**LOGO DESIGN BRIEF**

We are a new company based in Mexico City.

Our name, Nalanda, relates to an ancient Buddhist university in India.

**1. What does your organization do?**

We inspire spiritual seekers of many traditions (Buddhism, Taoism, Christianism, Judaism, Hinduism, Sufism, Yoga, Vedic, etc.) in their personal quest for transcendence and happiness. We also provide information and items for alternative healing methods (Psychology, Reiki, Qi gong, Acupuncture, etc.) In order to achieve this, we use several tools such as:

* + 1. On-line store: books, e-books, music, documentaries, movies, courses, ritual items, jewelry, clothing, home items, etc.
    2. Blog with interviews with teachers, instructors, authors, book reviews
    3. Charity

**2. Who is your main target?**

Spanish speaking men and women (mostly women) ages 20 and up engaged in a spiritual search.

We plan to sell all across Mexico to begin with. Later expand to other Spanish speaking populations.

**3. Who are the main competitors to your organizations?**

mindvalley.com

spiritvoyage.com.mx

soundstrue.com

librosyug.com

shintokai.org

**4. How does your organization differ to your competitors?**

Most of our competitors offer one or two lines of products (i.e. books and courses or clothing items). What we offer is a one-stop-shop, where our clients can find a universe of products and services, free stuff, discounted items, etc.

**5. The history of our organization:**

We started 10 years ago with a book import and Distribution Company; we are currently working with 12 publishers from Spain. We do B2B and Nalanda is meant to be our retail branch and we visualize it as the way to go.

**6. Why are you seeking design services?**

Nalanda is a new company that needs a design logo.

**7. What message do you wish to communicate about your business? Why?**

We want to inspire. We are nonsectarian. We really want to be of benefit.

**8. What are your goals? To increase sales, increase awareness, etc.**

We want our logo to become a symbol of our purpose: To transform lives by inspiring people in their search for happiness.

Our motto is: “**Tu Motor de Búsqueda Interno”** (Spanish for “Your inner search engine”.)