

**GoDaddy** Social

# Brand Kit

March 12, 2019

Spiritual Alignment Yoga & Healing Center

*Fremont, CA*

# Your Brand Kit is an overview of how we're thinking of your business, brand, and voice.

## Why we made this

We want to make sure you're on board with our vision for your online strategy, so we made this for you to see the direction we'd like to take. It's important to us that you're happy with it before we use it to publish anything on your pages.

## What's inside

- Brand Analysis
- Content Preview
- Next Steps



### **Our ask of you:**

Approve or provide feedback on your Brand Kit [here](#).

**Chris Gonzalez**

Account Manager

888-900-0920

[help.mainstreethub.com](http://help.mainstreethub.com)

# Brand Analysis

Here's our understanding of your brand based on what we learned about you on our call and our research of your business.

## Business Name

Spiritual Alignment Yoga & Healing Center

## Voice Brief

At Spiritual Alignment Yoga & Healing Center, we invite our students to an inclusive space where they can feel rooted in the present moment and find a sense of belonging within our community. When you practice here, you're investing in your own journey to inner-peace and more meaningful connections in and out of the studio. We offer a uniquely varied schedule of classes taught by instructors with multi-faceted approaches, from prenatal yoga to meditation and restorative classes, as well as weekly workshops. No matter what brings you to the mat, whether it's a search for mindfulness or the challenge of deepening your practice -- there's a place for you here.

## Optimized Profile Image



## Brand Colors



## Brand Attributes


Yoga & healing center	Mindfulness classes
Wide range of classes	Meditation classes
Weekend workshops	Inclusive environment
Healing services	Community oriented

## Areas of Focus


- Promote our community-building yoga workshops & events
- Feature our schedule of yoga, meditation, and mindfulness classes
- Highlight our healing services
- Showcase our dedication to community & inclusivity

# Content Preview




Here's a preview of the unique content we'll be crafting on your behalf to extend your voice online.


 Spiritual Alignment Yoga & Healing Center

From meditation to mindfulness, we give you a space where you can cultivate a sense of presence.







**Be here now.**


 Like  Comment  Share

 Spiritual Alignment Yoga & Healing Center


Whether you're looking for a challenge or a moment of restoration, there's a place for you here with our diverse schedule of classes.







 Like  Comment  Share

 Spiritual Alignment Yoga & Healing Center

You'll find more than a great flow -- you'll find a community to grow with.



 Like  Comment  Share




 Spiritual Alignment Yoga & Healing Center

Tap into vulnerability, and discover the parts of yourself you never knew you were searching for.



**"Garima has provided me with so much wisdom and guidance, and has helped me reach the next level of my spirituality."**


Andrea M. via Yelp

 Like  Comment  Share

## ATMOSPHERE


# Highlights what an experience at your business is like

Consumers love being reminded of what it's like to be at your business, and newcomers are curious about what to expect. These posts showcase your space and encourage consumers to visit.



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From meditation to mindfulness, we give you a space where you can cultivate a sense of presence.




**Be here now.**

👍 Like    💬 Comment    ➦ Share

## BUSINESS HIGHLIGHT


# Highlights a unique characteristic of your business

The story behind your business is important to your consumers. These posts provide a deeper understanding of who you are and what you're all about in order to increase brand loyalty.



### Spiritual Alignment Yoga & Healing Center

Whether you're looking for a challenge or a moment of restoration, there's a place for you here with our diverse schedule of classes.




👍 Like    💬 Comment    ➔ Share

FEEL-GOOD


## Emotionally connects consumers to your business

Feel-good posts are all about putting a smile on consumers' faces. By adding humorous, sentimental, or inspirational posts, we ensure that your online presence continues to engage consumers.



**Spiritual Alignment Yoga & Healing Center**

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👍 Like    💬 Comment    ➡ Share

## TESTIMONIAL

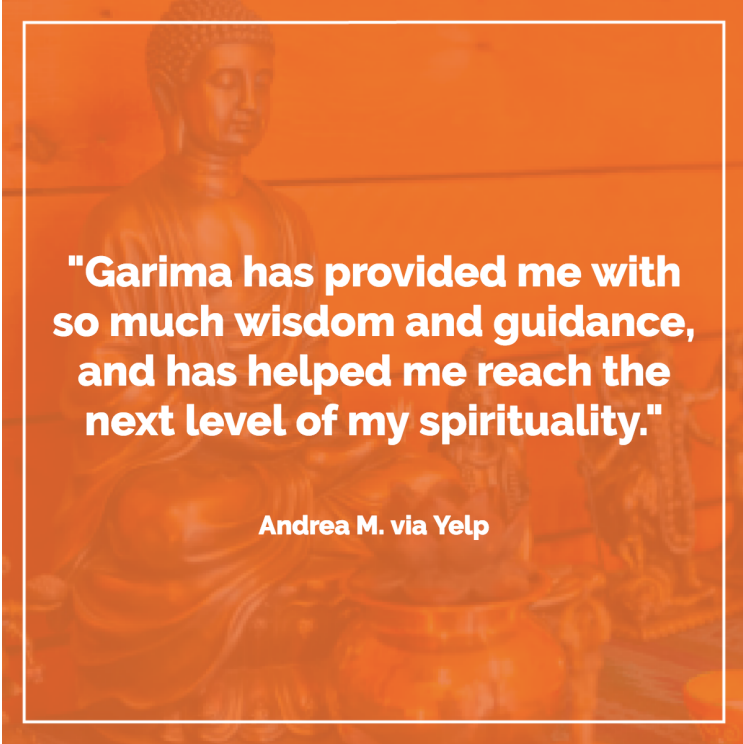
# Highlights a positive review from one of your consumers

Your consumers love you, and we want to make sure everyone knows it! Testimonials leverage positive word-of-mouth about your business to remind consumers why they should use your business.






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**Andrea M. via Yelp**

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# Thank you!

## We want your feedback

[You can approve or provide feedback here.](#)

## Next steps

After you approve your Brand Kit, we'll use it to...

- We'll update your pages
- We'll start posting content and responding to reviews
- You'll approve review responses
- We'll let you know when we need something!

## Chris Gonzalez

Account Manager

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