

**EMBODIED
MESSAGE**



**BRAND
IDENTITY
MOODBOARD**



INTRODUCTION

The Highest Finca has been commissioned to conceptualise and design a strong visual representation of a holistic therapy brand 'Embodied Massage', that aims to deliver bespoke massage services to an audience looking for a trustworthy, safe space to revitalise and heal.

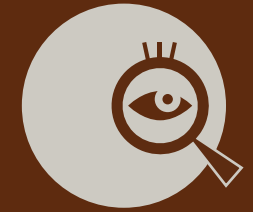
THE BRIEF

To visualise a brand identity composed of; logo, icon, typography, colours and visual assets for use across print and digital media for a holistic massage therapy studio currently based in Cornwall and Bristol.

Based on the client's specifications, the brief will be to create a fully functional brand identity package that encapsulates holistic healing bodywork therapy for an audience looking for a trusting safe space and tailor made sessions that work for any scenario or physical challenge. Various factors are present when researching and designing the brand, including healing, safety & trust, flexibility and warmth.

MARKET RESEARCH

We have spent time understanding the information you've shared with us and recognising the current trends associated with holistic healing industries, outlined below.



BRAND

BRAND NAME

Embodied Massage

Trialling:
Samuel Riches -
Holistic Massage

LOCATION

Cornwall/Bristol
Studio Based
Mobile Service Available

SERVICES PROVIDED

Holistic Massage
Others?

USP'S

- Completely inclusive of all gender descriptions.
- Able to travel to clients location.
- Flexible in deliverance of services - can work on a chair, standing, laying, inside/outside etc.
- Always improving and training to become better.

AUDIENCE

AGE

TBC

GENDER

Completely inclusive of all gender descriptions;
We should concentrate on a genderless, non assuming design as holistic therapies can often favour a feminine approach in design.

THEIR EXPECTATIONS

In need of a safe space and a trustworthy practitioner to help them heal medical, physical and mental complications & blockages.

Design needs to be clear and easy to understand:

- for those that are struggling with illness and pain; they have no time to spend appreciating how exciting a brand is, they just want results.

This means simple fonts, patterns and textures that don't take any attention from information on socials, print media and website.

MARKET

Fortunately there aren't many competitors in terms of design, which creates less of a challenge when placing you in the industry but there are a large number of successful therapists in both Bristol and Cornwall, making it difficult to establish yourself without a large client base - which is why good design and marketing are going to be extra important in establishing your new business.

YOUR DIRECT COMPETITORS

CORNWALL: Cornish Therapy Centre, Keheren Therapy, Truro Holistic Therapies, Holistique, Blossom Sky, The Green Room Falmouth, Silk Healing

BRISTOL: Bristol Holistic Therapies, Handmade Holistic, Rooted Soul, Loop Massage, Raava Holistic Therapies, Safer Space Holistic

THEIR SERVICES

HOLISTIC MASSAGE
LYMPHATIC DRAINAGE
REIKI
AROMATHERAPY
REFLEXOLOGY

THEIR USP's

- Individual practitioners/ not working in franchise
- inclusive therapies, not just massage
- Free Consultations - only charge for work

ARE THEY SUCCEEDING?

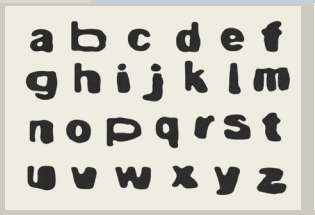
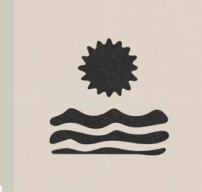
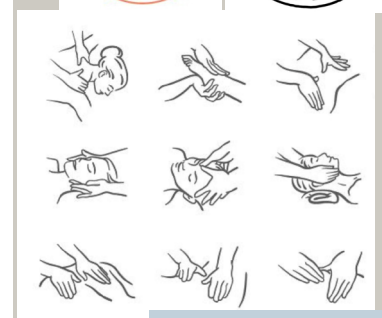
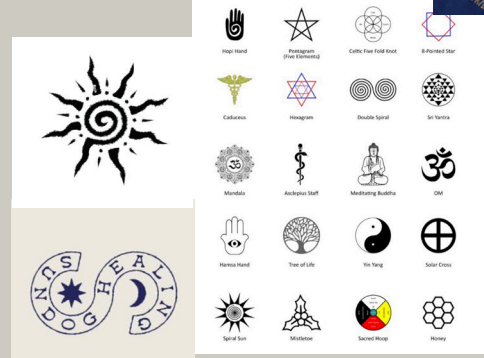
Most of the brand's we've found seem to be doing well working under an alter-ego [e.g. embodied massage, not their name], receiving great reviews and having a lot of returning custom.

Here you'll find a collation of all of our print and internet research, keywords [right], colour psychology, ideas and sketches we've come up with so far, much like a moodboard.

Below are sketches we've done from the research and keyword brainstorm, these don't have much direction yet so we're relying on you for strong feedback.



Green helps relax muscles, nerves, and thoughts. Cleanses and balances our energy, to give a feeling of renewal, peace and harmony. Green connects us to unconditional love and is used for balancing our whole being.



CONCEPTS

Based on our research and brainstorm so far, we have come up with three unique pathways the design could take, each with it's own explanation.

** All concept artwork is subject to change and is only representational.

1

ENERGY FLOW

The origins of massage and healing are heavily based around the flow of energy, from the flow of Qi through meridians to Chakras to the energetic pulls of the warm sun and calming moon. There's a lot to be inspired by, including cultural roots, historical symbols, nature, movement/flow, touch and power.

Visuals include spirals, waves, curves and also raw/rough edges, centres, balance, the elements.



*EMBODIED
MASSAGE*



*EMBODIED
MASSAGE*



* CONTACT SAM

Welcome to
an inclusive
healing space.



2

HANDMADE

As hands are one of the sole energy channels used in massage therapy, the idea behind 'handmade' focuses more on hand drawn, written and raw, rugged elements to define the brand.

In the hopes of relating to people's instincts and showing them the authenticity of your brand through small, rough detailings across content, web and print design.



3

CLEAN & CLEAR

To present this brand as timeless, genderless and non-assuming, a safe space where everyone is welcome, we ideated a modern, somewhat uplifting/light hearted approach that sticks to a clean icon and logo, simple graphics and a modern font.

Although minimalistic, the idea will still be versatile, with a wide selection of visual assets and templates to use across social and print media.

This concept may not be the most expressive but it has the potential to be quick and efficient in execution, making it easy for all anyone to use.



NEXT STEPS...

FEEDBACK SESSION

We need from you as much feedback as you can give us, so we can choose the correct direction to take the designs in.

Some useful questions:

1. Which idea do you like the most?
2. What would you change/improve upon?
3. Are there any parts you from other concepts you would like to combine?
4. Do you have anything else to add?



DESIGN BEGINS

Now we have a direction to take and feedback to work with, we will begin designing logomarks, icons, choosing typography and colours.

We will be back in touch in another week to discuss our progress.