

OK - Nice and modern however ultimately the text is the logomark. While I wouldn't rule this out completely, I think it would be ideal to focus/incorporate a logomark.



DON'T like - too frilly.



LIKE - emphasis on logomark. It's secular and simple and can draw some meaning from it related to meditation. Fits many settings e.g. corporate, schools, community. Maybe a bit old fashioned.



LIKE - Simple, secular, effective use of colour, fits many settings.



DON'T like - Lotus is overused in the wellbeing space. Colour is fairly dull and feels a little out-dated. Typography/wordmark also feels too rigid and maybe out-dated.



# Holistic Services Group

Australia & Asia-Pacific's #1 Provider of Corporate Wellness Services

DON'T like - logomark really nucleuse and too fussy. Dull colours and too many words.



## Sydney Institute of Meditation

Science-based learning of Mindfulness Meditation Plus

DON'T like - logomark too basic and old fashioned. Colour doesn't stand out.

enso  
— meditation —

LIKE - for its simplicity. Effective blending of business name. Feels more modern (note that the "O" is the Zen circle which is like the lotus, probably used too much).



OK - however feels more like a logo for a mortgage broker.



## Corporatehands

Professional Corporate Wellness

OK - more unique logomark in the context of the industry which is good. Colour a bit dull but maybe appropriate for the various sectors. The logomark is not easily identifiable if it isn't accompanied by the words.



## Wholebeing

HEALTH & MEDITATION

OK - This spiral logomark is widely used a bit like the lotus symbol. Subtle use of colour works OK.

Mix of other industries and more existing meditation logos.



LIKE - Logomark is simple, stands out and adds some colour to the overall logo. Wordmark is simple and modern.



LIKE - Use of colour and meaning behind the logomark allowing the text to be simple.



DON'T like - too fussy, too much colour. Too informal and childlike.



LIKE - Use of colour, simple, crisp. Probably too generic for a small business like mine.

the Sit.  
meditationHQ

LIKE both of these - no logomark however just using the name suits these particular brands and business names.