

HOLY  YOGA<sup>®</sup>  
LICENSED INSTRUCTOR TRAINER

VIDEO GUIDELINES  
+ BEST PRACTICES

# BRAND PROMISE

## *A divine transformation.*

As an external reflection of our culture to our students, communities, staff and the public, Holy Yoga®'s Brand Promise is the same as our mission. Our culture is the special sauce that differentiates us from our competitors and motivates us to grow and innovate personally and professionally. This Brand Guide provides tools for Holy Yoga Licensed Instructor Trainers to accurately, effectively and consistently portray the Holy Yoga Brand. This comprehensive communication system includes all of the elements you may need — logos, typefaces, colors, typography photographic treatments — to create a consistent tone, look and feel for Holy Yoga's communication materials. We invite you to absorb this information and reference it often to become an informed ambassador of the brand. Should you have any questions, we're always here and happy to help with any branding concerns.

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**Our Mission:**

Holy Yoga® provides world-class programs where people experience a divine transformation and are equipped to live out the Gospel in their everyday lives.

**Our Identity:**

We are not a pretentious or small-minded group of thinkers, but a team of strong-minded experts, visionaries, and spiritual leaders. We are focused not only on the physical state of your body but the complete wellbeing of your soul. Our programs are not to be performed, but to be lived. And our Christ-centered philosophy doesn't focus on what you have been, but about the person in Christ, you are becoming. Holy Yoga increases the kingdom of Jesus Christ by establishing, providing and maintaining authentic Christ-centered communities worldwide. Through our world-class programs, our graduates spread the gospel through the word of God and the word of their transformational testimony. Our passion drives our mission by creating space for a life-changing transformation. Through Holy Yoga will you learn and live a life's journey of inspiration, fellowship and spirituality.

# BRAND PILLARS

## **Christ-Centeredness:**

Jesus is central to all that Holy Yoga® stands for and the reason we exist. In him alone we know who we are and who we are living for (Ephesians 1:11). While yoga philosophy is presented, Holy Yoga's programs are based solely on the Word of God.

## **Wellness:**

We are a community that loves Jesus and holistic wellness. Our world-class programs are taught by highly-skilled and experienced instructors with broad fitness and wellness backgrounds.

## **Community:**

Holy Yoga Instructors are committed to holding space for communities across the globe where individuals walk with God and do life together. Holy Yoga exists to be a haven for a broken and hurting world.

## **Living Beyond Ourselves:**

Our instructors are trained by Holy Yoga and resourced by the Holy Yoga Foundation to spread the gospel, reach the nations and bring healing and restoration through Christ.

## STATEMENTS OF FAITH + PRACTICE

### **Statement of Faith:**

Holy Yoga® believes that there is only one God, who exists for all eternity in three persons: the Father, the Son and the Holy Spirit. God has revealed Himself to us both through His creation and Word, and He continues to reveal Himself to His people through the indwelling of the Holy Spirit. We believe that there is only one way to God, through His Son, Jesus Christ, and that God made forgiveness and redemption available to all who accept Jesus Christ as their personal Lord and Savior. Also, that those who are His will be made known by their love for God and for all people. Finally, we stand on the Bible as absolute truth, being the divinely authored and authoritative Word of God and complete in its current canonical form.

### **Statement of Practice:**

We know that yoga is a spiritual discipline much like fasting, meditation and prayer that cannot be owned by one specific religion. While yoga predates Hinduism, Hindus were the first to give yoga a written structure. Yoga postures were originally named in Sanskrit. Holy Yoga embraces the essential elements of yoga: breath work, meditation and physical postures. In all of these elements, Christ is the focus of our intention and worship.

# INVITATION + MULTIPLICATION

Jesus modeled true Gospel expansion in the most simple of ways, invitation. Jesus knew the power of invitation. The power of being chosen but not forced. Jesus simply invited those around Him to be with Him. To come, wherever and however that looked. He knew that the response to invitation, not just salvation, would create a culture of multiplication. He knew that His kind of freedom and love would exponentially expand His Kingdom because every human on the planet needs those two things, unconditional love and freedom.

