

Logo Design Brief: Lotus Bloom Wellness

Project Overview

Company Information

Company Name: Lotus Bloom Wellness

Industry: Holistic Health & Wellness

Location: Phnom Penh, Cambodia

Founded: 2019

Current Status: Established business undergoing strategic rebrand

Primary Contact

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Preferred Communication: Email with weekly check-in calls

Time Zone: ICT (UTC+7)

Company Background & Services

Company Mission

To inspire balance, mindfulness, and healthier lifestyles through authentic, accessible wellness experiences that honor traditional Cambodian healing practices while embracing modern holistic approaches.

Core Services

1. Yoga Classes

- Hatha, Vinyasa, Yin, and Restorative yoga
- Beginner to advanced levels
- Private sessions and group classes
- Outdoor riverside sessions

2. Meditation Workshops

- Mindfulness meditation

- Loving-kindness meditation
 - Walking meditation in nature
 - Corporate wellness programs
3. **Wellness Retreats**
- Weekend getaways to Cambodian countryside
 - 7-day transformational programs
 - Digital detox retreats
 - Cultural immersion wellness experiences
4. **Natural Herbal Products**

- Locally-sourced herbal teas
- Essential oil blends
- Natural skincare products
- Wellness supplement lines

Unique Value Proposition

- Fusion of ancient Khmer healing traditions with contemporary wellness practices
- Authentic Cambodian wellness experience for locals and expats
- Sustainable, locally-sourced products and practices
- Bilingual services (Khmer/English) with cultural sensitivity

Project Objectives & Goals

Primary Objectives

1. **Rebrand for Expansion:** Position company for growth into regional Southeast Asian markets
2. **Cultural Bridge:** Create visual identity that resonates with both Cambodian heritage and international wellness trends
3. **Premium Positioning:** Elevate brand perception from local studio to professional wellness destination
4. **Digital Transformation:** Prepare brand for enhanced online presence and e-commerce platform

Success Metrics

- Increased brand recognition among target demographics
- Higher conversion rates on digital platforms
- Enhanced perceived value allowing for premium pricing
- Successful trademark registration in Cambodia and ASEAN countries

Target Audience Analysis

Primary Audience: Urban Wellness Seekers (60%)

Demographics:

- Age: 25-40 years
- Income: \$800-2,500 USD monthly
- Location: Phnom Penh, Siem Reap, other urban centers
- Education: University-educated professionals

Psychographics:

- Values work-life balance and stress management
- Interested in personal development and mindfulness
- Environmentally conscious consumers
- Active on social media (Instagram, Facebook)
- Willing to invest in quality wellness experiences

Secondary Audience: Expatriate Community (25%)

Demographics:

- Age: 28-45 years
- Income: \$1,500-5,000 USD monthly
- Nationality: Mixed international (Western, Asian)
- Duration in Cambodia: 1-5+ years

Psychographics:

- Seeking authentic cultural experiences
- Health and wellness focused
- Higher disposable income for premium services
- Influential in expat networks and social circles

Tertiary Audience: Wellness Tourists (15%)

Demographics:

- Age: 30-50 years
- Income: Middle to upper-middle class
- Origin: Regional (Thailand, Vietnam, Singapore) and International

Psychographics:

- Seeking unique, transformational travel experiences
- Interested in cultural immersion and authenticity
- Social media active, sharing experiences online

Competitive Landscape

Direct Competitors

1. Yoga Tree Studio (Phnom Penh)

- Strengths: Established client base, multiple locations
- Weaknesses: Limited service offerings, outdated branding
- Brand Position: Traditional yoga studio

2. Serenity Wellness Retreat (Siem Reap)

- Strengths: Beautiful location, luxury positioning
- Weaknesses: High prices, limited accessibility
- Brand Position: Luxury wellness destination

3. Green Lotus Spa & Wellness

- Strengths: Comprehensive spa services, professional facilities
- Weaknesses: Clinical feel, lacks cultural authenticity
- Brand Position: Modern spa services

Indirect Competitors

International Brands:

- Lululemon: Athletic wear with wellness lifestyle branding
- Gaia: Online wellness platform and content
- Alo Yoga: Lifestyle brand with strong digital presence

Regional Competitors:

