shala
.run

The domain is the advertisement.

CONTENTS

What if the URL *was* the ad?

Most URLs are forgettable.
They are the fine print at the bottom
of someone else's campaign.

shala.run is different.

It is a complete sentence.
It is a instruction. An invitation.
It requires no headline to support it.

The domain does not point to the brand.
The domain is the brand.

shala.run

Two words. One idea.
Yoga. Running. Done.

01

As a URL

shala.run

Where you type it.
Where it lives online.
Functional and clean.

02

As a sentence

shala.
run.

A place of practice.
And then: run.
Two commands, one life.

03

As a poster

shala.run

Printed large.
On a wall. On a shirt.
Nothing else needed.

Brevity

Nine characters. No explanation required.
The best ads say less. shala.run says everything in a glance.

Duality

Two meanings held simultaneously.
"Shala" — a Sanskrit hall of practice. ".run" — the act itself.
Every runner who sees it gets both halves.

Memorability

You hear it once and it stays.
Domain names as advertising work when they are also language.
shala.run is language first, URL second.

Self-contained

No headline. No body copy. No logo.
It can live on a wall, a shoe, a race bib, a phone screen.
The format never dilutes the message.

The mark.
The name.
The address.

All three are the same thing.

Running Shala is the studio.
shala.run is what you say out loud.
They are not separate.

This is rare. Most brands have a name
and then hunt for a domain that fits.
Here the domain came first —
and the brand formed around it.

Cream
Ground

Ink
Type

Terracotta
Accent

Sage
Depth

Lora — display & body

Liberation Mono — labels
Lora Italic — voice & tone

"Either way" accepts the runner without judgement. Running from something. Running towards something.

The domain closes it.

shala.run* is where they go.
It is the answer to the line.
The line creates the tension.
The domain resolves it.

Either way, learn to run.

shala.run

RUNNING SHALA

Either way,

learn to run.

shala.run

Either way,
learn to run.

shala.run

BG	TYPE	ACCENT

Cream. The home ground. Warm and open.

PLACEMENT

- Outdoor poster · A1 / A0
- Instagram square · 1080×1080
- Story format · 1080×1920

RUNNING SHALA

Either way,
show up.

shala.run

Either way,
show up.

shala.run

BG	TYPE	ACCENT

Ink. Commitment. The resistance before a run.

PLACEMENT

- Outdoor poster · A1 / A0
- Instagram square · 1080×1080
- Story format · 1080×1920

RUNNING SHALA

Either way,
keep moving.

shala.run

Either way,
keep moving.

shala.run

BG	TYPE	ACCENT

Terracotta. Mid-race energy. Don't stop.

PLACEMENT

- Outdoor poster · A1 / A0
- Instagram square · 1080×1080
- Story format · 1080×1920

RUNNING SHALA

Either way,
begin.

shala.run

Either way,
begin.

shala.run

BG	TYPE	ACCENT

Sage. The quietest ask. For the person at the door.

PLACEMENT

- Outdoor poster · A1 / A0
- Instagram square · 1080×1080
- Story format · 1080×1920

RUNNING SHALA

Either way,
run.

shala.run

Either way,
run.

shala.run

| BG | TYPE | ACCENT |

Back to cream. One word. The most honest.

- Outdoor poster · A1 / A0
- Instagram square · 1080×1080
- Story format · 1080×1920

Where *shala.run* lives.

● **Out of Home**
Billboard · Bus shelter · Studio window

The domain alone. White on dark. No other copy.

● **Social**
Instagram · Stories · Profile link

Poster series. Each execution a different colourway.

● **In-Studio**
Walls · Lockers · Race bibs · Kit

Printed large. Lived with daily. Worn on race day.

● **Digital**
Meta · Google Display · Strava

Domain-only creative. Lowest cost. Highest recall.

● **Word of Mouth**
The URL people share without context

"Just go to shala.run" is itself the ad.

shala
.run

BILLBOARD

shala
.run

POSTER

shala
.run

PHONE

shala

STICKER

The domain requires no supporting copy across any format.

shala.run
is the campaign.

- **The domain —**
  is a complete creative statement in 9 characters.

- **The slogan —**
  "Either way, learn to run." — gives it emotional depth.

- **The posters —**
  are 5 executions of one idea across 5 colourways.

- **The placement —**
  works anywhere the domain can appear.

- **The brand —**
  is the address. The address is the brand.

shala

.run

Ashtanga · Community · Movement