



**Calling All Student Graphic Designers:
Logo Design Contest with \$500 Cash Prize!
Deadline: Oct. 31, 2018**

Sacred Treehouse is a meditation and education center located in the heart of the Del-Ida historic district in Delray Beach. It was founded in 2008 by Dr. Patty Thomas Shutt with the mission to educate the local community about the benefits of a mindfulness practice. Sacred Treehouse offers a variety of holistic services and classes, including meditation, yoga, massage, acupuncture, nutrition, book studies and workshops, all offered by certified and licensed professionals. For more information, visit sacredtreehouse.org. Follow @MySacredTree on Twitter or visit us on Facebook.

Q: Why does Sacred Treehouse need a new logo?

A: Sacred Treehouse is celebrating its 10th anniversary this year and recognizes that it needs a fresh, new logo to raise awareness of its services as a non-clinical resource for mindful living. Brand matters!

Q: Why doesn't Sacred Treehouse hire a design agency?

A: We are a small, community-based organization committed to helping all people (whether they can pay or not), and we are not in it for the money! We reinvest all monies back into the organization and, as such, do not have the funds to hire a professional design agency.

Q: Why hold a contest?

A: Sacred Treehouse has deep roots in the local community and would like to give students and recent grads an opportunity to build their portfolios and earn prize money.

Q: How much is the prize?

A: \$500 cash/check for the winner

Q: Do I have to be a student?

A: No, but we are seeking local talented graphic designers who are seeking to expand their own brands and build their portfolios.

Q: What is the deadline?

A: Participants must submit the application form, an original design and five examples of previous design/portfolio work by Oct. 31. Finalists will be notified by Nov. 7 and final designs must be presented in person on Nov. 30. The winner will be chosen Dec. 12 and the new logo launched on Jan. 1.

Q: Will I be able to meet the client to ask questions?

A: The five finalists will each have an opportunity to visit the Sacred Treehouse and meet the team to ask questions and solicit feedback on the first design.

Q: Is there a creative brief?

A: Yes. It can be found on www.sacredtreehouse.org and includes information relevant to the design request.

Q: Will I be required to provide the logo in multiple formats?

A: Designs should be created using a vector illustration, JPG, and PNG and submitted to Dr. Patty Thomas Shutt at info@sacredtreehouse.org. The five finalists chosen to present on Nov. 30 will be asked to showcase their designs in various forms and formats (e.g., on a website, B&W vs color, reverse, various sizes etc).

Q: Who will own the design?

A: Sacred Treehouse will own the design and copyright.

SACRED TREEHOUSE LOGO DESIGN GUIDELINES

October 31, 2018: Submissions Due

Students interested in participating in the contest should submit:

- An original logo design for the Sacred Treehouse
- A completed, signed application
- Five examples of previous design/portfolio work

All three should be submitted via email to info@sacredtreehouse.org using subject: **STH LOGO DESIGN CONTEST** by 5 pm on Oct. 31, 2018.

Contest information, deadlines, application and updates can be found at:

<http://sacredtreehouse.org/sth-logo-design-contest>

November 7, 2018: Students Notified by Sacred Treehouse

The Sacred Treehouse Logo Selection Committee will evaluate all submissions and select approximately five designs to advance to the next round. Students whose designs are chosen will be notified by email on Nov. 7

Nov. 12-16, 2018: Students Visit Sacred Treehouse

Students will be invited to visit the Sacred Treehouse between Nov. 12-16 for one hour. The purpose of the meeting is for the student to learn more about the organization and solicit feedback and ask questions of the Committee to further refine their designs.

Nov. 30: Final Design Presentation

Students will have 30 minutes to present their designs to the Committee at the Sacred Treehouse.

Dec. 12, 2018: Winning Design Selected

The winning design will be selected and the student notified no later than Dec. 12. Upon notification, the winning designer will be required to meet with the Sacred Treehouse Team to discuss finalizing the design to launch publicly on Jan. 1, 2019.

Notification to designers who were not selected will be completed by Dec. 19, 2018.

