



## Spirit in the City

Indaba Yoga  
Brand creation 2011

Not another mystical and mysterious yoga club, not a thumping gym; this is the 3rd space for physical, mental and spiritual revitalisation.

Based in London's Marylebone, it's the upmarket urban members club designed for both yummy mummies and city slickers alike.

Indaba means 'gathering of spirits'. The identity draws its inspiration from the classic headstand pose, displaying core strength and poise, whilst the brand's colours balance energy with calm - It's a modern look and feel for a 5,000 year old practice - to blend urban sophistication with spiritual warmth.

- Brand strategy
- Visual positioning
- Graphic Identity
- Tone of voice writing
- Brand Universe - style guides for interiors and web and signage
- Guidelines



## Results

"I'm very pleased to say that our clients appreciate our brand image and love the feel we have created. In the 3 years since we've opened our client base has quadrupled".

Kenny Steele, Co founder, Indaba Yoga.

Credits: With many thanks to our friend Hugh Bateman for giving us this lead and partnering on the strategy development.

