Krista Juurlink Wellness

# LOGO DESIGN BRIEF

## The logo

1. **What words or letters do you want included in your logo?**

My name: Krista Juurlink

Tagline: Cultivating Calm and Connection

1. **Provide adjectives to describe your logo.**

* Calming/Relaxing/Soothing
* Feminine
* Modern
* Ethereal
* Radiant
* Joyful
* Transformative

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1. **Explain what your company / organization is and does**

I'm a health coach who helps people manage stress and anxiety through yoga, meditation, relaxation & healthy lifestyle choices.

1. **What are the benefits of your product/service?**

* Stress management
* Improved health
* Reduced anxiety
* Increased connection to mind, body and self

1. **What attributes of your business / organization would you like your logo to reflect?**

I want my logo to reflect the calming and stress reducing services that I offer and the greater connection people will feel to their mind, body and self.

1. **How do you intend to market your company?**

* Social media
* Online Advertising
* Health and Wellness Fairs
* Local newspaper
* Health and Wellness Directory
* Referrals
* Yoga Studios
* Webinars
* Professional Coaching Groups

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1. **What do you want to happen as a result of this project?**

Develop a unique logo for my business that inspires people to connect and work with me.

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Here is my current logo. I love the colours and the calm, soothing feeling but I find the image too similar to those of many others in the health and wellness industry. I want my logo to be unique. It needs to include my name



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Wellness Practitioners who Inspire Me

<http://boforbes.com/online-courses/>

<https://www.deepakchopra.com/>

<http://www.chopra.com/>

<http://www.sallykempton.com/?np=true>

<http://www.drnorthrup.com/>

<http://kripalu.org/>

<https://www.juliedaniluk.com/about-julie-daniluk-rcn/about-julie-daniluk-rhn.html>

<http://kriscarr.com/>

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**Who is your target audience?**

People dealing with chronic stress, anxiety, and related health issues

**What is the overall message you want to convey to your target audience?**

I can teach you stress management techniques and practices that will bring you back to a state of balance and help you develop a greater connection with your mind, body and self.

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## Tone & Image:

Calming, relaxing, trustworthy, wise. Knowledgeable, spiritual, transformational

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**Number of leads generated?**

I will be measuring success by the number of leads generated and the number of people who purchase my products or services.

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I want colours that make people think, and more importantly feel - Knowledge, Trust, Tranquility, Calm, Peace, Cool, Wisdom, Spirituality, Healing, Joy, Health. I like shades of blue or blue and purple. I really like the colours in my current logo but I’m ok if there are fewer and I use the other colours throughout my website and marketing materials.