

Branding Presentation

for

Living Well

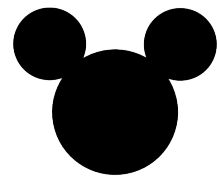


Building a brand

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

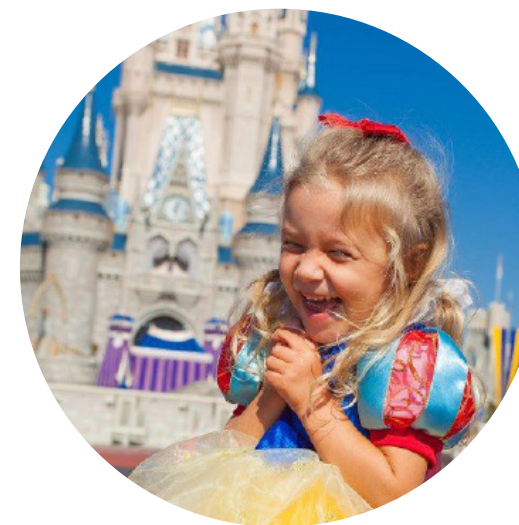
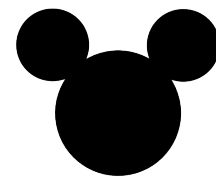
What is the value of brand thinking?

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 Living Well **differentiate** from the others?

POSITIVITY

Positivity is at the nucleus of Dr. Chapman - the basis that all stems, grows and results from

- the **positive focus** you have for your career and practice
 - setting your standards higher - **being the best** you can be in order to **give the best** to your patients
 - improving your skills and knowledge - not comparing to others - “the biggest competitor is myself”
 - every connection with patients is managed in **positive fashion**
 - your **positive approach of authenticity** heightens their natural beauty
 - concentrate on a **patient’s positive feature** before starting treatment - “everyone has something beautiful”
 - improve skin and face to **accentuate the positive features**
 - building upon the **positive elevates a patient’s entire experience**
 - the **positive outcomes** are a result of your knowledge, skills and authentic methods
 - the **positive affects on their self-confidence** as a result of their improved physical appearance
 - the **positive residual benefits of overall health** that transform from a rejuvenated appearance and spirit
 - the effects are as much about **positive reinforcement** as is the physical aesthetics - “coaching” your patients to living well
-

How does Living Well **differentiate** from the others?

AESTHETIC & MEDICAL KNOWLEDGE

- **Double board certified**
 - with the American Board of Internal Medicine and by the American Academy of Aesthetic Medicine
 - to patients it means you **provide a higher level of care** - able to manage adverse side affects if they arise
 - the only physician in the Tri-state area **certified in Aesthetic Medicine**
 - over **10 years experience** and expertise in advanced injection and nonsurgical cosmetic procedures
 - you are a **Master Injector** - lends credibility of your superior experience and outcomes to patients (over 10,000 injections)
 - you are an **Allergan trainer** - also lends credibility and is highly respected by patients
 - **only BioTe provider** in area
 - **only physician** providing **PicoWay** and **Profound**
-

How does Living Well **differentiate** from the others?

RELATIONSHIPS

- **build sincere connections** with patients that are valued and regarded as more than just a patient-to-doctor relationship
 - you **listen, talk, counsel**, and **develop** a relationship that is open, honest and trusting
 - you **strive to exceed** “just a business relationship” - getting patients to open up about themselves
 - you **invest ample time** to learn about each patient on a personal level in order to help them achieve Living Well
 - relationship with staff is very **approachable** and treat all **like “family”**
 - **build a rapport** with TV audience and public
 - sharing your knowledge allows you to be recognized as a “**trusted expert**”
 - your charisma allows them to **feel like they know you**
-

How does Living Well **differentiate** from the others?

EXTRAORDINARY CARE

- you **protect the authenticity** of the patient
 - your realistic approach requires additional **time and energy** that you unselfishly give
 - you **demand perfection of yourself**
 - you strive to be the best because you **genuinely want the best for your patients**
 - **you perform the procedures** yourself as opposed to a nurse
 - you **require impeccable service** from your staff in order to deliver superior care
 - being exclusive with key products or vendors makes you **exceptional at a chosen few things**
 - it's not about offering everything so to line your pocketbook
 - you **help patients “align mind, body and spirit”** for overall health and wellness
 - through your **compassion to understand** their “true issue” - “no amount of Botox will produce a satisfying outcome”
 - your extraordinary care is in the **extra time it takes to nurture** your patients - “meet the patient where their need is”
-

How does Living Well **differentiate** from the others?

