



boldrebalance

BRAND MANUAL

CONTENTS

BRAND MANUAL



This brand manual document explores the message, visuals and expression of Bold Rebalance.

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Brand Inspiration –



In your Brand Inspiration I wanted to capture the Boldness of the masculine while bringing out hints of softness and nature of the feminine.



Brand message

BRAND MANUAL

BRAND MESSAGE

p_position

**CORE IDEA**

Bold Rebalance provides comprehensive guides towards wellness. Emphasizing the importance of balancing and maintaining the 5 pillars of health. (physical, mental, spiritual, relational, and financial)

OUR GOAL

We want to empower and educate people on how to take their health and healing back into their own hands..

HOW ARE WE DIFFERENT

We eliminate the decision fatigue for many people looking for answers. They will find everything they need on our website. Our content is focused around healing and balancing the 5 pillars of health.

WHAT WE DELIVER

We are your stepping stone to feeling safe, balanced and at your optimum health!



-personality

PERSONALITY ATTRIBUTES

We are THE go-to resource for people who are looking towards holistic health (no matter where they are in their journey) or who are looking to up their game and achieve optimum health.

We provide the knowledge, products, and resources necessary to accomplish their health goals.

Our greatest motivation is to help others have the knowledge overcome their perceived limitations.

Our audience feels empowered and strong, “I can overcome this challenge with massive action” ready to take action, determined, motivated.

We are

- Dependable
- Authentic
- Knowledgeable
- Safe
- Grounded
- Visionary
- Comforting
- Integrity
- Driven
- Practical

When speaking to your audience remember you are the educator, coach and motivator. You encourage and always educate in every interaction you have.

BRAND MESSAGE

point of view

H e a l t h & H e a l i n g b e g i n s a t H O M E

Through education Bold Rebalance wants to decrease the unhealthy dependence that people have on the traditional health care system. Bold Rebalance wants to empower people to start at the source of their illness. Which is, in their home and personal lives.

D O N ' T N E E D T O W A I S T M O R E E N E R G Y
f i n d i n g g o o d s o u r c e s a n d
a n s w e r s .

Bold Rebalance understands researching about health and wellness on the internet can be overwhelming. You find mixed information and sources. We eliminate your decision fatigue through an all in one platform.

P h y s i c a l , m e n t a l , s p i r i t u a l ,
r e l a t i o n a l a n d f i n a n c i a l

Health is not only your physical body. To grow into great and balanced health you need to work at healing your 5 pillars.





