LENKAI
WELLNESS

Design System

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Style Guide

Editorial Style

What is Reiki?

Reiki is an Eastern healing practice channels energy to promote healing and balance in the body, mind, and spirit. The practice originated in Japan and is based on the belief in a universal energy that flows through all living things. The term “Reiki” comes from the Japanese words “*rei*,” meaning universal, and “*ki*,” meaning life energy.

The practice is performed by a licensed practitioner who hovers or gently places their hands over the receiver to channel the healing energy throughout the body. This helps to clear energy blockages, restoring the natural flow of energy and promoting physical, mental, and emotional alignment.

What is Lenkai Wellness?

Lenkai Wellness is an alternative and holistic health service based out of McKinney, Texas and serving the whole Dallas-Fort Worth area. Services include Reiki and sound healing, both in-person and via Zoom.

Who is Lorenza Rojas?

Lorenza Rojas is the owner and sole practitioner of Lenkai Wellness. Originally from Jalisco, Mexico, Lorenza found Reiki while experiencing a challenging period in her life. Despite trying various practices, including Western ones such as therapy, she found true restoration through Reiki. She hopes to share its healing properties with others.

Mission

Lenkai Wellness offers a **transformative healing experience** that provides balance and wellness to the body, mind, and spirit.

Tagline

Align, Heal, Connect

Lenkai is...

Calming, not boring

Supportive, not invasive

Encouraging, not pushy

Inclusive, not generic

Harmonious, not monotonous

Positive, not avoidant

Mindful, not obsessive

Brand Voice

Personality	Voice	Dos	Don'ts
Serene	**Calm**	• Use soothing language • Provide clear, concise information	• Avoid abrupt or harsh tones • Don't use overly complicated jargon
Balanced	**Harmonious**	• Emphasize collaboration • Encourage sharing perspectives, feedback for growth	• Avoid dismissive comments • Don't create divisions • Don't work in harsh contrasts
Compassionate	**Supportive**	• Offer help and resources • Listen actively to needs and concerns • Show empathy	• Don't minimize feelings • Don't make assumptions about needs

Personality	Voice	Dos	Don'ts
Open-minded	**Inclusive**	• Use welcoming language • Highlight diverse voices and stories • Be mindful of cultural sensitivities	• Don't use excluding language • Avoid making assumptions
Motivational	**Encouraging**	• Celebrate all wins, no matter the size • Share positive feedback • Inspire with uplifting messaging	• Don't focus on failures or shortcomings • Avoid patronizing language • Avoid pushing too hard
Optimistic	**Positive**	• Highlight opportunities for growth • Use affirming language • Share and celebrate successes	• Don't ignore challenges • Don't downplay valid concerns
Attentive	**Mindful**	• Practice active listening • Be present in conversations and practice	• Don't multitask • Avoid generic responses

Brand Voice Uses and Misuses



Reiki operates on the principle of quantum vibrational resonance, facilitating the harmonization of bioenergetic fields.



Today, I'll gently hover my hands above you in order to guide energy. My goal is to promote relaxation and support the body's natural ability to heal.



Time to start! Clock's ticking.



Before we get started, I'd like to hear what brings you in.



We should make the most of our time here, so just push through the hour.



We will begin when you are ready. If at any point you have questions, feel free to let me know.



You seem tense - this will fix you right up.



It's common for big emotions to arise during Reiki. This is completely natural, and just know I am here with you.

Style Guide

Visual Style

Logos

LENKAI
WELLNESS

Specifics

Typeface: Mestiza, Adobe Font
Weight of Lenkai: Regular
Weight of Wellness: Bold
Capitalization: All Caps

Logo Colors

Sahasrara

HEX	7B598F
RGB	48, 35, 56
CMYK	14, 38, 0, 44
USES	Logo Headers Icons

Stability

HEX	D7C8E2
RGB	215, 200, 226
CMYK	5, 12, 0, 11
USES	Pictorial Mark

The logo's pictorial mark should use the color "Stability," which is a darker tone than the primary color "Balance." **No other element** of the design use the color stability, only the logo.

Logo Aspect Ratio



You should only use the pre-built and provided logos and not crop or separate any logo elements. These proportions are just for reference, not to encourage logo recreation

Logo Guidelines

Primary Logo

Use the primary logo as the main representation of the brand in most contexts. Maintain clear visibility by not shading or using shapes over the logo.