GENEROSITY & DEDICATION

- you **demand 100% and give 100% of yourself** in order to deliver excellent results
 - you are generous with the **extra time required to educate and nurture** patients
 - **explaining why** something is happening, **what** procedure you recommend, and **how** it will fix the problem
 - even **helping a patient to discover** what their beautiful feature is
 - **securing patient care** during you transition and/or Covid when the system was going to let them down
 - **going the extra mile** for board approval to ensure patients received proper care and meds during your transition
 - your dedication to stay **current and active** in medicine by offering concierge services
 - your **profuse listening skills** when you council, talk and treat - providing “Real Medicine,” not just beauty medicine
-

How does Living Well **differentiate** from the others?

PASSION

- it's evident in the **energy you invest** on every level - what you do, how you do it and **ALL for your patients**
 - in the **gratification you have for your patients' happiness**, their improved confidence and their positive experiences
 - in your **enthusiasm for patient interaction** - creating a business model that allows you to do so
 - dedicating a proper amount of time for your appointments
 - striving to build a relationship with every patient
 - in your **undivided attention** at every appointment - “it's all about them”
 - in your **excitement of the transformation** - showing a patient half way through a procedure so they can see and share the excitement as well
 - in your sheer **love for aesthetics** and the positive outcomes you produce, on the outside and in
-

How does Living Well **differentiate** from the others?

POSITIVITY

AESTHETIC & MEDICAL KNOWLEDGE

RELATIONSHIPS

EXTRAORDINARY CARE

GENEROSITY & DEDICATION

PASSION

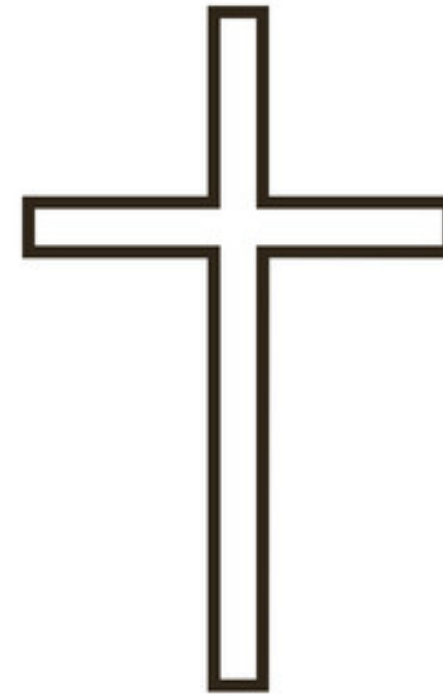
All the above sets Living Well apart

BRAND LOGO



INSPIRATION | POSITIVITY

Positivity is at the core of Dr. Chapman's practice—from his positive approach, perspective and influence, to his positive outcomes, health and overall wellbeing.



INSPIRATION | FAITH

Faith leads and drives Dr. Chapman and Jacque in their life and in their work, including a bible verse that prompted the name of their business *Living Well*.

L W

BRAND LOGO | CONCEPT

The concept begins with the initials of Living Well.

L w

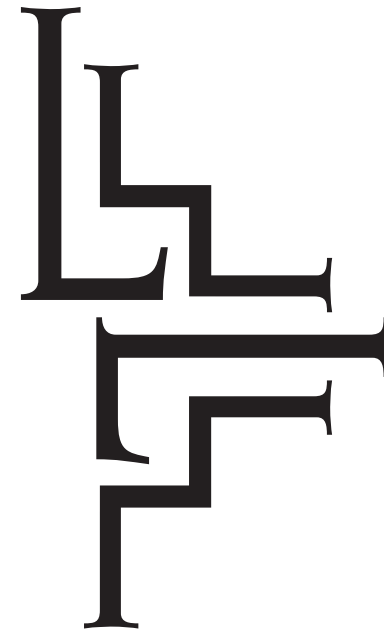
BRAND LOGO | CONCEPT

By adjusting the shape to be a little more geometric in nature, they become customized letter forms.



