

Branding Presentation

for **Lora Conley** | Be You Medical Spa

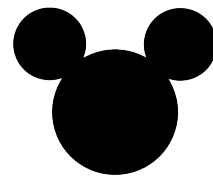


Building a brand

Attempting to market a business without first building a brand is like trying to build a house without pouring a foundation.

Once that foundation is in place, it can securely support integrated and effective communication efforts that begin with a clearly defined brand position and identity.

A brand that is fluent with a cohesive look, tone, feel and messaging on every consumer *touch-point*, builds awareness and recognition.



The value of a brand

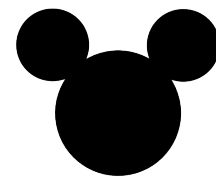
What is the value of brand thinking?

It boils down to this —

A product is made in a factory. A brand is made in the mind.

Building a strong brand is all about establishing a perceived **emotional connection** with a consumer that supersedes market variables like price, convenience or availability.

While you can not create that perception, you can however influence it.



The value of a brand

The **brand position** is the essence or idea at the heart of your organization.
It's what **differentiates** you from others.

How we craft your story and talk about those differentiators is what
becomes your **brand strategy** —the influence.

When branding is done properly, it communicates, elevates and makes that
emotional connection that influences a “potential” (*potential new client*).



BRAND POSITION

How does Be You Medical Spa **differentiate** from the others?

How does Be You Medical Spa **differentiate** from the others?

1. SUPERIOR CARE

Lead by **passion**, Lora's care goes **above expectations**.

It's evident —

- in the thorough **research and education** you do on products and treatments before incorporating them into Be You's program
 - "I do not carry or use any product that I would not use on myself"
- with your highly-detailed, OCD-driven attribute that **positively impacts safety and medical** procedures
 - **assuring patients of clinical safety and excellent outcomes**
- in the **extra effort** and time of converting the office space to make patients **feel comfortable and special**
 - layering in fuzzy pillows, soft blankets, beautiful mirrors and appealing chairs, etc.
 - changing the decor to create a soft, **warm, inviting atmosphere**
- when you generously take **time to educate** patients about their skin and/or treatments
 - they appreciate the full disclosure and added diligence for their understanding
- when you make certain a patient is **completely satisfied** with their outcome before they leave
 - "**patient happiness** is my reward"



How does Be You Medical Spa **differentiate** from the others?

2. PROGRESSIVE EXPERTISE

- Years of **practical and evidence-based experience** as a nurse practitioner, clinician and aesthetic professional
- **Solid medical** background and profession puts patients at ease
 - gives them feeling of **security** - that they are in **good hands**
- **Allergan Platinum Plus Level**
 - recognized for the high, and increasing, number of **excellent outcomes**
- **“Master Injector”**
 - means **more experience** and provides **credibility** to patients
- **Professional knowledge** and the progressive attitude of enhancing it
 - seek to “learn from every opportunity”
- **Elevating your skills** in order to **improve the quality** of aesthetics you deliver
 - “take advantage of every training possible”



How does Be You Medical Spa **differentiate** from the others?

