Catalogs





# Bookmarks



# Influencer Kits





# Tami Simon Representation

In imagery with our publisher and founder, we use bright photography and an aesthetic that is warm, welcoming, and wise.

# Approved Headshots and Bio

View [Media Kit](#) to download images

Pass: `sounds_true413`

Tami Simon started Sounds True at the age of 22 with a dream and a tape recorder. Though she had no business experience and only a vague idea of what she wanted the company to be, Tami had her guiding principle strongly in place: to disseminate spiritual wisdom. Over its 36-year history, Sounds True has grown into a multimedia publisher that has produced over 3,000 titles, has been nominated twice for the Inc. 500 list of the fastest-growing companies, and is North America's leading publisher of spoken-word spiritual teachings.

One of the world's very first organizations to focus on multiple bottom lines as part of its founding mandate, Sounds True has expanded steadily over the years while staying true to its original mission. Partnering with the leading spiritual teachers of our time, Sounds True now has a successful book publishing program (distributed by Macmillan) and has grown to produce events, certification programs, and transformational online learning experiences.

Tami hosts the popular Sounds True podcast, *Insights at the Edge*, which has now been downloaded more than 20 million times. She is also the founder of the Sounds True Foundation, which is dedicated to bringing spiritual education to people who would otherwise not have access. She lives in Boulder, Colorado, and in British Columbia with her wife, Julie Kramer, and their two spoodles, Raspberry and Bula.



# Author Brand Representation

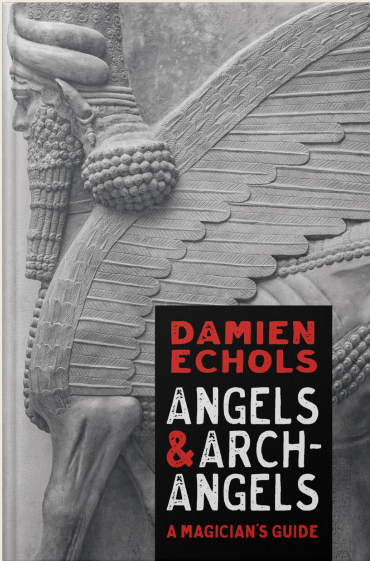
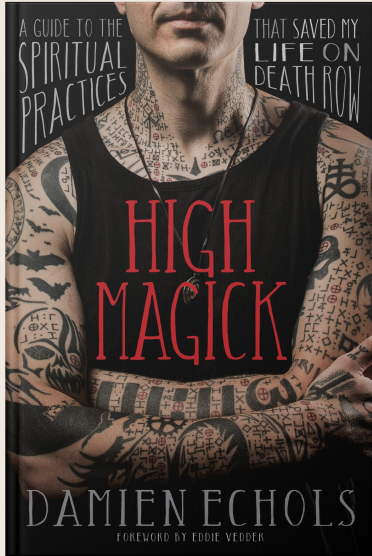
While we keep a tight ship with the Sounds True masterbrand graphics, we flex a bit when it comes to each author and their specific brand needs. In the following five examples, you will see how branding, design, and copy shift to align with our authors' personal brands, visions, and content.

## EXAMPLE 1 *Damien Echols*

**Damien Echols** was born in 1974 and grew up in Mississippi, Tennessee, Maryland, Oregon, Texas, Louisiana, and Arkansas. His wrongful conviction, sentencing, and eventual release as part of the West Memphis Three case is the subject of *Paradise Lost*, a three-part documentary series produced by HBO, and *West of Memphis*, a documentary produced by Peter Jackson and Fran Walsh. Damien is also the author of the *New York Times* bestseller *Life After Death* and *Yours for Eternity* (with his wife, Lorri Davis).



## EXAMPLE 1 *Damien Echols*



## IN PRINT

Author's brand is bold palette with references to the ancient tradition brought to life in today's world. There's freedom, empowerment, depth, and a scholarly feel. There is broad use of the author's gritty yet artistic aesthetic.



