

Branding Presentation

for the Rejuvenation Center



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 current brand may have helped get you to where you are today. However, sometimes a refresh is necessary to retain business, attract new customers or reflect changes in your business. For the Rejuvenation Center, it's elevating your brand to **reflect the level of quality you offer** and **attract new clientele**.



The value of a brand

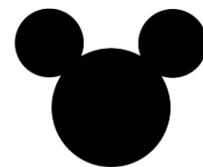
What is the value of brand thinking?

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.

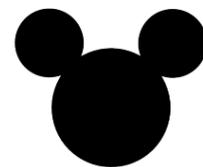


The value of a brand

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 the Rejuvenation Center **differentiate** from the others?

How does the Rejuvenation Center **differentiate** from the others?

It's not **“what”** you deliver,
but **“how” you deliver it** that sets you apart.

How does the Rejuvenation Center **differentiate** from the others?

1. QUALITY CARE AND CLIENT EXPERIENCE

- The Rejuvenation Center focuses on delivering the **highest quality care** for a **superior experience**
 - Beginning with the initial consultation of creating a treatment plan **exclusively for that client**
 - Giving **honest and ethical recommendations** that align with client goals
(not pushing products or services they don't need)
 - Taking the **extra care and time to educate and assure** that each client fully understands their treatment before the provider even begins (“hand-holding”)
 - Delivering **attentive, meticulous care** throughout the process
- **Highly educated, experienced, trained and certified professionals** are current in the **most innovative practices and techniques** in the industry
- **Dedicated to improving their expertise**, the providers knowledge is ever-advancing to help **perfect client outcomes**
- **Physician-grade product lines assure clients they are receiving high caliber skincare**
- **Nationally recognized as a certified Diamond Level** Allergan business
 - The Centers **perform more procedures** than competitors, and have **outstanding performance levels** with **more experience** and **more training**
 - From a client perspective, this is a **distinct level of excellence**



How does the Rejuvenation Center **differentiate** from the others?

2. CLIENT-CENTRIC APPROACH

- The Rejuvenation Center takes a **customized, conservative and cost-conscious approach** with every client
- A **complimentary** and comprehensive consultation provides an **acutely detailed** assessment **so clients can make well-informed and knowledgeable decisions**
 - Each provider takes **pride in the custom-tailored treatment plan** that's created exclusively for each client and begins by **listening carefully to the client's specific goals and needs**
 - Every plan is extremely **individualized to maximize results**
- The provider always has the **client's best interest in mind**
 - Providers are inherently **conservative with recommendations** (years of healthcare experience)
 - **Do not recommend unnecessary** treatments that clients don't need
 - Perform only treatments that **contribute towards a client's goal**
- The Center is **competitively priced and providers are budget-conscious**
 - Conscientious of client needs, the provider **"works hard to deliver results within their budget"**
 - The Center **concentrates on quality** providers, products and experience, rather than low-ball prices
 - The Center does not publish pricing to **avoid price wars**

* *Utilizing the correct verbiage above can help counter the negative assumptions or the "can't afford" barrier*



How does the Rejuvenation Center **differentiate** from the others?

3. FAVORABLE ASSOCIATION

- The Rejuvenation Centers originated from Appalachian Regional Healthcare, creating a **strategic association*** for having a sound medical backbone
 - * Call it what it is, own the positives and utilize the benefits (*not hide them under the rug*)
- As with parent company, each Center is committed to the **highest level of safety and medical ethics**
- Each Center **adheres to strict privacy guidelines** (HIPAA) being extremely protective of client information
- A solid medical backdrop **assures clients of higher quality aesthetic treatment and care**
- The association with ARH generates a **positive perspective** with male clients (“massage patients assumed the therapy was better quality because of the correlation”)
- Each Center is a **true Medical Spa with highly educated and trained professionals** who have solid credentials and experience (APRN, RN, LMT, NCTM, FNP..) who are **concerned about the total well-being** of every client
- Some procedures are **essential to have a licensed medical professional** perform them, especially by a provider who adheres to a higher code of medical standards

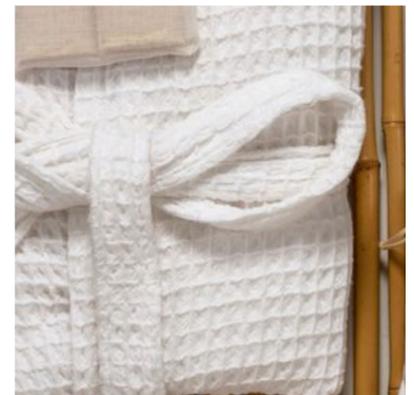
* *The Favorable Association differentiator presents an opportunity to educate potential clients why they should “want” a “health” professional to improve their “skin health” ... not a Botox-in-the-box*



How does the Rejuvenation Center **differentiate** from the others?

