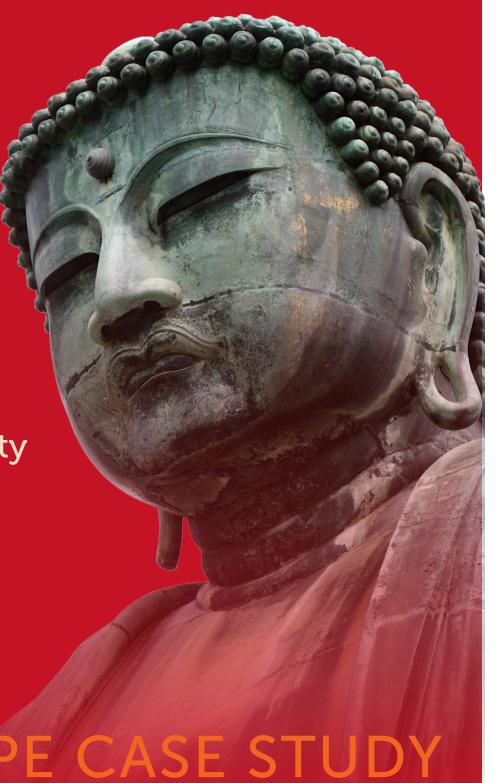


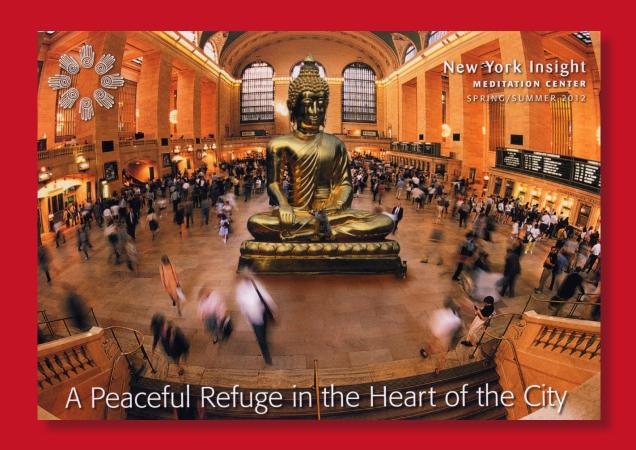
How New York Insight **Meditation Center** evolved its brand identity to convey a "more profound and holistic message"



BRAND RECIPE CASE STUDY

Introducing New York Insight Meditation Center (NYI)

New York Insight Meditation Center is an urban center, based in midtown Manhattan, for the practice of mindful awareness, called Insight or Vipassana meditation. Everyone is welcome to begin or deepen meditation practice based on the teachings of the Buddha.





Branding Challenges

What needed to change? Our client told us:

We know it is time to re-brand because we realize that our old logo of the circular hands and tagline 'A peaceful refuge in the heart of the city' do not resonate for us anymore as a full expression of what we have become—a diverse community dedicated to transformation.





Brand Recipe: The Steps Taken

Stone Soup's proprietary process is an intensive one that identifies and strengthens an organization's brand through a positioning strategy that effectively differentiates an organization, allowing the brand to move forward with confidence.

- 1. Decision-makers should be involved on the Branding Team
- 2. Character and personality of the brand is built from the organization's core values
- 3. **Positioning** and direction of the brand is determined by character and personality
- 4. Mood of the brand is developed
- 5. Brand elements are designed
- 6. Brand messages are developed
- 7. Brand Guidelines are developed





Brand Values

Stone Soup worked together with NYI's
Branding Team to uncover truths about the
organization that were already there, that we
could all agree upon — including these Brand
Values: who the organization is, on a core level.

Peaceful

Calm and conducive to reflection

Diverse

An eclectic, multi-cultural group

Urban

Mid-town Manhattan location

Welcoming

A warm and supportive community

Transformational

Through the teaching and the practice

1. Brand Values

- 2. Personality
- 3. Brand Positioning
- 4. Ideal Audience
- 5. Validation Research
- 6. Color Analysis
- 7. Internal Audit
- 8. Brand Guide



Brand Personality

How the organization looks, feels, and sounds; it's "dressing". What you see outside is a manifestation of the culture inside.

Warm Welcoming

1. Brand Values

2. Personality

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- 4. Ideal Audience
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Fulfilling Peaceful Instructive
Transformative Friendly open
Informal Supportive Urban
Spiritual Ethical Happiness
Generosity Community Forgiving



Brand Tone

Values and personality inform the tone for later Brand Elements.

