

Logo Brief - Inside Your Mind (InsideYourMind.com)

I'm moving my current website <https://metamorphosis.co.nz> to InsideYourMind.com. I'm based in Raglan in New Zealand and I bought the Dotcom at the beginning of this year because I want to have an international presence on the web.

Inside Your Mind Limited is a limited liability company.

I am a solopreneur. I coach people face-to-face and online and I write; blogs, eBooks, physical books. I help people to get unstuck and to live more fulfilling lives using the power of their mind. I use mostly NLP (Neuro Linguist Programming) as the medium to accomplish this. (That said, many people aren't interested in the medium, as long as they get the results they want.)

I facilitate 18-day NLP Practitioner Certification Trainings here in NZ and I also train coaches. I have shorter, online courses.

I want to shift most of what I have at <https://metamorphosis.co.nz> to the new domain. There are over 350 pages. There's nothing at InsideYourMind.com at the moment.

The Inside Your Mind logo

The logo must have International appeal and will be used as branding on

- Book covers and mp3 icons
- Training course material (e.g. flyers for courses, manuals)
- Blog post photos
- Various social media
- Stationery: letterhead, business cards etc.
- T Shirts etc.

It must work in opaque or translucent (watermark) versions.

Colours and font

I like a bright colours and a clean look that conveys my business values.

Business Values

- Learning and growth
- Courage
- Playful and fun
- Connection
- Flexibility

(more here <https://metamorphosis.co.nz/about/mission-and-values/>)

There are three comments I get most frequently from people in testimonials:

1. They feel safe. (They often explore deep parts of themselves that no-one else might know about, so it's important they have a safe place in which to do this.)
2. They enjoy my sense of humour and playfulness.
3. They love their own transformation as they step into their own authenticity.

Read testimonials for more information

Target Audience

Men and women (usually about a 35% - 65% ratio) aged 25 - 60 who have an element of coaching/developing/influencing others as part of their work/business role;

For example

- team leaders
- coaches
- HR people
- health professionals
- managers
- teachers
- trainers
- engineering/IT types
- small business owners
- sales people.

They're often frustrated because, although they're usually quite good with people, they don't have the skills to coach/develop/influence. They know they need to change their approach but don't know how.

More information: [NLP Training? The Top 5 Reasons People Choose NLP To Ignite Their Personal And Professional Lives.](#)

The 5 categories of blog posts are:

- Personal development
- Coaching
- Happiness and Humour
- NLP (Neuro Linguist Programming)
- Emotional Intelligence (EQ)

What I'd like

Something light, cheerful and with a splash (or splashes) of colour

What I don't want

Anything that has a head or a brain with things inside or outside of it!