



NORDIK

SPA - NATURE

Re: Nordic spa logo

From Parthivi Rastogi <rastogp@algonquincollege.com>
Date Sat 2025-01-18 23:02
To Noyal KanjirathingalJose <kanj0018@algonquinlive.com>

Hello Noyal, your client is approved.
Thanks,
Parthivi R.

Get [Outlook for iOS](#)

From: Noyal KanjirathingalJose <kanj0018@algonquinlive.com>
Sent: Saturday, January 18, 2025 4:14:22 PM
To: Parthivi Rastogi <rastogp@algonquincollege.com>
Subject: Nordic spa logo

I have attached the logo for Nordic spa to this email for your reference

From: Noyal KanjirathingalJose <kanj0018@algonquinlive.com>
Sent: 18 January 2025 16:02
To: Parthivi Rastogi <rastogp@algonquincollege.com>
Subject: Re: Request for Approval: Branding Package for Red Bull

Re: Assignment Brand Choice

Dear Professor Parthivi,

Thank you for your feedback. If I select one of the pre-approved companies, such as Nordic Spa, would there still be tasks or elements to work on for the assignment

best regards
Noyal

Assignment 01

Student name | Noyal KJ

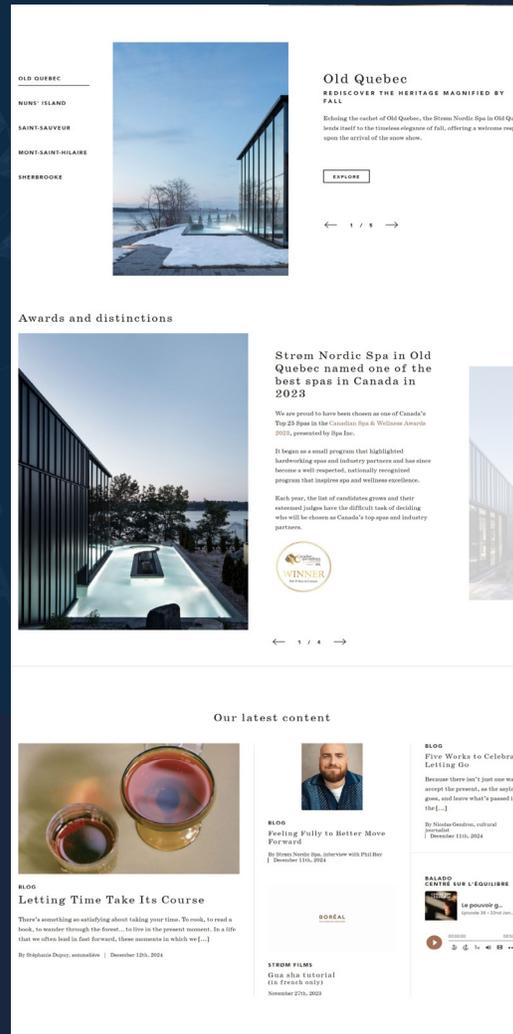
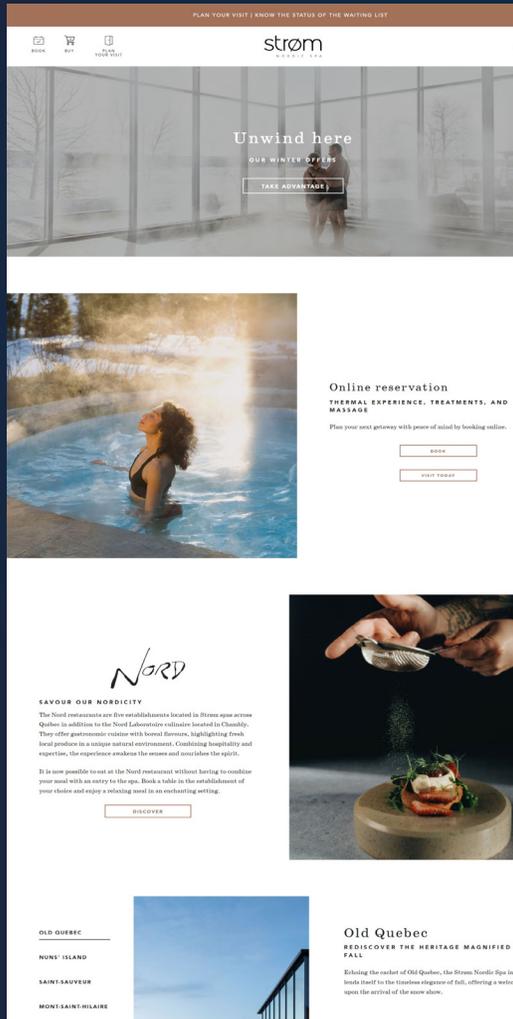
Due Date | 07/03/2025

RESEARCH

The competitive analysis of three competitor websites and the creative brief detailing the requirements of this project will be conducted. The competitive analysis will focus on evaluating the design, user experience, content strategies, and functionality of the competitors' websites to identify industry best practices, key trends, and areas of opportunity. This research will provide valuable insights that will inform the creative direction of the project. Additionally, the creative brief will outline the project's objectives and requirements, ensuring that the approach is both innovative and strategically aligned with current industry demands. Together, these two components will guide the development process and help ensure the project's success.