3. EXTRAORDINARY SKILLSET

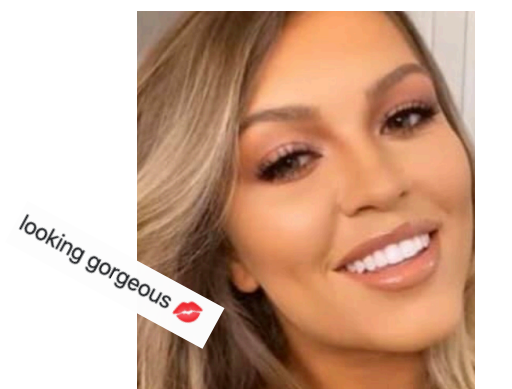
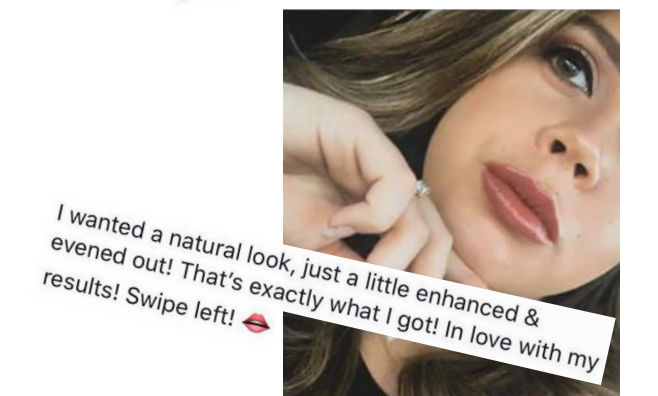
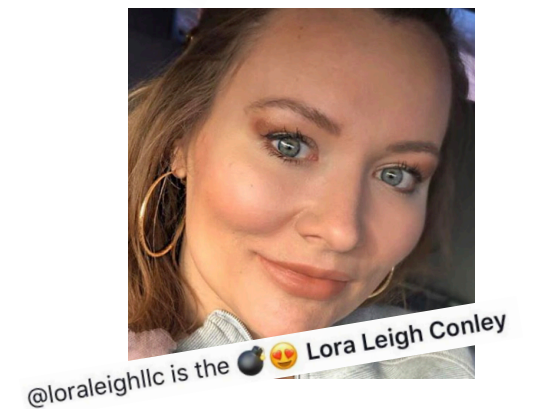
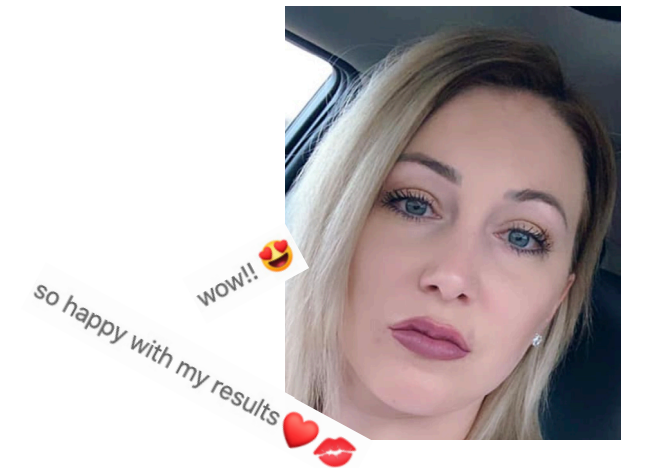
- **Scrupulous attention to detail** is a prized quality and benefit to patients
- **Perfectionism towards safety and medical** procedures assures patients excellent care
- **Unique aptitude for symmetry** aids in delivering patients exceptional outcomes
- **Critical eye for deficits** (*that other professionals don't see*) also assists in delivering higher quality outcomes
- **Meticulous dexterity and dermal understanding** allow you to successfully restore disfigured faces that were results of over-treatment or bad outcomes

How does Be You Medical Spa **differentiate** from the others?

4. PATIENT TRUST

Lora builds **relationships founded on trust** —

- When you **ensure patient happiness** - being certain they love their outcome before they set foot out of your office
- When you **make it easy** and **open** for patients **to contact** you
 - if a client needs something (after hours, or if concern arises, etc)
- When you **are extremely honest** with patients
 - don't just give a patient what they ask for, you **show** them an aspect and **share your plan** to improve it
 - some don't want to know, but your **gentle demeanor** "teaches" what they need to know, and it's appreciated
- When you spend the **extra time** or give **additional product** in order to deliver the desired result as well as a very satisfied patient
- When your **integrity** does not over-inflate prices or play discount games
 - patients pay for the product and the service, all is "by the book"
- With your **dedication** to patients
 - booking extra appointments or staying later for special circumstances (*esp after long day*)



How does Be You Medical Spa **differentiate** from the others?

SUPERIOR CARE

PROGRESSIVE EXPERTISE

EXTRAORDINARY SKILLSET

PATIENT TRUST

All the above contribute in delivering excellence in aesthetics and set Be You Med Spa apart

BRAND LOGO



BRAND LOGO | INSPIRATION

Because Lora has an **eye** and **aptitude for symmetry**, it therefore became **inspiration** for the logo.



BRAND LOGO | INSPIRATION | *Symmetry*

Symmetry can be found everywhere.



BRAND LOGO | INSPIRATION | *Symmetry*

And in different forms... Bilateral.



BRAND LOGO | INSPIRATION | *Symmetry*

Spherical.



BRAND LOGO | INSPIRATION | *Symmetry*

Radial.

be you

BRAND LOGO | CONCEPT

The concept begins with the name Be You...



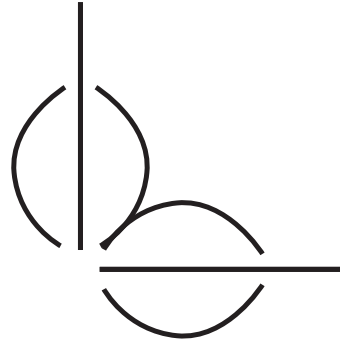
BRAND LOGO | CONCEPT

and creating a completely **customized** letter-form.



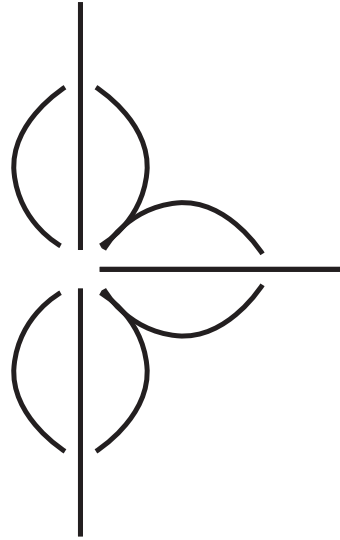
BRAND LOGO | CONCEPT

Duplicating that form and flipping it, to create bilateral symmetry.