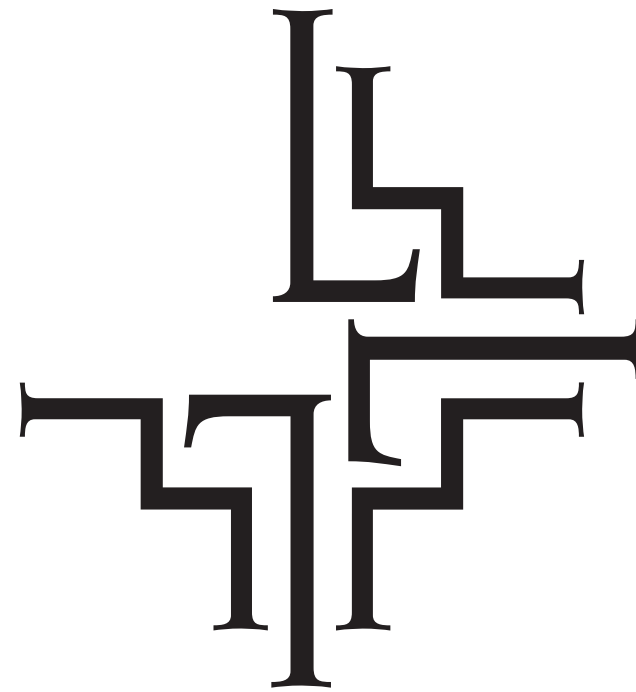
BRAND LOGO | CONCEPT

We place them together in a unique way that establishes a bond—one like a partnership or a “coach and trainee” who need to be in sync for success. They also appear like stair steps, representing Dr. Chapman’s method of setting real expectations and guiding patients to reach those results.



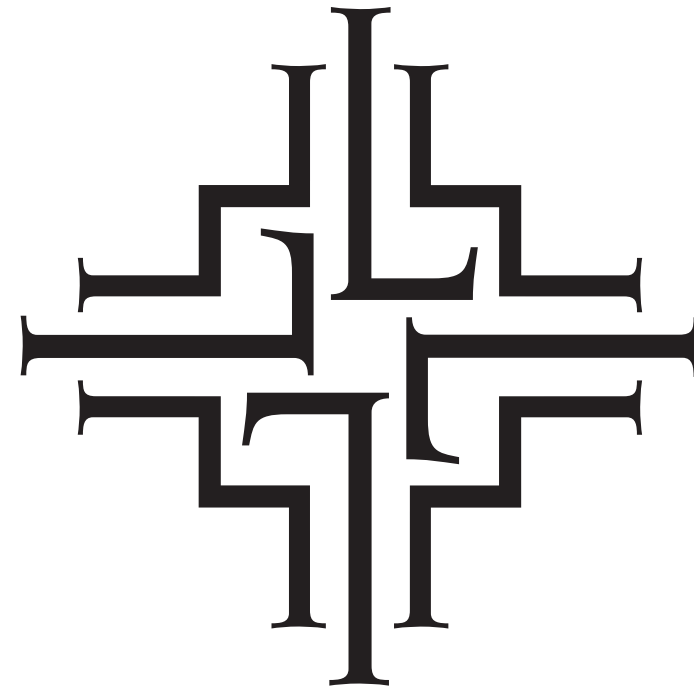
BRAND LOGO | CONCEPT

We duplicate the letter forms and tilt the second pair with precision placement that is representative of Dr. Chapman's **acute attention** to details, to his patients and to their care.



BRAND LOGO | CONCEPT

We repeat the process, and begin to observe something exquisite taking shape.
We continue this process until...



BRAND LOGO | ICON

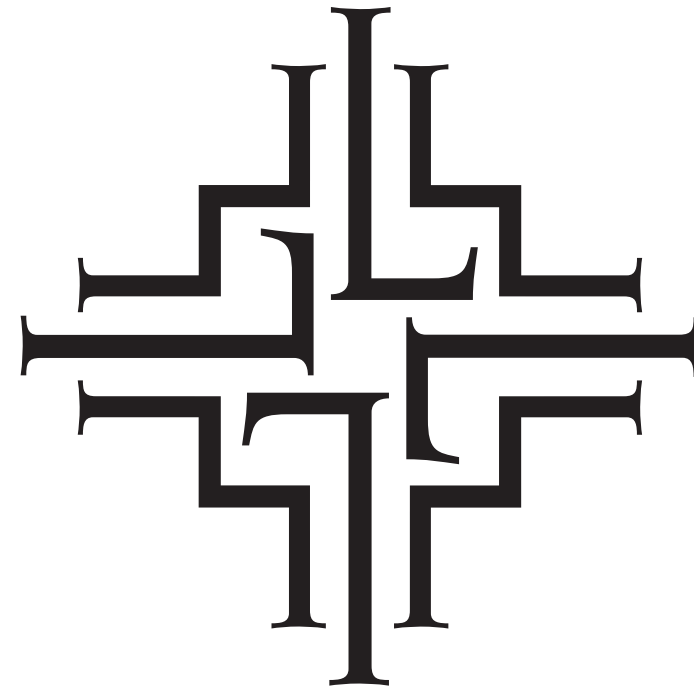
We have an **icon** that is symbolic of Dr. Chapman's and Jacque's **faith** as well as his **positivity**.
Like the alignment fostered by Dr. Chapman of mind, body and spirit for good health and wellness, the letter forms fit deftly together creating harmony in an icon that's **strong, sophisticated, visually balanced** and invites **attention**.

