



Brand Manual

BRAND MANUAL

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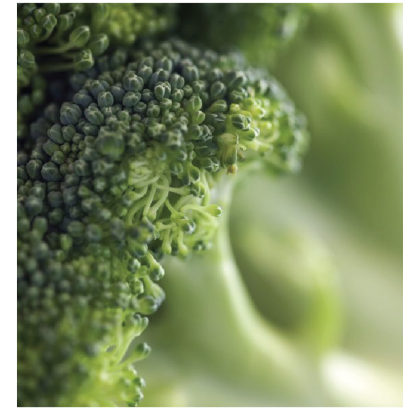
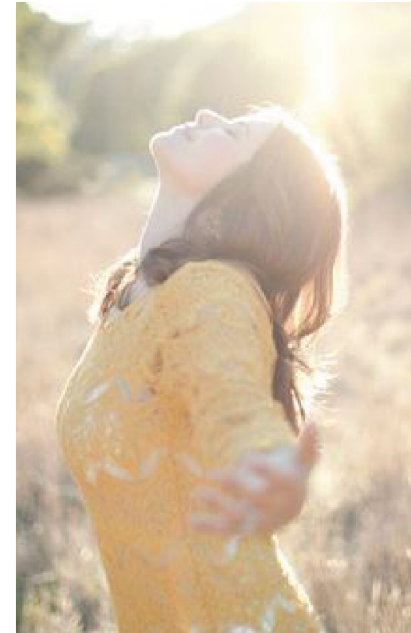
This “Brand Manual” document explores the message, visuals and expression of “Restore & Renew”.

MANUAL SECTIONS

- 1 BRAND MESSAGE
- 2 DESIGN & VISUALS
- 3 WORDS & CONTENT
- 4 LIVE YOUR BRAND

Brand Inspiration —

In your Brand Inspiration we wanted to capture the freshness, soothing and healthy feeling your brand represents. The brand itself embodies a return of alignment through, health , community and groundedness.





Brand Message

BRAND MESSAGE

Position —

CORE IDEA

Restore & Renew is to increase people's comfort and joy while aging. Providing them with the freedom to pursue the lifestyle of their dreams and feel energized and pain free.

OUR GOAL

Is to create a space and community where others can restore their vitality to live the lifestyle of their dreams no matter their age.

HOW ARE WE DIFFERENT

Being data driven, Restore & Renew has a unique advantage to advancing ones health. Using their unique tactics to educate others in their longevity and overall absorption of health protocols.

WHAT WE DELIVER

We deliver more confidence, better decision making, better goal achievement and less frustration with health.

— Personality

PERSONALITY ATTRIBUTES

Restore & Renew believes in bringing you to your highest vitality. Using scientific research to allow you to level up your longevity and live the dream lifestyle you have always dreamt of.

Restore & Renew is:

- Intelligent
- Compassionate
- Engaging
- Personalized
- Vibrant
- Competent
- Respected

When speaking to your audience remember you are the educator. You educate and show a new way of thinking / breaker of beliefs in every interaction you have.

BRAND MESSAGE

Point of View —

The Path to your Longevity: Diet,
Sleep, Movement & Stress
Reduction

More than physical health

Our health plans restore your health and renew your state of being. We guide you to rebuild your confidence in decision making and goal achievement.

Data Based Decisions

We believe in using data as a decision maker in our custom health plans. Through extensive blood panels, hormone and genetic testing. We use this data to customize a plan that is unique to you and your body.

RESTORE RENEW

Design + Visuals

DESIGN + VISUALS

Brand Logos —

Your brand logo has a light, modern and minimalistic feel to it. The logo symbol resembles the growth and upward movement your brand stands for. Using a “leaf” as the symbol allows you to be more of a “overall wellness” approach.

MAIN LOGO



ALTERNATIVE LOGO



SUBMARK



DESIGN + VISUALS

— Brand Colors

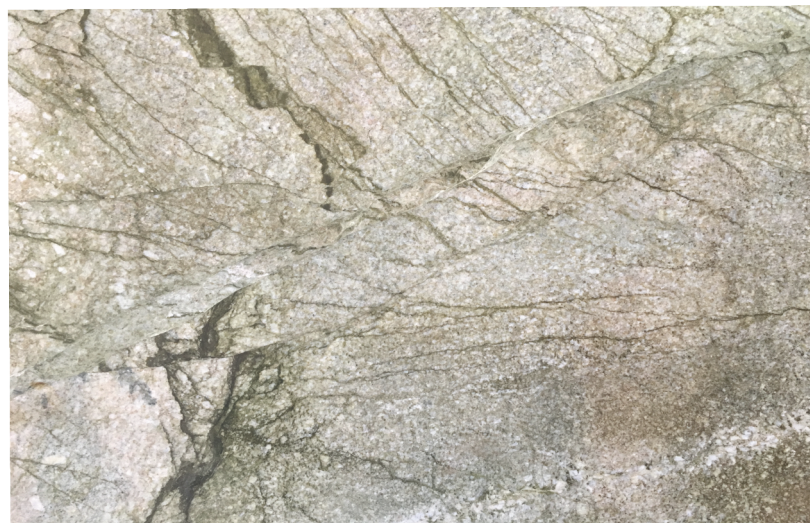
These will be the colors your brand will be known for.