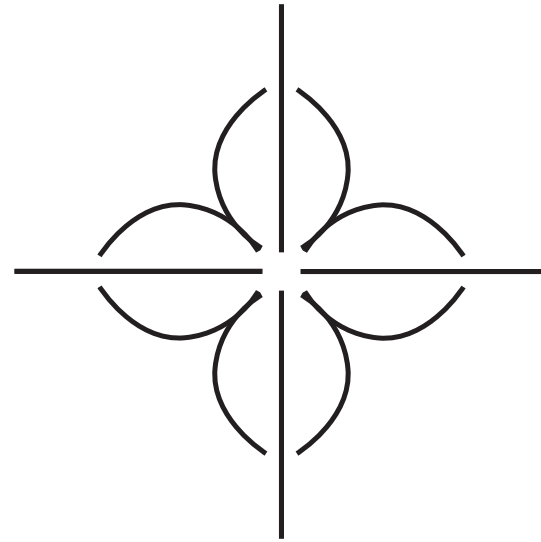
BRAND LOGO | CONCEPT

Then copying the pair and tilting them on an axis helps to build our icon, while the **precision** of its placement represents Lora's **meticulous dexterity** and **attention to detail**.



BRAND LOGO | CONCEPT

And repeating the process...



BRAND LOGO | CONCEPT

until we view a different type of symmetry that is radial.

y

BRAND LOGO | CONCEPT

Then we begin again, with the letter Y...

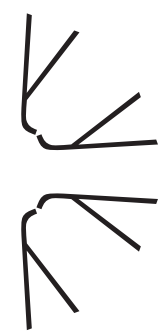


BRAND LOGO | CONCEPT

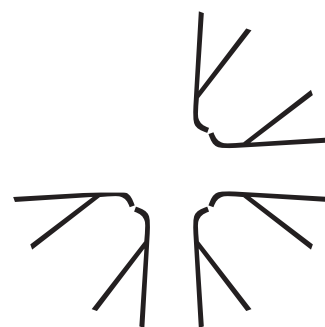
and repeat the process



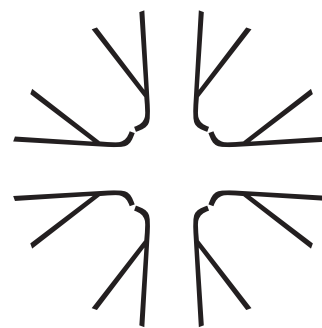
BRAND LOGO | CONCEPT



BRAND LOGO | CONCEPT

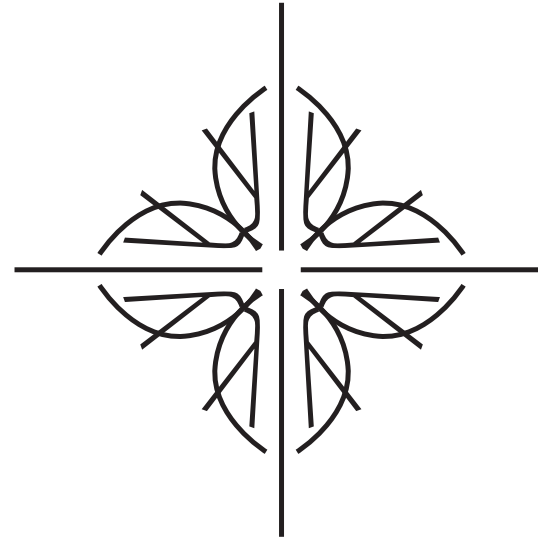


BRAND LOGO | CONCEPT



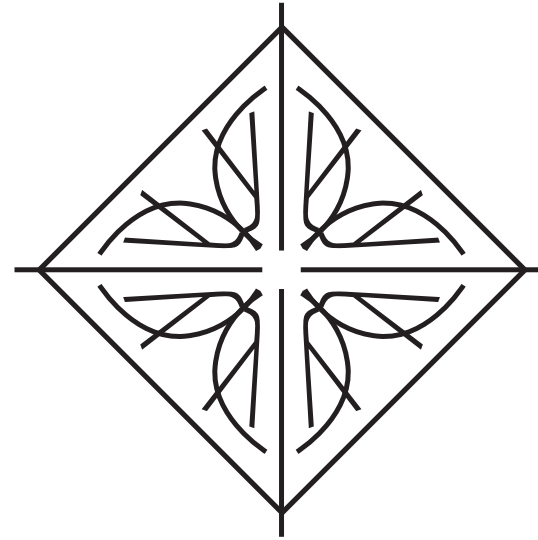
BRAND LOGO | CONCEPT

...forming another unique element.