COMPETITION ANALYSIS – STORM NORDIK SPA



STRENGTH

The website offers clear and simple detailed information of content in easy to navigate design. The layout is user friendly, encouraging visitors to explore and meet their specific needs. The design follows hierarchy principles well, maintaining a strong alignment and sequence that helps users flow through the content without confusion. The placement of images and text is visually appealing and creates a natural connection, effectively guiding users' attention. The blog and news sections are consistently updated, which shows that the spa values keeping its users informed and engaged. Additionally, the AI chat feature serves as a convenient virtual assistant, allowing users to quickly clarify any doubts they might have, enhancing their overall experience.

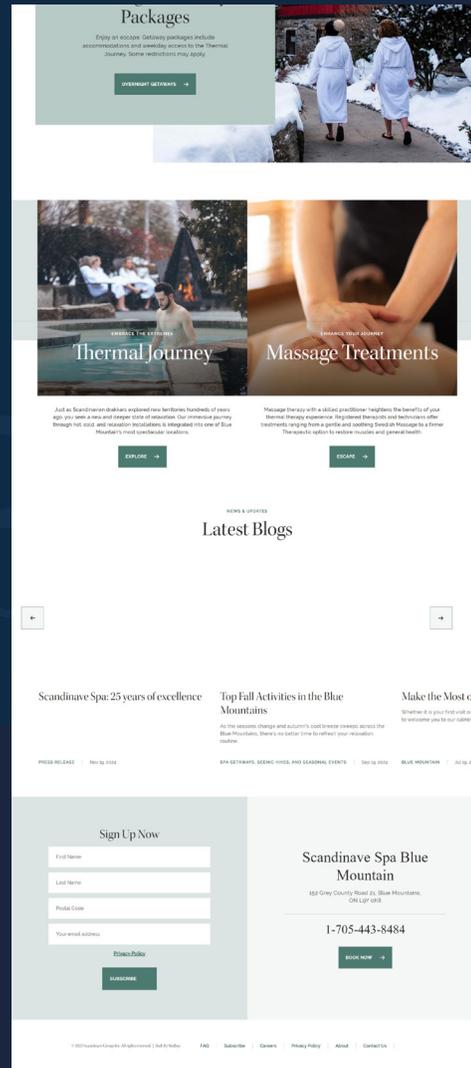
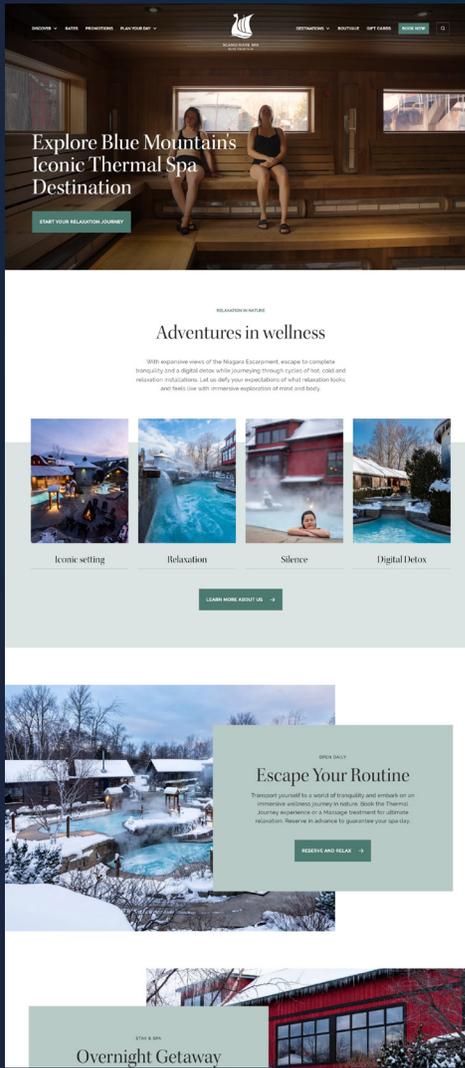
WEAKNESSES

The combination of typefaces, such as serif and sans-serif, negatively affects the readability of the website. Additionally, the colour contrast between the background and text is not accessible for users with vision impairments. The use of a serif typeface in certain sections, especially in detailed paragraphs next to images, further complicates readability for users.

STRATEGY

To enhance Nordik Spa Nature's website, begin by conducting a detailed website audit to identify design, typography, and accessibility challenges. Redesign the homepage with a simplified, intuitive layout that emphasizes key services and information in a clean, user-friendly manner. Switch to sans-serif fonts across the site to improve readability and ensure text contrasts well with the background for better accessibility. Introduce a chatbot or live chat functionality to provide real-time assistance to visitors, enhancing customer service. Regularly update the blog with relevant, engaging content to keep users informed and encourage return visits. Focus on optimizing the site for mobile devices to ensure a seamless, responsive experience across all platforms. Finally, integrate natural design elements—such as earthy tones, organic textures, and nature-inspired visuals—into the website to reinforce the spa's connection to nature, creating a calming and unique atmosphere for users.

