**Design Brief**

Contact details: Aiyanna Sophie: 4Aiyanna@gmail.com

Logo name: **Aiyanna Sophie**

Please note, I have chosen to brand my business with my name (Aiyanna Sophie) and not with my business name (Centre of New Direction).

Background Overview:  

Please see my website [www.aiyannasophie.com](http://www.aiyannasophie.com), for a good overview of what my business entails. I am a business offering individual coaching and healing sessions for my clients as well as teaching classes in person and online in Qigong and Personal Growth and Development. The system I use is based on the Chinese wisdom culture and is called Ren Xue (Chinese for Human Life Science). The form of Qigong I use is called Yuan Gong. Yuan Gong is an effective healing modality that helps clients help themselves heal and become more autonomous in how they feel and in their healing process.

I trained as a medical doctor, naturopath, acupuncturist and also trained in kinesiology, yoga and Tai Chi. I left the medical profession behind to solely work with complementary healing modalities and now mainly focus on Ren Xue. Ren Xue is a system that aims to improve health, happiness, sense of wellbeing, harmony, personal growth and development. The ultimate goal is to develop true wisdom to uplift the whole of life.

In my classes the first thing I teach clients is to become more relaxed, calm, focused and how to bring their body, mind and life into balance. Then we start to build up energy levels and improve the overall health of the body.

The next thing is to work on the mind by finding patterns that are the underlying cases of problems. It is a process of becoming aware of these patterns and transforming these patterns into healthier patterns in order to overcome problems. Eg. When feeling stressed because of a sense of having to achieve to be good enough, changing this into trust in oneself knowing that one is already good.

During individual sessions I guide clients through a process that helps them to identify their patterns and the underlying root causes of their problems and help them transform these in order to improve their health, calm emotions, overcome grief, fear and anger and improve relationships including the relationship with themselves.

Objectives:

I like to have a professional logo that is attractive to my target audience. It will be used on my website, business cards, flyers and brochures.

I have designed a logo myself of which I like the symbolism, but it does not look professional. I would like the look of this logo changed to make it look professional and attractive, while it keeps its original symbolism.  
  
The logo as I have designed is has the following symbolism:  
The logo is a seed (see the green lines over the wave and at the top)  
There is a person in the centre, which is at the centre of a heart and part of the flower (when the heart opens, the flower opens, and life is bright).   
The flower has five petals: these symbolize five most essential qualities of the heart, which are important for health and wellbeing.   
The wave at the bottom symbolizes that whatever life throws at us, when we have the right skills and tools, we can stay centred, in balance, calm, relaxed and at peace within ourselves and with the outer world.

Target Audience:

My target audience are women between the ages of 40 and 60, who want to work on the deeper root causes of their problems, who are aware that they themselves can help themselves heal (or at least that they can aid to their own healing process) and become happier, if they would have the right skills and tools and who are aware that live offers much more than what falls under normal science. Women who dare to think out of the box.

Issues that these woman have are: low self-esteem and self-worth issues, insecurity, feeling not good enough, childhood (‘small t’) trauma, fatigue, stress, chronic pain and other health problems, emotional pain, relationship problems at work or in their personal relationships, whether with their partner, children, other family members or close friends.

**One could say the core of my work is to help people establish a healthy relationship with themselves and from there with the world around them.**

Most of my existing clients live in New Zealand and in The Netherlands. But because of the nature of my business, it either being in person or online, it can be anywhere where people speak either English or Dutch.

The logo is designed for the target group, reflecting how one can grow when connecting with their heart and daring to open the heart.

Target group is in the income bracket between NZ$ 60,000-120,000 and up.  
Target group is also willing to spent money on their health and wellbeing. Target group understands how important this is for personal development and uplifting life. Target group values learning, deeper meaning of life and time to spent on themselves in order to become healthier and happier.

Message:

The key points of my services are:  
Help yourself heal to uplift your whole life.   
Become autonomous in self-healing and managing your life.   
Building a better relationship with yourself first, and from their improving relationships with others and the environment.   
  
With the right tools, skills and knowledge, we can grow our wisdom and make truly positive changes to our life.

Font and Tone:

The font used for Aiyanna Sophie needs to be compatible with Cinzel Decorative. This is the font that Aiyanna Sophie is written in on my homepage and the font I really like.

The colour of the font should be compatible with the colour of the logo.  
The font (Aiyanna Sophie) should be a part of the logo.  
Colouring of font and logo should be in the same tone/mood with the homepage of my website and also with the front of my eBook (see a picture on my homepage).   
Logo (including font) should fit on the website and on apps (so needs to be written like Aiyanna Sophie in one line and Aiyanna and Sophie tiled vertically).

Brand personality

Trustworthy, relaxed, calm, natural, joyous, harmonious, unified, energetic, balanced, thoughtful, lovingly, sincere, encouraging, efficient and effective.