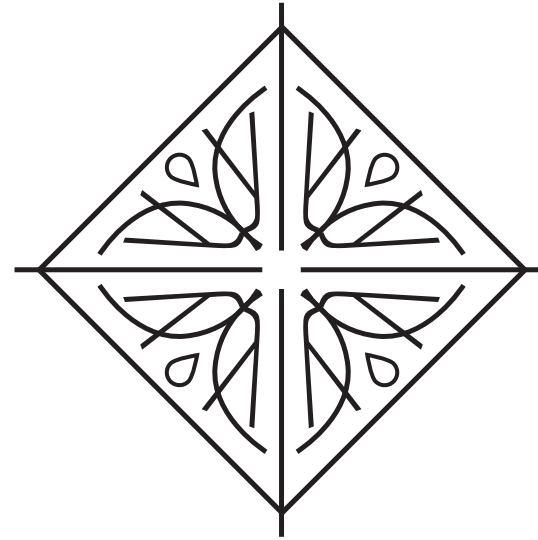
BRAND LOGO | CONCEPT

When layering the two elements together, we observe something **exquisite** taking shape.



BRAND LOGO | CONCEPT

We add a linear diamond to the outside - that lends visual **strength**.



BRAND LOGO | ICON

Last, we add tiny droplets that not only symbolize the moisture in skin that helps maintain it's **youthful** quality, but denotes the **passion and dedication** Lora has as a **Master Injector**. Together it produces an icon that has **meaning, perfect symmetry, elegance** and definitely embodies **aesthetics**.

Be You

BRAND LOGO | SIGNATURE

Two components make up a logo - the second being the *signature*.
The **clean lines** of the font give the signature a **contemporary** feel and clearly **communicate** the name,
while the minimal serifs add a touch of **friendliness** that Lora is known for.

Be You
MEDICAL SPA

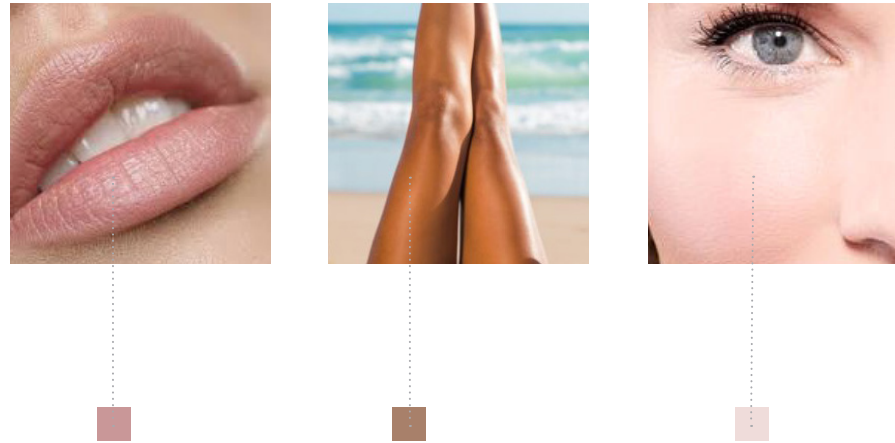
BRAND LOGO | SIGNATURE

Medical Spa is in all caps to give the words **importance**,
while the size and placement **anchor** the overall signature without overpowering the name.



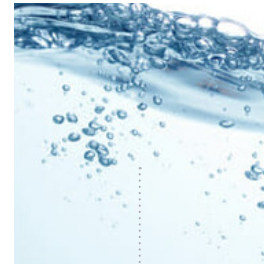
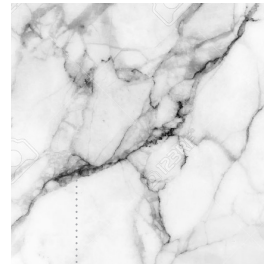
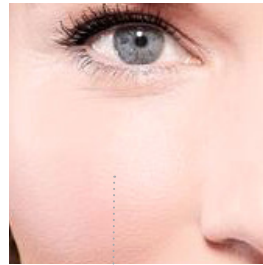
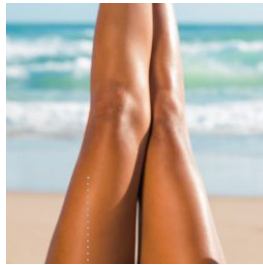
BRAND LOGO | SIGNATURE

The signature allows the icon to be the hero and has enough presence that they **compliment** one another. Together they reveal a logo that is **unified, interesting, unique** and commands **attention**. A logo that is **distinctly Be You**.