- Various boutique wellness centers across Southeast Asia
- International hotel spa brands operating in Cambodia

Competitive Differentiation Opportunities

- Authentic Cambodian cultural integration
- Holistic product and service ecosystem
- Sustainable and locally-sourced approach
- Bilingual, culturally-sensitive service delivery

- Community-centered wellness philosophy

Brand Strategy & Positioning

Brand Personality Attributes

Primary Traits:

- **Serene:** Promotes inner peace and tranquility
- **Authentic:** Genuine connection to Cambodian culture and traditions
- **Nurturing:** Supportive, caring approach to wellness journey
- **Inspiring:** Motivates positive lifestyle changes

Secondary Traits:

- **Approachable:** Welcoming to all experience levels
- **Professional:** High-quality services and expertise
- **Sustainable:** Environmentally and socially responsible
- **Mindful:** Present-focused, intentional living

Brand Values

1. **Harmony:** Balance between tradition and modernity
2. **Authenticity:** True to Cambodian heritage and values
3. **Sustainability:** Environmental and community responsibility
4. **Inclusivity:** Welcoming to all backgrounds and abilities
5. **Growth:** Supporting personal transformation and development

Brand Voice & Tone

- Warm and welcoming, not intimidating
- Knowledgeable but not preachy
- Inspiring without being overwhelming
- Respectful of cultural traditions
- Encouraging and supportive

Visual Identity Requirements

Logo Design Specifications

Style Preferences:

- Clean, modern aesthetic with subtle organic elements

- Timeless design that won't quickly become outdated
- Scalable from business card size to large signage
- Culturally sensitive representation

Typography Requirements:

- Sans-serif primary typeface
- Modern yet approachable feel
- Excellent readability in both English and Khmer scripts
- Professional but not corporate/cold
- Consider custom lettering for company name

Color Palette Preferences:

Primary Colors:

- Deep Forest Green (#2D5233) - growth, nature, balance
- Warm Terracotta (#C77B58) - earth, warmth, Cambodian heritage
- Soft Cream (#F5F3F0) - purity, peace, clarity

Secondary Colors:

- Sage Green (#A8B5A0) - healing, tranquility
- Dusty Rose (#D4A6A0) - compassion, nurturing
- Golden Beige (#E6D7C5) - wisdom, grounding

Symbol/Icon Concepts:

1. **Lotus Flower:** Symbol of purity, enlightenment, and rebirth (culturally significant in Cambodia)
2. **Flowing Lines:** Representing movement, breath, and energy flow
3. **Circle/Mandala:** Unity, wholeness, and spiritual journey
4. **Organic Shapes:** Natural elements reflecting holistic approach
5. **Subtle Angkor Wat Elements:** Cultural connection without being literal

Design Constraints & Considerations

- Avoid overly complex designs that don't reproduce well at small sizes
- Ensure cultural appropriateness and sensitivity
- Consider trademark requirements across multiple countries
- Must work effectively in single color (black/white applications)
- Should be distinctive enough to avoid confusion with competitors

Technical Specifications & Deliverables

File Format Requirements

Vector Files:

- Adobe Illustrator (.AI) - native working files
- Scalable Vector Graphics (.SVG) - web applications
- Encapsulated PostScript (.EPS) - print applications

Raster Files:

- High-resolution PNG (transparent background) - 300 DPI minimum
- JPEG files - various resolutions (72 DPI for web, 300 DPI for print)
- Favicon formats (.ICO) - 16x16, 32x32, 64x64 pixels

Logo Variations Required

1. **Primary Logo:** Full horizontal layout with symbol and text
2. **Stacked Version:** Vertical arrangement for square applications
3. **Icon/Symbol Only:** For social media profiles and app icons
4. **Text Only:** Wordmark version for limited space applications
5. **Monochrome Versions:** Black, white, and single-color variations
6. **Reverse/Knockout:** For dark backgrounds

Brand Guidelines Package

- Logo usage guidelines and spacing requirements
- Color specifications (RGB, CMYK, HEX, Pantone)
- Typography recommendations and hierarchy
- Minimum size requirements
- Clear space specifications
- Acceptable and unacceptable usage examples
- Application mockups showing logo in various contexts

Usage Applications & Contexts

Digital Applications

Website & E-commerce:

- Website header and favicon
- Product pages and checkout
- Email signatures and newsletters
- Social media profiles and posts

Social Media Platforms:

- Facebook business page and advertisements
- Instagram profile and story highlights
- LinkedIn company page
- YouTube channel branding

Print Applications

Marketing Materials:

- Business cards and stationery
- Brochures and flyers
- Event banners and signage
- Newspaper and magazine advertisements

Product Packaging:

- Herbal tea packaging and labels
- Essential oil bottles and boxes
- Wellness product containers
- Gift sets and retail packaging

Physical Spaces

Signage:

- Exterior building signage
- Interior wayfinding and room identification
- Vehicle graphics for mobile services
- Pop-up booth displays at wellness events

Merchandise:

- Yoga mats and props
- Water bottles and wellness accessories
- T-shirts and branded apparel
- Tote bags and eco-friendly products

Project Timeline & Milestones

Phase 1: Research & Concept Development (Weeks 1-2)

Week 1:

- Client kickoff meeting and brief refinement
- Market research and competitor analysis
- Cultural research and symbol exploration
- Initial concept sketches and mood boards

Week 2:

- Concept development and refinement
- Client feedback session
- 3-5 preliminary logo concepts presentation

Phase 2: Design Development (Weeks 3-4)

Week 3:

- Selected concept development
- Color palette exploration
- Typography selection and customization
- First round client feedback and revisions

Week 4:

- Design refinement based on feedback
- Alternative variations development
- Second round client presentation

Phase 3: Finalization & Documentation (Weeks 5-6)

Week 5:

- Final design revisions
- Technical file preparation
- Brand guidelines document creation
- Application mockups development

Week 6:

- Final client approval
- Complete deliverables package preparation
- Brand guidelines presentation
- File delivery and project handoff

Phase 4: Implementation Support (Weeks 7-8)

Week 7:

- Implementation guidance and support
- Additional file formats as needed
- Vendor coordination for initial applications

Week 8:

- Final quality check on initial implementations
- Project documentation and closure
- Trademark application guidance

Budget Considerations

Investment Levels

Standard Package: \$2,500 - \$4,000 USD

- Logo design with 3 initial concepts
- 2 rounds of revisions
- Basic brand guidelines
- Standard file delivery package

Premium Package: \$4,000 - \$6,500 USD

- Logo design with 5 initial concepts
- 3 rounds of revisions
- Comprehensive brand guidelines
- Extended application mockups
- Additional brand elements (patterns, iconography)

Enterprise Package: \$6,500 - \$10,000 USD

- Complete brand identity system
- Unlimited revisions within scope
- Comprehensive brand strategy documentation
- Implementation consultation
- First-year support and additional materials

Success Criteria & Evaluation

Design Success Metrics

- Logo memorability and recognition testing
- Scalability across all required applications
- Cultural appropriateness validation

- Differentiation from competitor analysis
- Client satisfaction and approval ratings

Business Impact Metrics

- Brand awareness increase within target demographics
- Website traffic and engagement improvements
- Social media follower growth and engagement
- Lead generation and conversion rate improvements
- Revenue growth following rebrand launch

Additional Considerations

Cultural Sensitivity Guidelines

- Consult with local cultural experts on symbol appropriateness
- Ensure respectful representation of Cambodian heritage
- Avoid stereotypical or clichéd cultural references
- Consider religious and spiritual significance of chosen symbols

Legal & Trademark Considerations

- Conduct comprehensive trademark search in Cambodia and ASEAN
- Ensure originality and avoid copyright infringement
- Prepare documentation for trademark application
- Consider domain name availability and social media handles

Future Brand Extensions

- Consider scalability for potential sub-brands or service lines
- Plan for seasonal or limited edition variations
- Anticipate potential international market adaptations
- Design system flexibility for future marketing campaigns

Questions for Designer Consideration

1. How can we authentically incorporate Cambodian cultural elements without appropriation?
2. What contemporary design trends align with our brand values and target audience?
3. How can we ensure the logo works effectively for both digital-native audiences and traditional print applications?
4. What color psychology considerations are most relevant for wellness branding in Southeast Asian markets?

5. How can we create a logo that feels both locally rooted and internationally appealing?

Project Start Date: [To be determined]

Final Deliverables Due: [6-8 weeks from project start]

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