LIVING WELL

BRAND LOGO | SIGNATURE

Two components make up a logo - the second being the *signature*.

The serif-style font gives the signature a **classic** look that clearly **communicates** the name and lends an **established quality** to the business.



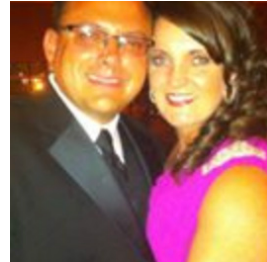
LIVING WELL

BRAND LOGO | SIGNATURE

The signature allows the icon to be the hero while offering enough presence that they **compliment** one another.

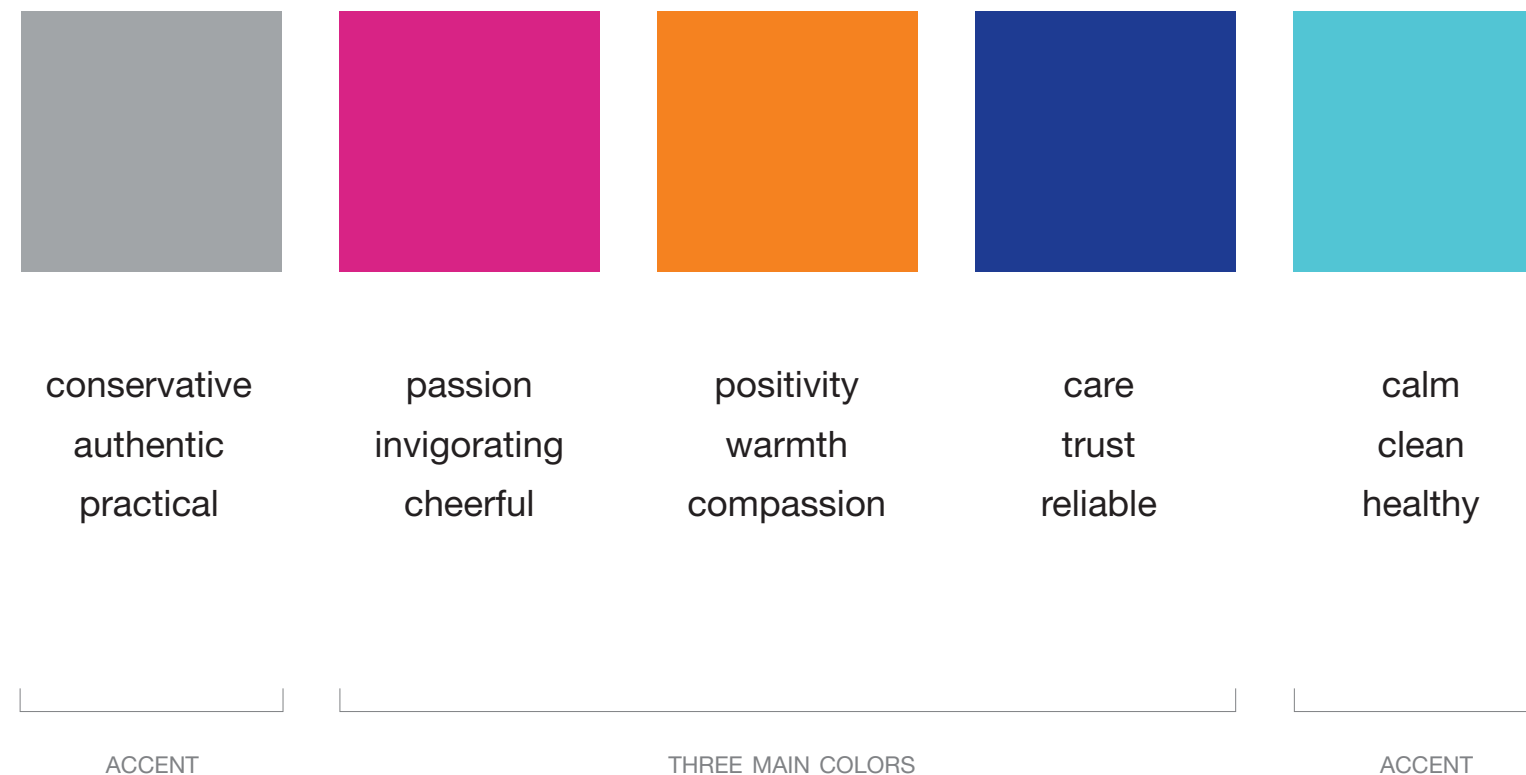
Together they reveal a logo that is **cohesive, beautiful, unique** and embodies **aesthetics**.