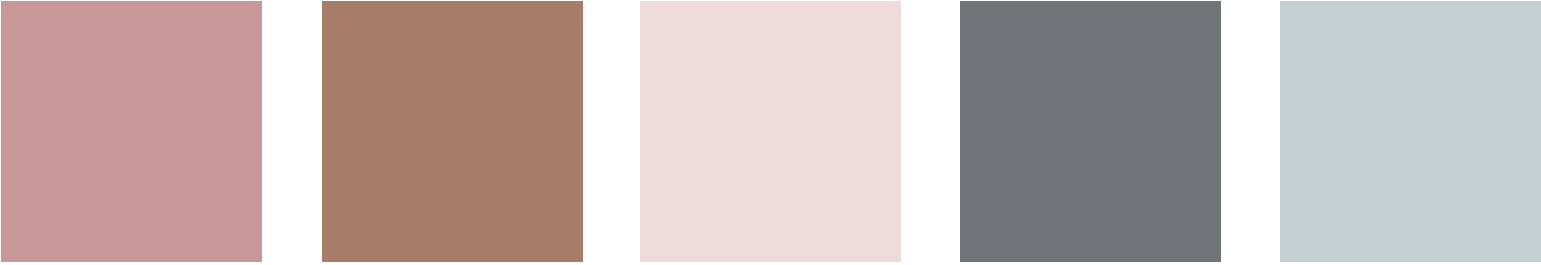
BRAND | COLOR PALETTE | INSPIRATION

Aesthetics enhance and restore the skin's surface or body, therefore inspiration for the base of a color palette begins with **skin features and tones**.



BRAND | COLOR PALETTE | INSPIRATION

To balance the warmth of those tones, we add **marble** (echoing Lora's ideal visuals) and **water** that is vital to skin health.



BARELY
MAUVE

TAWNY
BRONZE

PALE
BLUSH

MINERAL
GREY

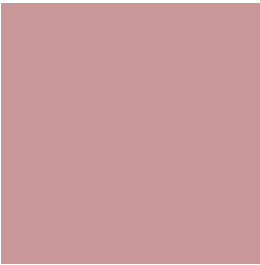
GENTLE
BLUE



THREE MAIN COLORS
PLUS
TWO ACCENT COLORS

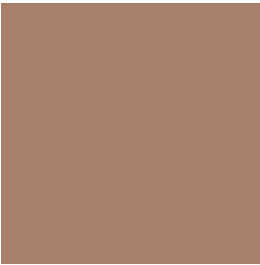
BRAND | COLOR PALETTE

The result delivers a distinct palette that is **warm** and **cool**, **soft** but **modern**, **fresh** and **inviting**, with the right amount of **contrast**.



**BARELY
MAUVE**

happy
cheerful
friendly



**TAWNY
BRONZE**

warm
trusting
restoring



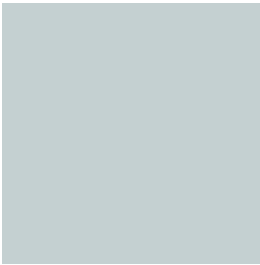
**PALE
BLUSH**

youthful
fresh
comfy



**MINERAL
GREY**

conservative
elegant
reliable



**GENTLE
BLUE**

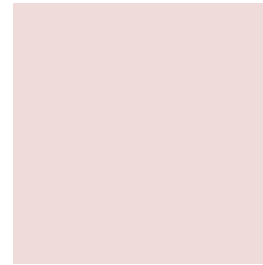
clean
calm
healthy

BRAND | COLOR PALETTE

Colors are important to brands as they evoke meaning or feelings to audiences.



**TAWNY
BRONZE**



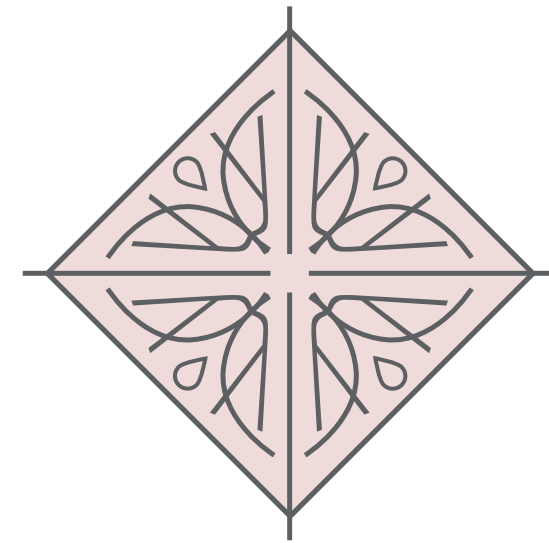
**PALE
BLUSH**



**MINERAL
GREY**

BRAND | COLOR PALETTE

When we incorporate the three main colors to the logo...



Be You
MEDICAL SPA

BRAND LOGO | Color

they lend a dynamic quality of being a Medical Spa that is **sophisticated** yet **approachable, progressive** as well as **professional**.

BRAND TAGLINE

The **promise** of what a business can **do** for it's client.

BRAND | TAGLINE

The **promise** of what a business can **do** for it's client.

SAYING

“Don't define your age. Defy it.”

- this saying relates to Lora's philosophy

“We ALL change on the outside, but who we are on inside does not change”

- which translates to feeling **more youthful than our actual number** (age) dictates
 - our brain thinks we are **more youthful than what we see** in the mirror
 - thus our **self esteem** is affected by what our eyes observe

BRAND | TAGLINE

The **promise** of what a business can **do** for it's client.

So what does Be You do for its patients?

You adjust their perspective and who they are
through **empowerment**.