Values	Personality	Tone
Peaceful Refuge	Reflective, Subdued	≽ Quiet
Diversity	Eclectic, Variety	······≻ Colorful
Urban Setting	Contemporary, Hip	·····→ Bold
Welcoming Atmosphere>	Friendly, Warm ·····	·····> Warm
Transforming Lives	Active, Powerful	···· Dynamic





Mood Board

Color chips, photography, icons and symbols provide a visual recollection — feelings evoked — of our branding discussions so far.

- 1. Brand Values
- 2. Personality
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Brand Positioning

One unique element, something no one else can say, that will give the organization a competitive edge, it is used to set up a benefit for their audiences.

"New York Insight is the only urban Vipassana meditation center to welcome everyone of different cultures and backgrounds to begin or deepen their meditation practice."

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Competitor Analysis

Defining an organization's position in the market requires looking at who else is occupying the space, and noting common themes, visuals, messages and claims (reasons to buy).

- Zen Center of New York City

 Fire Lotus Temple Branch of the Mountains and Rivers Order

 GARRISON INSTITUTE

 SPIRIT ROCK MEDITATION CENTER

 Insight Meditation Society

 meditation refrests. Pracquilty windom, compassion.

 YOGA PRACTIKA

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 NUM
- ▲ COMPETITOR LOGOS

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- 1. Brand Values
- 2. Personality
- 3. Brand Positioning
- 4. Ideal Audience
- 5. Validation Research
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▼ COMPETITOR ANALYSIS SPREADSHEET

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Audience Personas

An organization's "imaginary friend" that represents the kind of person you want to communicate with in order to make marketing decisions that attract, inform, and engage.



Sarah

Age: 42

Location: Brooklyn Heights

Profession: College Professor

Education: Highly Educated

Hobbies: Choir, Running, Reading

Personality: Warm, Generous

- 1. Brand Values
- 2. Personality
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Validation Research

Assumptions up to this point need to be tested with stakeholders via surveys and interviews before going public with the new brand.

Percepti	on				7. Internal Aud
5. Why die	d you choose	to practice and	d/or study at NY	I over other centers?	
Not at all	A little	Neutral	Somewhat	A Lot	O Drond Childs
I	2	3	4	5	8. Brand Guide
The ser	se of commu	nity			
It's a pe	aceful retreat				
I feel w	elcome				
The qua	ality of instruc	tion			
Choice	of classes				
I feel m	ore relaxed				
	nsformation				
	etter physicall				
	ion instruction	n			
Ethical					
The second secon	elationship, ar	nd life skills			
Other -	please list:				
6. What is	of most value	e to you at NYI	? On a scale of 1	to 5:	
Not at all	A little	Neutral	Somewhat	A Lot	
1	2	3	4	5	
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Teache	rs from within	n (rather than b	ringing in exper	ts from the outside)	
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Diversi	0.00				
The Th	eravada teach	ning tradition			C 100 to
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1. Brand Values

2. Personality

3. Brand Positioning

5. Validation Research

nal Audit

4. Ideal Audience

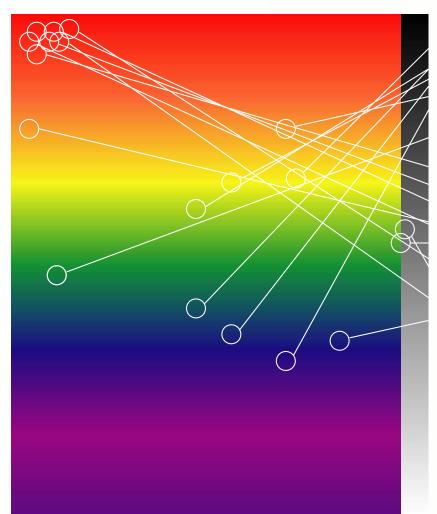
6. Color Analysis

EXCERPT OF SURVEY DISTRIBUTED TO STUDENTS AT THE CENTER



Color Analysis

Discovering a color opportunity allows the brand to own their own color, another point of differentiation.



Shambhala New York Open Cer Garrison Institute Self-Realization Fell

New York Zen Cente

Downtown NY Med. Center

Interdependence Project

Village Zendo

Dharma Punx

Tibet House

Insight Meditation Society

Rigpa

Eckhart Tolle

Buddhist Global Relief

Gaia House

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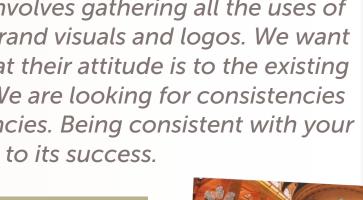


Internal Audit

Paths of Practice

New York Insight MEDITATION CENTER

The next step involves gathering all the uses of NYI's existing brand visuals and logos. We want to discover what their attitude is to the existing brand visuals. We are looking for consistencies and inconsistencies. Being consistent with your brand is critical to its success.