A logo crafted to have **meaning** and **purpose**, and is **distinctly Living Well**.



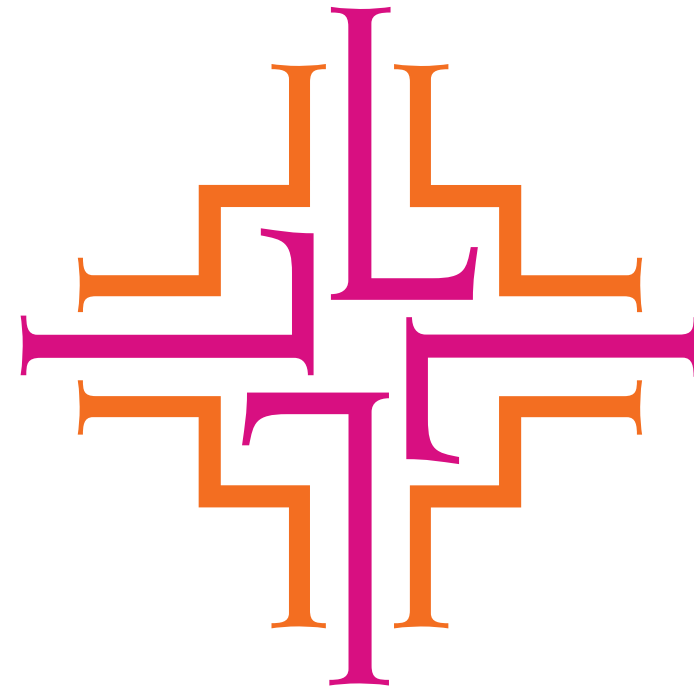
BRAND | COLOR PALETTE

Because you embrace color, we looked to you for inspirational colors that are happy, fresh, and brighten any mood.



BRAND | COLOR PALETTE

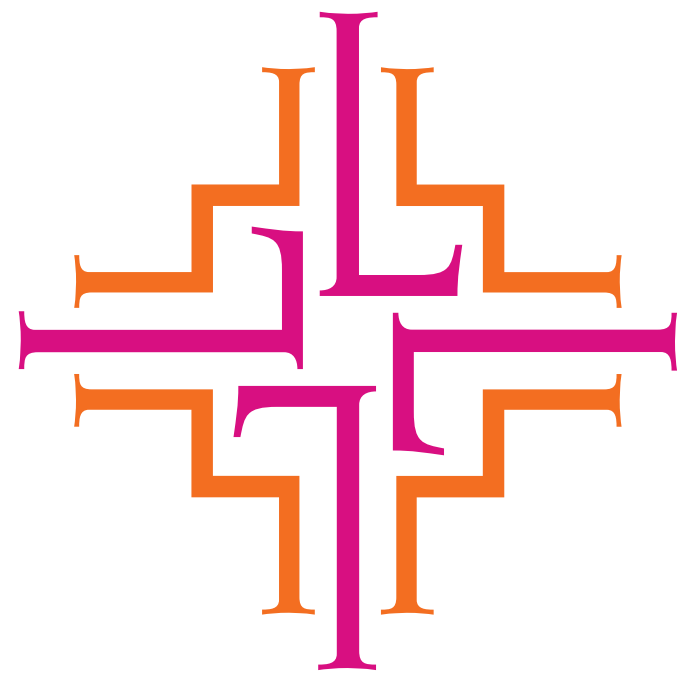
The orange is warm, caring, bright, inviting...and happens to be one of your favorite colors. Pairing it with a bold pink for the 80-90% female clientele delivers show-stopping power. The blue delivers a cool contrast that adds depth, while the turquoise and gray round out a palette that is congruent and exudes a positive vibe.