BRAND | TAGLINE

The **promise** of what a business can **do** for it's client.

You empower their beauty

- Patients are able to see their skin or face transform to what they believe in their mind...
appearing “as beautiful on the outside as they feel on the inside”

PATIENT: “I didn’t know I could feel so beautiful”

PATIENT: “I wanted a natural look. I’m in love with my results”

PATIENT: “I’m amazed”

BRAND | TAGLINE

The **promise** of what a business can **do** for it's client.

You empower their confidence

- Patients feel good about themselves with restored self esteem after seeing and experiencing the results

PATIENT: “I didn’t know I could feel so good about myself”

PATIENT: “Wow. Better than I could ever imagine”

PATIENT: “Amazing work. I can never thank you enough”

BRAND | TAGLINE

The **promise** of what a business can **do** for it's client.

You empower their inner youth

- Lora's skills allow patients to feel rejuvenated by matching their outside appearance to their brain's "inside age"

PATIENT: "You've taken years off"

PATIENT: "I feel transformed"

PATIENT: "You turned back the clock about 10 years"

BRAND | TAGLINE

The **promise** of what a business can **do** for it's client.

Be You Medical Spa doesn't just improve patients' aesthetic appearance.

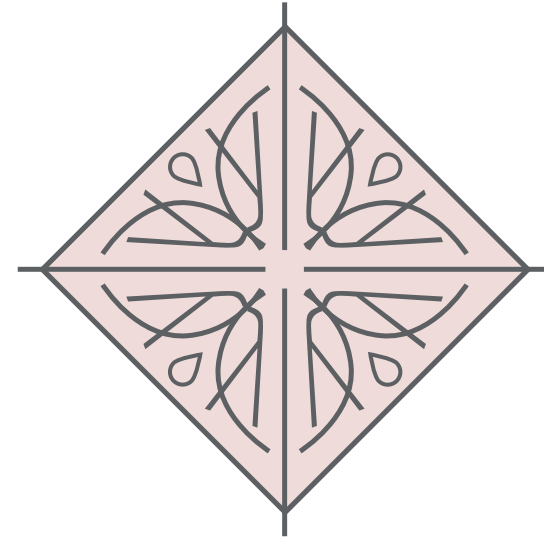
Be You empowers patients to appear as youthful as they feel on the inside.

So what does Be You **promise**?

Empower your inner youth.

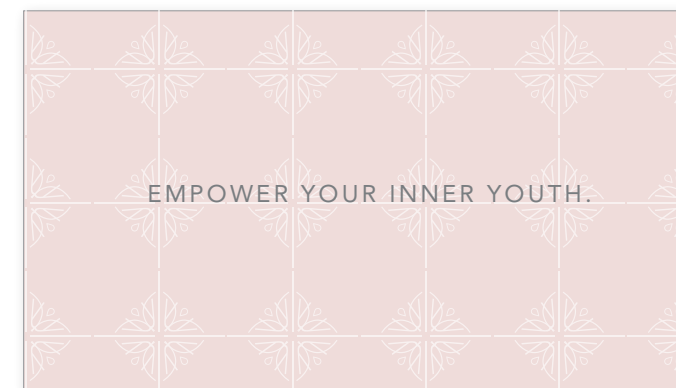
BRAND | TAGLINE

The tagline is written in a positive tone but also as a call to action.



Be You
MEDICAL SPA

EMPOWER YOUR INNER YOUTH.



BRAND | APPLICATION | *Business Card 1*

The front delivers a **crisp, clean** yet **sophisticated** first impression while the back bolsters the brand with a custom pattern that adds **interest** and **invites** the audience to read the tagline.



BRAND | APPLICATION | *Business Card 2*

The solid mineral grey with a silver foil logo gives an **luxurious** first impression, while the back is subtle (with an alternative custom pattern) that is **inviting** yet still allows key information to **stand out**.



BRAND | APPLICATION | *Business Card 3*

The pale blush front presents a **soft** first impression, while the back is a beautiful contrast that is **bold, strong** and allows the tagline to shine.



