

# Soularium Academy

## A Greenhouse for the Soul

**Mission:** To nurture children's holistic wellness through imaginative, interactive experiences that cultivate emotional resilience, physical vitality, mental clarity, and spiritual curiosity.



### Brand Pillars

1. **Whimsy & Wonder** – Infuse every interaction with a sense of magic and curiosity.
2. **Growth & Nurture** – Create safe, supportive environments for kids to bloom.
3. **Connection & Compassion** – Teach empathy, mindfulness, and emotional intelligence.
4. **Whole-Self Wellness** – Integrate physical movement, mental health tools, spiritual grounding, and emotional fluency.
5. **Exploration & Engagement** – Encourage active participation and hands-on discovery.

### Color Palette

|                                         |                                        |                                         |                                        |                                        |                                         |                                         |
|-----------------------------------------|----------------------------------------|-----------------------------------------|----------------------------------------|----------------------------------------|-----------------------------------------|-----------------------------------------|
|                                         |                                        |                                         |                                        |                                        |                                         |                                         |
| 8B5392<br>139, 83, 146<br>5, 43, 0, 43  | 4ACDD5<br>74, 205, 213<br>65, 4, 0, 16 | FE9E13<br>254, 158, 19<br>0, 38, 93, 0  | F832D3<br>248, 50, 211<br>0, 80, 15, 3 | FFEE8C<br>255, 238, 140<br>0, 7, 45, 0 | 47ED8B<br>71, 237, 139<br>70, 0, 41, 7  | 3C799A<br>60, 121, 154<br>61, 21, 0, 40 |
|                                         |                                        |                                         |                                        |                                        |                                         |                                         |
| C8A4CB<br>200, 164, 203<br>1, 19, 0, 20 | ACE8EC<br>172, 232, 236<br>27, 2, 0, 7 | FFDDAE<br>255, 221, 174<br>0, 13, 32, 0 | FED8F6<br>254, 216, 246<br>0, 15, 3, 0 | FFF6C2<br>255, 246, 194<br>0, 4, 24, 0 | C8F9DC<br>200, 249, 220<br>20, 0, 12, 2 | C4DBE8<br>196, 219, 232<br>16, 6, 0, 9  |

### Typography

- **Headlines:** Sacramento
- **Body:** Trirong
- **Accent Elements:** Leaf/flower/start/sparkle motif

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## Iconography

Icon set includes: open hands, glowing orbs, sprouting seeds, yoga poses, musical notes, journal pages.

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## Messaging

### Key Phrases

- “Watch your heart bloom.”
- “Grow your magic.”
- “Tend your inner garden.”
- “Shine from the inside out.”
- “Every soul deserves a sanctuary.”
- Where laughter heals, movement inspires, and magic is real

### Voice and Language

- Use metaphors from nature and magic: blooming, watering, light, roots, constellations.
- Speak to the child and the caregiver — both should feel inspired and safe.

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## Programs & Offerings Structure

### Thematic Classes

- **Root & Rise** – Yoga and mindful movement
- **Mindful Meadow** – Guided meditations, breathwork, and mindfulness
- **Starry Wisdom** – Emotional literacy and spiritual storytelling
- **The Magic Lab** – Essential oil and plant-based product creation
- **Soulful Sprouts** – Young children’s foundational classes

- **Inner Gardeners Guild** – Creative expression and journaling
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## **Brand Applications**

### **Merchandise**

- Journals, affirmation cards, plush “soul seed” toys, yoga mats with glowing path prints, character pin badges

### **Print & Digital Collateral**

- Storybook-style curriculum guides
- “Soul Garden Maps” – milestone tracker in the form of a magical map
- Branded calm-down kits and activity printables

### **Web Presence**

- Whimsical, interactive website with illustrated navigation
- Parent resources, downloadable activities, guided audio sessions