Horizontal Logo

The horizontal logo works best in spaces with limited vertical room, such as website headers or letterheads, ensuring it remains legible and uncompressed.



Word Mark

The word mark logo should be used where text-based branding is prioritized, such as in smaller print materials.



Pictorial Mark

Use the pictorial mark in contexts where a visual identifier suffices, such as social media icons or merchandise branding, making sure it remains recognizable even at smaller sizes. Preferably, use Sahasrara for smaller icons, such as favicon



Uses and Misuses



If needed, use Sahasrara for the entire logo



A black logo is acceptable for single-color prints such as business documents



Always keep the pictorial mark right side up. Do not rotate it in any way.



Do not use secondary colors



Do not use the color “Relaxation”



Do not alter it in any way or use the color “Balance”

Color Palette

Primary Colors

Sahasrara

HEX	7B598F
RGB	48, 35, 56
CMYK	14, 38, 0, 44
USES	Logo Headers Icons

Relaxation

HEX	F9F1EE
RGB	249, 241, 238
CMYK	0, 3, 4, 2
USES	Background Text

Balance

HEX	EAE2F1
RGB	234, 226, 241
CMYK	3, 6, 0, 5
USES	Background Text

Secondary Colors

Connection

HEX	513125
RGB	81, 49, 37
CMYK	0, 40, 54, 68
USES	Text

Clarity

HEX	FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
USES	Background

Energy

HEX	6D8F59
RGB	109, 143, 89
CMYK	24, 0, 38, 44
USES	Accents

Acceptable Opacity Variations

Energy	Relaxation	Balance
100%	100%	100%
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%

Accessible Combinations



Typography

Headings Font

Typeface: Cormorant Garamond
Weight: Semibold or Bold
Capitalization: Sentence Case

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
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

Web Sizes

Heading 1	64 px | 4 em
Heading 2	48 px | 3 em
Heading 3	32 px | 2 em
Heading 4	24 px | 1.5 em

Body Copy Font

Typeface: Lato
Weight: Regular or Bold
Capitalization: Sentence Case

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

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

Web Sizes

Paragraph 1	24 px | 1.5 em
Paragraph 2	18 px | 1.1 em
Paragraph 3	16 px | 1 em

Typography Usage

Sizing

For the website, use the sizes specified above. In other circumstances, such as creating social graphics, the following sizes are also acceptable:

- 12, 14, 16, 18, 20, 24, 32, 36, 48, 60, 64, 72, and 80px

Do not use less than 14px for body text on **website**.
Do not use less than 12px for body text on **documents**.

Letter Spacing

Always use the font's default tracking/ letter spacing.

Line Spacing

1.5
There should always be an extra space in between paragraphs.

Imagery








Use images that provide a sense of serenity, balance, and calmness. Include brand colors (Sahasrara and Relaxation) in photography as subtle accents.

Imagery Usage

General rules for photography

- Avoid photos that lack a clear focus or subject.
- Avoid out-of-focus or soft-focus photos.
- Avoid abstract photography.
- Work to include brand colors (Sahasrara and Relaxation). in photography as subtle accents.
- Photos should emphasize hands and/or tools used in practice (pendulum, crystals, etc.).

How to use images

- Don’t use black and white images.
- Do not use duotone images.
- Use arch mask over at least one image per page.
- Do not distort or stretch images.
- All images should be high-resolution (minimum 150 dpi).

Layering graphics

- Any text or graphics should be legible and stand out from background image.
- Do not overlay text or graphics over faces.

General rules for shape/ design

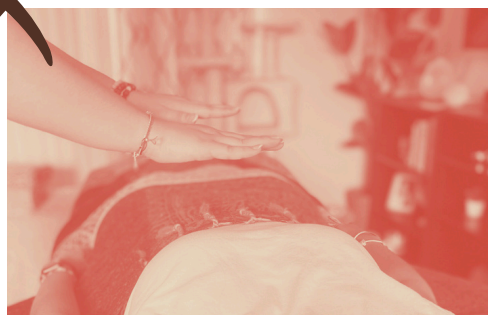
- Organic shapes can be utilized in the background of web pages and social graphics.
- Any shapes should be in brand colors.
- Photos should have either an arch overlay or 90-degree corners.
- The Arch should always be upright - do not turn to the side.
- Subject focus should follow the rule of thirds.
- Do not apply outlines to images.



