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Creating a cohesive visual identity through story-driven design

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Art Direction + Design

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Overview

ROLE:

Social Media Marketer + Designer

01 GOALS:

Develop a refreshed and cohesive brand identity that reflected the founder's transition into a more personal, holistic coaching practice. The main goals were:

- Reposition the brand to highlight mindfulness, creativity, and emotional growth for both children and adults.
- Develop a modern visual identity that communicates calm, focus, and warmth through color, typography, and tone.
- Create engaging social media stories and brand messaging that connect authentically with clients seeking a more balanced and mindful approach to learning and self-development.

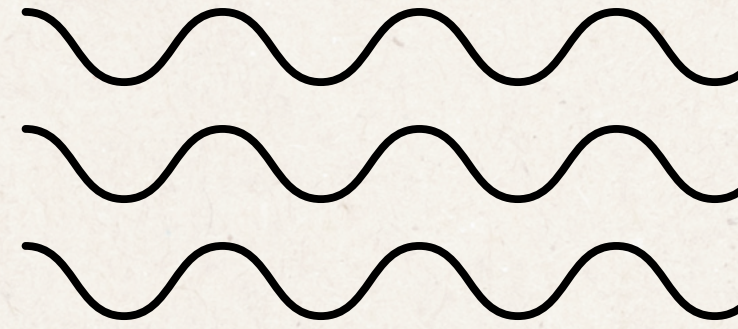
02 OVERVIEW:

This project was centered on translating the founder's years of educational expertise into a modern, wellness-driven brand that feels approachable and empowering. My role included designing the updated visual identity, crafting cohesive Instagram story templates, refining the brand's tone and messaging, and providing marketing guidance to ensure consistency across all digital touchpoints. The result was a brand that feels intentional, professional, and emotionally grounded—reflecting the founder's new direction and connecting naturally with her evolving audience.

03 BRAND DIRECTION:

After more than a decade of coaching students in a classroom setting with her partner, the founder sought to branch out independently and create a space that blended education with wellness and mindfulness. Her goal was to offer private coaching sessions that integrated journaling, meditation, and emotional awareness—serving both kids and adults. I was brought in to rebrand and visually express this evolution through refreshed branding, story design, and strategic social presence. While the founder created her own content, I developed the brand's stories, identity system, and marketing structure to align her vision with a cohesive, elevated online presence.

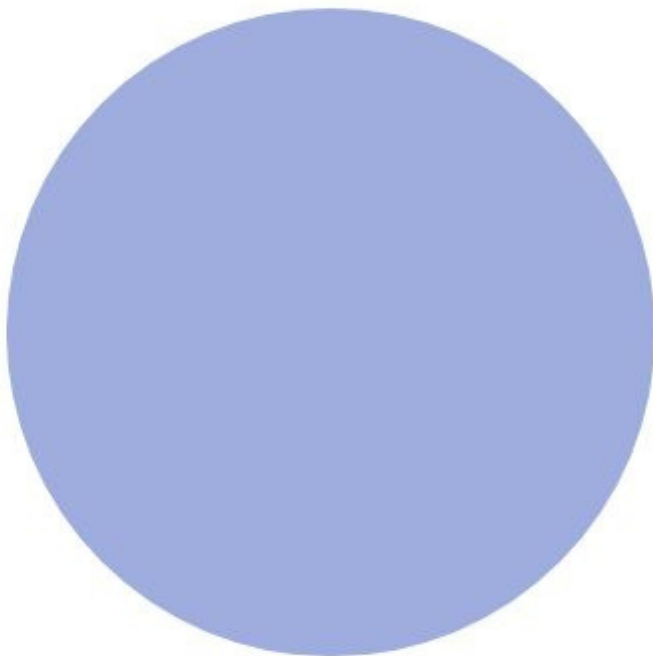
Research & Experience



To understand the brand's new direction, I began by studying the intersection of education, mindfulness, and personal growth. I researched wellness coaches, holistic educators, and mindful parenting brands to identify design cues that communicated calm, trust, and self-awareness. I also analyzed color psychology and tone of voice trends in the wellness industry, noting how soft neutrals, organic shapes, and grounding typography helped convey emotional balance. This research shaped the foundation for a brand identity that feels both nurturing and structured—bridging the gap between educational credibility and mindful guidance.

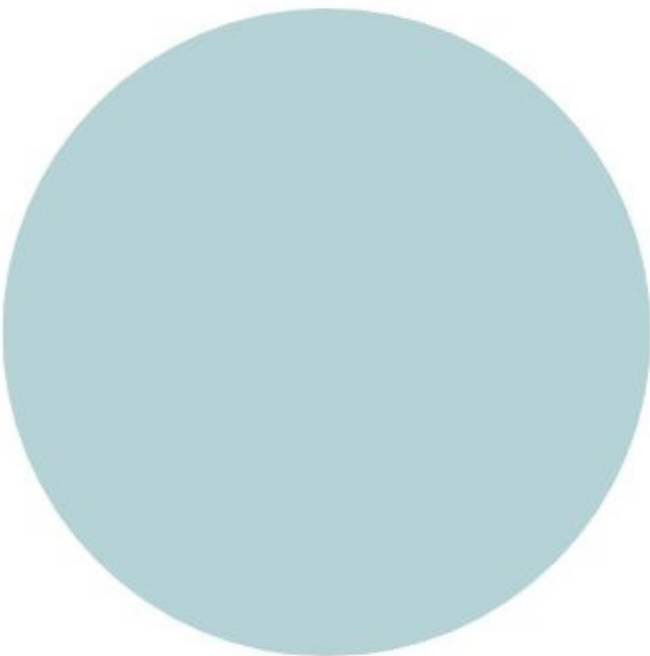
The inspiration for the rebrand came from the feeling of slowing down and creating space for reflection. Natural textures, muted tones, and handwritten accents influenced the design to mirror the journaling and meditative elements at the heart of the founder's new coaching approach. I drew visual parallels to the rhythm of breathing and learning—calm yet full of movement—to build an identity that feels personal and restorative. The final direction captures growth, presence, and emotional clarity, aligning perfectly with the brand's mission to help clients reconnect with themselves.

