

## Logo Design Brief

**Company Name:** The Beer Spa

**Website:** thebeerspa.co

**Tagline:** Detox. Retox. Relax.

**Location:** Denver, Colorado

**Company Brief:** The Beer Spa is an innovative day spa concept that was originally started in Eastern Europe and is now being adapted to the US market. The Beer Spa combines spa therapies with the holistic and medicinal benefits of beer and beer's main ingredients – hops, barley, and yeast. Our 3 service offerings include:

- A hops/barley infused infrared sauna
- Hops/barley infused massages
- Our signature beer bath during which customers soak in a Finnish oak hot tub filled with hops, barley, and yeast.

During all therapies, customers can help themselves to a rotating selection of local, craft beer.

Unlike the beer spas in Eastern Europe, which are very rustic in appearance, The Beer Spa will take a more modern approach. Our interior design theme is 'industrial rainforest'. Picture exposed brick walls, furniture/appliances made with natural materials (copper, wood, cement), and an abundance of plants both hanging and sitting on the floor.

**Target Audience:** Our target audience is broken down into 2 segments.

#1: The Locals - Aged 21 to 45 (millennials & generation Z). College educated (associate's degree +). Employed in the corporate, hospitality, healthcare, or travel industries. Earning \$40k-90k annually. Both men and women. Lovers of craft beer. Spend their free time and money trying new experiences. Could come alone, with a partner, or for a special event (anniversary, birthday, bachelor/bachelorette party, etc.)

#2: The Tourists - Aged 21 to 60. College educated (bachelor's degree +). Employed or retired. Earning \$60-150k annually. Both men and women. Enjoys trying new experiences. Could come alone, with a partner, or for a special event (anniversary, birthday, bachelor/bachelorette party, etc.)

**Brand Identity Keywords:** Hip/Trendy, Modern, Sleek, Earthy, Relaxing, Minimalistic, Unintimidating

**Colors:** We are looking for something that incorporates greens, blues, and/or natural colors (wood, metals, etc.). We want colors that are warm and inviting, while highlighting the natural ingredients used in our therapies.

### Our Philosophy:

- To disrupt and modernize the old-school spa & wellness industry
- To create a new chain of spas that are fun, affordable, unimimidating, and inviting to both men and women equally
- Creating a cozy and relaxing space where our clients can take a break from the daily grind

**Logo Ideas:** Our idea is to incorporate the hops flower into our logo. Hops is one of the main ingredients we will be using in our therapies and is an integral ingredient in beer. That being said, we would like the hops to be integrated in an abstract way that makes people think (aka we don't just want you to stick a stock image of a hops flower on there).

We also want the name of our company to be the focal point of the logo. We prefer soft and round edges for the typography and graphics, rather than sharp lines and corners.

**Final Notes:** We would like to see options both with and without our tagline (Detox. Retox. Relax.) We are also open to writing our company name as 'The Beer Spa' or 'The Beer SPA'. Although we will be starting in one location, our goal is to create a national (and possibly international) chain. This means the logo needs to appeal to the mass market, rather than looking like something for your neighborhood coffee shop.