CREATIVE BRIEF FOR SACRED TREEHOUSE LOGO

Creative Brief

Background

Sacred Treehouse is a meditation and education center located in the heart of the Del-Ida historic district in Delray Beach. It was founded in 2008 by Dr. Patty Thomas Shutt with the mission to educate the local community about the benefits of mindfulness practice. Sacred Treehouse offers a variety of holistic services and classes, including meditation, yoga, massage, acupuncture, nutrition, book studies and workshops, all offered by certified and licensed professionals.

Sacred Treehouse shared space with the [Therapeutic Oasis of the Palm Beaches](#), a clinical therapy center, until very recently and, as such, the two organizations' identities were intertwined. As the Sacred Treehouse celebrates its 10th anniversary this year, it intends to open its doors to the wider community as it continues its mission to teach and inspire mindful living, builds a strong community center for like-minded individuals, and expands its lineup of certified, licensed teachers.

Sacred Treehouse is unique; no other organization offers the depth and breadth of mindfulness services that we do. However, there are others that offer similar services such as Thermae Retreat, Casa Mana Bliss, Simply Yoga, and local businesswoman and entrepreneur Barb Schmidt, who runs Peaceful Mind, Peaceful Life.

Business Objectives

Sacred Treehouse has a few business objectives that are driving its positioning and branding efforts, including:

- Attracting more clients who seek non-clinical services
- Increasing retention among existing clients to help them achieve a lifetime of living mindfully
- Becoming self-sustaining financially within the next two years

Brand and Marketing Objectives

Sacred Treehouse is now a stand-alone business, separate from Therapeutic Oasis. As such the goal is to establish itself as non-clinical resource for mindful living.

- Identify a clear and distinctive brand positioning that highlights its distinct services led by licensed and certified professionals.
- Enhance awareness of the organization, its knowledge and expertise.
- Educate the community on the benefits of living mindfully, specifically the need for ongoing practice to change the mind (comparable to regular physical exercise for the body)
- Distinguish the organization from life coaches and yoga studios by using scientific based research
- Bring the brand to life through fresh graphic design
- Institute a structured marketing foundation and processes with standardized, consistent messages and materials to support increased effort to drive the organization's growth

Target Audiences

- Women ages 30-65
- Parents
- People interested in alternative/holistic approaches to wellness
- People interested in meditation and mindfulness

Product/Service/Brand Benefits

- Sacred Treehouse offers a variety of non-clinical services for living mindfully:
 - Private, semi-private and SAFE yoga
 - Beginning and advanced meditation
 - Vipassana meditation
 - Book studies
 - Workshops and retreats
 - Mindfulness Based Stress Reduction (MBSR)
 - Massage Therapy
 - Nutrition and cooking classes
 - Expressive art classes
 - Mindful movement
 - Parent workshops
- Sacred Treehouse raises money through the [HEArt Show](#) with an annual event to raise money to benefit an organization that uses expressive therapies and to create awareness of the healing power of arts.
- Sacred Treehouse provides pro bono services to trauma victims.
- Sacred Treehouse conducts outreach in schools and community groups.

Key Takeaway

The core messages Sacred Treehouse wants to convey are:

- Offers a wide variety of non-clinical services and workshops for living mindfully;

- Bases all services in science and research
- Hires only licensed and certified professionals
- Provides training, education and inspiration for the mind, body and soul
- Has deep roots in the community

The desired behavior we want to elicit from the target audience:

- Seeks our expertise and services
- Tells others about the experience for referrals
- Views us as the go-to place for living mindfully

Brand Fundamentals

The values that should be conveyed in the brand design should be:

- Compassionate
- Authentic
- Grounded in Science/Knowledge
- Empowering
- Humility
- Collaborative/Cooperative

The personality for the brand design should convey:

- Peaceful
- Ethical
- Non-judgmental
- Innovative
- Dedicated
- Curious

The desired look, feel and voice for the work should be:

- Movement
- Colorful
- Not too busy/Clean/Simple
- Mindful/Intentional
- Grounded
- Sophisticated