

Yogita Naming & brand identity

YOGITA

PRE AND POST NATAL YOGA FOR
YOU AND YOUR LITTLE ONE



Going ga-ga for yo-ga...

We were briefed by a new start-up venture offering high end educational yoga classes for mothers and babies, and mothers-to-be.

They asked us to name the new company and create a brand identity and visual language that would cut through the blandly generic mother-and-baby photography currently saturating the market.

They wanted to communicate that this wasn't "just another yoga class", but an offering with child birth education at its heart – through classes designed to support a mother, her baby and her partner, through pregnancy and beyond into labour, birth and postnatal recovery. But, at the same time, the company founders were keen to convey that yoga and learning can and should be fun.

Kind words...

"A wonderful and memorable name, just brilliant! Our new Yogita brand identity is elegant and beautiful – and the language based ideas are charming and witty. We could not have asked for more, it totally answered our brief! It all differentiates us from everyone else and importantly helps us to position ourselves as a more high end quality offering. Many, many thanks"

JEN DE VERA
Founder & Director
Yogita, London

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PROJECT SUMMARY

Art direction
Naming
Brand identity
Stationery
Promotional posters
Promotional apparel
Packaging
Website