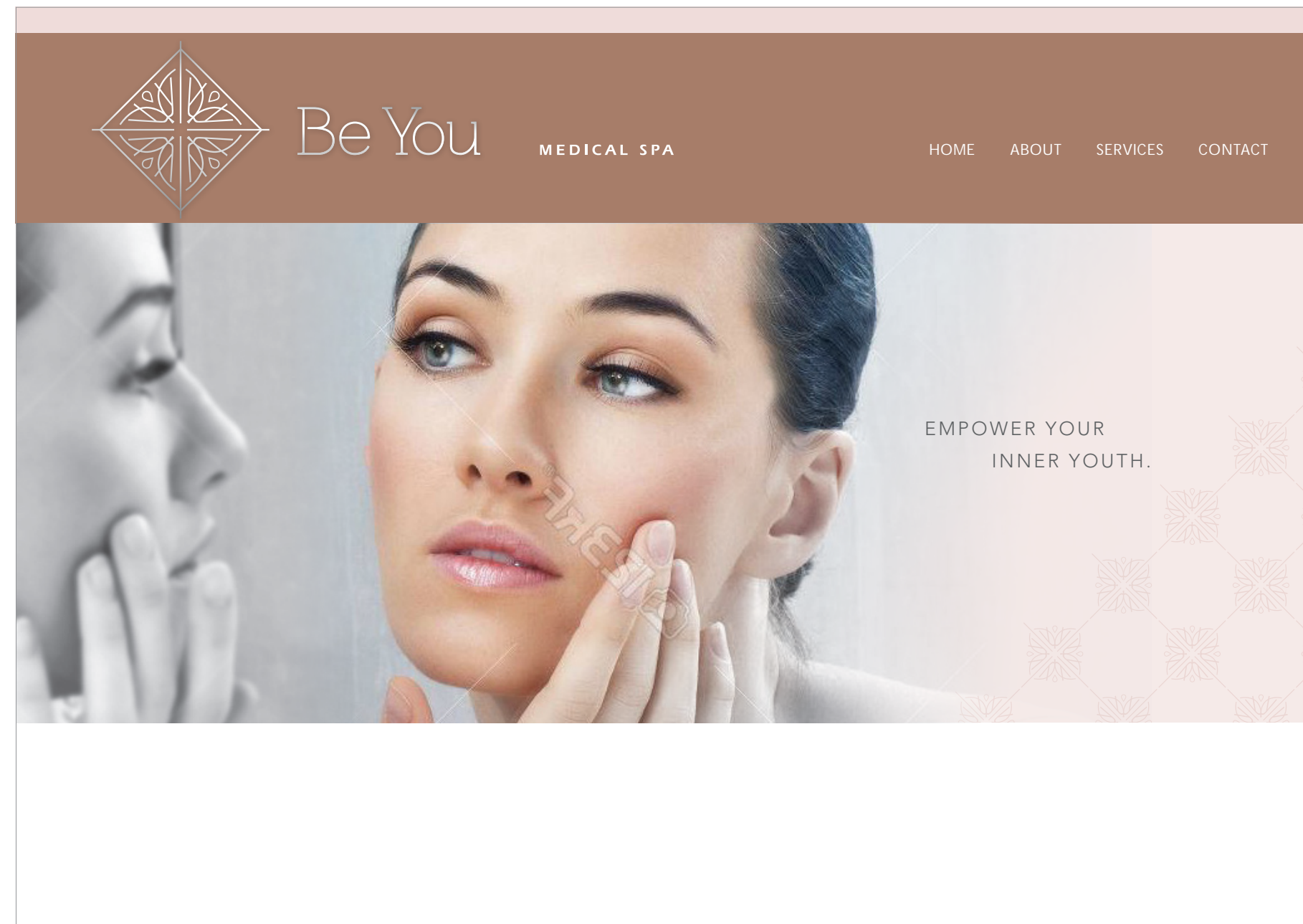
BRAND | APPLICATION | *Business Card 4*

Utilizing the power of the third color produces a **very warm** and **welcoming** feel.
The partial icon is **contemporary** in design and directs attention to the information while also enticing the audience to look on the back.
The back introduces a nice little **surprise** - a silver foil icon and tagline to project a **quality-oriented** med spa.



BRAND | APPLICATION | *Business Card 5*

Another **crisp, clean** yet **sophisticated** first impression with
a **warm** and **welcoming** back that reinforces the brand.



BRAND | APPLICATION | *Website*

The tawny bronze presents a very **warm** and **welcoming** feeling upon first impression, while a silver logo adds a **touch of elegance**.
The bronze hue also **compliments every photo** it pairs with to make it look **appealing** and attractive.
The pattern reinforces the brand but remains very subtle so not to detract attention.



Be You

MEDICAL SPA

[HOME](#)

[ABOUT](#)

[SERVICES](#)

[CONTACT](#)

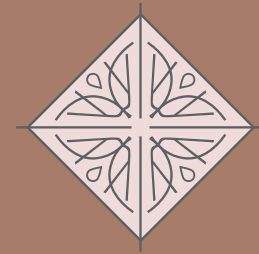
BEAUTIFUL SKIN
BEGINS WITH **YOU**

Healthy looking skin, begins with a good home regimen.

At Be You Medical Spa, we believe in using quality products to receive quality outcomes. We therefore meticulously research and test every product and treatment for its effectiveness, benefits and safety. We do not sell or use anything that we would not use on ourselves. ...additional copy... We offers...

BRAND | APPLICATION | Website

The gentle blue is softly introduced as an overlay on the photo - giving attention to the headline as well as the products. Its **blue tone** could feel very cool or clinical, however here it works **beautifully with the warmth** of the bronze. The dark **contrast** of the mineral grey is reserved for copy and details to lend **balance**.