COMPETITION ANALYSIS – SCANDINAVE SPA BLUE MOUNTAIN



STRENGTH

The website serves a well-organized and flexible layout that makes it easy for customers to navigate and find relevant information. The site provides clear, concise descriptions of the various treatments and facilities, making it simple for users to understand the offerings. The content is thoughtfully aligned with visual elements, enhancing the user experience and making it more accessible. The layout allows customers to quickly locate important details, with the contact information conveniently placed at the bottom for easy access. Additionally, the inclusion of blogs and news updates keeps the website fresh and engaging, showing that the spa values its customers' time and offers them new opportunities to explore. This active and dynamic content helps build trust and keeps visitors informed..

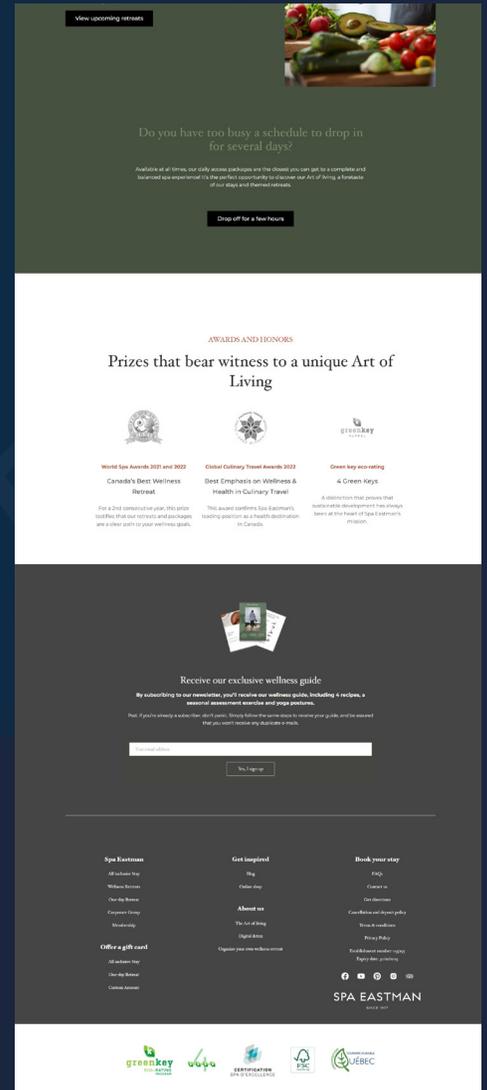
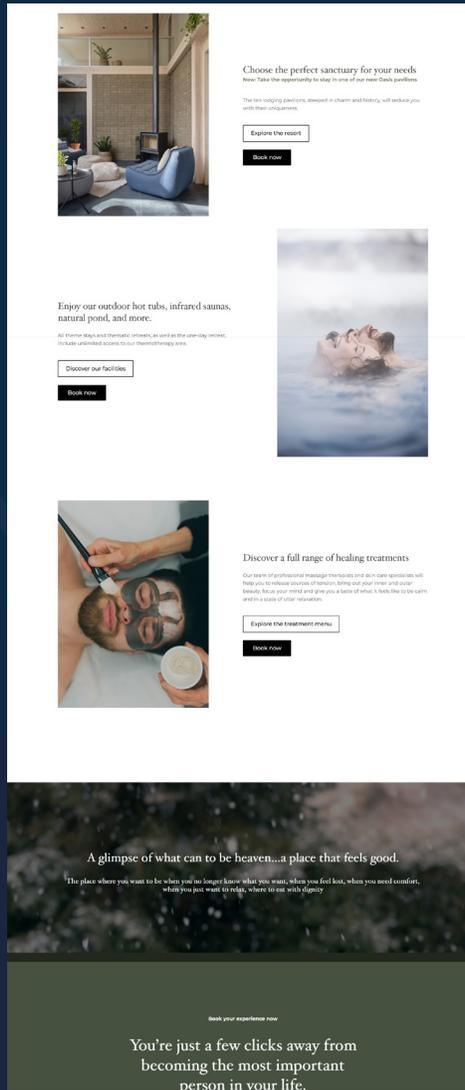
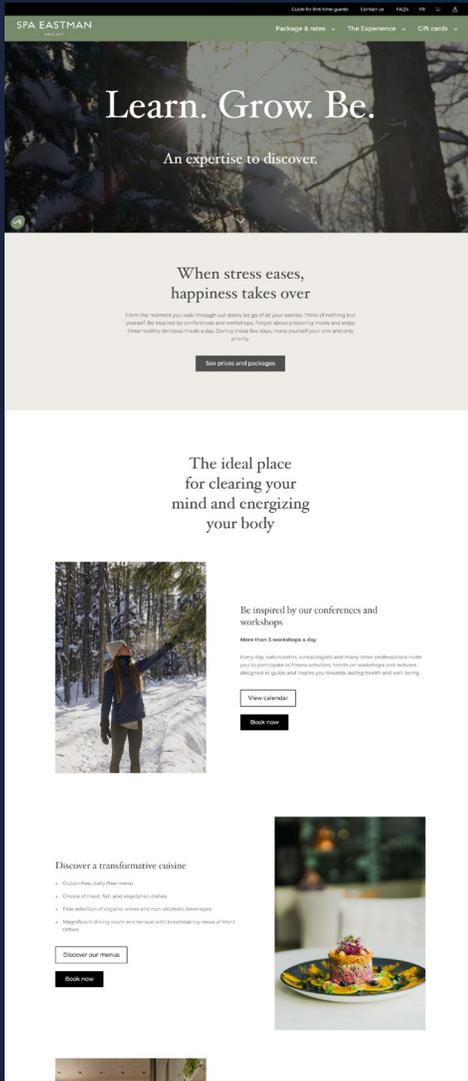
WEAKNESSES