# EXAMPLE 1 *Damien Echols*

## IN DIGITAL

ONLINE COURSE: *The Royal Science of Angels*

### DESIGN INTENT

Inspired by the idea of aura levels, the concept of mysticism, going inward, peeling layers, and of changing our own perceptions.

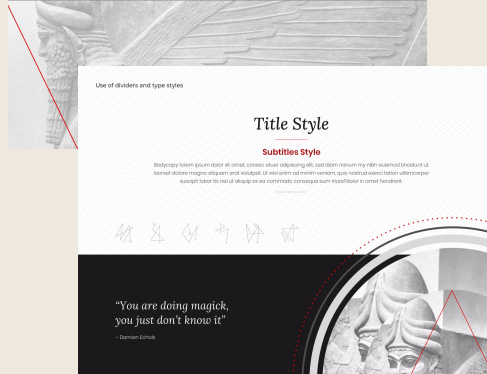
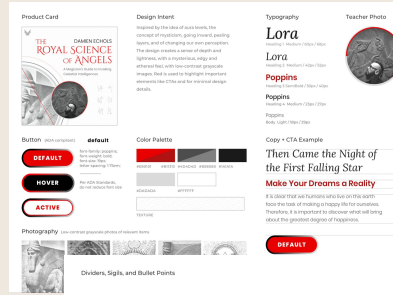
The design creates a sense of depth and lightness, with a mysterious, edgy, and ethereal feel, with low-contrast grayscale images that align with Damien's brand. Red is used to highlight important elements like CTAs and for minimal design details.

### MARKETING CAMPAIGN

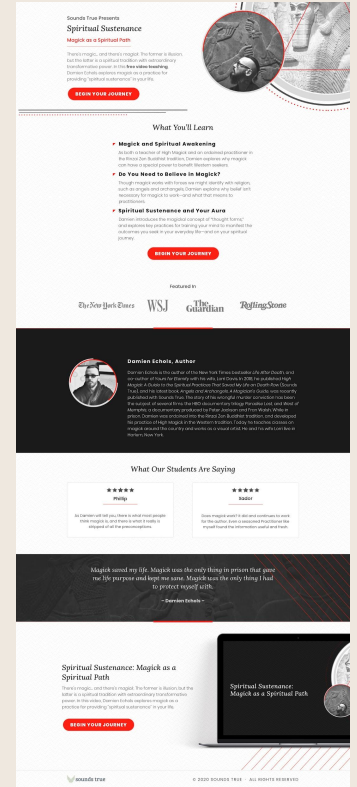
*Course Content:* Six-module, six-hour video course with two Live Q&As with Damien Echols.

*Funnel Type:* Hero C Template (Optin Page < Pop-up < Video Player Page with Learn More Button < Sell Page)

### View **Awesome Box**



### View **Funnel Design**



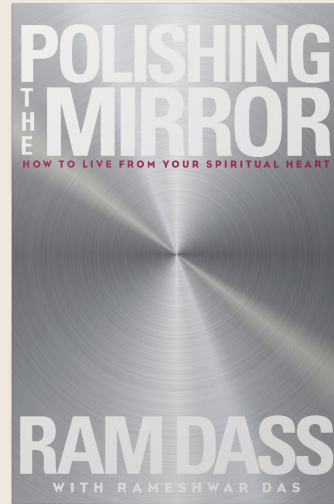
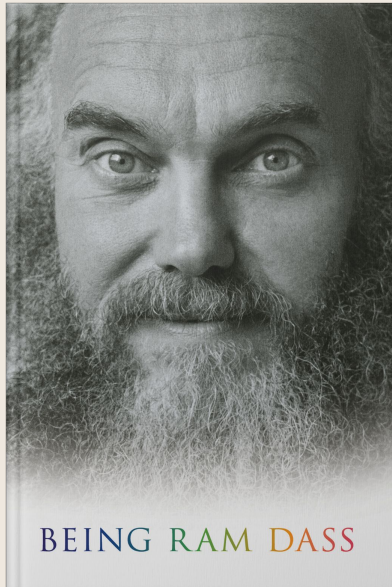
## EXAMPLE 2 *Ram Dass*

**Ram Dass** (1931–2019) first went to India in 1967. He was still Dr. Richard Alpert, an already eminent Harvard psychologist and psychedelic pioneer with Dr. Timothy Leary. He continued his psychedelic research until his journey to the East in 1967, driving overland to India, where he met his guru, Neem Karoli Baba, affectionately known as Maharaj-ji. Maharaj-ji gave him the name Ram Dass, which means “servant of God.” Everything changed then—his intense dharmic life started, and he became a pivotal influence on a culture that has reverberated with the words “be here now” ever since.





