

# Kars Massage Therapy

**Objective:** To create a simple logo that both catches the eye of the consumer and describes what the company has to offer.

## Target Audience:

**Primary target:** People suffering from injuries or pain.

**Secondary target:** People looking to better their body and mind.

- Female and Male
- Between the Ages of 20-70
- Middle to high income
- High School level education and over
- Has a past injury
- Has a labour intensive job
- Suffers from joint and or muscle pain
- Wants more control over their muscles
- Is pregnant and looking for someone to help them in their birthing
- Is feeling uncomfortable during their pregnancy
- Lives close to Kars and the surrounding areas of South Ottawa
- Suffers from migraines
- Looking to correct posture
- Wants to strengthen and stretch their muscles

## Competitors:

### Manotick Massage Therapy:

Manotick Massage Therapy is an odd badge that is very hard to read at a small view space. Their brand is not fully developed when you go to their website and their graphics are ill fitting and don't give off a very professional look



### Kemptville Physiotherapy Centre:

Kemptville Physiotherapy Centre's logo is similar to that of MMT and is also hard to read in a small size. Their website and brand however is much better developed and gives off a more professional feel and a more trusting look to it.



CREEKSIDE CENTRE  
19 *estd* 96

## Creative Considerations:

- Needs to keep favourite colours (not all needed but at least two)
- Wants a professional look, that gives off a trusting feel
- Likes the look of nature trees, hands and lotus leaf (not needing all)
- Must display what the business has to offer
- Must display well in smaller view
- Must display in a black and white version
- Try with and without the company name
- Wants to include not just the massage option of the company
- Enjoys bold colours and strong/healthy feel



## Key Message:

Tradition views, but new age feel, reliable, safe, healthy, friendly and trusting.

## **Current perception:**

It is presently perceived as a cute at home, small business for massages.

## **Desired perception:**

Wishes to go with a more recognizable logo with a trustworthy feel that is readable on all media forms, in large and smaller views. Wants to show all they have to offer and have less of a childish feel to the logo.

## **USP:**

Provides safe, reliable and affordable help to better your lifestyle and body.

## **Tone and Manner:**

- Simple
- Affordable
- Approachable
- Family oriented
- Comfortable
- Creative
- Helping

## **Deliverables:**

A Logo that hits all the desired points and goes well with a brand that is created to portray the feel of the company, as well as a business card.

## **Strategic Focus:**

Appealing to all types of people, to provide them with an affordable and trusting setting to help improve their body and mind.

## **Project Mandates:**

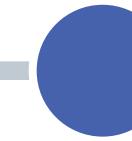
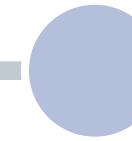
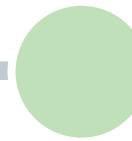
Mar 1st: Show the client 2 concepts of computer generated Logo design options

After-which I will continue on by bringing this new branding through all the other platforms that and if the client wishes to pursue in.

## Original Logo:



This logo will work for larger formats but for smaller formats the message is lost, the hand is hard to see in the trunk. The tree loses the message and confuses the viewer. The font is HORRIBLE and shouldn't be used... ever. It's not helping them in the attempt to bring the company into the future.



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