Design elements in the Scandinavian Spa Blue Mountains website is the use of colour contrast, particularly with the combination of white, black, hunter green, and grey. While these colours create a clean and modern aesthetic, there are some areas where the grey text on a white background can be challenging for users, especially those with vision impairments. This could impact readability and overall user experience for a portion of the audience.

STRATEGY

To enhance the Nordik Spa Nature website, improvements should prioritize accessibility, usability, and design cohesion. Ensuring sufficient text contrast, such as changing lighter shades of grey to darker tones, will make text easier to read, especially for users with low vision. Visual uniformity could be achieved by extending consistent background patterns or colors across all treatment sections, creating a seamless design. Incorporating a content box with clear spacing over the images will make the site more structured, helping users to navigate effortlessly. Keeping the website fresh with frequent blog posts and integrating customer reviews would foster trust and interaction. Additionally, enhancing mobile responsiveness will make the site more convenient for users who access it from various devices. These changes would improve the site's accessibility, usability, and visual flow.

COMPETITION ANALYSIS – SPA EASTMAN



STRENGTH

The official website of SPA Eastman presents a wealth of information through a simple, well-structured layout that guides the viewer's attention effectively. The content is organized into categories such as workshops, accommodations, facilities, and treatments, making it easy for users to navigate. The strategically placed quotes on the website draw attention and highlight key messages from the spa, enhancing trustworthiness for users.

WEAKNESSES

The alignment of visual content and text is creating insufficient proximity, which could confuse users. Additionally, the lack of blogs and promotional content makes the website appear less dynamic and engaging for visitors.

STRATEGY

For a more engaging user experience, the Nordik Spa Nature website could benefit from an updated design and better functionality. Adding fresh content like promotions, spa tips, and news updates will encourage users to revisit regularly, keeping the site feeling current and lively. Enlarging key images and ensuring text has a higher contrast will elevate the visual experience, making the content easier to view. Strategically placing text over images with strong background filters will draw attention to key messages while improving legibility. A prominent search feature at the top of the website will help users quickly find relevant details. These adjustments will create a more immersive and interactive experience, while ensuring the website remains visually attractive and easy to navigate.

THE CONTENT

Key message

An environment that provides an escape from the stressful, fast-paced lifestyle, promoting the importance of mental and physical well-being. Nordik Spa Nature helps individuals reconnect with nature to achieve true wellness and balance

Project mandates

Research & Analysis Analyze brand (due day 4); customer insights and competitors Brand concept Development (due day 7); redesign logo, typography, and visual elements (due day 12); Brand material design Create digital assets (logo, website, advertisements) (due day 15); Brand introduction strategy Plan and execute communication for brand launch (due day 18); Brand performance analysis Track engagement and optimize brand experience.(ongoing after launch)

Strategic focus

Expanding the branding network to reach a wider audience, rather than focusing on a specific group. Promoting and emphasizing the importance of mental health for both current and future generations, highlighting well-being through a combination of nature and luxury at Nordik Spa. The brand aims to sponsor individual wellness events and organizations. This initiative will create a platform for both locals and international visitors to experience the positive benefits of nature-based wellness. benefit

Unique selling point

Implementing a dedicated website to offer travel packages featuring experienced therapists and psychologists can help individuals reconnect with nature while promoting a deeper understanding of mental health. The website should be easy to use and designed with a smooth, responsive experience for both mobile and desktop users. Adding user-friendly features and easy navigation will enhance accessibility for all users. The site can also feature video blogs that focus on the connection between mental health and nature, encouraging engagement and interest. These videos, combined with supporting text, will increase awareness. Additionally, including ads about Nordik Spa-Nature within this context will capture user attention and boost engagement

Current/Desired perception perception

Nordik Spa Nature is known for its premium wellness services, such as massages and body treatments, in a peaceful, nature-inspired setting. It appeals to a wide range of ages, from young adults to seniors, but the current online booking platform could be more accessible and easy to use for everyone and by intending to be seen as a luxurious and easy-to-navigate wellness destination. The website should provide a smooth, simple booking experience that reflects the relaxing, accessible atmosphere of the spa itself

Emotional benefit

Nordik Spa-Nature offers vast emotional benefits for individuals facing stress or mental strain. It helps them reconnect with nature by providing a calm and peaceful environment through various therapeutic treatments and serene surroundings, visitors experience emotional renewal and clarity, promoting overall well-being and mindful relaxation.