4. PROFESSIONAL TEAM

- A successful Medical Spa **begins with a team of true professionals**
- Not a “skin place” or “Botox place,” The Rejuvenation Center has a reputation for a **dedicated, caring highly-trained team of respected professionals who are passionate about what they do**
 - Provide **diligent, attentive service** on many levels
 - Deliver **meticulous aesthetic care** and **truly concerned** about client results **and their well-being**
 - **Dedicate extra time** to assure each client of their treatment, the plan and educate them on good skin care
 - **Genuinely interested**, get to know every client, greet them by their first name, remember their stories and make notes in the file about family, etc.
 - Personally care about each client, **make them feel like “they are the only one”**
 - **Conscientious of client** needs, goals and their budget
- Years of education and training instill providers who are **confident in their expertise and technique**, thus putting **clients at ease** - feel like they are “in good hands”
- Providers offer an aesthetic advantage to clients with **thorough knowledge of skin, body and physical attributes** gained from proper medical education, experience and additional training (*APRN, FNP, NP, LMT, Esthetic Skin Institute certification, Allergan Training, Bellus Medical certification, National TM, Myoskeletal Certification...*)
- **Earn the trust** of each client by **working with them** to achieve their aesthetic goal while being mindful of their budget (*“help them with costs by utilizing memberships, BD Points, etc”*)
- Each **provider goes out of their way** to make each client comfortable (ex: accommodating the client needing a “*special robe*” and lemon in her water)



How does the Rejuvenation Center **differentiate** from the others?

5. AESTHETIC PARTNERSHIP

- The Rejuvenation Center is not just in the aesthetics business, they are in the **relationship business**
- They build an **aesthetic partnership** based on **communication, relatability, integrity and sincerity**
- A **comfortable, relaxed atmosphere** for one-on-one allows for open communication with clients, while **privacy and discretion** enable a client to express more delicate skin or body concerns
- **Effective communication** delivers the best results
 - Providers get know each client on a **close, professional and even personal level**
 - Initial consultation includes a **full introduction** of the provider, their medical background and their experience
 - **Establish a rapport** by listening and learning client goals and concerns
 - **Develop credence** by carefully assessing and creating the client's plan **together**
 - **Build assurance** through honesty and integrity — “sometimes need *real* conversations with clients if injectables are not working anymore or need to adjust treatment”
 - **Enhance client trust** taking extra care and time to educate
- **Clients relate to providers**, they “live in the community,” “have busy lives,” “want to look their best and age gracefully,” and **sincerely want to help** clients achieve the same
- **Solidify client loyalty** by delivering desired outcomes, therefore **positive outcome** equals **client loyalty** which equals an **aesthetic partnership**



How does the Rejuvenation Center **differentiate** from the others?

The Rejuvenation Center provides

QUALITY CARE & EXPERIENCE, that stems

from a **CLIENT-CENTRIC APPROACH**,

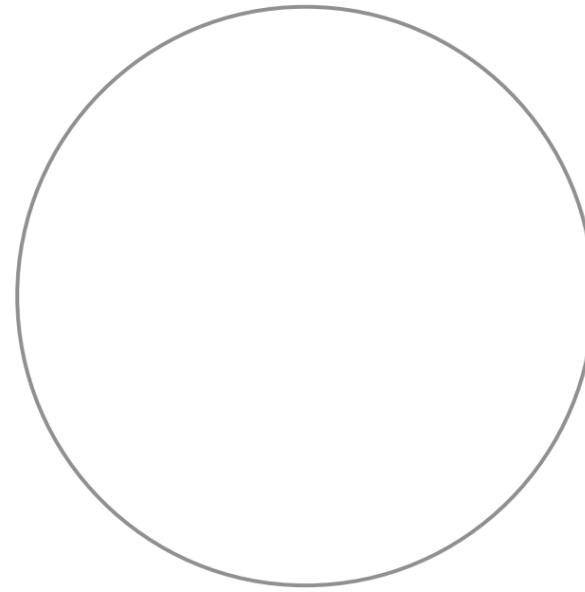
bolstered by a **FAVORABLE MEDICAL ASSOCIATION**,

and a **PROFESSIONAL TEAM** who thrive on positive

outcomes and building **AESTHETIC PARTNERSHIPS**

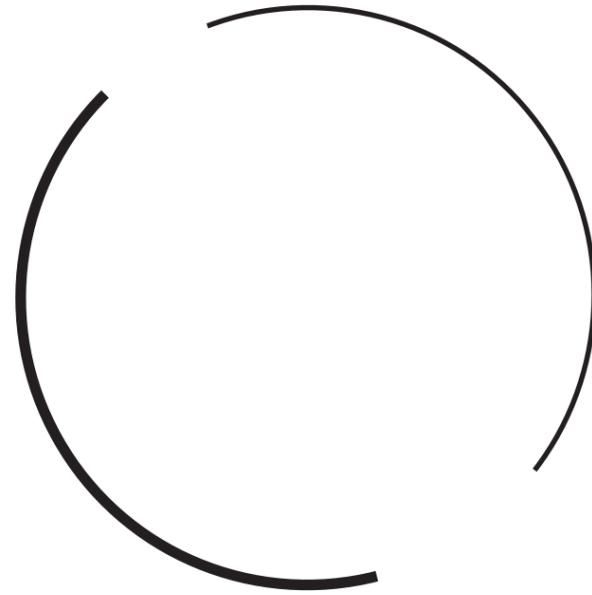
BRAND POSITION

BRAND LOGO



BRAND LOGO | Icon

A circular shape is a simple and clean representation for “center.”