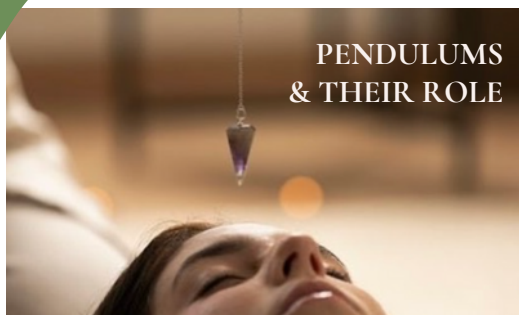
Avoid photos that lack a clear focus or subject



Use arch mask over header images



Do not use duotone or black-and-white images.



Text should be legible and stand out from background image



Avoid out-of-focus or soft-focus photos

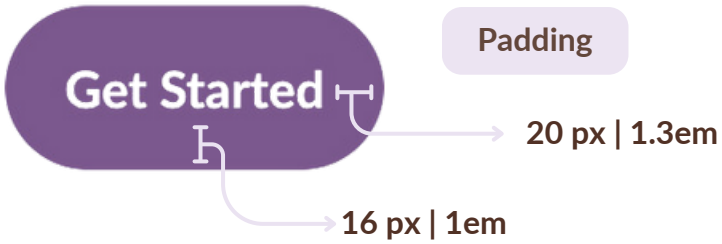


The Arch should always be upright - do not turn to the side.

UI Components

Buttons

Primary

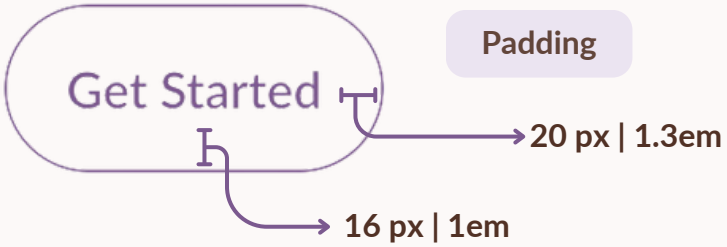


Fill Color: Sahasrara
Text Color: Clarity

Settings

Type: Lato
Weight: 700
Size: 18px | 1.1 em
Shape: Pill
Outline: 0px

Secondary



Fill Color: None
Text Color: Sahasrara

Settings

Type: Lato
Weight: 600
Size: 18px | 1.1 em
Shape: Pill
Outline: 1px

Tertiary

Get Started

Settings

Type: Lato
Weight: 600
Size: 18px | 1.1 em
Shape: Pill
Outline: 0px

Button Usage

- ✓ Use primary Buttons for the most important actions and secondary Buttons for all other actions.
- ✓ Always left-align them to the text above.
- ✓ Button Design (in the editing screen) should always be set to “Fit.”
- ✗ Tertiary Buttons are not currently used on the site.
- ✗ Do not use any other colors than the ones specified.

Social Icon

Primary



Settings

Size: 20px
Border: Circle, Solid
Color: Sahasrara & Connection

Usage

✔ Use primary Social Icon for Nav Bar.

✘ Do not use Relaxation, Balance, Energy, or Clarity as Social Icon colors.

Secondary



Settings

Border: None
Alignment: Center
Size: XL
Color: Sahasrara, Energy, or Connection

Usage

✔ Use secondary Social Icon for other needs, such as the practitioner's About section.

✘ Do not use Relaxation, Balance, or Clarity as Social Icon colors.

Image Arch Overlay



Settings

Design: Fill

Corner Radius

- **Top Left Corner:** 350
- **Top Right Corner:** 350

Image Effect: Paraplax

Usage

✔ At least one image per page should include the Arch Overlay.

✘ Do not turn the arch to the side, it should always be upright.