LIVING WELL

BRAND LOGO | Color

The colors lend a dynamic quality to the logo, introducing a business that is **professional, quality-oriented, upscale yet approachable, looks fresh yet well established.**

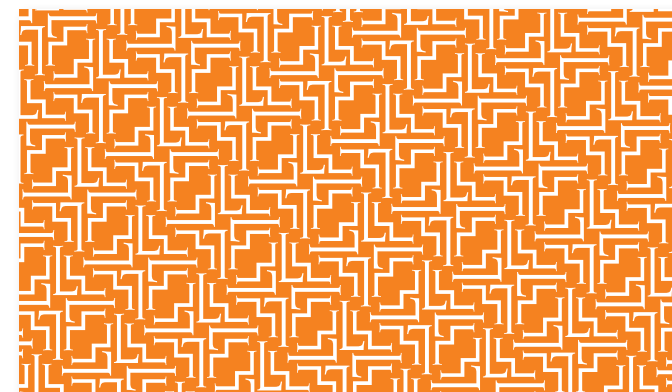


LIVING WELL

BRAND LOGO | Color

Horizontal format.

BRAND APPLICATIONS



BRAND | APPLICATION | Business Card Option 1

Horizontal layout with the front clearly communicating your information. The only words highlighted in orange are your name.
A custom-designed pattern on the back makes a bold statement for a business in aesthetics.



BRAND | APPLICATION | Business Card Option 2

Vertical layout with the name highlighted in pink ties into the custom-designed pattern on the back that makes an even bolder statement.



BRAND | APPLICATION | Business Card Option 3

Vertical layout with the name highlighted in blue as well as the website that again ties the color to the pattern on the back.



BRAND | APPLICATION | Retail Bag

Not just a beautiful bag, but an opportunity to promote your brand.



BRAND | APPLICATION | *Professional Apparel*

Scrub options show a 2-color logo on the chest versus a 1-color icon (*no need for name since your audience is already in the house*).



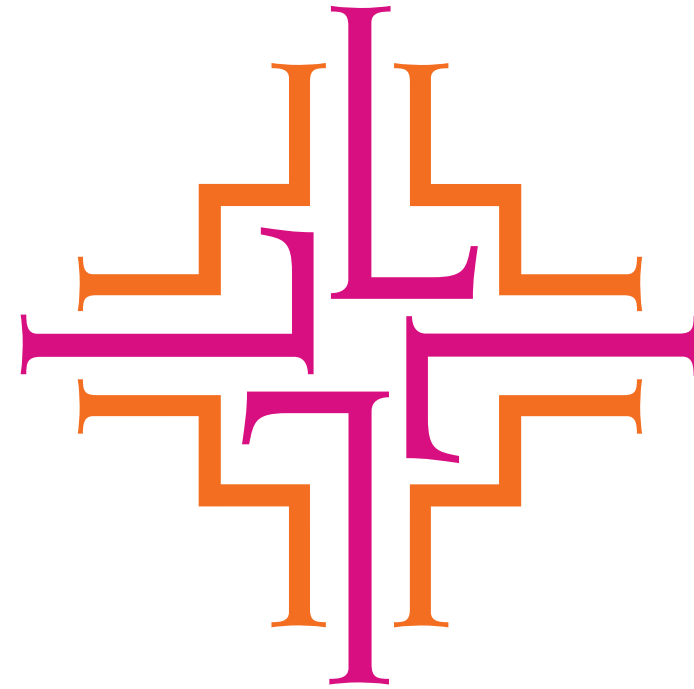
BRAND | APPLICATION | *Professional Apparel*

An alternate option may be to have the full-color icon on the chest and signature on the sleeve for a more playful yet modern look.



BRAND | APPLICATION | *Interior Signage*

A simple and understated blank wall sets up as a perfect backdrop for your bold beautiful logo to shine. An orange accent below the desk gives a pop of color to help lift the eye upward and reinforces your brand.



LIVING WELL

Living Well. Looking Good.