BRAND LOGO | Icon

Opening the circle up and adjusting the line weight, gives the shape more interest and depth.



BRAND LOGO | Icon

We introduce an initial letter “ r ” to enhance memorability of the name Rejuvenation. It also represents “Regional” Appalachia – where the centers are located and a slight relationship to ARH. Using a lower case r conveys your business to be friendly and very approachable.



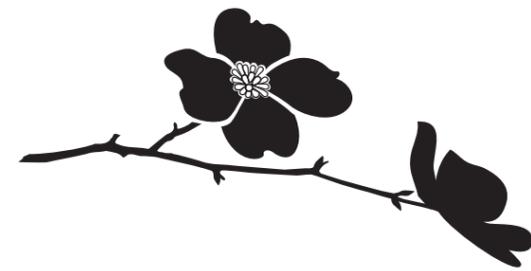
BRAND LOGO | Icon

A few adjustments streamline the letter form, and thicken the lines to give the r more weight and added distinction.



BRAND LOGO | Icon

INSPIRATION — A hardy dogwood tree can withstand the harshest winters, yet every spring, it **rejuvenates to produce beautiful blossoms** (*a slight metaphor for weathered faces rejuvenated to petal soft beauties*).



BRAND LOGO | Icon

Dogwoods not only **inaugurate spring**, but they can be found throughout the entire **region of Appalachia**.



BRAND LOGO | Icon

The dogwood branch flows from the center outward in a playful way that's **inviting**.
THE RESULT — Together the graphic elements develop into an **icon that has meaning and purpose**.

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BRAND LOGO | Signature

A classic serif font gives an air of **understated elegance**,
while the lower case letters make it feel **relaxed and welcoming**.

The font also reflects the icon.

rejuvenation CENTER

BRAND LOGO | Signature

The contemporary clean lines for the word “center” not only anchor the signature, but project an image of being highly **professional and competent**.



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CENTER

BRAND LOGO | Black

The icon and signature together form a logo that relates to different age groups and audience types.
Elegant yet friendly... simple yet striking... the logo makes a distinct first impression.



skin tone



natural elements

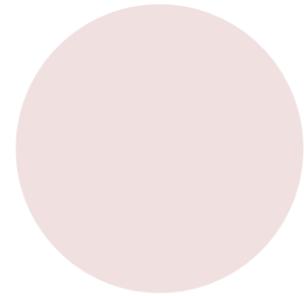


Smoky Mountains

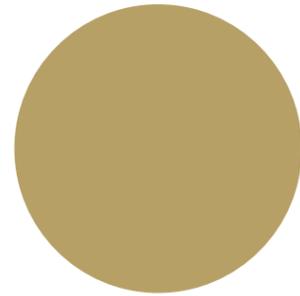
BRAND | COLOR PALETTE

Inspiration for the colors came from images that relate to the business.

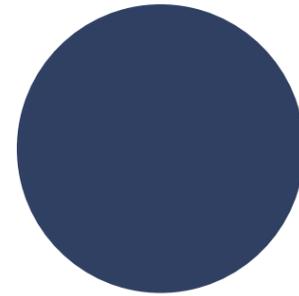
MAIN



Blush
skin
caring
gentle
nurturing



Natural
organic
clean
pure
authentic



Smoky Blue
relaxed
knowledge
sincere
calming

BRAND | COLOR PALETTE



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BRAND LOGO | Color

The colors bring the logo to life, presenting a **professional** med spa that feels **fresh and rejuvenating**.



azalea
ARH
stimulating
confident
purposeful



skin tone
blush
caring
gentle
nurturing



natural elements
organic
clean
pure
authentic



Smoky Mountains
relaxed
knowledge
sincere
calming

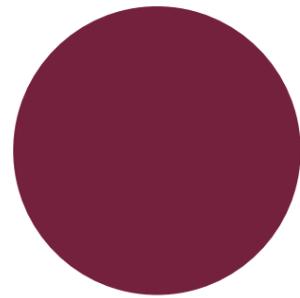


Appalachia
health
fresh
growth
renew

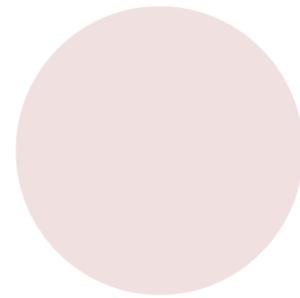
BRAND | COLOR PALETTE

It was important to expand your palette to give some flexibility to the brand identity for various uses and locations.