Tone and manner

The tone for Nordik Spa-Nature is calming and reflective of peace and wellness, while also inspiring individuals to prioritize their mental and physical well being. The manner is warm and welcoming, using simple, elegant language that invites customers in and aligns with the luxurious and nature inspired experience.



Objectives

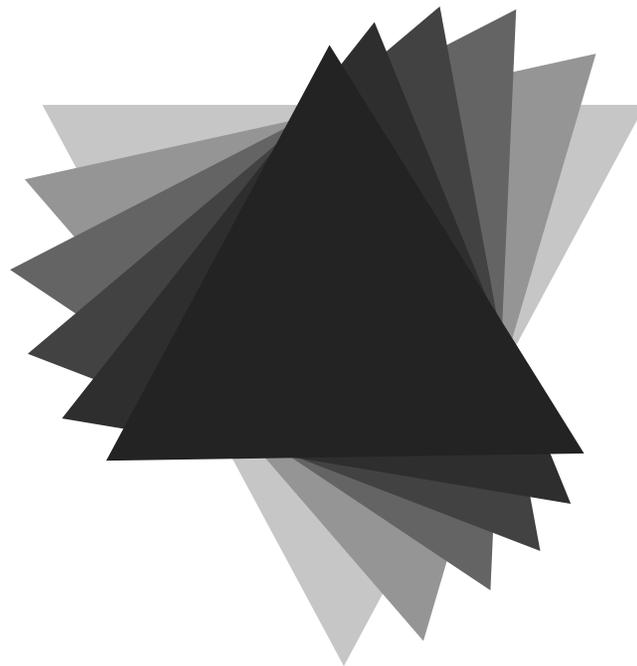
The objectives for Nordik Spa-Nature are to expand brand reach by attracting a wider audience, promote wellness through the connection of nature and relaxation, and encourage wellness for both current and future generations without boundaries, creating a vast network that enhances brand credibility worldwide. The brand aims to create a digital experience that promotes customer engagement and feedback, helping to strengthen Nordik Spa-Nature's position as a leader in nature-based wellness and positively impacting individuals globally.

Creative consideration

For the creative considerations, the design will focus on simple, calming elements that reflect the peaceful and luxurious atmosphere of Nordik Spa-Nature Chelsea. Marketing campaigns will use soft colors and clear fonts to create a balanced, inviting aesthetic. Blog posts and educational content will feature clean layouts with a focus on similarity in color contrast, ensuring clarity with headings and bold text for key information. Graphics for partnerships and sponsorships will align with the spa's brand using synchronized colors and fonts to maintain a professional look. Digital materials for travel packages will have organized layouts and vibrant images, with important details highlighted through contrasting fonts and colors. The digital engagement platform will focus on user-friendly, proximity of colors from the website to maintain unity and offer a smooth experience. Advertising videos will be designed with smooth transitions, soft lighting, and calming colors to reflect the spa's calm environment. Additionally, the logo will be modified by incorporating natural elements like waves or soft organic shapes to symbolize the connection between mind and nature, all while keeping the design simple and meaningful.

IMAGINE

This project features two key creative elements: a well-crafted persona and a visually inspiring mood board. The persona outlines the audience's traits, guiding brand authenticity, while the mood board sets the visual tone and style. Together, they shape a cohesive and engaging brand identity.



MARTHA AGNES



“Take control of your mind and maintain stability within yourself, rather than attempting to change the external factors in the world.”

Bio

Martha is a visionary leader with over 15 years of experience in marketing and advertising. As the Marketing Director of a leading advertising agency, she manages a talented team, develops innovative campaigns, and drives strategic growth. Known for her creativity and forward-thinking approach, Martha thrives in a fast-paced environment but often seeks balance by values her personal well-being and mindfulness practices. She is dedicated to living sustainably and supports eco-conscious brands that reflect her commitment to environmental responsibility.

Accessibility

Martha values a straightforward and efficient spa experience. She prefers a simple online booking system that allows her to easily schedule and manage appointments. Flexible hours and quick service are important, as help her fit wellness into her busy life. She also expects clear information about services, minimal wait times, and a staff that is accommodating and attentive to her needs, all while maintaining an eco-friendly environment that aligns with her values.