Form Fields

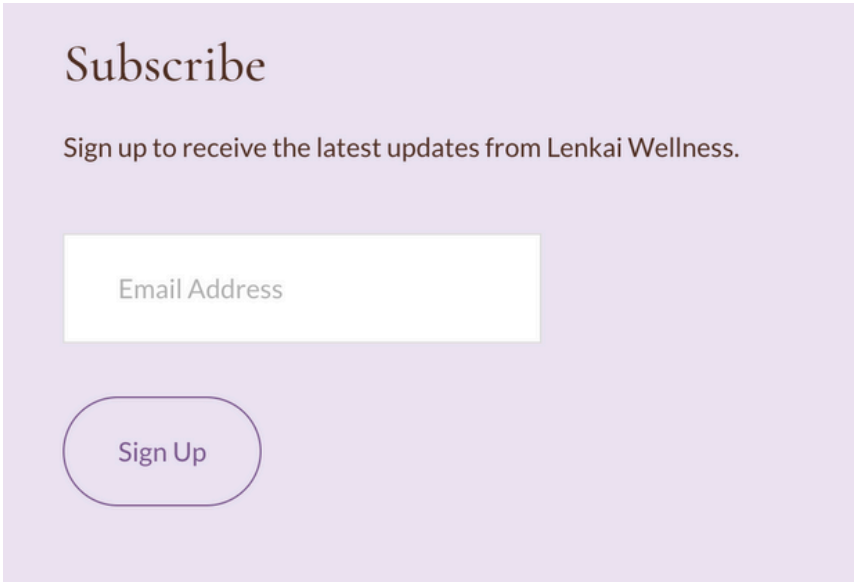


Contact Form

Design: Simple, single-line Squarespace form

Button: Secondary

Use: In-page contact forms



Subscribe Form

Design: White box simple Squarespace form

Button: Secondary

Use: Footer and in-page newsletter subscription forms

Contact Icons

Primary



Settings

Size: 1x1 grid square
Border: None
Color: Connection

Usage

- ✓ Use this set of icons for footer and contact information on the Squarespace website
- ✗ Do not use Relaxation, Balance, Energy, or Clarity as contact icon colors.
- ✗ Contact icons should not have a color border or background

Toolstack

Graphic Design

Adobe Illustrator



Prototyping

Figma



Web Development

Squarespace



Template Development

Canva



Pattern Library

Blog Elements



Settings

Layout: Basic Grid Blog

Colors: Light 1

Page Spacing

- Width: Full
- Columns: 3
- Horizontal Spacing: 50px
- Vertical Spacing: 20px

Images

- Image Placement: Above
- Aspect Ratio: 3:2 Standard
- Image Spacing: 10px

Text

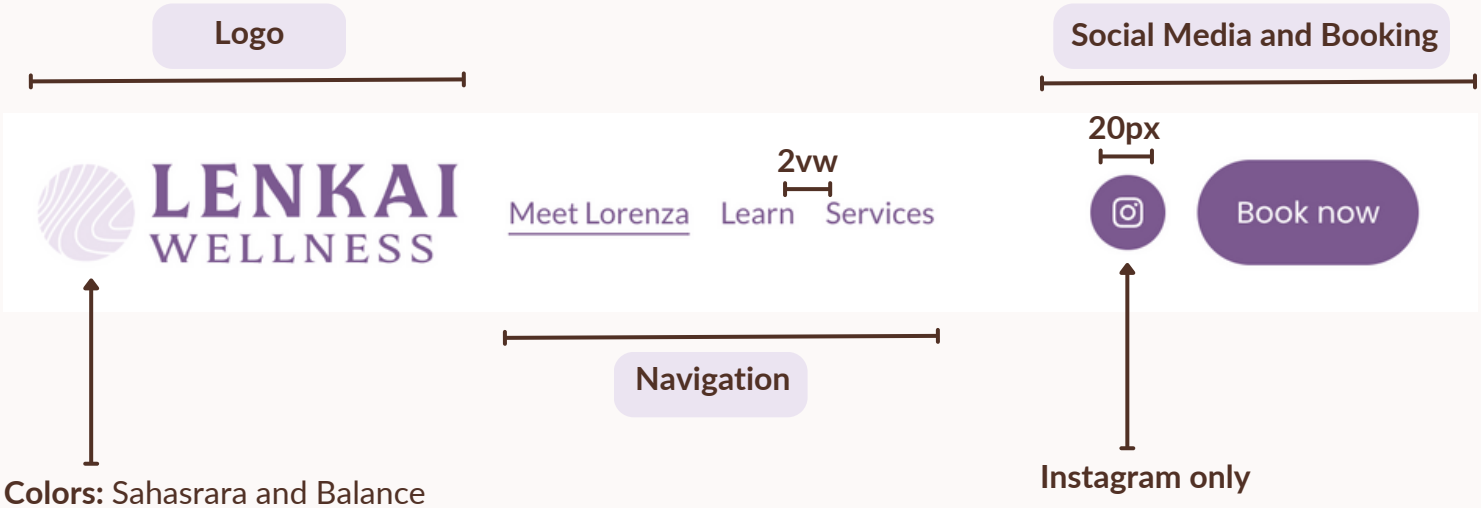
- Text Alignment: Center
- Excerpt: Show
- Read More Link: Show
- Title Spacing: 10px
- Text Content Width: 90%
- Read More Spacing: 10px