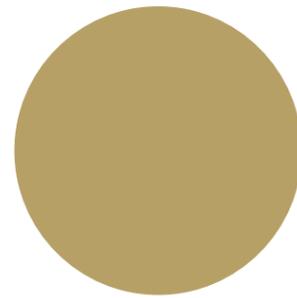
MAIN



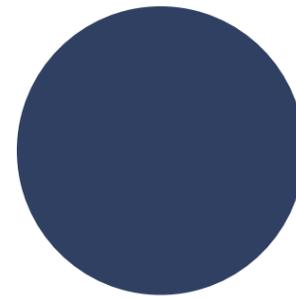
Azalea



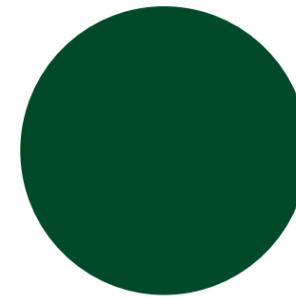
Blush



Natural



Smoky Blue



Appalachian Emerald

BRAND | COLOR PALETTE

The secondary colors, Azalea and Appalachian Emerald, serve also to compliment, enhance, and punctuate the main colors.



Azalea



Blush



Natural



Smoky Blue



Appalachian Emerald

TAGLINE

What is a **tagline**?

A tagline shares with the world what you mean to them – how you are **unique**.

Depending on your product, service and brand position, it may share – what you are, what you do, what you promise or a quality you deliver.

Because you're worth it. L'OREAL *(gives consumer promise of quality)*

I'm lovin' it. MCDONALDS *(reflects consumer feeling)*

It's everywhere you want to be. VISA *(delivers promise)*

Be all you can be. ARMY *(gives ownership)*

When you care to send the very best. HALLMARK *(quality played off of emotions)*

Just Do It NIKE *(an edgier version of You Should Just Do It)*

What does the Rejuvenation Center **OFFER**?

What makes you **UNIQUE**?

What does the Rejuvenation Center **offer**?

The Rejuvenation Center is not just a “Botox place” or just fills wrinkles.

The Rejuvenation Center is a true professional medical spa that offers a full range of aesthetic services for the face, skin and body.

BRAND | TAGLINE

What does the Rejuvenation Center **offer**?

FOR THE FACE AND SKIN

Injectables decrease wrinkles and lines, or plump, augment, volumize and hydrate the skin

Microdermabrasion, Micro-needling, Chemical Peels and **Dermaplaning** exfoliate, resurface, smooth, brighten and improve skin's texture and pigmentation

IPL Photo Facial and **Blue Light** therapy reduce age spots, broken capillaries, redness, acne or fine lines

Hydrafacial and **RF** treatments to reduce wrinkles and acne scars

Laser Hair Reduction therapy to remove unwanted hair

Facials, Skincare Products and **Makeup Consultation** for additional improvements and pampering of the skin

What does the Rejuvenation Center **offer**?

FOR THE BODY

Laser hair removal from **head to toe**

IPL reduces age spots, broken capillaries, redness or lines on **hands, arms, feet** and **legs**

Massage

- **Face, neck and scalp** relieves muscle tension headaches, sinus pressure and neck stiffness
- **Legs, feet, arms and hands** improves circulation and flexibility
- **Overall body** decreases stress, encourages relaxation, reduces pain and revives tired overworked muscles

Body Shaping

- VelaShape reduces cellulite under **chin, arms, thighs, buttocks, flank** and **abdomen**
- UltraShape reduces fat in **abdomen, flank** and **thighs**

Tattoo Removal and Spider Vein Treatment removes unwanted imperfections just about **anywhere**

What makes the Rejuvenation Center **unique**?

While the Rejuvenation Center

Restores hydration

Revitalizes tone and texture

Re-energizes muscles

Regenerates collagen

Reawakens cells

Refreshes appearance

It does more than **rejuvenate the face, skin and body...**

BRAND | TAGLINE

What makes the Rejuvenation Center **unique**?

The Rejuvenation Center **renews a client's self-image** that usually begins with their appearance and with time **renews overall confidence**

Everything the Rejuvenation Center does **completely revolves around the client** - "it's all about you"

Extremely personalized, diligent and attentiveness service makes every client feel like **"they are special"** and that **"they are the only one"**

The meticulous aesthetic care and highly-trained skillset delivers the desired results that lead to a client **feeling attractive, happy and alive**

A client who is **proud of the way they look** and feel more **confident about themselves**

The Rejuvenation Center renews a client on the inside as well as their face, skin and body

What does the Rejuvenation Center **offer**?

RENEW YOU. FACE, SKIN & BODY.



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RENEW YOU. FACE, SKIN & BODY.

