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| Client | ASHA MAHARI LLC |
| Point of Contact | myceliajane@gmail.com |
| Project Name | Logo & Branding Identity |

PROJECT OBJECTIVES

- Define a visually compelling logo and brand identity that aligns with Asha Mahari’s spiritual, transformative, and sovereign essence.
- Create a cohesive visual language that integrates seamlessly across website, social media, and marketing materials.
- Ensure the logo reflects wisdom, depth, and divine feminine leadership while avoiding overused spiritual clichés.

TARGET AUDIENCE

- Self-aware, spiritually inclined individuals who are deeply invested in personal transformation.
- High-achieving yet energetically blocked clients seeking a direct, results-driven approach.
- Entrepreneurs, healers, and visionaries who balance both intellectual and intuitive wisdom.
- Individuals seeking a mystical, yet structured and grounded transformation process.

ASHA’S BACKGROUND

- A spiritual mentor and guide who facilitates deep transformation through divine healing and practical insight.
- Bridges the gap between trauma healing and spiritual integration.
- Emphasizes personal sovereignty, alchemy, and divine feminine power.

BRAND MESSAGE

- Empowering individuals to reclaim their divine essence.
- Healing trauma without bypassing depth, truth, and responsibility.
- Inviting sacred transformation in alignment with God & personal sovereignty.

DELIVERABLES

- **Mission Statement:**
Facilitating deep transformation through divine healing and practical insight for spiritual beings ready to end patterns, clear blocks, and rebirth themselves in absolute self-love.
- **Vision Statement:**
A future where Christ Consciousness anchors all creation—allowing New Earth systems to flourish in remembrance of the unbreakable ‘I AM.’
- **Purpose Statement:**
Guided by Mother Source, Asha Mahari upholds the Divine Feminine, serving as a bridge to restore life-force energy across a wholehearted collective.

PERSONALITY TRAITS:

Direct, warm, evocative, stable, intellectual, wise.



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ENERGY KEYWORDS

Insightful, self-assured, powerful, trauma-informed.

AESTHETIC DIRECTION

Mystical, elegant, sacred, timeless, minimalist but deeply symbolic.

VOICE & TONE

- Grounding & affirming (prefers not to use exclamation points).
- Formal yet warm and inviting.
- Symbolic and evocative rather than overly corporate or trendy.

BRAND ENERGY

- Divine feminine
- Ancient wisdom meets modern clarity
- Alchemy & transformation
- Sovereignty & spiritual leadership

SYMBOLIC ELEMENTS TO CONSIDER

- Sacred Geometry (representing divine structure & order)
- Gold Accents (warmth, wisdom, divine radiance)
- Light & Shadow Play (contrast between transformation and integration)

LOGO STYLE PREFERENCES

- Minimalist but symbolic (no overly complex designs).
- Elegant but bold presence (not overly delicate or overly aggressive).
- Versatile for digital & print use.
- Scalable: Looks good at both large and small sizes (social media icons, website headers, print materials).
- Avoid excessive flourishes or cliché spiritual symbols (e.g., basic lotus flowers or generic mandalas).

BRAND USAGE GUIDELINES

- ✓ Website (headers, favicon)
- ✓ Social Media (profile pictures, post graphics, Instagram highlights, YouTube thumbnails)
- ✓ Printed Materials (business cards, book covers, packaging, event banners)
- ✓ Digital Products (e-books, PDFs, workbooks)
- ✓ Merchandise (if applicable, such as apparel, stickers, or physical products in the future)

MOODBOARD / VISUAL REFERENCES

[pintrest 1](#)
[pintrest 2](#)