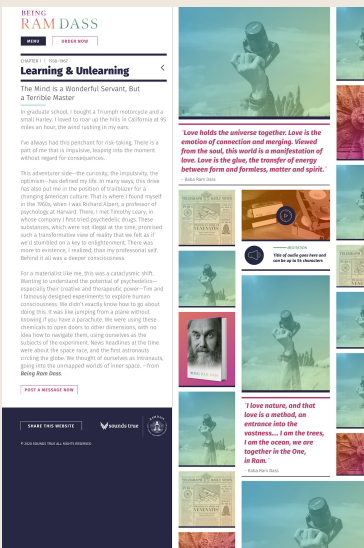
## EXAMPLE 2 *Ram Dass*



### IN PRINT

Classic, iconic, timeless. Keepsake books.  
The simplicity of the design lets the  
radiance of the author shine.

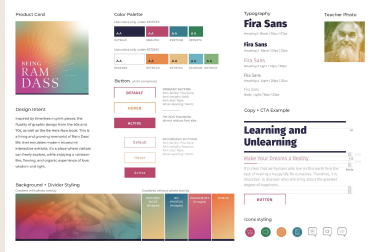
## EXAMPLE 2 Ram Dass



View [Website](#)



View [Social Campaign](#)



View [Awesome Box](#)

## IN DIGITAL

### PREORDER BOOK CAMPAIGN: *Being Ram Dass*

#### DESIGN INTENT

Inspired by timelines in print pieces, the fluidity of graphic design from the '60s and '70s, as well as the *Be Here Now* book. This is a living and growing memorial of Ram Dass's life that emulates modern museums' interactive exhibits. It's a place where visitors can freely explore, while enjoying a rainbow-like, flowing, and organic experience of love, wisdom, and light.

#### MARKETING CAMPAIGN

**Website Content:** This site was built as a memorial to honor the late spiritual teacher Ram Dass and promote preorders of his memoir, *Being Ram Dass*. It contains video, audio, and images of Ram Dass, plus excerpts from the memoir. To commemorate him, visitors had the option to post a personal message about Ram Dass's life and work.

**Funnel Type:** Custom memorial website inspired by the book, including unique images, videos, and audios of Ram Dass and excerpts from the book.

**Social Campaign:** Created visually stunning shareable memes using quotes and unique, rarely seen images of Ram Dass and his life.

### EXAMPLE 3 *Jennifer Adams*

**Jennifer Adams** is the author of 50 books for kids, including the My Little Cities series, *How Do I Love Thee?*, and the BabyLit board books, which introduce small children to the world of classic literature and have sold 2 million copies worldwide. Her work has been featured in *Parents* magazine, *Wired*, *Vanity Fair*, and the *New York Times*. Jennifer lives in Salt Lake City with her husband and two very spoiled cats.



### EXAMPLE 3 *Jennifer Adams*



## IN PRINT

In these empowering books for kids, the typography accents the art but doesn't compete, so the illustration is the star.

