***Thrive Yoga***

***Creative Brief for Logo Design***

* **Type of Business**

Yoga – predominantly yoga classes and maybe some yoga retail at a later date

* **Business Name**

Thrive Yoga

* **Target Market**

Predominantly women that are health conscious, holistic, appreciative of art, have dispensable income

* **Selling Point of Thrive**

\*Thrive is all about loving life – moving from just ‘striving’ to ‘thriving’ in our lives.

\*Feeling filled with positivity, trust, excitement.

\*It’s about being healthy, feeling great, and connecting with our creativity.

\*A sense of union and bliss.

* **Design**

\*Clean, clear, uncluttered

\*Pastel shades of pink, purple, blue, tangerine and turquoise (I like the colours in the logos/motifs on last page – not brown though, not so keen on those shades of green but love the rest)

\*No hard edges, I like rounded corners and softness

\*Font – Vimala alphabet (use second ‘Th’ in Ligatures)

\*To be included in ’main’ logo – The name ‘Thrive Yoga’. Included in logo please have a heart ‘bursting’ with stars, hearts, butterflies (ex - logos with peacock in and trees with hearts at end of brief) – a sense of bursting with enthusiasm, being free

\*‘second’ logo – design as if a dictionary definition of ‘Thrive Yoga’ – “To flourish and be inspired”, “To trust and have faith”, “To connect with our inner wisdom”, “To live in peace, harmony and bliss”.

* **Use**

\*Business card – on front include logo along with Name – Kate Watkinson, Website – [www.thriveyoga.co.nz](http://www.thriveyoga.co.nz), Email – kate@thriveyoga.co.nz, Facebook – Thrive Yoga NZ, Mobile – 021 033 7626, on back of card have ‘second logo’ (dictionary definition)

\*Website

\*Facebook

\*t-shirts

\*timetable

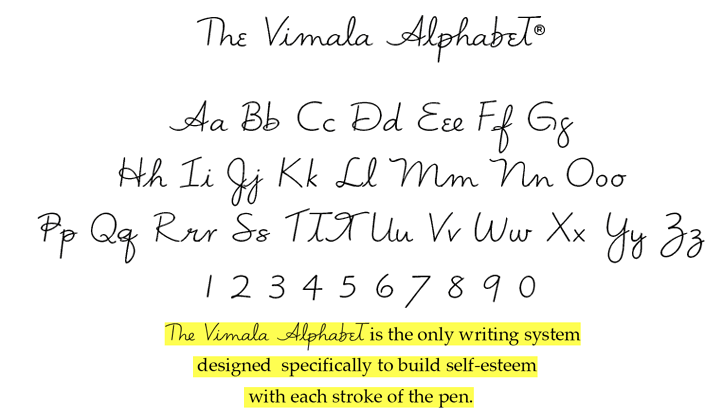
\*posters

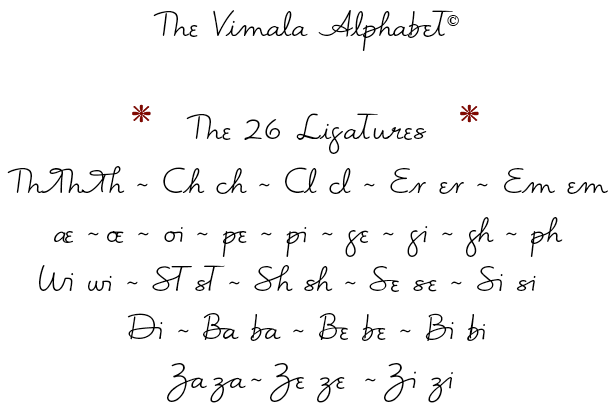
\*signage (eventually)

\*Logo will need to be clear enough to be printed on something small such as business card but also be made large for posters/signage

1. Logo only
2. Logo with contact detail eg for business card (logo as above with contact details – name, website, email, mobile, facebook
3. Thrive Yoga Definition

Example of Vimala Alphabet font to be used -





Examples of Logos that I like aspects of -

[](http://www.google.co.nz/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&docid=j2o9_9y8qgbFLM&tbnid=-5fdgw3RHh802M:&ved=0CAUQjRw&url=http://love4gambia.com/supporters/&ei=AH3tU-CKKY_JsQSIrYCABw&bvm=bv.73231344,d.cWc&psig=AFQjCNG7DasTaAlIeg7zgcXjsc89_lo-lg&ust=1408158809149588)[](http://www.google.co.nz/imgres?imgurl=http://modernspecies.com/assets/project-images/BlissFlowYogaWellnessBrandingLogo2.jpg&imgrefurl=http://modernspecies.com/portfolio/view/bliss-flow-yoga-identity-redesign&h=380&w=580&tbnid=qIeZsjYB4u3k2M:&zoom=1&docid=7AZvOy8Zr_0C2M&ei=CmLxU8btIunLsAT6_4D4DA&tbm=isch&ved=0CBQQMygMMAw4kAM&iact=rc&uact=3&dur=750&page=10&start=400&ndsp=47)

[](http://www.google.co.nz/imgres?imgurl=http://d8u1nmttd4enu.cloudfront.net/designs/create-next-logo-aquin-yoga-logo-design-99designs_24460294~ef28de9f4a652d4ce374896e5b82584474eb2b43_largecrop&imgrefurl=http://99designs.com/logo-design/contests/create-next-logo-aquin-yoga-225768&h=370&w=500&tbnid=S143pAuH8wyFcM:&zoom=1&docid=lt72YVPoyHv6LM&ei=S3vtU8nRM_PfsASygYGICQ&tbm=isch&ved=0CE8QMyhHMEc4yAE&iact=rc&uact=3&dur=242&page=7&start=264&ndsp=48)[](http://www.google.co.nz/imgres?imgurl=http://www.anniesmidtdesign.com/images/md.gif&imgrefurl=http://www.anniesmidtdesign.com/&h=300&w=500&tbnid=vaGbecoHBtrrBM:&zoom=1&docid=LShQ7zPviIjHoM&ei=S3vtU8nRM_PfsASygYGICQ&tbm=isch&ved=0CB4QMygWMBY4yAE&iact=rc&uact=3&dur=486&page=5&start=176&ndsp=47)