Brand Styling

BRAND MANUAL

boldrebalance



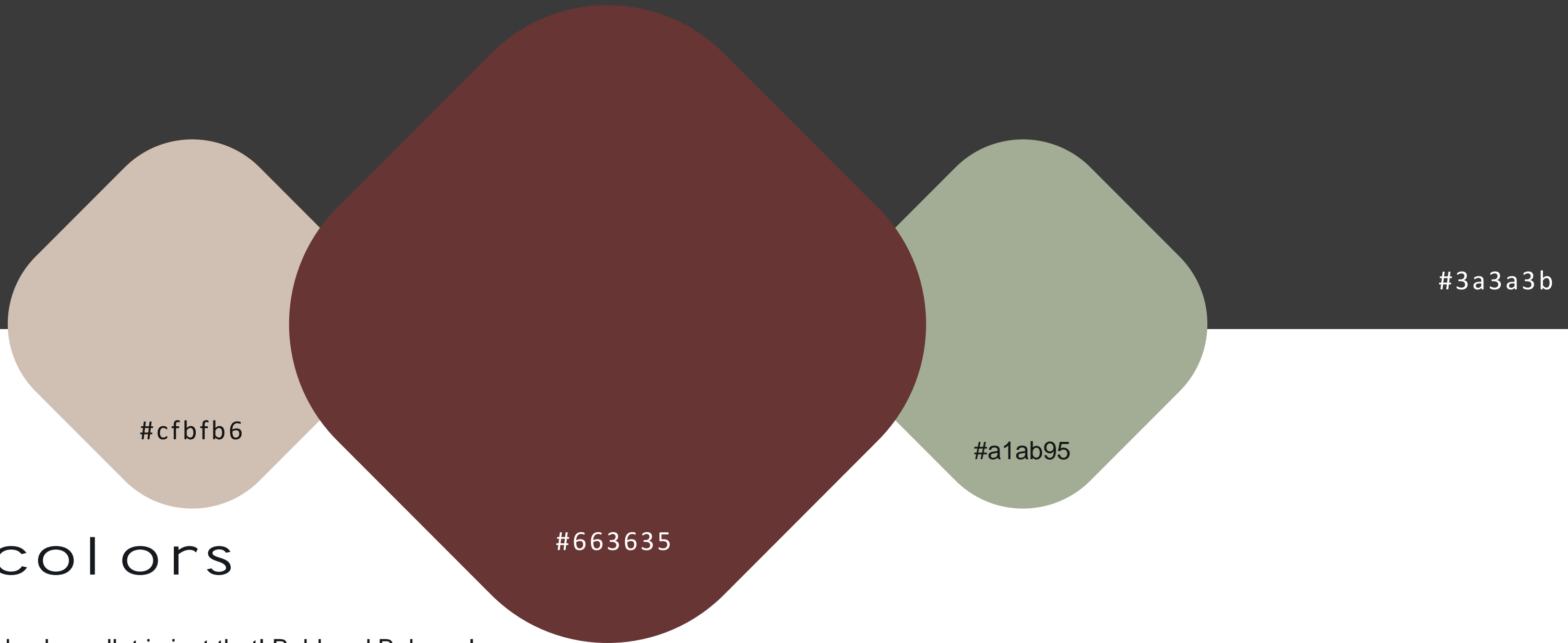
VISUAL IDENTITY

— BRAND LOGO'S

The logo is designed to bring that perfect balance through the masculine and feminine energies.

The masculine is seen through the bold lettering on the word “bold”. You can also see hints of the masculine energy through the color pallet used for the logo.

The feminine can be seen through the soft and rounded typography. It is also represented through the hint of nature.



VISUAL IDENTITY

— brand colors

Bold Rebalance's brand color pallet is just that! Bold and Balance!

The two main colors Burgundy and Charcoal are strong and powerful colors. They demand attention.

Where as the sub colors, soft tan and sage bring a more calming and light feeling to brand.

Creating that perfect balance.



GOLD FOIL

VISUAL IDENTITY

BRAND TEXTURES

Bold Rebalance's textures are here to make a statement. And to create a bold and moody feeling.

GRAY CONCRETE

Slim Joe
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Nexa Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

VISUAL IDENTITY

— brand typography

We are wanting to keep Bold Rebalance a modern/ minimalistic brand. We show this through the simple san-serif typography.

The header font will be Slim Joe. Capitalized fonts with the straight edges allows this font to bring the bold and geometrical vibe to the brand. It is also representing the masculine energy through the font type.

The body typography will be Nexa Light. We wanted to bring in a balance between the two fonts. With Nexa Light’s rounded surfaces it allows the balance to be reflected within the brand’s typography. Nexa Light is representing the feminine energy through it rounded surfaces.

Slim Joe-header

Headline level one (36pt)

Headline level two (30pt)

Headline level three (25pt)

Nexa Light-body

This a description paragraph. The purpose is to give you a visual idea on how the text will look within your web content.

Font Size: 18pt

Line Height: 1.5

Letter Spacing: 0

VISUAL IDENTITY

—Typography In action

This page shows what your main fonts look like in action.
Slim Joe (headlines) and Nexa Light (body) are very easy to read and convey clear, confident and professional message.



Brand communication

BRAND MANUAL

BRAND COMMUNICATION

tagline options

HEALTH AND HEALING BEGINS AT HOME

UNAPPOLOGETICALLY STAND IN YOUR POWER

NO MORE WAITING. IT'S TIME TO MAKE
YOURSELF A PRIORITY



BRAND COMMUNICATION

— TONE OF VOICE

Content from Bold Rebalance should be clear, actionable, educational and understanding to the difficult journey of healing. Empower your audience with real life stories, scientific studies, empathy and support.

Examples should come from real life situations (yours or others), not theories. Whenever possible, pair information with a step by step action plan.

You'll sound:

- Inspirational not condescending
- Direct not passive
- Clear not confusing
- Helpful not cold.

BRAND COMMUNICATION

brand stories

LOW TO HIGH

When explaining the origin of your brand, be sure to highlight how your hard work brought you the success you've seen so far in your health. Inspire others to work hard and stay consistent. Over all, to stay hopeful and positive during the journey. Share the transformation you have gone through yourself to get to the point where you are today. Contrast a "before", "during" and "after" the healing process.

WHY STORY

Why are you so motivated to help these people to move to the next level of their health? Be sure to share the story of what was driving you to get healthy. Share your motivations and the raw vulnerable truth and people will connect with you.

HUMAN INTERST

Bring in a few posts about your day to day life. Bring metaphors into your communication so people get to know you. Share your difficult times, in relationships and life. Being raw and vulnerable will help balance out your strong brand. Share the magic you bring into your daily life.



Live your brand

BRAND MANUAL

LIVE YOUR BRAND

Action steps



FACEBOOK GROUPS

Get yourself present in Facebook groups. Find Facebook groups that are centered around your 5 pillars. When looking at groups to join, look at the number of members and the activity within the group. Are the members being active? Commenting to questions? Supporting each other? Or is it only the admin?

