



SuianSettle  
Brand guide



**SuianSettle - Adapting to life in the  
UK with Peace and Optimism.**

## Brand name

SuianSettle-The brand name, “SuianSettle,” combines 隨安“Suian” (comes from the Chinese idiom ‘Sui yu er an’, suggesting peaceful and satisfying mindset) with “Settle” (signifying comfort and adaptation, often refer to settle in a new place).

So combine it means obtain a peaceful and satisfying mindset while settle in a new place.

## Logo

My logo is combination of two S, which stands for SuianSettle, it also have a dot on the left, which represent the dots on both Chinese word 隨Sui and 安An, which is my brand Chinese name.



## Brand Essence

It serves as a reliable partner for Chinese international student when transition to the new environment, providing support and guidance to improve mindset and wellbeing.

## Brand Value

Care, supportive, accompany.

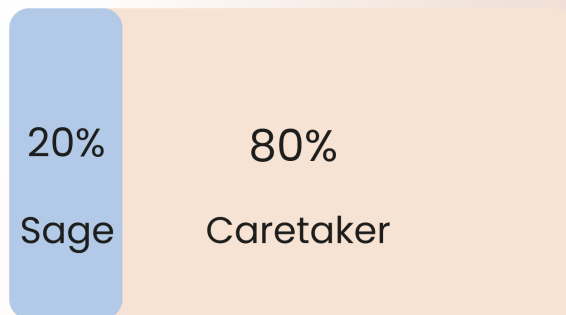
## Brand Purpose

Help Chinese international students reduce the stress and fear during the adaptation process.

## Brand Personality:

Friendly, caring, approachable.

## Brand Archetypes:

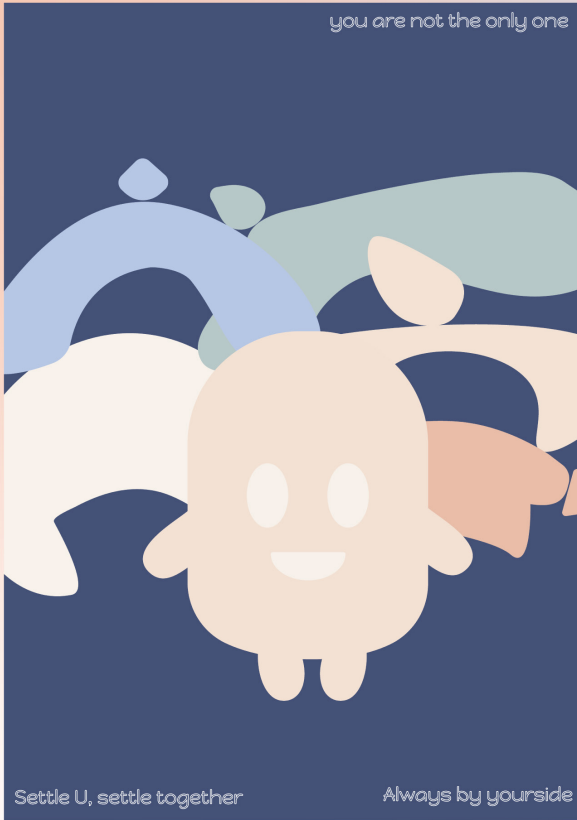


# The ceremony

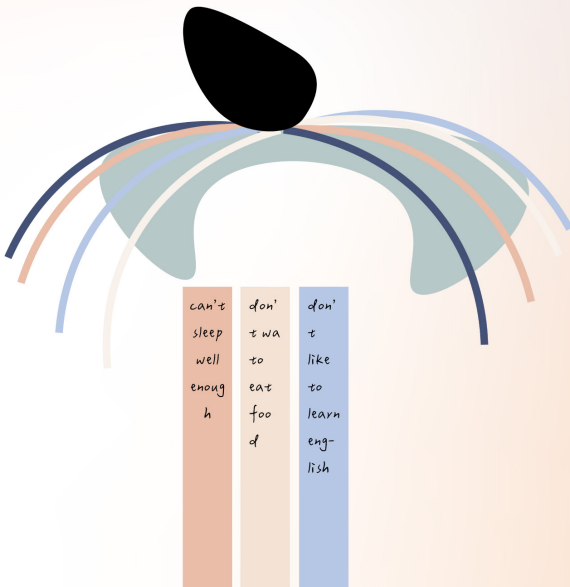


This picture shows how the event would appear, provides CIS a feeling of formality, which motivates them to attempt to participate with the brand more and utilise it to help them acquire a calm mindset. We understand that having a support system is critical to adapting to new circumstances. Suian Settle introduces an exclusive “spiritual partner” for each international student through a unique ceremony. This ceremony is not only a simple introduction, but also the official start of a new life for international students.

# The Hat



You will be provide a striped hat with the issues you feel stress about. you get to wear it and meet fellow international students who may have similar coloured strips to yours, so you would have some good chance to connect, and to realise that you're not the only one.



# Audience analysis

## User persona 1



**Wei Chen**

**Age**  
22

**Major**  
Postgraduate  
Computer science

**Hometown**  
Changsha

### Bio

He wants to gain new life experience but struggles with the fast-paced, independent stressful lifestyle.

### University location

Manchester

### Behavior

Active on social media, seeks out student groups and clubs, yet often hesitates to participate due to cultural or language barrier.

### Goals

To successfully integrate into UK academic and social life while maintaining his cultural identity.

### Needs

Seeks ways to adapt to new life and feel satisfied in a culturally diverse setting.

