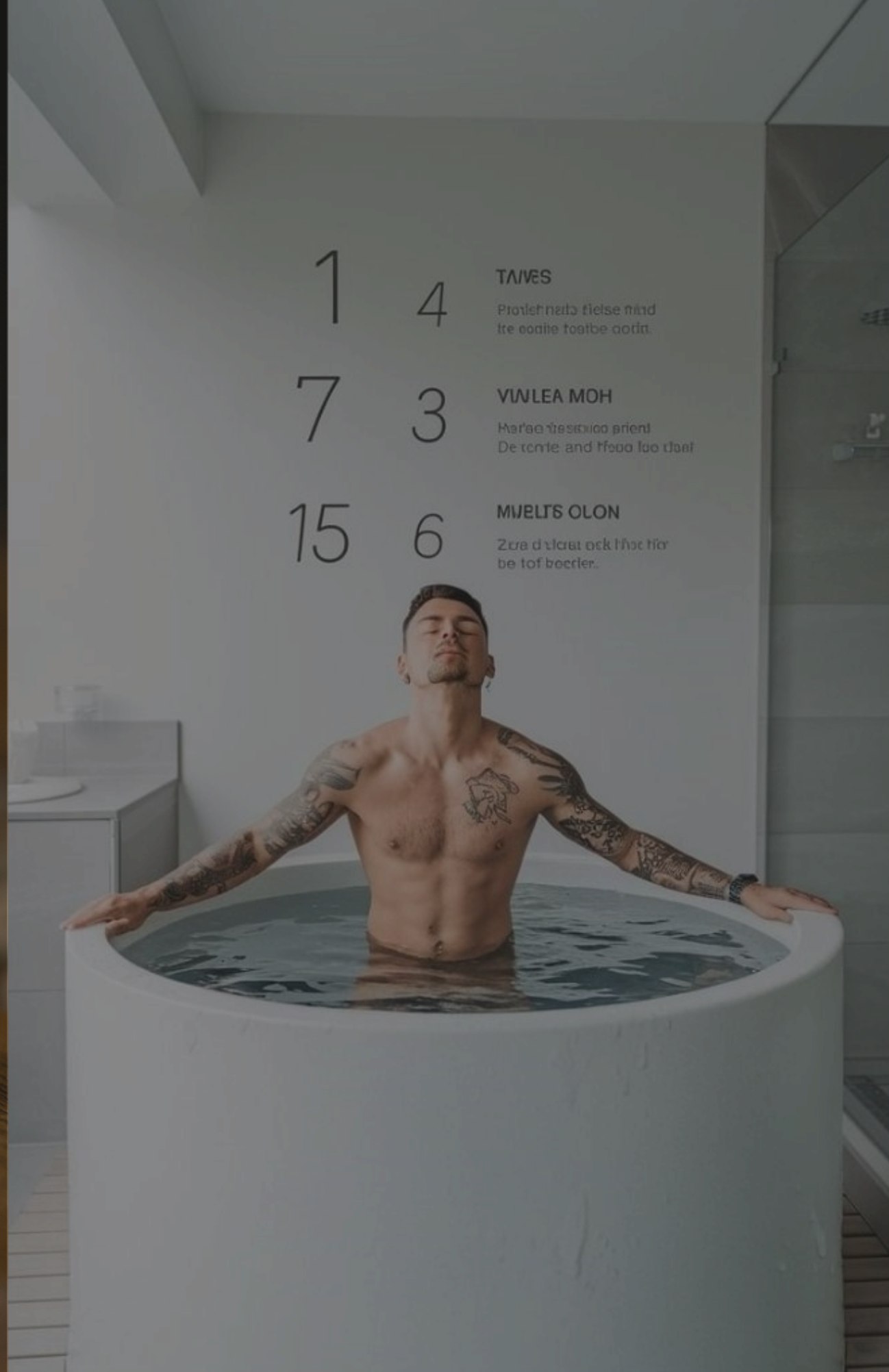




FOUNDATIONAL
WELLNESS & RECOVERY



1	4	TAI'ES
		Prolehnika tiele nind tre eadile toatbe aotia.
7	3	VIVLEA MOH
		Har'eo tiestioa ariet De tonte and f'eoio loo d'ant
15	6	MWELT'S OLON
		Zera d'leat ock l'hoz h'or be tof beedler.



