

HALO

BRIEF

Create an identity for this upmarket London-based alternative therapy and health spa.

Add credibility to this product offering. Branding had to work across signage, clothing merchandising as well as stationery and online items.

TONAL GUIDELINES

Middle market but high quality, spiritual but with 'proven results'.

SOLUTION IN BRIEF

The use of a stylised lotus blossom was employed to communicate the company's natural and holistic offering. Credibility and efficacy was aided by the symbol's linear, modern treatment.

RESULTS

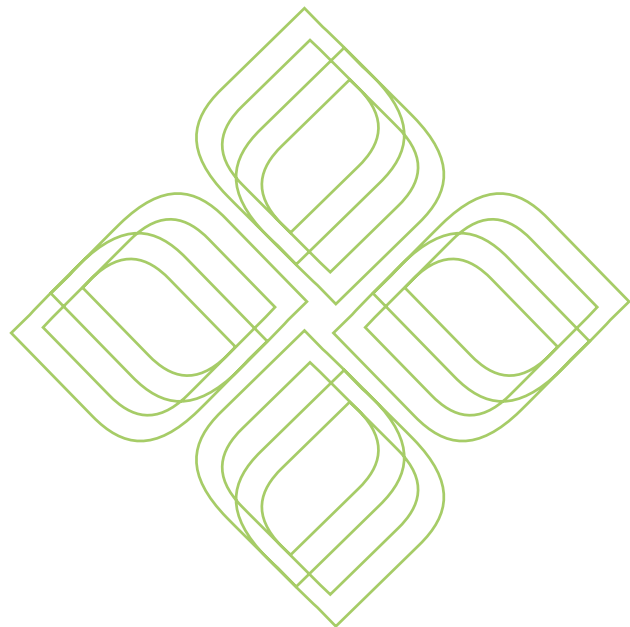
Successful advanced membership targets achieved. Launch date brought forward.

" ... it's fresh and perfectly encapsulates the feeling I have for the brand. A lotus flower was one of the things that I wrote down over a year ago in one of my really early attempts at trying to find a name. I'm really very pleasantly surprised by how well you hit the spot with this !"

*Sam Jones, Marketing Director
Halo*



halo





**FOR MORE DETAILS ON THIS CASE STUDY
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