BRAND | TAGLINE

Just as Nike's tagline, *Just Do It*, is a call to action, *Renew You* is the Rejuvenation Center's call-to-action, while *Face, Skin & Body* makes it clear what the Center does. Short, quick, easy to remember.

BRAND IDENTITY



BRAND IDENTITY | BUSINESS PACKAGE | *Letterhead*

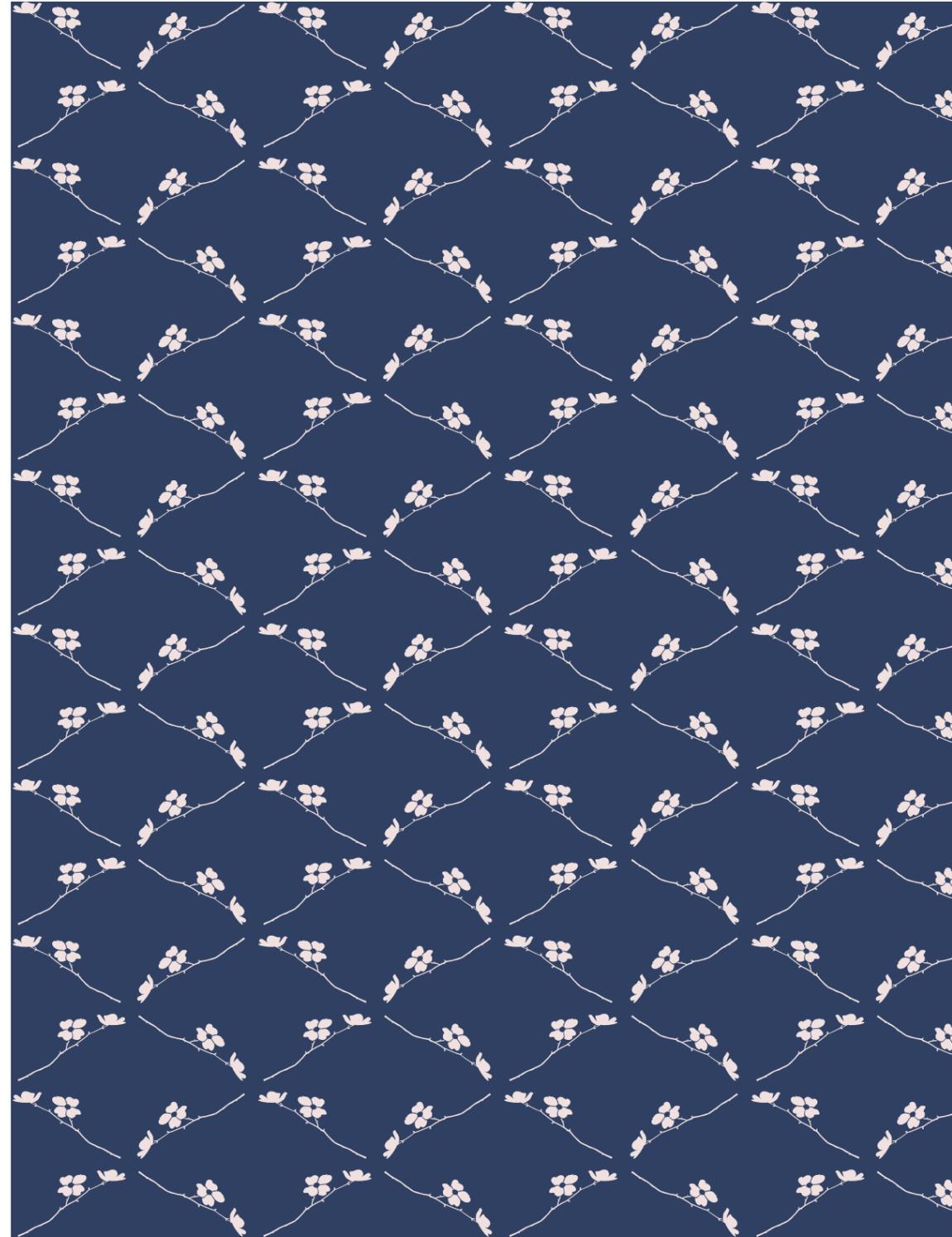
FRONT A crisp, clean layout allows
the logo to stand out with it's
elegant yet friendly appeal