BRAND STYLE GUIDE

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logo

color

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logos

Using a logo correctly is an essential aspect of branding. A logo is a visual representation of a company, and it should be used consistently to ensure that it is easily recognizable and memorable. To ensure correct logo usage, it's crucial to use the correct colors and fonts, as well as the appropriate size and placement. A logo should be used in all marketing and advertising materials, including websites, social media, business cards, and promotional items, to create a cohesive and professional brand identity.

primary



secondary



emblems



logo



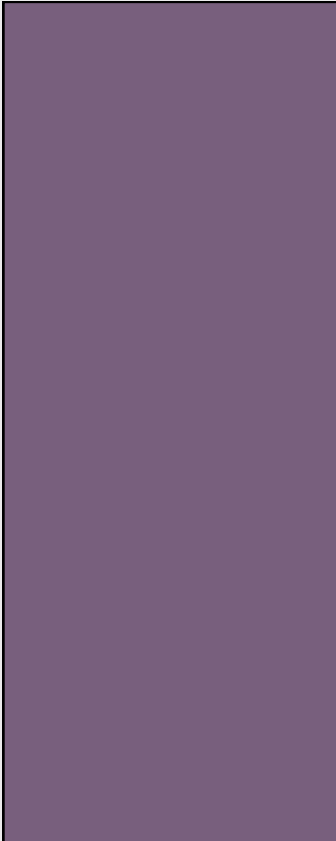
FOUNDATIONAL
WELLNESS & RECOVERY

color

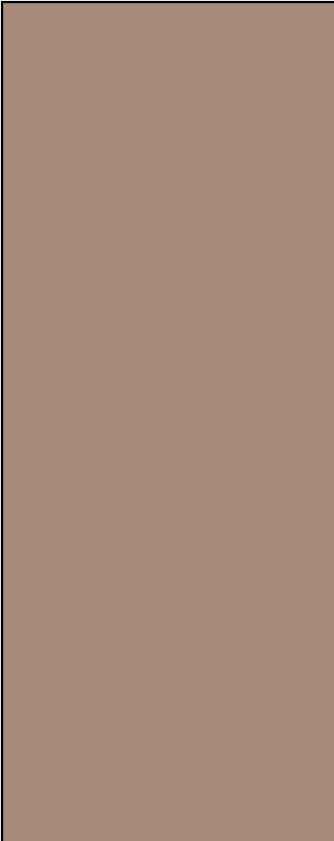
slate
#2D2C2A



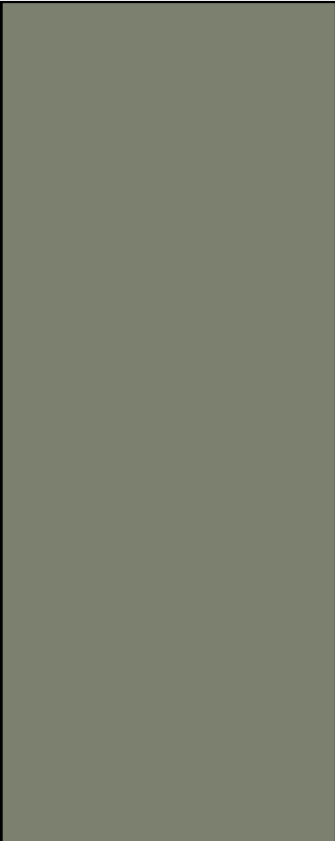
plum
#785F7D



clay
#A88C79



moss
#7C806F



stone
#C7C2BC



oat
#EBEBEB



Montserrat

Typography refers to the art and technique of arranging type in order to make written language legible, readable, and appealing when displayed. This includes everything from the font choice and size to the spacing between letters, words, and lines.

A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Balgin

Typography refers to the art and technique of arranging type in order to make written language legible, readable, and appealing when displayed. This includes everything from the font choice and size to the spacing between letters, words, and lines.

A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

fonts

Tenor Sans

Typography refers to the art and technique of arranging type in order to make written language legible, readable, and appealing when displayed. This includes everything from the font choice and size to the spacing between letters, words, and lines.