Custom CSS

Website > Pages > Website Tools > Custom CSS

```
.blog-basic-grid .image-wrapper,
.blog-basic-grid .image {
    border-radius:100% 100% 0% 0%;
    overflow: hidden;
    height: 150px;
}
```

Header and Navigation Bar



Colors: Sahasrara and Balance
Height: 80px
Mobile Logo Max Height: 32px

Settings

Layout: Logo, navigation, other elements

Color: Adaptive

Spacing

- Link Spacing: 2vw
- Element Spacing: 2vw

Size

- Height: 2vw
- Width: Inset

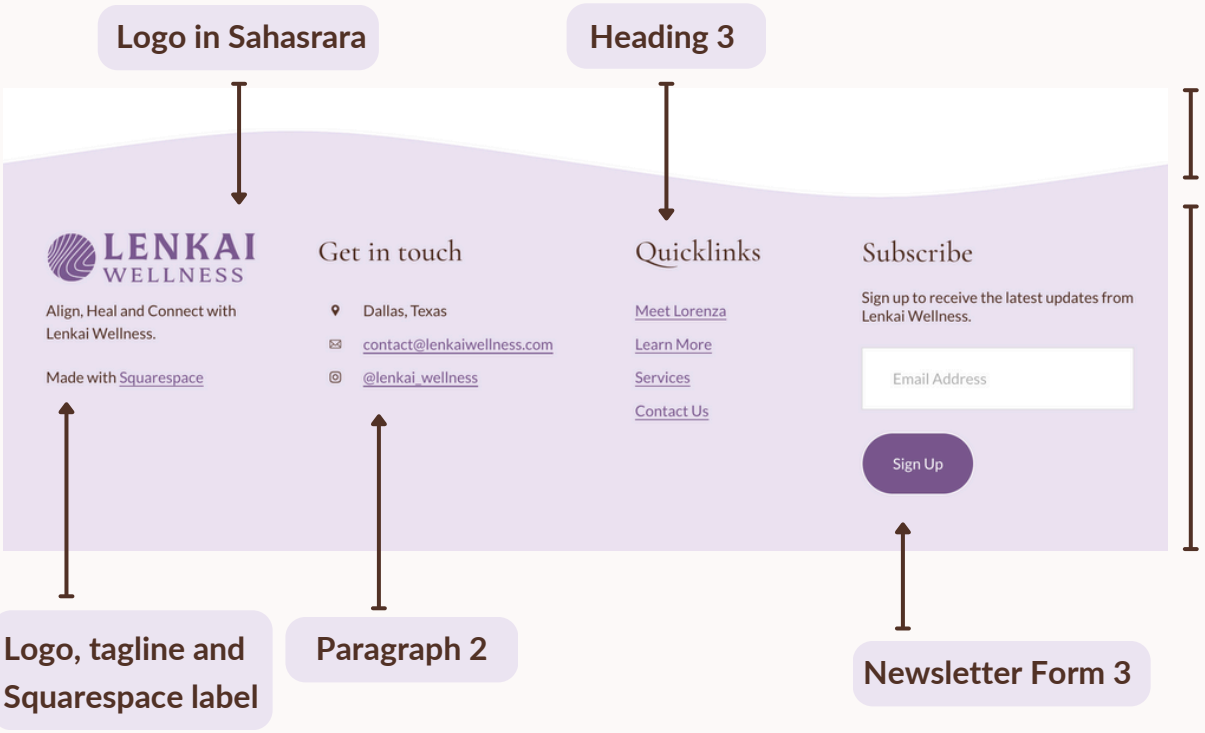
Button: Primary Button

Social Icon: 20px, Circle, Solid

Effects

- Drop Shadow: Off
- Border: Off
- Fixed Position: On
- Fixed Header Style: Basic

Footer



To create the waveform of the footer, add a divider to the section above.

Settings

Section Block 1

- Row count: 1
- Fill Screen: Selected
- Height: 1
- Alignment: Center
- Divider: Selected
- Shape: Wavy
  - Width: L
  - Height: M
- Stroke: None
- Colors: Match section above

Section Block 2

- Row count: 11
- Fill Screen: Selected
- Height: S
- Alignment: Center
- Divider: Not Selected
- Background Width: Full Bleed
- Colors: Lightest 1

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