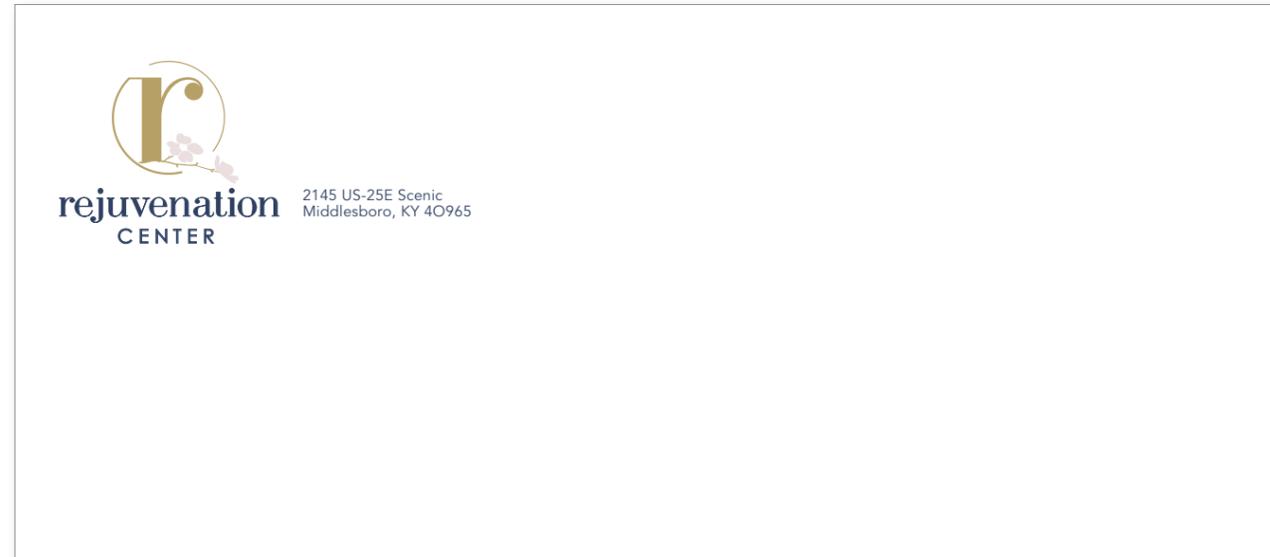
606.246.1660
2145 US-25E Scenic
Middlesboro, KY 40965
rejuvenationcenter.com

RENEW YOU. FACE, SKIN & BODY.

BRAND IDENTITY | BUSINESS PACKAGE | *Letterhead*

BACK A pattern on the back lends elegance to an otherwise normal communication piece, while providing additional privacy. Upon opening the envelope, the folded letter commands attention.





BRAND IDENTITY | BUSINESS PACKAGE | *Envelope*

FRONT The logo appears simple yet striking on the front without being commercial.

BACK FLAP The pattern on the flap adds flair and makes a beautiful statement in the mail that begs to be opened.



BRAND IDENTITY | BUSINESS PACKAGE | *Business Card*

The solid color front adds a sense of luxury and gives the logo more prominence, while the pattern on the back reinforces the brand.



BRAND IDENTITY | BUSINESS PACKAGE | *Business Card*

The business card design delivers a simple yet sophisticated first impression of a quality-oriented med spa.



BRAND IDENTITY | BUSINESS PACKAGE | *Business Card*

*NOTE Three color options were created, allowing each location to be represented by their own color or to give them a choice based on interior/exterior elements.



BRAND IDENTITY | BUSINESS PACKAGE | *Appointment Card*

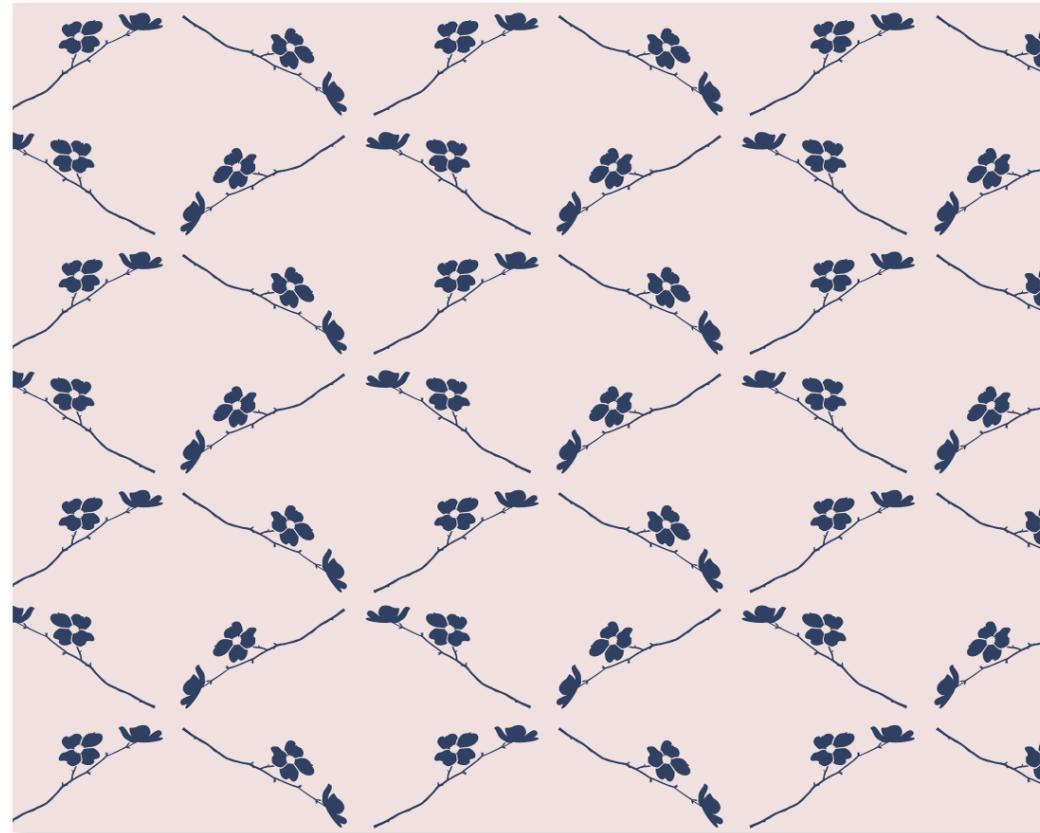
FRONT A different look helps distinguish the appointment card so clients and staff don't confuse them.