Age : 34

Work : Marketing Director at an Advertising Agency

Family : Married with 2 Children

Location : Vancouver

Creativity

Organized

Balanced

Eco-Concious

Needs

- Personalized Wellness Experience customized and aligned with her lifestyle
- Eco-Friendly Environment and Friendly service
- Uncomplicated travel and arrangements

Motivation

Personal Growth and Self-Advancement



Stimulating Creativity and Development



Adapting to a Dynamic Environment



Nurturing Enduring Connections



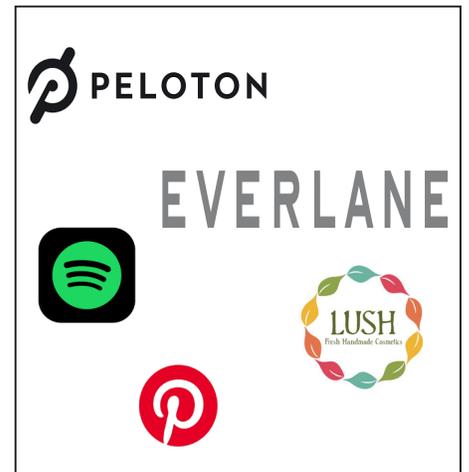
Client Success and Satisfaction



Frustration

- Struggling to maintain work-life balance and personal time.
- Tight deadlines and constant pressure to deliver.
- Inconsistent Sleep Patterns Irregular sleep causes fatigue and lack of focus.
- Lack of recognition for efforts leads to feeling undervalued.

Brands and Influence



Technology

IT and Internet



social media



Website



E-Commerce



Personality

Extrovert



Sensing



Thinking



Judging



Introvert

Intuition

Feeling

Perceiving

THE LOGO

The logo combines the concepts of nature and spirituality, symbolizing the connection between the body, mind, and spirit through balance in life. The three stacked, wavy shapes, derived from the original logo, represent water, mountains, and wind, elements often found in spa environments. The outline of the logo forms a water droplet, symbolizing purity, healing, and relaxation, reflecting the soothing and restorative experience of a spa in a minimalist and serene design.

The aligned stones, arranged in the shape of a human figure, represent the harmony of mind, body, and spirit. The first stone, symbolizing the head, represents the mind, focused and clear, while the stones stacked below represent the body, grounded and strong, and the spirit, balanced and serene. This arrangement reflects the holistic healing experience of a spa, where nature's elements restore balance, foster mindfulness, and promote inner peace, creating an atmosphere that nurtures complete well-being for the body and soul.



NORDIK

SPA - NATURE






THE COLOURS PALLETTE



ILLUSTRATION LIBRARY



ILLUSTRATION LIBRARY



Nordik Spa-Nature offers a peaceful escape that nurtures the mind, body, and soul. Through its calm natural surroundings and therapeutic treatments, visitors experience emotional renewal and clarity. The soothing environment promotes mindfulness, helping individuals reconnect with themselves and nature, while easing stress and mental strain. It's a comprehensive experience that encourages relaxation and revitalization, reflecting the essence of balance and well-being. This sense of calm and clarity extends beyond the spa, offering lasting emotional benefits for everyone.

"To keep the body in health is a duty... otherwise, we shall not be able to keep our mind strong and clear."
Buddha

UL LIBRARY / INTERACTIVE ELEMENT



The iconography created for the spa uses a line-based design, embracing minimalist principles that reflect the simplicity and calmness of the spa experience. The smooth curves and delicate lines are integral to the icons, evoking the soothing and fluid nature of water, a central element in spa treatments. These elements of design not only keep the visuals clean and understated but also symbolize the natural flow and balance that the spa environment nurtures. The simplicity and elegance of the line-based icons align perfectly with the peaceful atmosphere of the spa, contributing to a harmonious and calming user experience.

TYPOGRAPHY

Quicksand Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Open Sans
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

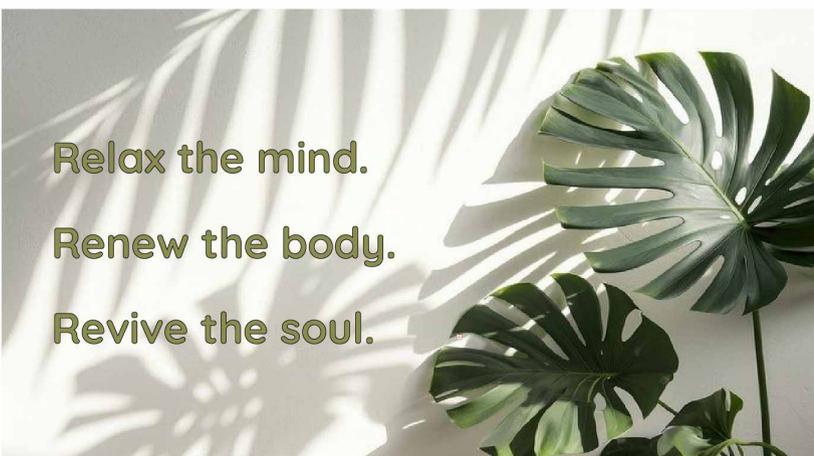
Raleway Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Nunito Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ILLUSTRATION LIBRARY

The typography used in both online and offline spa environments plays a key role in creating a unified customer experience. Just like your use of Quicksand Bold for logos and Raleway Regular for headings, typography in spas ensures readability and guides visitors through services. Whether on websites or promotional materials, well-chosen fonts reflect the spa's identity, evoke relaxation, and make information clear, creating a welcoming atmosphere and a positive experience for customers.