Set aside an hour every morning to be active in the Facebook groups. Use the “search” option in the group to search specific topics you want to comment on. Before you start your morning Facebook activity. Think, “How can I be of service today in these groups.” Remember your brand tone of voice when replying. Educate but show understanding to create rapport.

LOCAL ENVOLMENT

Get into the local health and wellness community in Boise. Continue your “open house” adventures to new doctors and holistic offices. Start going to Health and Wellness Meet Ups. Go to more yoga classes to create new friendships and connections. Also, find a biohacking group specifically for your ampcoil. Always remember to go where you’re able to make the biggest impact with your information. Normal business networking meetings might not be the best way to find your readers because in that moment they aren’t thinking of their health. They are only thinking of networking in their biz. Connect with Functional Medicine Doctors in the community ask if they would refer clients to your blog. Or if you could write for their blog. Collaboration will be the key to grow your business.



LIVE YOUR BRAND

— Brand enemies

IDEA ENEMIES

- Idea's around being perfect
- Not investing time/energy/money in yourself

NOT TO DO LIST

- Present information without an implementation guide. Give your followers the steps they need to improve their health.
- Being too direct in your content. That you don't portray empathy and understanding.
- Forget to dumb things down. (Have Jason read over your content to make sure you are relating to biohackers and the average joes who don't understand the scientific terms.)

