

SACRED DESIGN

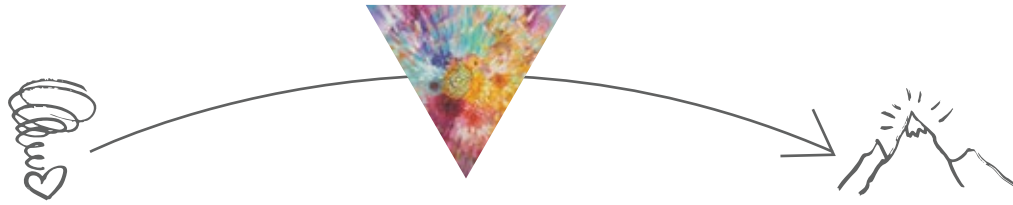
bringing spirit into your brand

This process will support you as you bring your ideas and dreams into form. It will make the process of creating your own visuals and/or working with professionals go more smoothly for ANY creative project.

- **Good design starts with clear intention.** The best design solves a problem, tells a story, and clearly communicates a message.
- The graphics and visuals you create set the tone of your vision and offerings
- As the world shifts more and more to a visual language clear communication is powerful and essential
- When you can bring the ideas from within you forward and into the world you create a way to share your teachings. Good design stands out in a culture that's craving content and a lot of things feel mass produced. **People feel good design.** It allows you to communicate complex information in an instant and sometimes an instant is all you have.
- Once you learn the basics of design you have your foundation. The technology, modes of communication, and software will continue to change but **good design is timeless.**
- Trust that there is a Sacred Design to the life you have come into; every circumstance, experience, and moment is creating something more beautiful and functional

THE PROCESS

Intentionally create graphics for your vision



- As a creative being you're already doing this. Design brings structure and new perspective not just into your work but into all aspects of your life. You have your own visual language.
- You can use visuals from the work you've already created, your process, your spirit guides, archetypes, or the tools you use everyday to tell your story.



1. Bring in spirit

Invite spirit in and become aware of how the energy shifts. Listen for direction and let the structure come from spirit.

What is your overall vision?

What creative project has unfolded from your vision?

What is the intention of your project?

What transformation are you offering? And who is it for?

*Thank you great spirit for your
presence and support on this journey*



2. Context

Knowing what's currently out there gives you an opportunity to see what's working and what's not. Take in the current visual language related to your project and then make it your own!

How can you build on the current visuals and make them your own?

Examples of current graphics you like or any other references/inspiration:

*I honor my fellow light workers and claim
my unique part of the circle.*



3. Content

Choose words and imagery that will communicate your message. Go back to your original intention here or check back in with spirit.

What energetic imprint do you want the visuals to have? How do you want the visuals to feel?

What visuals, symbols, or shapes come to mind for this event?

Are there photos, artwork, scans that you would like to include?

*I know what I get to include in order to
express my vision in a clear and powerful way.*



4. Alchemy

This is a great time to bring in a designer or start playing around with different layouts to see how all of your elements are working together.

What is the hierarchy of information?

Focal point -

Primary info-

Secondary info-

Background-

*I trust the natural order that's arising
and can rest within that structure.*



5. Refine

You're almost there! You get to put on your designer hat here and be honest about what's communicating and what isn't. It's helpful to show others and test out what you have.

What's unfolding? Anything new and unexpected?

What isn't working or is no longer in alignment with your original vision that gets to be taken out?

What has been revealed during this process? How has your vision become more clear?

*I flow between observation and action
with an open heart and mind.*



5. Connection

This is the last step! Sharing your visual with your beloveds. This step can be tricky as it's the last one to make your work visible. Be gentle with yourself and imagine yourself on the other side. You are making an impact!

Where does this creative event come into form? (web site, yoga studio, book store)

How does it feel to bring your vision into form?

What is spirit guiding you to do next?

I open to the energy of completion as my vision lands in the lives of those who have been searching for what I just created.

Visual Element Checklist:

- ☐ Title
- ☐ Tagline
- ☐ Time and Date of event
- ☐ Graphics due by
- ☐ My bio
- ☐ Head shot
- ☐ My name/contact info
- ☐ URL of the event
- ☐ Location of event
- ☐ Names of collaborators or people involved
- ☐ Head shots of collaborators
- ☐ Social Media graphics
- ☐ Imagery