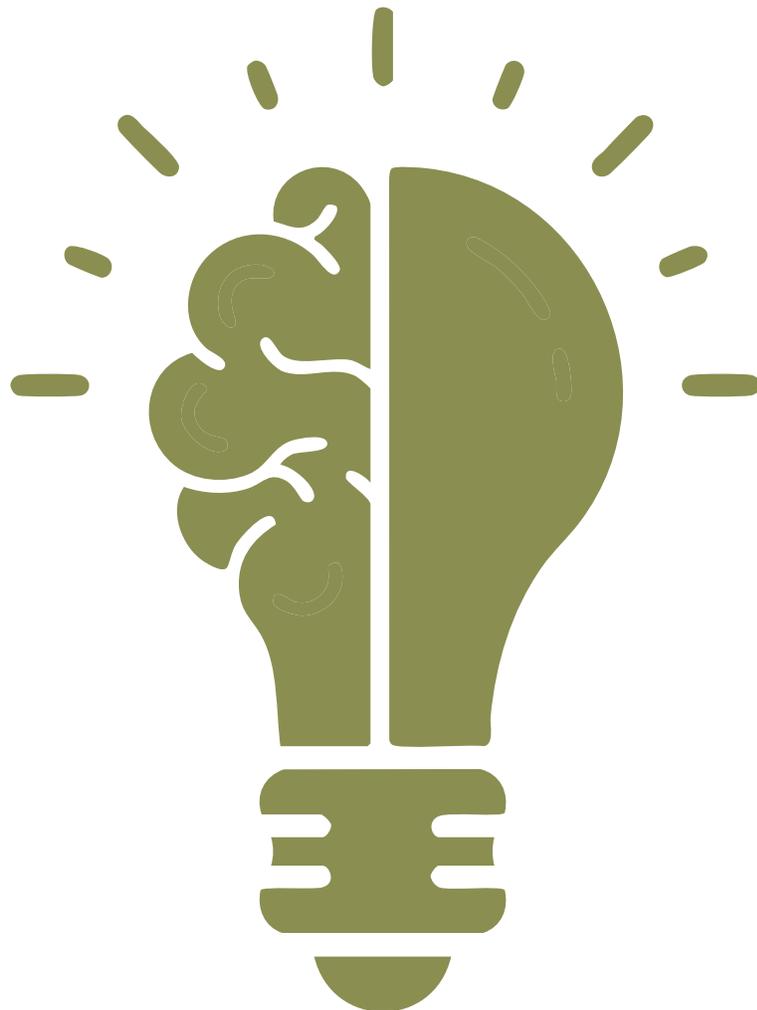
ABC



Relax the mind.
 Renew the body.
 Revive the soul.

PLAN

This plan is focused to shaping a fresh brand identity. It features a comprehensive branding guide outlining visual identity, logo usage, typography, color palette, and messaging guidelines. These elements work together to maintain a strong and polished brand image across all external interactions.



Mission, Vision & Values



Mission



Vision



Values

At Nordik Spa-Nature, our mission is to offer a serene retreat where individuals can escape the fast-paced demands of daily life and reconnect with nature. Through premium wellness services, including massages and body treatments, we promote mental and physical well-being in a calming, nature-inspired setting. Our goal is to create a sanctuary that nurtures relaxation, balance, and holistic wellness.

Nordik Spa-Nature strives to create a world where well-being is prioritized, and individuals embrace the healing power of nature. Our goal is to be a global leader in luxury wellness experiences, offering a seamless digital journey that enhances accessibility for all. By combining nature, relaxation, and cutting-edge wellness services, we aim to inspire a lifestyle of mindful self-care and renewal.

Well-being: We prioritize holistic health, fostering relaxation and renewal.

Nature-Inspired: We embrace the tranquility and healing power of nature in every aspect of our experience.

Luxury & Accessibility: We offer premium services while ensuring ease of access through intuitive digital platforms.

Community & Engagement: We promote mental health awareness and wellness initiatives, connecting individuals globally.

Authenticity & Simplicity: Our brand communicates with warmth, clarity, and elegance, creating a welcoming atmosphere.

Logo

Logo Concept & Meaning

The logo combines the concepts of nature and spirituality, symbolizing the connection between the body, mind, and spirit through balance in life.

The three aligned sliding wavy shapes, derived from the original logo, represent water, mountains, and wind, elements commonly found in spa environments. The outline of the logo forms a water droplet, symbolizing purity, healing, and relaxation, reflecting the soothing and restorative spa experience.

The aligned stones, arranged in the shape of a human figure, represent the harmony of mind, body, and spirit. The top stone symbolizes the head and represents the mind, focused and clear. The middle stone represents the body, grounded and strong. The bottom stone represents the spirit, balanced and serene.



NORDIK
SPA - NATURE

Logo Variations & Background Compatibility

To ensure visibility and consistency, the logo is available in multiple color variations to suit different backgrounds and applications.

A brighter contrast color on a dark background enhances visibility and elegance, making it ideal for dark-colored materials, digital applications, and signage. The gold variation on dark or natural backgrounds conveys luxury and a nature-inspired aesthetic, making it suitable for premium branding. A dark logo on light backgrounds provides strong contrast, enhancing readability in printed materials and website applications. The soft blue variation on light backgrounds evokes a calming and refreshing feel, making it perfect for spa-related content and wellness branding.