## EXAMPLE 3 *Jennifer Adams*

# IN DIGITAL

## PREORDER BOOK CAMPAIGN: *I Am a Kindness Hero*

### DESIGN INTENT

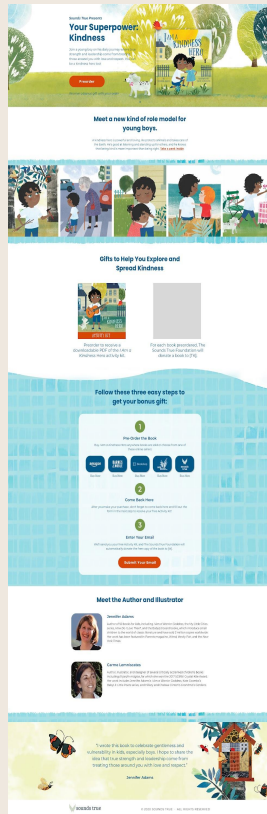
These graphics relied heavily on the illustrations and color palette already established in the book to create cohesion. Since this children's book helps encourage children to treat others with love, kindness, and respect, we wanted it to feel fun, friendly, and approachable, to engage interest in preordering the book.

### MARKETING CAMPAIGN

*Website Content:* This site showcases the book's beautiful illustrations and an introduction to the book's message of the importance of kindness, to encourage visitors to preorder. To reach more opt-ins, we offered a downloadable Kindness Hero Activity Kit and offered to donate a book to Books for Kids with each preorder purchase.

*Funnel Type:* Preorder Template (Optin Page < Pop-up < Thank You Page)

*Social Campaign:* Created graphics to promote the book and our offer to donate to Books for Kids.



View [Website](#)



View [Social Campaign](#)



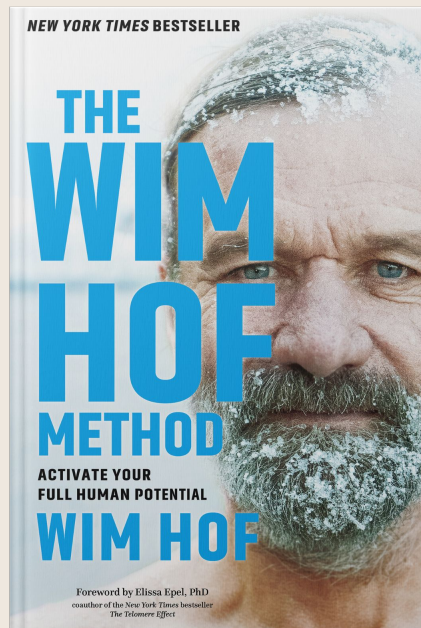
## EXAMPLE 4 *Wim Hof*

**Wim Hof**, a.k.a. “The Iceman,” holds multiple world records for his feats of endurance and exposure to cold—such as climbing Mount Kilimanjaro wearing only shorts and shoes, running a barefoot half-marathon in the Arctic Circle, and standing in an ice-filled container for more than 112 minutes. Having been taught by the majestic natural power of the cold, Wim is on a mission to share his discoveries with the world.

The benefits of his method, now practiced by millions, have been validated by eight university research studies. He has been featured on the BBC, VICE Media, Discovery Channel, and Joe Rogan, Tim Ferris, and School of Greatness podcasts.



## EXAMPLE 4 *Wim Hof*



## IN PRINT

The direction capitalizes on the iconic figure of Wim Hof, showing him in his icy element and offering a direct connection with him. Simple and powerful typography grabs attention.





