



Brand – Philosophy – Meaning

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{ what if

WHAT IF THE BODY...

is a gift, a privilege, and a responsibility? What if the body is a living system designed for sustainability? When you find ways to appreciate, accompany, and live in the body in healthy and meaningful ways, it is easy to listen and follow the path of pleasure. I listened. I followed. I'm glad I did, as I received the most precious gift of all—Nia.

Over the course of our lives, we may have the good fortune and gift to be associated with greatness. Greatness can take on many forms, for example, a person, a talented colleague or team of people, a caring friend or neighbor, outstanding service, admired company, or even a vibrant brand that stimulates purpose, meaning, pride, and success.

A day, lived in sensation, lived as a sensation scientist, researching pleasure, is a great day. The result? Results are unique to everyone, but with one common thread—feeling good and looking better. Regardless of age or level of health, Nia provides results.

Embracing professional standards means coming together, united by a shared philosophy that guides our methods, and in turn this instills meaning into our brand. It also means being proud of our achievements and using our individual and collective passions to create incredible experiences. Nia's brand standards are my standards, they are our standards, and as a Nia professional, they are your standards.

Just as we uncompromisingly embrace the way of the body, we must embrace our brand philosophy and standards.

Be proud of what you do, what you stand for, and what you represent.

Love,



Debbie Rosas, Nia Founder + Co-creator

Our brand represents our most
valuable asset – the body.



A woman with short, spiky blonde hair is shown in profile, performing a fitness routine. She is wearing a black tank top and several silver bracelets on her wrists. Her hands are clasped together in front of her chest. The background is blurred, showing other people in a gym or fitness studio. The word "DNA" is overlaid in the center in a red, outlined font, flanked by two horizontal red lines with dots at the ends.

DNA

Nia's **DNA** originates in an
inspirational story of
body-mind-emotion-spirit
transformation.

Nia is the story of The Body's Way,
which **propels** our brand to
grow and evolve.

DNA

Nia Technique - workout, practice, and lifestyle - was created by Debbie Rosas and Carlos AyaRosas in 1983. Debbie and Carlos were inspired by their commitment to make fitness and health a holistic experience accessible to all people. Nia soon became known for its legendary barefoot fusion workout and pleasure-based approach to fitness and health. By the early 1990s, the fitness industry had come to embrace Nia's methods, making Nia one of the leading practices in body-mind-spirit fitness.



Nia's reputation for innovative holistic approaches to fitness and health, under the leadership of Debbie Rosas and Jeff Stewart, led to the expansion of the practice into gyms, clubs, spas, schools, universities, hospitals, and dedicated Nia studios. The brand encompasses a music label—NiaSounds, a clothing line—NiaWear, and a training academy—Nia Technique.

Today, Nia is still inspired by the same goal to make holistic fitness accessible and thereby help people live more meaningful and enjoyable lives in their bodies. We do this by giving people the same care we want for ourselves by making fitness and health affordable and teaching people how, through movement, they can maximize living in their bodies. Put simply, treating the body with love and respect, honoring the system of sustainability inherent in our body, we thrive.



A woman in a black dress is shown in profile, looking upwards and to the right. The image is overlaid with a semi-transparent white rectangle. Inside this rectangle, the word "VISION" is written in a red, outlined, sans-serif font. Two horizontal red lines with small circular endpoints at each end are positioned above and below the text, framing it. The background is a blurred crowd of people, suggesting a social event or party.

VISION

VISION

Nia is a holistic design system for sustainability in the body making it possible for people to thrive through movement.

- We guide people to move The Body's Way® following the inherent design and function of the body.
- We make fitness and health inspirational, engaging, and accessible.
- We exemplify health through Nia's principles, dancing through life.

As we feel good and look good The Body's Way, we expand the value of fitness and health in the world.



{ Our **commitment** to self-
mastery is supported by a **healthy**
relationship **with** our body.

NIA MAKES LIFE BETTER

1

We guide people to move The Body's Way™ following the inherent design and function of the body.

One of the most exciting aspects of Nia movement is the relationship it has to the design and function of the body. We take great pride guiding people to optimize the potential of their body by teaching them to follow and read the map of The Body's Way. When people move naturally, they feel and look better. This results in a better quality of life.