[](http://www.google.co.nz/imgres?imgurl=http://d8u1nmttd4enu.cloudfront.net/designs/logo-wanted-kevala-yoga-logo-design-99designs_8136993~0b010306d204ffb81ca0310e09e6540d1158bd1f_largecrop&imgrefurl=http://99designs.com/logo-design/contests/logo-wanted-kevala-yoga-76379&h=370&w=500&tbnid=76VCnOAYf4YzpM:&zoom=1&docid=6L0JsgprTOGmhM&ei=HnvtU9TKJMrJsQSgqYG4DA&tbm=isch&ved=0CEwQMyhEMEQ4ZA&iact=rc&uact=3&dur=526&page=4&start=129&ndsp=47)[](http://www.google.co.nz/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&docid=V6ZrkPJ9Nu_5pM&tbnid=qRPdGBt0D85hsM:&ved=0CAUQjRw&url=http://www.famouslogos.us/images/yoga-logos/&ei=4X3tU6u1F-u-sQTh5IKgDg&bvm=bv.73231344,d.cWc&psig=AFQjCNG7DasTaAlIeg7zgcXjsc89_lo-lg&ust=1408158809149588)

[](http://maxinespence.wordpress.com/)

This is an example of the Vimala font being used (uplift, inspire, delight)

[](http://www.google.co.nz/imgres?imgurl=http://brandcrowd.com/gallery/brands/pictures/picture13841948152362.jpg&imgrefurl=http://brandcrowd.com/logo-design/details/76990&h=260&w=325&tbnid=P4sGh5QSNTeZKM:&zoom=1&docid=1FFS8zwfk6soFM&ei=ImLxU-vQF6rmsASexIDgCA&tbm=isch&ved=0CGMQMyhbMFs49AM&iact=rc&uact=3&dur=151&page=13&start=544&ndsp=49)[](http://www.google.co.nz/imgres?imgurl=http://eaglenewspapers.media.clients.ellingtoncms.com/img/marketplace/businesses/images/2012/05/31/Pure_Yoga_Logo_t670.jpg?b3f6a5d7692ccc373d56e40cf708e3fa67d9af9d&imgrefurl=http://www.gorgelocal.com/marketplace/businesses/pure-yoga-boutique/photos/176/&h=371&w=670&tbnid=zWebh5gcnFZTqM:&zoom=1&docid=qeOuUXxMa5MRbM&ei=CmLxU8btIunLsAT6_4D4DA&tbm=isch&ved=0CCIQMygaMBo4kAM&iact=rc&uact=3&dur=952&page=10&start=400&ndsp=47)[](http://www.google.co.nz/imgres?imgurl=https://d3ui957tjb5bqd.cloudfront.net/images/screenshots/products/14/146/146911/logo-concepts-fc-220x146.png?1405991584&imgrefurl=https://creativemarket.com/dead-useful-stuff/59149-Yoga-Logo-Concepts-Symbols&h=146&w=220&tbnid=2jdlJwvvqUEcvM:&zoom=1&docid=LKYSqF-h8-mTRM&ei=eGLxU7SrKITLsQTv1oCgAg&tbm=isch&ved=0CGcQMyhfMF84vAU&iact=rc&uact=3&dur=179&page=18&start=762&ndsp=47)[](http://www.google.co.nz/imgres?imgurl=http://thumbs.dreamstime.com/z/tree-hearts-logo-27251374.jpg&imgrefurl=http://www.dreamstime.com/stock-photos-tree-hands-hearts-logo-figures-design-image31320213&h=1300&w=1325&tbnid=htC54bNCoCotWM:&zoom=1&docid=GZ7bpzZXjYp45M&ei=bY_6U-7aF4bJsQShioDYCg&tbm=isch&ved=0CBAQMygIMAg4ZA&iact=rc&uact=3&dur=262&page=3&start=87&ndsp=40)[](http://www.google.co.nz/imgres?imgurl=http://cdn.vectorstock.com/i/composite/96,65/tree-hearts-hands-and-swirly-leaves-logo-vector-1279665.jpg&imgrefurl=http://www.vectorstock.com/royalty-free-vector/tree-hearts-hands-and-swirly-leaves-logo-vector-1279665&h=400&w=380&tbnid=gheJkWrlGZt5-M:&zoom=1&docid=6i9k0xtXdijigM&ei=s4_6U7bdApfesATevIKAAw&tbm=isch&ved=0CBEQMygJMAk4rAI&iact=rc&uact=3&dur=285&page=8&start=308&ndsp=39)[](http://www.google.co.nz/imgres?imgurl=http://99designs.com/logo-design/store/23357/preview/9407727~e2b56bb527b3e1152e2b4d46e15093c35d30d6a1-stocklarge&imgrefurl=http://99designs.com/logo-design/store/23357&h=351&w=624&tbnid=yVFb4UL8NfTkuM:&zoom=1&docid=decH9ya5bFY5_M&ei=94_6U9_oCannsASugoAo&tbm=isch&ved=0CD4QMyg2MDY4ZA&iact=rc&uact=3&dur=5028&page=4&start=129&ndsp=48)