## EXAMPLE 4 *Wim Hof*

# IN DIGITAL

## PREORDER BOOK CAMPAIGN: *The Wim Hof Method*

### DESIGN INTENT

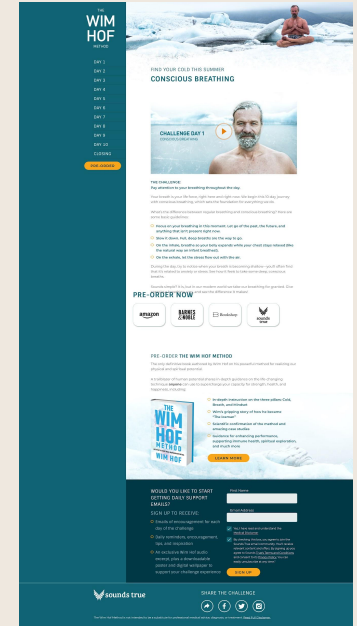
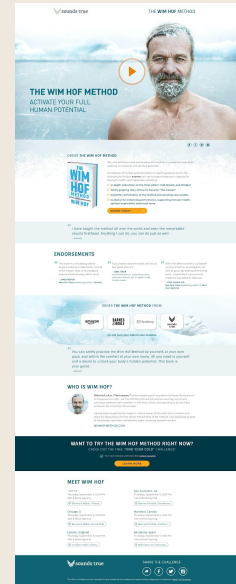
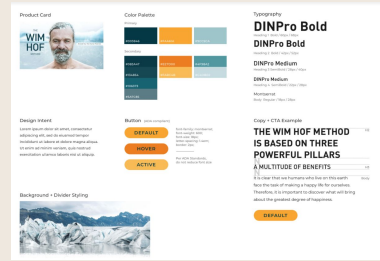
These graphics relied heavily on the illustrations and color palette already established in the book to create cohesion.

### MARKETING CAMPAIGN

**Website Content:** The site's purpose was to create buzz around the book by introducing the “Find Your Cold This Summer” Challenge for users to have a glimpse into Wim's methods. Once opted in, the user had access to 10 days of Wim Hof challenges to help them realize their physical and spiritual potential. Through an introduction to and completion of the challenge, the desired outcome was to interest users in preordering the book to learn more.

**Funnel Type:** Challenge funnel that guides people with daily exercises as a way to introduce the practices of the book.

**Social Campaign:** Created images to promote preordering and launch of the book. The campaign included giveaways like a poster and screensavers, as well as a special gift for influencers.



View [Website](#)

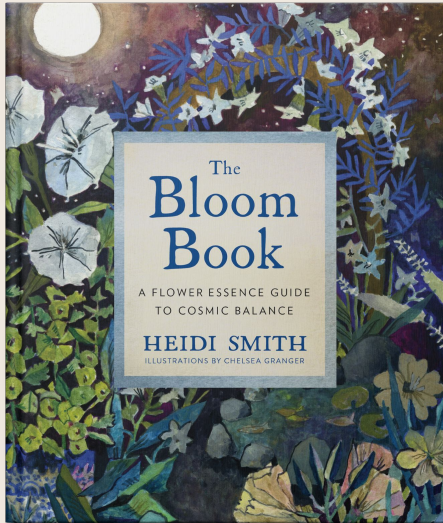
View [Social Campaign](#)

## EXAMPLE 5 *Heidi Smith*

**Heidi Smith**, MA, RH (AHG), is a psychosomatic therapist, registered herbalist, and flower essence practitioner. Within her private practice, Moon & Bloom, Heidi works collaboratively with her clients to empower greater balance, actualization, and soul-level healing within themselves. She is passionate about engaging both the spiritual and scientific dimensions of the plant kingdom, and sees plant medicine and ritual as radical ways to promote individual, collective, and planetary healing.



## EXAMPLE 5 Heidi Smith



### Recentering Ritual


by Heidi Smith, MA, RH (AHG)


In between seeing clients, I have a few simple rituals I utilize to recenter myself. When I do this, I know my clients can feel a difference too. It's a way for me to be totally clear and present for people, and I consider it to be part of offering a high level of care. If you work in a service-oriented profession, you might want to consider creating an easy practice around recentering.

This practice takes just a few minutes.

1. Close your eyes or set your gaze low, and ground your energy in a few deep breaths. Feel your lower body getting heavy, sinking into the Earth.
2. Visualize your auriculate bodies and clear it (them) with cobalt-blue light (I see mine like an egg-shaped orb). Visualize anything that might be stuck to your aura, or weighing you down, gently falling to the Earth. We're just gently clearing the aura here.
3. Breathe into your heart and root chakras. Feel that sense of inner alignment coming back into your center point.
4. Say to yourself, silently or out loud, a centering mantra such as, "I am here. I am open. I am clear. I am in perfect alignment."
5. Notice how you feel within this place of stillness. Then slowly deepen your breath and come back to the room.