2

Making fitness and health accessible, inspirational, and engaging.

Using innovative somatic methodologies, Nia is accessible to every body. Nia choreography combined with soul-stirring music inspires people to keep coming back to class. The opportunity to personalize Nia engages the unique body-mind-emotion-spirit of every individual.

3

Being an example of health through our lifestyle Dancing Through Life™.

Dancing affects the soul. Movement enhances life. Body and life feed each other. Having a spiritual and soulful approach to life in a body enhances the experience of living an extraordinary life.

TAGLINE

Through movement we find health

Our Tagline embodies visionary actions in practice and communication.

This line is, in fact, a short summation of the vision held by Nia. It is the promise of Nia that is conveyed through every Nia class, training, workshop, and product.

Our tagline brings forward the best realization of our practice — our total understanding of the depth and breadth of a person's connection to their body and their own life process moving toward healing.

Casting our **vision** is one of the ways **we remind** ourselves why we are here, why we do what **we do**, and why **we choose** this path.



PURPOSE

Nia's **purpose** is to help people reach their **greatest potential**.

Nia's **success** comes from the authentic **practice** and realization of this **purpose**.

Nia's **authenticity** comes from our commitment to **living** in harmony with The Body's Way, a **natural design** system for health.

PURPOSE

As a business, Nia helps people reach their potential by providing a daily practice that leads to a unique path of purpose and self-realization.



At its core Nia reflects the idea “love your body - love your life”.



As an international practice with a broad international client base, we focus on delivering Nia benefits through our teaching and training faculty to students in a personalized manner.



The pursuit of feeling good and looking good are not trends; they are enduring values of self-love and self-realization.



Together, these words present a special formula for success – a promise to clients that makes Nia extraordinary - in the true sense of the word. Our purpose is not mundane or commonplace. It makes Nia, our brand, rise to a special place in the body, hearts, and minds of the people for whom we guide. Our promise is to deliver the Nia experience, presented with the character uniquely embodied by our purpose, and organized to facilitate each person’s potential.

With your commitment, we can **heal**
the world one body at a time
through the **synergy** of **fitness**,
health, **power**, and beauty.



A woman with long dark hair, eyes closed, and a gentle smile is shown from the chest up. She is holding a bright yellow fruit, possibly a mango, in her hands. The image has a soft, warm color palette. Overlaid on the center is the word "IDENTITY" in a red, outlined, sans-serif font. Two horizontal red lines with dots at their ends frame the text.

IDENTITY

{ A fully realized brand promise
visually aligned with true service
is unstoppable.

IDENTITY

Nia's brand should be experienced uniquely by our clients as a valuable asset in living a healthy, sustainable, and meaningful life.



Nia's brand creates community connection making our practice meaningful.



Nia's brand embodies physical, mental emotional, and spiritual value making our practice holistic.



Nia's brand inspires personal transformative experiences.



Importantly, Nia's brand solidifies the value of a trusted relationship – a deep-seated bond between Nia, you, and your body.

VISUAL IDENTITY

We present a comprehensive appeal of beauty through the inspiration of the expressive vitality of the human body.

Nia expresses its brand through clear, succinct visualization in logo type, design, signage, stationery, flyers, online communications, advertising, and event management.

Nia Brand Guidelines provides colors, fonts, graphic design, and video production design to convey professional consistency across the practice.



{ The Nia **brand** fulfills its
value and continues to **evolve**
communication and practice.





PILLARS

PILLARS

The Pillars of Nia guide our beliefs about our practice.

FITNESS

Feeling Good + Looking Good

HEALTH

Through Movement We Find Health

POWER

Authentic Heart

BEAUTY

Love Your Body – Love Your Life



FITNESS

Feeling Good + Looking Good

Uniting the worlds of exercise science and holistic health, Nia fitness feels and looks right because it connects people universally to the sensations of pleasure, joy, and love. Blending the wisdom of eastern and western movements and philosophies, Nia conditions the body, mind, emotion, and spirit.

Ultimately, feel good and look good conditioning is cultivated in each person's body. It is personal and subjective. Feeling good comes from tapping into sensation – the voice of the body. It comes from saying yes to pleasure and no to pain by listening to the body and adapting the movements to feel good.



