**LOGO BRIEFING**

CLIENT:

A Tokyo lymphatic massage clinic called Padma.

CLIENT’S BUSINESS:

The lymphatic system helps eliminate body waste.

A healthy, active lymphatic system uses the natural movements of smooth muscle tissue to do this. However, surgery or other damage can cause fluids to build up in the lymph system and lymph nodes, a condition known as lymphedema.

Lymphatic massage is a gentle pressure technique used to move the waste fluids from the damaged area.

WHAT THE LOGO SHOULD SYMBOLIZE:

1. “Padma” is Sanskrit for “lotus blossom”. The logo design should be based on a lotus blossom graphic.
2. The key brand words are:

* Healthful
* Balanced
* Healing
* Gentleness
* Warmth
* Confidence
* Professionalism

3. Color tone: suggestions welcome, but there is currently a preference for lavender/purple/violet.

LOGO USAGE:

The logo will be used for:

* In-clinic brand identity
* Advertising (print and digital)
* Stationery and business cards

WORDING TO ACCOMPANY THE LOGO:

The logo should be able to function as standalone, and together with the following two phrases:

**1. PADMA LYMPHATIC MASSAGE**

**For healthy living**

**2. PADMA**

No decision has been taken on the font to be used.