Logo Clear Space & Minimum

To ensure the greatest visual impact, the logo must always have a clear space around it, free from any other elements. The clear space should be at least half the height of the logo symbol.



The minimum size requirements ensure readability across different formats. For print applications, the logo should be at least 0.75 inches (19 mm) wide. In digital high-resolution displays, the minimum width is 180 pixels, while for lower-resolution displays, it should be at least 90 pixels wide.

Colour Palette

The color palette reflects premium quality and a deep connection to nature. Inspired by the surrounding environment, each shade embodies a key natural element—deep blues evoke the calming essence of water, earthy greens symbolize renewal and vitality, while warm neutrals mirror the organic textures of stone and wood. This harmonious blend of colors creates a serene and immersive atmosphere, enhancing the tranquil ambiance and providing a rejuvenating retreat for relaxation and well-being.

Deep Midnight Blue

Hex: #191970 | Pantone: 533 C | CMYK: 100, 90, 40, 50 | RGB: 26, 37, 63

Slate Blue

Hex: #5A7199

Pantone: 646 C

CMYK: 60, 40,
10, 10

RGB: 90, 113, 153

Icy Sky

Hex: #CCFFFF

Pantone: 635 C

CMYK: 30, 0, 0,
0

RGB: 204, 255, 255

Soft Mist

Hex: #F8FAF5

Pantone: 7527C

CMYK: 5, 5, 10,
0

RGB: 248, 250, 245
153

Warm Sandstone

Hex: #E5D2B2

Pantone: 7500 C

CMYK: 10, 15, 30,
0

RGB: 229, 210, 178

Charcoal Grey

Hex: #33383C

Pantone: 7540C

CMYK: 65, 55,
50, 30

RGB: 51, 56, 60

Golden Olive

Hex: #D2B45A

Pantone: 7407C

CMYK: 10, 25,
80, 10

RGB: 210, 180, 90

Muted Olive
Green

Hex: #8B8E51

Pantone: 5773C

CMYK: 40, 30,
80, 10

RGB: 139, 142, 81

Deep Earth
Brown

Hex: #40524B

Pantone: 5605C

CMYK: 60, 40,
60, 50

RGB: 64, 82, 75

Typography

The typography used in both online and offline spa environments plays a key role in creating a unified customer experience. Just like your use of Quicksand Bold for logos and Raleway Regular for headings, typography in spas ensures readability and guides visitors through services. Whether on websites or promotional materials, well-chosen fonts reflect the spa's identity, evoke relaxation, and make information clear, creating a welcoming atmosphere and a positive experience for customers.

Quicksand Bold

This typography is used in logo title and it can use only specific instead of the logo for particular significant title.

size : 135

weight : 600

Line height : 1.3

spacing : 0.8

Raleway Regular

Headings

size : 60

weight : 400

Line height : 1.1

spacing : 0.5

Nunito Regular

Body Text

size : 16 - 18

weight : 400

Line height : 1.4

spacing : 1 - 2

Open Sans

Lead Text

size : 14 - 18

weight : 400

Line height : 1.6

Iconography

The iconography created for the spa uses a line-based design, embracing minimalist principles that reflect the simplicity and calmness of the spa experience. The smooth curves and delicate lines are integral to the icons, evoking the soothing and fluid nature of water, a central element in spa treatments. These elements of design not only keep the visuals clean and understated but also symbolize the natural flow and balance that the spa environment nurtures. The simplicity and elegance of the line-based icons align perfectly with the peaceful atmosphere of the spa, contributing to a harmonious and calming user experience.



Tone

This is only a model to show the tone of front page of website

Home About Treatment Book appointment



Physical Therapy for Body and soul

An environment that provides an escape from the stressful, fast-paced lifestyle, promoting the importance of mental and physical well-being. Nordik Spa Nature helps individuals reconnect with nature to achieve true wellness and balance

[more info](#)



Meditation / Mindfulness

Massage Therapy

Natural Treatments

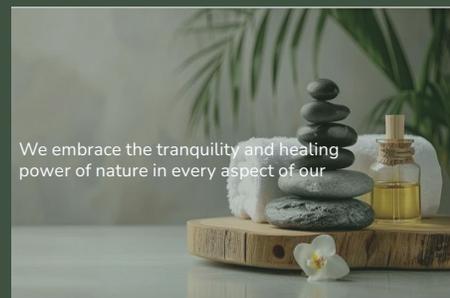


Nordik Spa-Nature offers vast emotional benefits for individuals facing stress or mental strain. It helps them reconnect with nature by providing a calm and peaceful environment through various therapeutic treatments and serene surroundings, visitors experience emotional renewal and clarity, promoting overall well-being and mindful relaxation.

Premium features



we offer travel packages featuring experienced therapists and psychologists can help individuals reconnect with nature while promoting a deeper understanding of mental health.



We embrace the tranquility and healing power of nature in every aspect of our

Community & Engagement

We promote mental health awareness and wellness initiatives, connecting individuals globally.



AI Assistance