### Challenges

Finds it difficult to connect with other students, experiences anxiety in social settings.

## User persona 2



**Xiaoyu Zhang**

**Age**  
18

**Major**  
Undergraduate  
Fine art

**Hometown**  
Beijing

### Bio

She's an only child and this is her first time living abroad.

### University location

London

### Behavior

Seeks information online on how to adapt to UK culture, but often feels overwhelmed by the information.

### Goals

To be good at study while finding peace and contentment in her new life.

### Needs
















Guidance on adapting to life in UK, looking for ways to develop a positive mindset when facing the challenges.

### Challenges

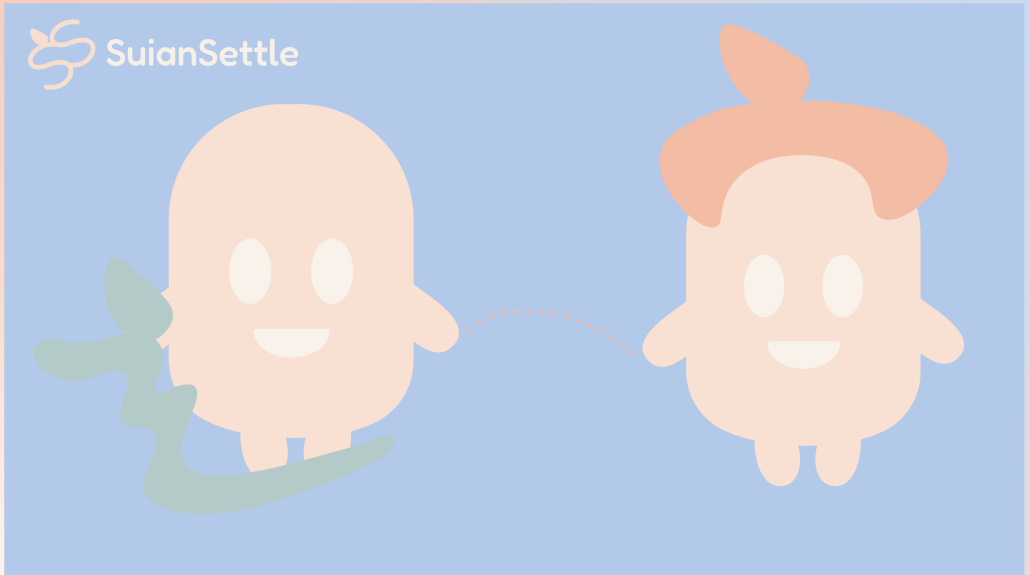
Feels stressed by language barriers and different social life; experiences homesickness.

# User Journey

## CIS User Journey map

Stage	 Arrive in the UK	 language  socialise  life difficulties  academic pressure Encountering Challenges	 Finding help	 Brand Awareness	 Start improving	 Better future
Activity	Arriving, settling in accommodation, getting familiar with the surroundings	Adapting to the British way of life, coping with academic pressure, dealing with life difficulties	Decide to look for brand that could help with the situation	Find my brand and get support for physical and mental aspect	Feeling better using the "Suiansettle" and feel more prepared for the new life	Managing study and life more effectively.
Problem	Came to UK alone for the first time	Psychological stress cause by different new challenges	Looking for resources and support to adapt to the new environment.			
Emotion	 Confusion, scared	 Anxiety, confusion	 Anxiety, worries	 Curiosity, interest	 Hope, excitement	 Satisfy, peaceful
Touchpoint	Mail/email, Brand information included in welcome materials at airports/schools, welcome pack on airport.	Mail/email, Brand information included in welcome materials at airports/schools, welcome pack on airport.	Seeking help through social media, website, workshops, information sessions.			

# The Avatar SuianFriend



SuianSettle's offerings are centred around the SuianFriend, an approachable and friendly character specifically crafted to connect with Chinese international student.

This avatar is an essential component of a larger support system and is not merely a symbol. It serves as the first companion of a Chinese international student in a foreign country.

## SuianSettle summary

During the study abroad experience, I understood that every step through an unfamiliar environment is full of challenges and uncertainties, which leads to stress and other negative emotions. With the aim of assisting Chinese international students in gaining a peaceful and optimistic mindset in the UK, I have founded SuianSettle- a brand dedicated to cultivating inner peace and an optimistic attitude. Our guiding principle is encapsulated by the phrase "Sui Yu Er An," a traditional Chinese philosophical concept emphasizing the wisdom of accepting and adapting to one's surroundings. SuianSettle is dedicated to assisting international students in adopting this mindset, allowing for a smoother adjustment to life in the UK.

# Brand Colour:



f7e3d4

Peace



b2c9e8

Calm



b5c9c9



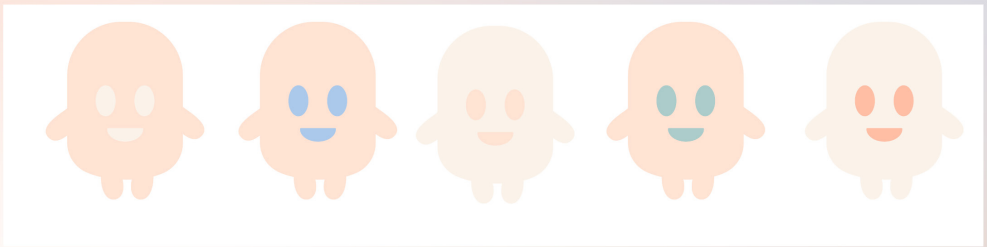
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see you soon