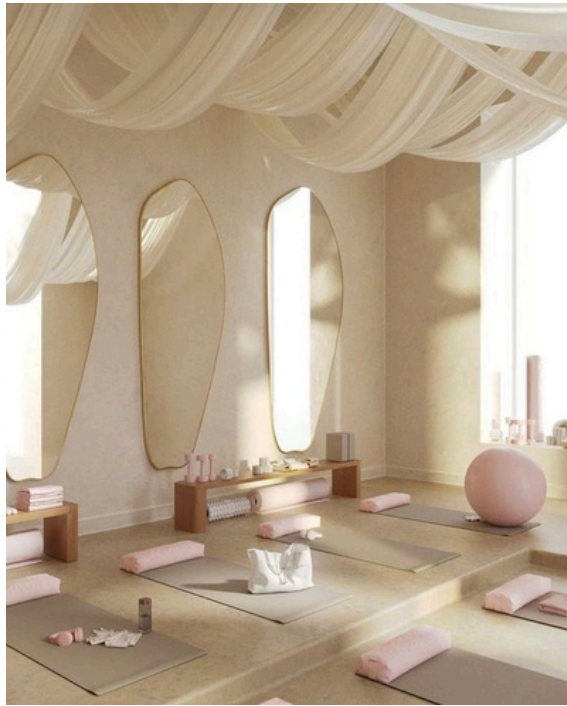


DESIGNER BRIEF

NOVEMBER 2025

DUE: DECEMBER 10TH

The PlayBook
MEMBERSHIP



Brand Name: Soma Studio (Soma means “the body” in Greek)

Industry: Pilates Studio

Style: Feminine minimalism, soft strength, mindful luxury

Meet your client:

Soma Studio is a contemporary Pilates and movement space based in New York City, rooted in the philosophy of conscious movement and refined design. It offers a sanctuary for women seeking strength through softness, a place where movement becomes meditation.

The studio's aesthetic blends architectural calm with feminine warmth. Picture soft blush tones, creamy neutrals, pale oak, and natural light spilling across sculptural reformers. The branding should reflect a balance of strength and serenity, minimal but inviting, luxurious yet approachable.

Soma Studio attracts design-minded women who value wellness, aesthetics, and intention. The brand should feel elegant, tactile, and quietly empowering, a reflection of both body and mind in flow.

Brand Keywords:

- Feminine
- Refined
- Balanced
- Grounded
- Elevated

Deliverables (choose any):

- Logo + Submark
- Studio signage & interior concept board
- Class schedule or timetable design
- Website homepage concept
- Instagram 9-tile grid

Post your designs to Instagram - It may gain you a real client!

Have fun!