Brand Guidelines for **Aatmica**



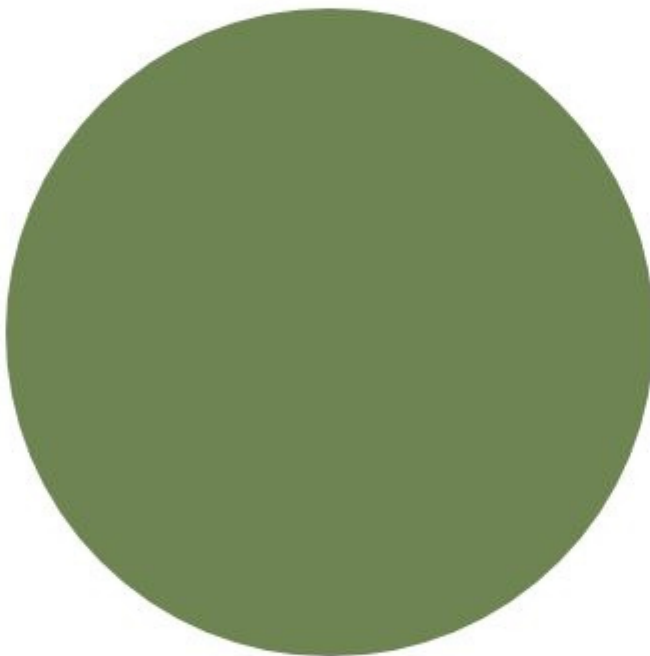
Slate Blue

HEX #9EADDD



Seafoam Green

HEX #B5D3D7



Moss

HEX #6F8453

Bloverly

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Hero

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

The Brand Identity

Final Logo (Color)



The Brand Identity

Final Logo (Color)



The Brand Identity

Final Logo (Monochrome)



The Brand Identity

Final Logo (Color)



The Brand Identity

Final Logo (Grayscale)







The Brand Identity

Logo Usage



Instagram Stories

Questions to Know Your IKIGAI

1. What drives my passion?
2. What brings me the utmost happiness?
3. What are my key strengths?
4. What motivates me to start each day?
5. What legacy do I want to leave behind?
6. What are my aspirations for the future?
7. What personal changes do I aim for?
8. What is my perfect day like?
9. What are my main hurdles, and how can I surmount them?
10. What should I release to progress?
11. What impact do I aspire to have globally?
12. What are the current challenges the world is facing?

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The Law of Vibration

The universe reacts to your vibration, giving back the energy you emit.

The Law of Vibration serves as a vital component for leading a more enriching life. Embracing and applying the principles of this law can bring about a profound transformation in your life. While challenges may still arise, you will empower yourself to navigate towards a harmonious blend of outward success and inner contentment.

How would you like to enhance and present the best version of yourself today?

(Questions IG sticker)

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Practice Becoming: Realising Your Dreams



A reason for being; the thing that gets you up in the morning.

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Instagram Stories

Setting Boundaries
Connecting With Yourself

What Are Your Boundaries?

- What is important to me?
- What boundaries do I need to set?
- How do these boundaries protect my values?
- How can I effectively communicate my boundaries?
- Why are my boundaries important to maintain?

Healthy Boundaries Look Like...

- Valuing your own opinion
- Respecting limits set by you and others
- Not compromising your values for someone else
- Sharing information appropriately
- Effectively communicating needs/wants
- Being able to say "no"
- Being able to identify when a boundary has been broken

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Growth

the process of change, the evolution of self, blooming from adversity.

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Raising Your Vibration

Appealing to the Law of Vibration

embrace love and kindness

meditate regularly

embrace positive vibes

be grateful

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Stop Saying Sorry For...

setting boundaries for yourself

putting your needs first

owning your time

other people's mistakes

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Instagram Stories

Fixed Mindset vs. *Growth Mindset*

Fixed Mindset

Mistakes are a sign of failure

I like to stay in my comfort zone

I'm not good enough

This is too challenging

What if I fail?

Growth Mindset

I will learn from my mistakes

Change is natural and helps me to grow

My effort and attitude determine my abilities

I have the ability to improve my skills

What if I succeed?

"In a growth mindset, challenges are exciting rather than threatening."

-Carol Dweck

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Your mind believes what you tell it, so focus on telling it positive things.

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What is a *Growth Mindset*?

Embracing a growth mindset means acknowledging that one's skills are not set in stone, but can be improved through commitment, learning, and resilience. It influences how you tackle challenges, cope with setbacks, and evolve and learn from them.



Eliminating limiting beliefs helps you to establish a growth mindset and build self confidence!

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Ground Yourself

5 Things You Can *See*

4 Things You Can *Feel*

3 Things You Can *Hear*

2 Things You Can *Smell*

1 Thing You Can *Taste*



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Results

Since the rebrand, Aatmica has experienced remarkable growth—evolving from 8k followers into a flourishing and engaged community that continues to expand every month. The refreshed visual identity and cohesive social storytelling have strengthened brand recognition and helped the founder connect with a wider audience that resonates with her mindful, wellness-centered approach. With a more intentional online presence, Aatmica has seen a rise in collaborations, partnerships, and private coaching sessions, allowing the brand to step confidently into its next chapter. The transformation not only elevated its aesthetic but also built deeper trust and emotional connection with clients, turning Aatmica into a space of genuine growth and inspiration.