HEALTH

Through Movement We Find Health

Movement is the song of the body in union with the universe. Movement diversity is key to thriving and important to all life on the planet. Systemic movement addresses layers and levels of the body's ecosystem including muscles, joints, brain, nervous system, blood flow, and lymphatic balance.

Nia movement creates health in the entire body using the stimulation of music, vocal sounding, emotional expression, and dynamic movement variety.

3 POWER

Authentic Heart

Power is personal – every body is inherently powerful. Power is the ability to act, say, think, and express attitude, style, and belief without reserve, hesitation, or limitation.

The practice of free expression within the Nia form ignites the courage, fullness of heart, and will, to live authentically.

4 BEAUTY

Love Your Body – Love Your Life

Beauty is an expression of living one's profound style that emanates from within. Nia dips into the deeper pool of self-love, self-expression, and self-realization. From this pool, a light-hearted playfulness and radiance dances into being.

Sustaining self-love is the path to wholeness.



{ Nia's pillars are the spirit and means with which we pursue our goals now and into the future.



A woman with dark hair, wearing a pink tank top, is smiling and dancing in a group setting. She is looking down and to her right. Her arms are extended, and she appears to be holding hands with others. The background is slightly blurred, showing other people in a similar setting. The word "PRICE" is overlaid in the center in a red, serif font, flanked by two horizontal red lines with dots at the ends.

PRICE

PRICE

OUR PRICING PHILOSOPHY

Pricing is inextricably linked to brand identity. Our power and flexibility to set prices is greatly enhanced if we enjoy a compelling brand – particularly a brand of consistent quality. If we have a quality brand perception and delivery, we will enjoy higher levels of repeat business, strong community trust, and resistance to competitive pricing and promotion.

Conversely, pricing drives brand perceptions, in ways that merit our careful consideration. We make thoughtful decisions in setting our prices. We understand that price is a barrier for some people and we balance that against our quality proposition. We have standards and we will not compromise those standards by pricing our services and products at levels that do not match our brand promise.

Price is just one component of value. Value is getting a great service for a reasonable price. Nia always intends to provide the best value for the money – this is one of our truths.

Price, itself, can help convey quality. Price is a component of value that changes the perception of quality upward and downward.

Appropriate pricing positively influences our clients' perceived experience and satisfaction with the quality and the experience. Pricing that does not reflect the value of our practice and services can actually lower satisfaction.

There is no **greater** knowledge than body knowledge. Body literacy is the most **valuable** asset for people of any age, fitness level, or **health** to **prosper**.





COMMITMENT

COMMITMENT

We commit to steward the four pillars of Nia, health, fitness, power, and beauty, through...

- Ongoing development of body-centered fitness and wellness education.
- Participating in the greater community of holistic practitioners serving the modern clientele.
- Continually educating the public about movement diversity in maintaining optimum health.
- Designing innovative body-mind-spirit exercise programming.
- Professional development of our international Nia Training Faculty.
- Ensuring high quality teacher skill development and leadership.

{ The only way you can **craft** the body
and the **life you desire** is from
the inside **out**.



A woman with curly hair, wearing a patterned dress and large hoop earrings, is smiling and looking to her left. She is surrounded by other people in a social setting, possibly a dance or party. The image is overlaid with a semi-transparent white rectangle containing the word "PROMISE" in red, outlined letters, flanked by two horizontal red lines.

PROMISE

The Nia brand always represents a relevant, inspiring, and **authentic promise** to our customers, teachers, and community of **peers**.

PROMISE

- **Nia workout promises** fitness with creative expression and inspiring music with a community welcoming to all body types and ages.
- **Nia practice promises** consistent quality, deep care, and love for the human body based on the belief that all people can aspire to a potential that brings deep meaning to their lives and the world around them.
- **Nia lifestyle promises** fitness, health, power, and beauty based on The Body's Way – a design system for sustainability in the body.



In conclusion, Nia's brand is more than a name, trademark, product, or service characteristics. It is ultimately the felt living experience of people – a combination of perception, sensation, and emotions that create satisfaction and trust.

Through Nia's products and services, our goal is simple – to evoke inspiration by being a trustworthy brand people can believe in.



FITNESS

Feeling Good + Looking Good

HEALTH

Through Movement We Find Health

POWER

Authentic Heart

BEAUTY

Love Your Body – Love Your Life



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