

# Brand creation for space to be.

'Space to be' helps you feel happy, inspired and relaxed, whatever is going on in your life through products that offer simple and effective ways for busy women to introduce a bit of space or 'me-time' into their daily lives. Hypnotherapy CD's form the basis of the companies product range.

space to be...

Logo Design

## The Brief

To create an identity and logo for 'space to be' that will work for their existing offering of audio downloads and for future products such as retreats and holistic health centres. The client knew they wanted the brand to look clean, simple, classy, very visually appealing with lots of white space and primarily appeal to woman who are used to buying brands rather than more spiritual items.

## Items Produced

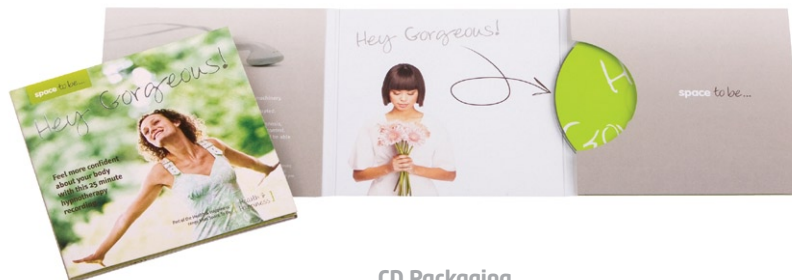
- + Logo design and additional design elements to create a consistent but flexible identity.
- + Packaging for hypnotherapy CD's, 6 page case printed onto premium recycled card with foil bloc to front cover.
- + Website / online store selling physical CD's and MP3 downloads.

Pin-up successfully won the pitch for this work after producing a mood board that matched perfectly with the client's vision for the brand. The creative work was then carried out simultaneously working on all items to ensure the chosen logo fitted in with the variety of items required. Pin-up continues to work with 'space to be' as they trial new markets and refines their product offering.

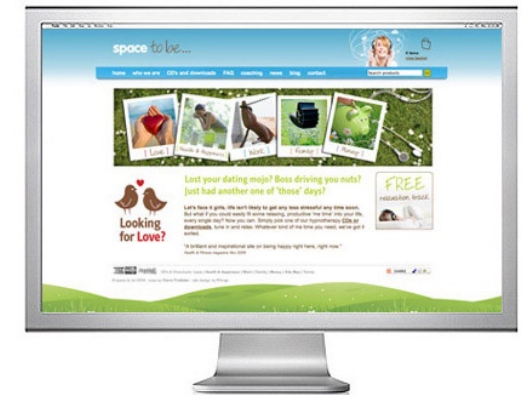
**"The research and effort Pin-up made to identify with our target market shines through in the creative work they have produced. The visual identity is perfect. I received excellent customer service and their expert knowledge made my life much easier."**

**Carla Miller**

Managing Director, space to be



CD Packaging



Website - Home page



Website - Store page for MP3 download