

# Sein Movement Studio

## Pilates • Yoga • Barre

Focused on clean and connective fitness. Sein is the German verb "To Be" emphasizing the focus on present and mindful fitness. Sein is a community where fitness is accessible, mindful, and empowering to help members integrate physical health into their daily lives.



Colour Logo - Vertical



Thumbnail Logo

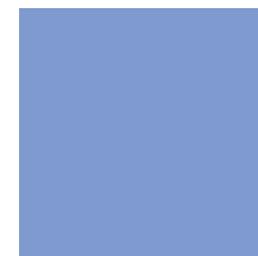
No Background Logo



B/W Logo - horizontal



Connection – Mindfulness – Wellness – Clean living



809BCE

C: 50 R: 128  
M: 32 G: 55  
Y: 0.8 B: 206  
K: 0



CA6D68



FEEE8B

C: 1.5 R: 255  
M: 2.2 G: 238  
Y: 56 B: 140  
K: 0



618975

Headline Font 25 pt

Playfair Display

Body Text Font 12 pt

Avenir

Lorem ipsum dolor sit amet, consectetur adipiscing elit, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Creative Brief  
Cali Nessman  
CMNS 3230

CREATIVE BRIEF	<b>Sein Movement Studio</b>	February 2026
----------------	-----------------------------	---------------

Sein: A yoga, pilates, and barre studio. Focused on clean and connective fitness. Sein is the German verb "To Be" emphasizing the focus on presence and mindful fitness. Additionally, pilates originated in Germany.

**Project Background** (What is the current situation? What problem are we solving)

- Sein is a new studio that is looking to reach new members
- Public is not aware of the brand
- Is not standing out as a fitness studio
- The fitness industry is competitive with numerous gym locations as well as YouTube and other online programs stretching users' interest. Sein needs to differentiate itself as a clean, welcoming, and community-oriented studio that prioritizes connection and wellbeing.

**Project Objectives** (What do we want to accomplish)

- Become recognizable as a brand in the next 6 months
  - Build brand awareness within the local community
- Generate awareness of Sein using advertisement, social media, and word of mouth.
- Build a reputation as a welcoming, clean, and beneficial studio.
- Offer alternative local fitness option
- Attract new members through digital and community-based marketing
- Ensure transparency with policy/price changes to keep members loyal

**Brand Vision** (How is this brand going to change the world?)

- Sein is a community where fitness is accessible, mindful, and empowering to help members integrate physical health into their daily lives
- This brand helps people have access to fitness and wellbeing services.
- This brand contributes to members' daily health
- This brand supports mindful fitness and lifestyle movement

### **Brand Core Values** (What does this brand stand for?)

- Connection
- Mindfulness
- Wellness
- Clean living

### **Value Propositions** (What job does this brand do best?)

- Offer instructor-led classes in a calm, clean and inclusive environment to provide an alternative to traditional gyms
- Helps members feel supported in building sustainable fitness habits

### **Core Audience** (Who is this brand serving?)

- Primary audience: Women aged 22-40
- Secondary Audience: All audiences looking for traditional gym alternatives. Those returning to fitness after injury can find mind/body connectivity through yoga, barre, and pilates.
- Adults who are looking for fitness in the form of yoga, pilates, barre etc.
- Professionals, students, etc.
- People who are not looking for weight gym fitness styles

### **Competition Audit** (Who is the competition? What are the best practices in the field?)

- Club Pilates
- Oxygen Yoga & Fitness
- Kamloops Hot Yoga
- Yoga Now
- Let's Move Studio

These studios also offer structured classes, but they may feel commercial or intimidating to newcomers. Sein differentiates itself through calm, inclusive messaging that focuses on community and connection.

### **Potential phrases/slogans**

- Move with intention
- Connect with your body
- Flow together

SWEAT  
IT OUT



*Calm.*

Mindfull

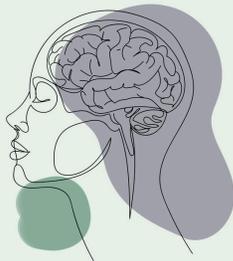


SEIN



to be

Heal



CONNECT



FORM  
&  
flow