BACK The appointment reminder line keeps the messaging fresh and has a little fun playing off of the tagline.



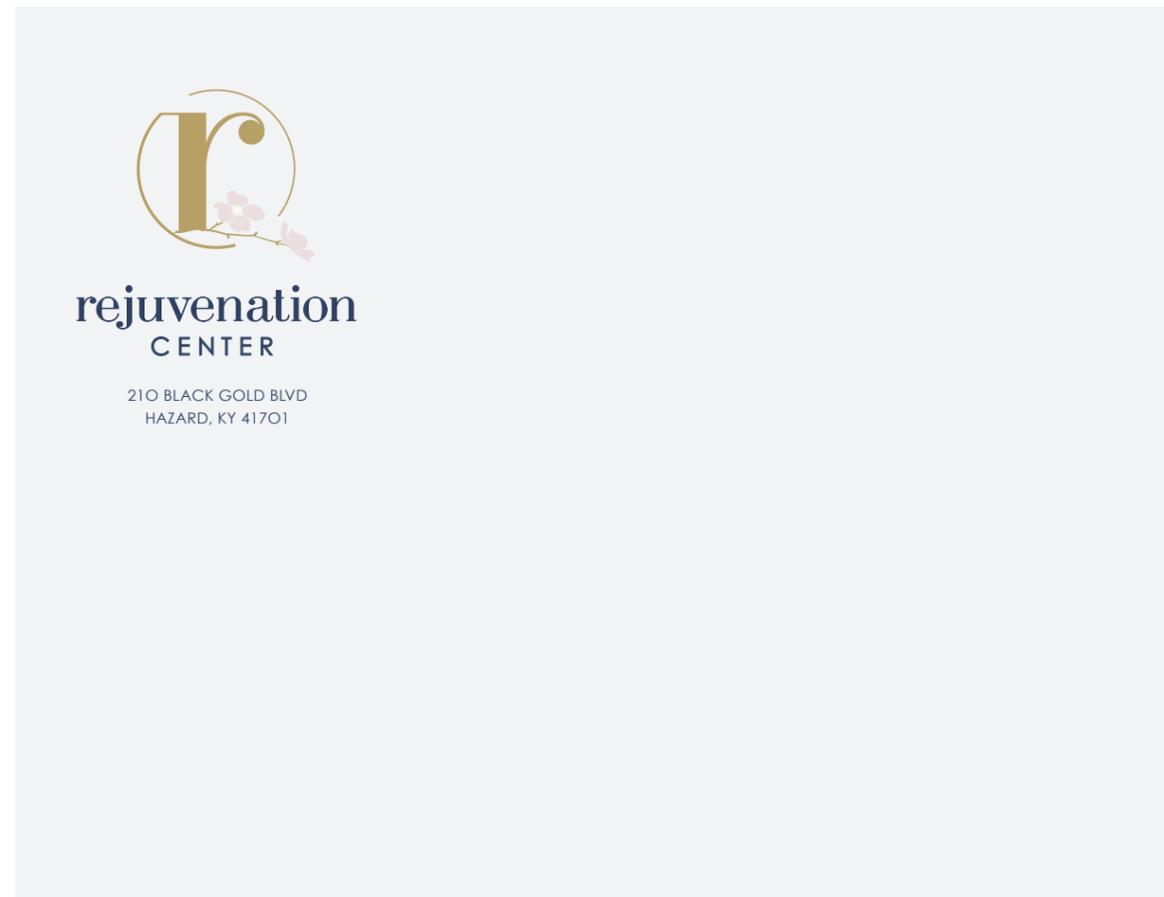
BRAND IDENTITY | NOTE CARD

FRONT A stately icon and website are simple yet sophisticated on this multi-purpose, 2-sided note card that may serve as a thank you note, over-printed as a birthday card, or as a special mailer.



BRAND IDENTITY | NOTE CARD

BACK The pattern on the back commands attention, and again elevates your communication piece.



BRAND IDENTITY | NOTE CARD | *Envelope*

FRONT The logo looks elegant floating on the front

BACK The pattern on the back flap acts as a magnet immediately attracting attention.