Be You
MEDICAL SPA

HOME ABOUT SERVICES CONTACT



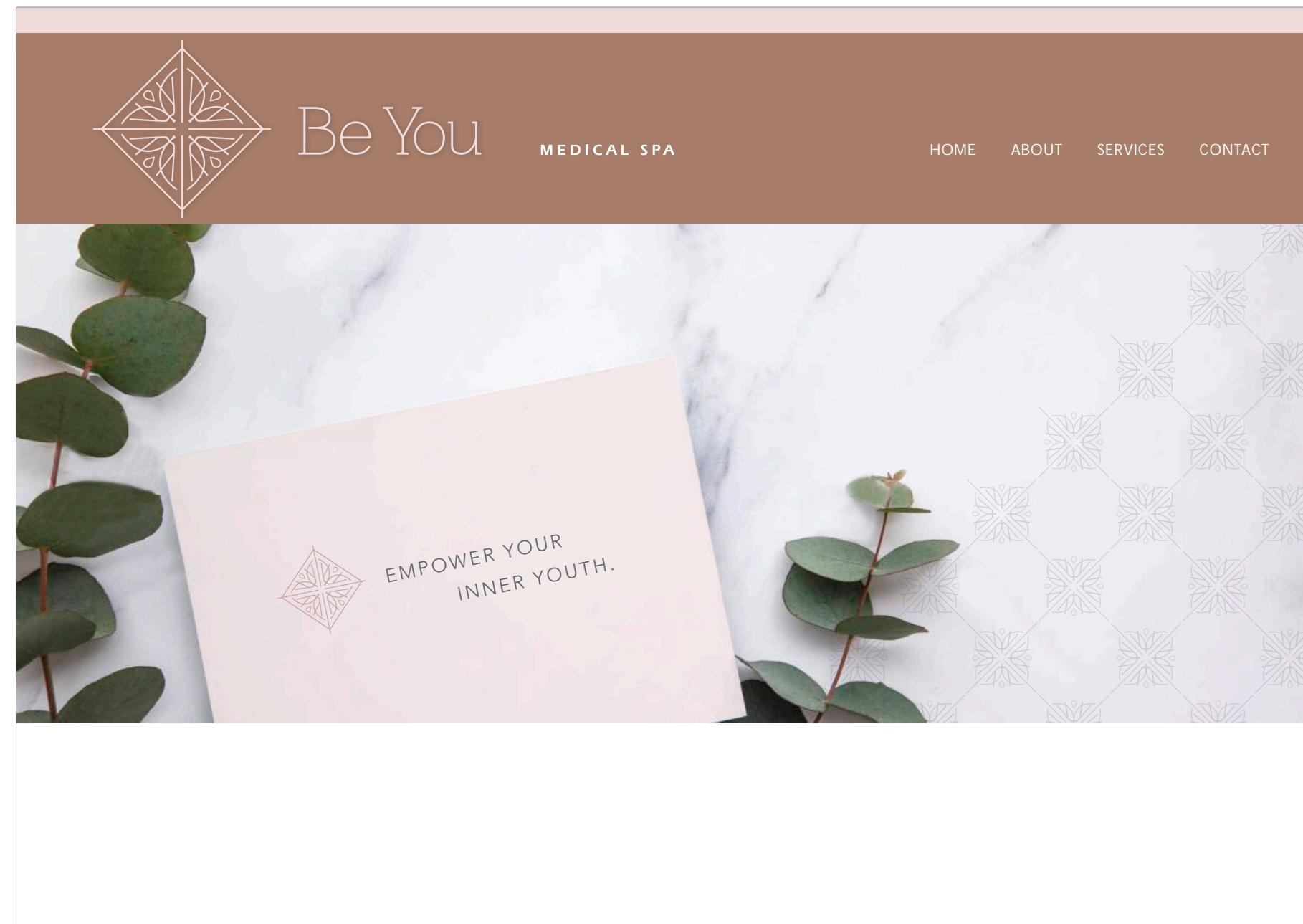
“I LOVE WHAT I DO.
MY PATIENTS’ HAPPINESS
IS TRULY MY REWARD.”

Intro paragraph will share Lora’s philosophy about aesthetics while more importantly introducing her passion and skillsets that all lead to outstanding outcomes...

It will be followed by Lora’s bio, and photos with short bios of team members.

BRAND | APPLICATION | *Website - Alternate 1*

An alternate version of the navigation bar and brand identity presents a **softer**, more **comforting** look. The pattern reflects the brand and lends interest to a stark area without overpowering.



BRAND | APPLICATION | *Website - Alternate 2*

This version of the navigation bar / brand identity also presents a soft, comforting look but the **lighter** weight and **linear** quality give it a **contemporary** flare that is **simple** yet **sophisticated**.



BRAND | APPLICATION | *Professional Apparel Option 1*



BRAND | APPLICATION | *Professional Apparel Option 2*



BRAND | APPLICATION | *Retail Bag*

BRAND | APPLICATION | *Banner 1*







EMPOWER YOUR INNER YOUTH.