1. Brand Values

2. Personality

3. Brand Positioning

4. Ideal Audience



Logo Design (1)

NYI needed a new logo, which would eventuallybe included in the Brand Guide. Internally, we worked on several preliminary designs...









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Logo Design (2)

...until we settled on three strong directions to present, hitting on several key concepts, each with a rationale for choice of color, typeface and graphics.







▲ CONCEPT B

URBAN SANCTUARY

- 1. Brand Values
- 2. Personality
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However, none of the logos seemed entirely appropriate yet.

The branding team was drawn to Concept B, but felt the cityscape was too generic and the overall feel was too 'lightweight'. They preferred the boldness of the type and rich, warm colors from Concept A. We were told:

"The ideas behind these logos are in sync with our values and personality, but their execution is a little off..."



Logo Design (3)

...so we kept refining with rounds of feedback from the branding team, until we had our final logo (and tagline).

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▲ NEW LOGO AND TAGLINE



Logo Design (4)

Elements and concepts from the mood board were integrated from earlier in the process.

- Color A palette of warm gold, orange, and deep red tones is evocative of the spice-color robes of Theravada monks in southeast Asia.
- Type Prokyon is a humanist typeface quirky, clean and modern in appearance.
- Graphics A New York cityscape emerges from—and is elevated by—a lotus flower, a strong Buddhist symbol representing purity and enlightenment.

The logo execution is bold, to emphasize the strength and commitment necessary to practicing meditation and following the teachings.



ABCDEFGHIJKLMNOP QRSTUVWXYZÀÅÉÎÕ abcdefghijklmnopqrstu vwxyzàå&123456789 01234567890(\$£€.,!?)

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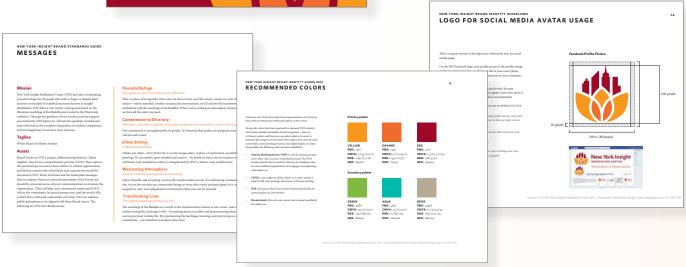


Brand Guide

This manual provided the files, tools & guidance NYI needed to start producing their own polished, consistent marketing materials.



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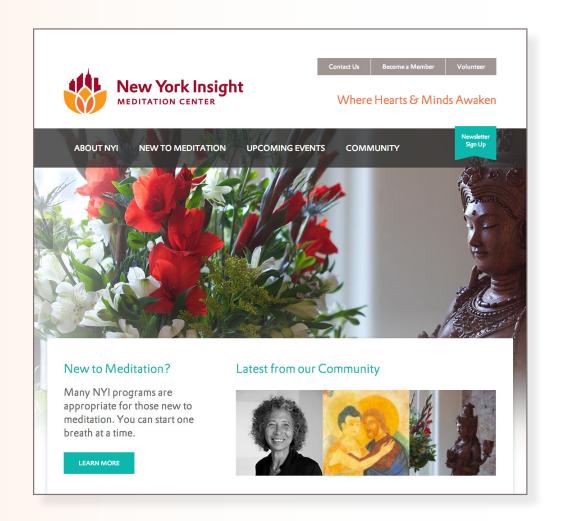


▲ THE BRAND GUIDE REITERATES FINDINGS FROM THE BRAND RECIPE PROCESS AND PROVIDES GUIDANCE ON WRITTEN AND VISUAL BRAND ELEMENTS.



Building on the Benefits

Soon after our branding project concluded, NYI began successfully applying their new visual identity and messaging to a series of communication materials, including an email newsletter campaign, website and Facebook page.



Outcomes

Our new logo blends the vibrancy of the city with the beauty and grace of the lotus flower... and the tagline where hearts & minds awaken reflects a much more profound and holistic message about us now. Thank you for a beautiful brand identity. I always appreciate your process and its caring and careful qualities. Very much like mindfulness. ⊗



- SEBENE SELASSIE, EXECUTIVE DIRECTOR, NEW YORK INSIGHT



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