WE ARE NOT

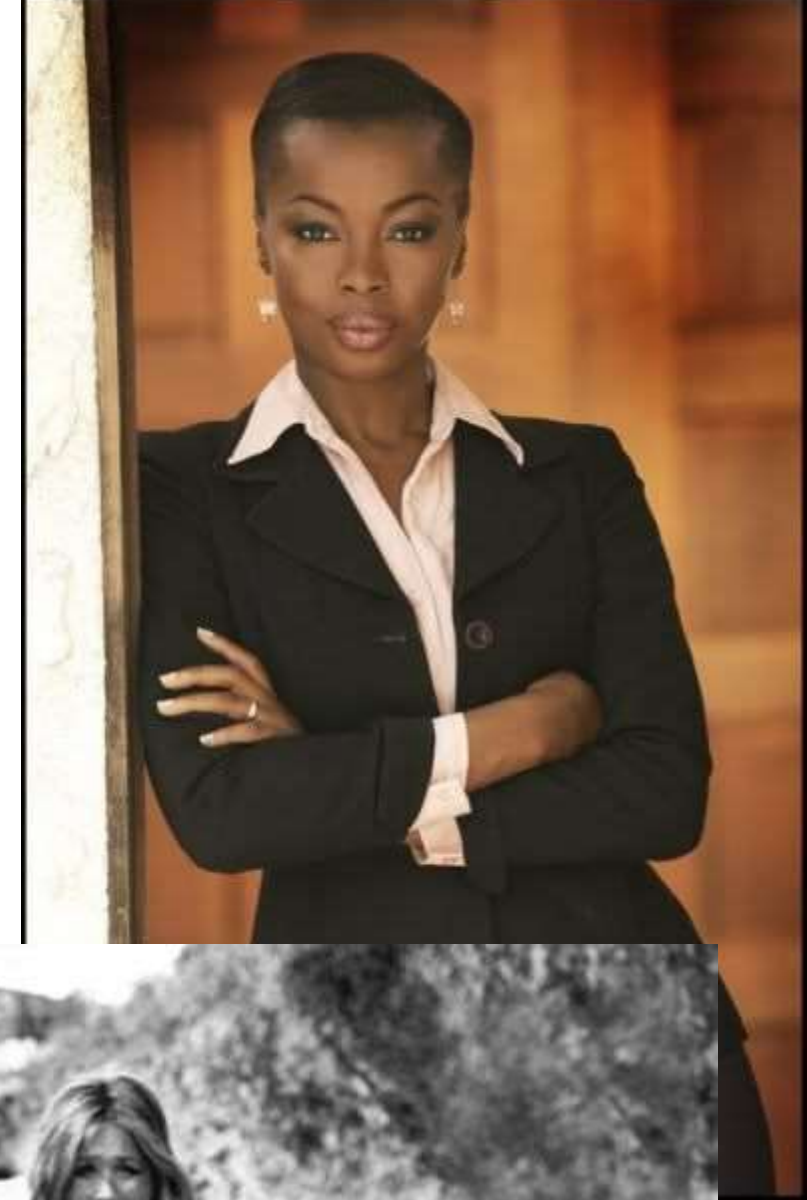
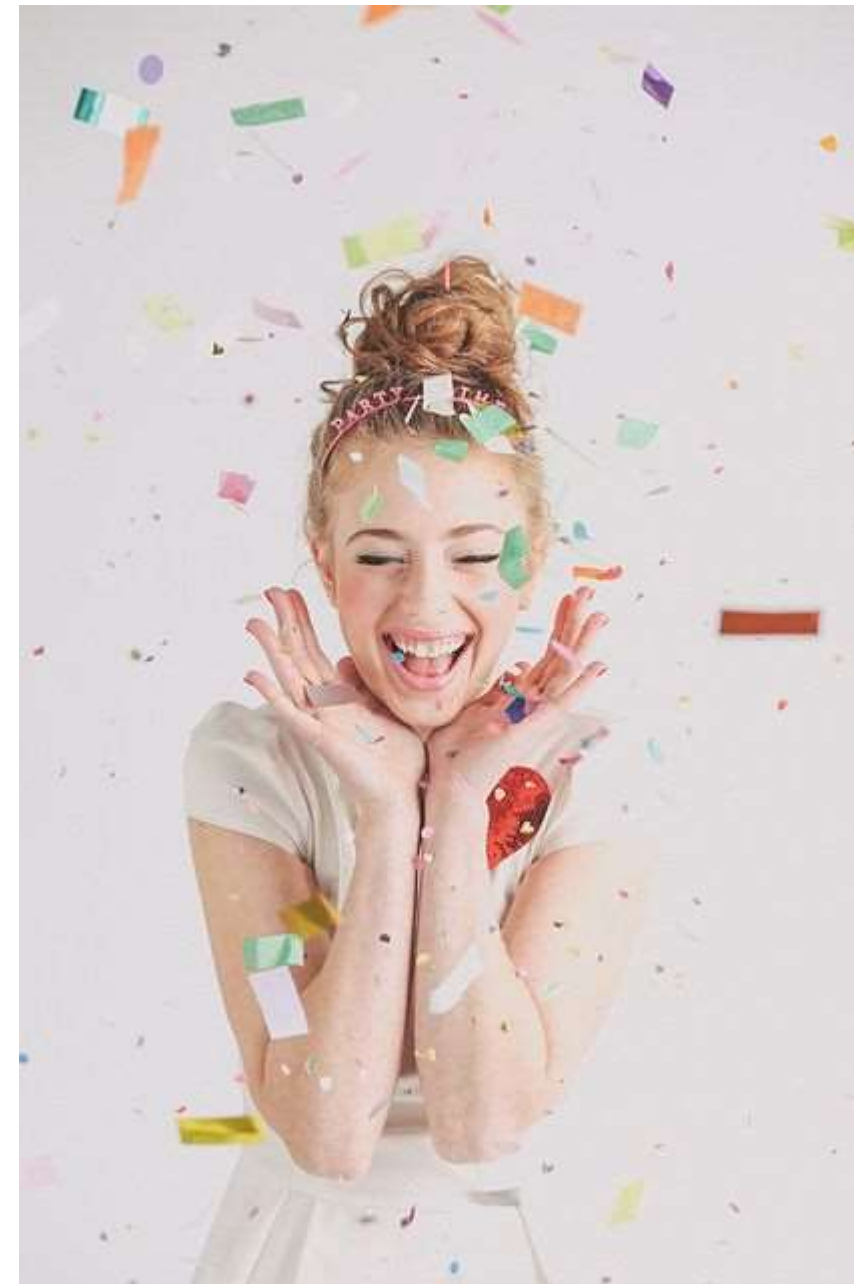
- A quick fix to your health
- Light and fluffy around topics of health.
- Doctors or specialists in health. We are here to share what we learned through our healing journey and the knowledge we continue to learn.

LIVE YOUR BRAND

— PHOTO DON'TS

Avoid very professional headshots. Your headshots should be more relaxed with the background/setting and powerful through your body language and clothing. Remember to bring balance of softness and boldness.

Avoid playful and youthful shoots and props. Think professional but inviting. Not playful and silly.



LIVE YOUR BRAND — PHOTO DO'S

Your “Power shots” should be looking straight at the camera. To bring balance to the power shot, your body language should be posed in non threatening posture. (crossed legs, hand on hip, open and welcoming body language)

Action shots- Photos of you in action are a key for your brand. Whether it be in the kitchen, out eating with friends, working on the computer or relaxing and reading a book with the hubby. To keep these action shots “bold” we will focus on the props and settings for the photo. You will bring the softness while the setting for the photo will bring the “winter boldness”.

Always focus on balance in your photos. What is the “softness” and what is the “boldness” in any photo you post.





Questions?

Jacquee@designsbyjacquee.com