Inspired by Heidi Smith's guide, *The Bloom Book: A Flower Essence Guide to Cosmic Balance*. Learn more at [moonandbloom.com](https://moonandbloom.com)

 sounds true



## IN PRINT

Natural, handmade, and crafty, the watercolor and textured paper create an immersive experience that sparks the creative spirit of the reader.

## IN DIGITAL

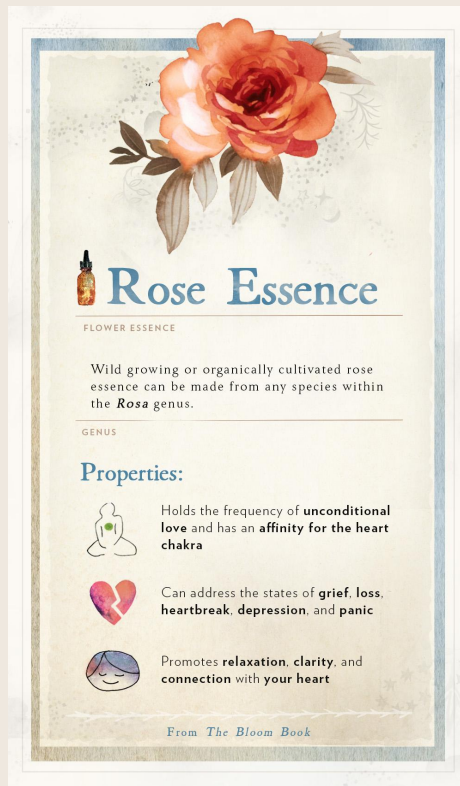
PREORDER BOOK CAMPAIGN: *The Bloom Book*

### DESIGN INTENT

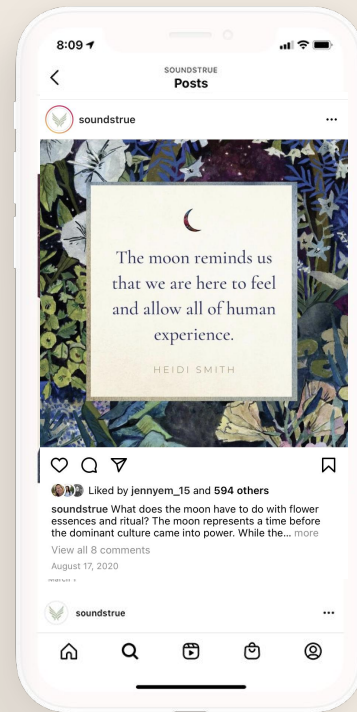
These graphics relied heavily on the illustrations and color palette already established in the book to create cohesion.

### MARKETING CAMPAIGN


Drive attention to inspire users to preorder the book through compelling flower essence graphics and quotable memes posted to our social platforms (Pinterest, Instagram, and Facebook).




View [Pinterest Infographic](#)



View [Social Banners](#)



# Final Thoughts



I hope I didn't neglect to say the  
very thing that would have  
caused you to be enlightened.

—Pema Chödrön, *Walking the Walk*

# Final Thoughts

Thank you for reading our brand guidelines and for your contribution to our mission to wake up the world! Learning the subtleties of the Sounds True brand takes time and practice, so if you have any questions, we want to hear them. (See the next page for creative division contacts.)

May these guidelines help you to unleash your personal creative superpowers in alignment with the core values of Sounds True, in service of our many beloved customers, as together we walk our lives' distinct yet interwoven paths.







# Contact List

# Contact List

For copywriting questions, please contact Joe Ditta at [joed@soundstrue.com](mailto:joed@soundstrue.com).

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For digital design questions, please contact Chris Rock at [chris@soundstrue.com](mailto:chris@soundstrue.com).

For content production questions, please contact Hayden Peltier at [haydenp@soundstrue.com](mailto:haydenp@soundstrue.com).

For high-level brand questions, please contact Chris Rock at [chris@soundstrue.com](mailto:chris@soundstrue.com) or Ryan Anthony Davis at [rad@soundstrue.com](mailto:rad@soundstrue.com).



# Waking Up the World