DESIGN + VISUALS

Brand Textures —

Your brand textures are the green granite and a old cement texture. We wanted to keep the earthy fill with using stone. As well as using more of a “natural” color approach to the textures to balance the bold colors within the color palette.



Stay Wanderer

Aa Bb Cc Dc Ee Ff Jj Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy

Zz

Quicksand

Aa Bb Cc Dc Ee Ff Jj Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Rockway

Aa Bb Cc Dc Ee Ff Jj Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

DESIGN + VISUALS

— Brand Typography

Your brand typography was chosen to bring a clear, modern and professional feeling to the brand.

Stay Wanderer -will be used as your header text. This will be the biggest font used on each page as your main “attention” grabber

Quicksand - Is to be used as the main body font. This simple geometric font brings clean + clear lines into the brand.

Rockway- Is to be used for the accent words. The “pop” of elegance and personality to the copy.

Typography in action —

Heading one

Font: Stay Wanderer

Size: 45-60 pt

Letter Spacing: 7%

Notes: n/a

All headings

Font: Rockway

Size: 40-45 pt

Letter Spacing: 0%

Notes: This is to be used to highlight certain words or phrases to make them pop!

Body Font

Font: Quicksand

Size: 15-18 pt

Letter Spacing: 0-2%

Notes: n/a

RESTORE RENEW

Words + Content

BRAND COMMUNICATION

Tagline Options —

Re-establishing your longevity and wellbeing

Data based approach to wellness

A Personalized approach to restoring health and
renewing your vitality.

Tone of Voice —

Content from Restore & Renew should be clear, emotionally triggering, and packed with “game changing” advice. Impact your audience by showing you understand their experience by acknowledging their deepest feelings.

Keep in mind to disrupt their every day lives by talking about their emotional / physical triggers while giving practical tools and science based research to back up your guidance.

Also, keep in mind to translate the “sciency” data to relatable scenarios and words. “dumb it down”

You'll sound:

- Intelligent not condescending
- Direct not passive
- Clear not confusing
- Compassionate not cold.

— Story Prompts

LOW TO HIGH

When explaining the origin of your brand, be sure to highlight the stories of those you have helped. Share how you personally cleared your blocks, worked through your struggles around health and over came it all.

WHY STORY

Your why story is the personal experience you went through restoring your health and your experience with your mothers health declining.

HUMAN INTEREST

Bring in examples of you living your truest expression of life. Show that you are living it and they can too! Be an example, a thought leader and the one to influence them to step into courage.

RESTORE RENEW

Live your Brand

LIVE YOUR BRAND

Action Steps —

FACEBOOK

Establish your credibility and expertise by being active in appropriate Facebook groups.

Create your own exclusive Facebook group giving quality free content. And create a sense of community.

LOCAL COMMUNITY

Establish your credibility and expertise by holding educational meetings around a certain health topic. This can be done in a local health grocery store or at a other desired location. Teach others the importance and steps needed to support their longevity.

PODCAST

Take the education to an easy digestible platform. Create episodes displaying your credibility while interviewing experts on wide ranges of topics. Include a few episodes of “client success” stories.

LIVE YOUR BRAND

Brand Enemies —

“NOT TO DO” LIST

- Make sure you are always “dumbing down” the science based data into easily digestible content.
- Bring a new sense of life to your platforms by sharing your every day routines, recipes, self care moments. Get personal with your community. Though this brand is not ALL about you. It is shown to increase engagement if you get personal about the lifestyle you’re promoting.

Visual Content

PHOTOGRAPHS

Photographs should be reflecting your lifestyle and the 4 pillars of health, Diet, Sleep, Movement and Stress Reduction.

Photos should have some sort of human element. Whether that be a person cooking or a hand reaching into the “flat lay” photo.

Include photos of the sort of “environment”/ lifestyle you are trying to sell. Bring in different styling elements. For example: Creating a mindful space. Include a yoga mat, plants, and candles. This will bring a peaceful mindfulness feel to the photo.

ALWAYS stick to your color pallet. Keep the setting neutral and add your brand colors through the styling elements you bring to the photos. i.e. journals, books, clothes, candles, etc.

When it comes to “head shots” make sure your poses are not too “powerful”. Use different angles and body language that will bring a relatable and friendly feel. Include photos of you smiling and laughing to bring a softer and more welcoming feel to the photos. This will help balance out the intellectual, data based content you will be using. Try to keep most of the photos of you being an “in action shot” of you cooking, meditating, journaling, or any habits you embody in your daily practice.

EXAMPLES OF PHOTOS TO TAKE!