In a broken and hurting world, everyone deserves a place to belong, and that place is in Jesus, the Anointed, the Liberating King.

We at Holy Yoga® believe in the power of invitation and its natural effect of multiplication. We are inspired to live lives responding to the daily invitation before us, aware of the opportunity around us and trust in the expansion that is always before us.

Holy Yoga exists to carry the Gospel to the ends of the earth and we do that by always inviting those around us to the table and trusting Him to multiply the feast.

### **Christ-Centered:**

We believe in God and His Word. We believe the Bible is absolute truth in its entirety and is relevant and applicable to our everyday lives.

- *Do: Seek to connect others to God, His Word and His people; be advocates for God in the lives of others; speak with love for all people equally.*
- *Don't: Speak negatively of other beliefs, brands or competitors; use words/statements that could easily cause offense; use tones that convey judgement or harsh conviction.*

### **Loving/Nurturing:**

We are a team that cares about people's growth and development for both their body and soul. We welcome everyone as they are and seek to create and hold a safe space for all.

- *Do: Make people feel welcomed, comfortable and loved; use words that inspire people to grow and better themselves; speak with inclusivity.*
- *Don't: Be negative or harsh; make someone feel like they don't matter or belong; create an environment for comparison or shame.*

# VIDEO BASICS

- Cell Phone Video Settings
  - Turn HDR Video off (Settings > Camera > Record Video)
  - Shoot 4k or 1080p
  - Use rear facing camera
- DSLR Camera Settings
  - Shoot 4k or 1080p, 24fps or 30fps
  - Shutter speed is double your frame rate (ie: 24fps = 50; 30fps = 60)
  - A lower aperture (ie: f/1.4) will give you more depth of field (a blurrier background). Using an aperture of f/2.8 is pretty standard for video.
  - ISO is your lighting — the lower the number, the darker the exposure; the higher the number, the brighter the exposure.
    - The higher the number, the more grain (noise).
    - The max ISO will depend on your camera but try to keep it as low as possible and not exceed 3200 for most beginner cameras.

## VIDEO BEST PRACTICES

- Don't film with sunlight behind you.
  - Shooting with natural light in front of you is best.
  - If using a ring light, have it in front of you with the camera in the center.
  - If using a studio light, have it angled to hit the side of your face and round out (but pay attention to any harsh shadows). It's typically best to also use natural lighting on the other side.
- Declutter the area that will appear on camera.
- Unless filming for a Reel/TikTok, film horizontally rather than vertically.
- Film with space between you and the background.
- Make sure you are leaving space between the top of your head and the top of the frame (known as head space), and that no portion of your body gets cut off.
- Audio is vital.
  - Speak directly into the camera and limit background noises (it may be helpful to turn off the A/C).
  - Use an external microphone and/or a lapel mic.
  - Alternatively, you could record yourself separately as a "voice over"
- Use a tripod to film with the camera at eye level.
- If using a DSLR, a wider angle lens will be best (anywhere from 24-70mm).
- Keep in mind that most DSLRs have a time limit of 30 minutes.

## AT-HOME STUDIO GEAR

- Camera or cell phone
- Studio light, ring light, natural lighting, or a combination of the three.
- Tripod (an additional mount may be needed)
- External microphone
- SD card if using a camera

*Check out our recommendations for equipment to get  
the most out of your at-home filming.*

## HELPFUL RESOURCES

- [Pexels](#) and [Unsplash](#) offer free stock photos and videos.
- Video editing software
  - iMovie (free and comes standard on Macs)
  - [Final Cut Pro](#) (one-time fee; more tools and advanced features)
  - [Davinci Resvole](#) (both free and paid versions)
  - [Premiere Pro](#) (monthly fee)
- This [video on YouTube](#) on setting up a home video studio might also be helpful.

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