BRAND IDENTITY | APPLICATION | *Gift Bag*

Who would not want a deep smoky blue gift bag that looks so inviting.
With option of blush tissue paper for purchases, and a branded tag for a gift (or a client may choose both).



BRAND IDENTITY | APPLICATION | *Uniform*

Identity on scrubs or jacket are a clear detail that promote the brand and build continuity.



BRAND IDENTITY | APPLICATION | *T-shirt*

A very simple Tee design can be used as an out-of-office promotion tool, as a “casual day uniform,” or even as possible merchandise.



BRAND IDENTITY | SIGNAGE | *Hazard*

An impressive logo welcomes clients, while the simplicity pops off of the dark background and draws attention.



BRAND IDENTITY | SIGNAGE | *Middlesboro*

Again, the large welcoming icons on the double doors are stylish and allow for no mistaking of the entrance.
The sign contains the vital information that lead the eyes toward the doors.



BRAND IDENTITY | SIGNAGE | *Beckley*

Public windows allows a unique opportunity — to have some fun with the graphic pattern that creates intrigue, attracts attention, and reinforces the brand. The logo on the door tastefully identifies the main entry.

BRAND ENVIRONMENT



BRAND IDENTITY | APPLICATION | *Rejuvenation Candle*

One idea to help brand cohesion of the locations is to have an exclusive scented candle created — the “signature Rejuvenation candle”. When it’s burning in each center, it fills the air with “the signature scent” that welcomes clients as soon as they walk in. It can also be merchandise, that when it is burned at home, acts as a natural reminder of the Rejuvenation Center.



BRAND ENVIRONMENT | OFFICE INTERIOR

One of the most important factors in branding is **cohesiveness** at every client touch point.

While each location is charged with separate challenges, there is no continuity.

The interiors of each location are nice, but completely different from one to the other, and lack a rejuvenated “spa” quality.



BRAND ENVIRONMENT | OFFICE INTERIOR

Making one example from a current space... The waiting room is clean, well kept and looks like comfortable seating. However, it does not match the quality level of care the clients receive.



BRAND ENVIRONMENT | OFFICE INTERIOR

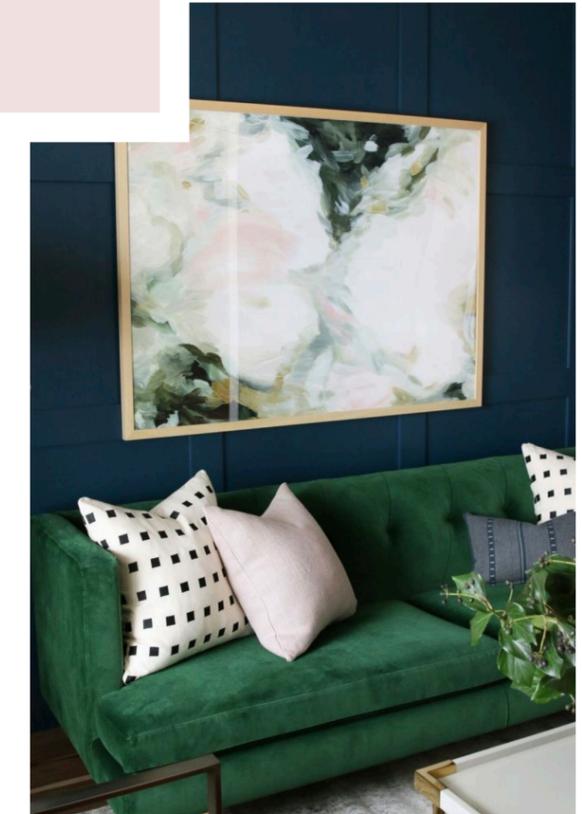
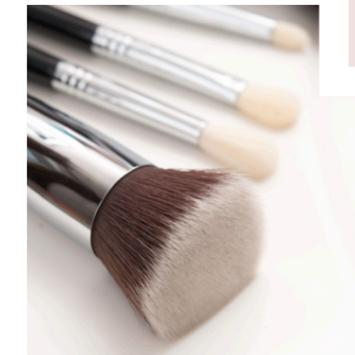
By introducing just 5 simple elements that tie into the brand — clean lines of the frames like the *Center* font, a natural element, the signature-scented candle, color from the palette and of course a black/white photo of a dogwood bloom...



BRAND ENVIRONMENT | OFFICE INTERIOR

The space feels totally different... more relaxed, fresher, calming and perhaps even though it was clean, the color and brighter details give the allusion of it feeling cleaner.

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BRAND ENVIRONMENT | MOOD BOARD

When thinking about cohesive factors for a branded environment, a mood board helps to set the stage — one that includes the color palette, products, pieces and images that arouse the senses and matter to clients — but all relate to the brand. A mood board includes images that set the tone of what you would aspire the environment to be.



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RENEW YOU. FACE, SKIN & BODY.