A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9



BRAND VOICE

Personality

Your brand personality is defined by a deep sense of compassion and respect, ensuring everyone feels genuinely cared for. You embody service and humility, always prioritizing the well-being of your team and clients, even connecting them to external resources when it's in their best interest. Operating with unwavering integrity and ethics, you commit to transparency and reliability, always acting in your clients' best interest. You are dedicated to growth and improvement, constantly adapting and learning to achieve better results. Ultimately, your brand is mission-driven, viewing your health and wellness services as a profound opportunity to empower individuals towards lasting well-being and fulfilling lives, a purpose you extend into your community partnerships.

Compassion & Respect

We treat every individual with inherent worth and dignity, mirroring the unconditional love and acceptance we are called to show, regardless of their background, beliefs, or circumstances.

Integrity & Ethics

Guided by a higher standard, we remain steadfast in doing what is right, even when faced with difficult choices. We are transparent in our communication, reliable in our commitments, and consistent in our actions, never compromising client or staff trust and safety.

Values

Service & Humility

We prioritize our team's well-being, knowing true leadership is service. Our humble mindset puts others' needs first, enabling us to effectively serve our community.

Growth & Improvement

We commit to continuous personal and collective growth by supporting each other and adapting. We acknowledge mistakes, learn from them, and improve. We embrace challenges, adapt to new information, and never settle.

Mission-Driven Work

Our health and wellness services empower individuals to achieve lasting health and live fulfilling lives, providing foundational solutions as a ministry.



BRAND STORY

Archetype

Foundational Wellness + Recovery embodies the **Sage Caregiver** archetype. This means the brand acts as a compassionate guide and a trusted source of wisdom. It doesn't just treat symptoms but listens intently to unique stories, combining deep knowledge with genuine care to uncover root causes.

The Sage Caregiver empowers clients with intelligent, evidence-based insights, exploring creative, non-traditional solutions that align with a desire for a holistic, sustainable lifestyle. This archetype is built on core values such as Compassion & Respect, Service & Humility, Integrity & Ethics, Growth & Improvement, and Mission-Driven Work, ensuring every interaction is transparent, reliable, and supportive.



Deep Listening & Holistic Assessment

Truly hearing the client's unique story and identifying root causes with Compassion & Respect.

Creative & Evidence-Based Solutions

Providing intelligent, transparent, and actionable solutions with Integrity & Ethics.

Nurturing & Sustainable Support

Offering consistent, empowering support throughout the journey with Service & Humility.

online

Pillar 1: Feeling Heard & Understood (Attract)

Focus: Address the client's pain point of feeling unheard by traditional healthcare.

Goal: Attract new audiences by validating frustrations and offering hope. Position Foundational Wellness + Recovery as a place where clients are truly listened to.

Themes: Unheard in healthcare, validating frustration, importance of a listening provider, signs of inadequate care, introducing different healthcare interactions.

Content Examples: Relatable Reels/short videos of frustrating healthcare scenarios, graphics with quotes on being heard, LinkedIn posts on feeling unheard's impact on well-being.

Pillar 2: Creative & Holistic Solutions (Nurture)

Focus: Educate on Foundational Wellness + Recovery's evidence-based, holistic solutions, establishing expertise as the Sage Caregiver.

Goal: Nurture followers with valuable insights and demonstrate effectiveness beyond traditional methods.

Themes: Root causes (fatigue, hormone imbalance, injuries), "whole person" approach, explaining holistic modalities/testing, debunking myths, evidence for non-traditional methods, empowering clients with knowledge.

Content Examples: Carousels on Foundational Wellness plan, blog posts on specific solutions, Pinterest infographics, "Sage Says" segments.



online

Pillar 3: Reclaiming Vitality & Living Fully (Sell)

Focus: Showcase the transformative results and ultimate success clients achieve with Foundational Wellness + Recovery, connecting services directly to their goals of abundant energy and a full life.

Goal: Prepare the audience for purchase by outlining value and benefits, addressing objections, and prompting action.

Themes: Client success, abundant energy, living full potential, enjoying active pursuits, sustainable well-being, Foundational Wellness + Recovery experience, addressing fears about non-traditional methods/cost.

Content Examples: Instagram/Facebook Stories with client testimonials/behind-the-scenes, live Q&A, direct posts on service packages/benefits, clear calls to action to book consultations/learn more.

Pillar 4: Values-Driven Care (Integrate Across All Pillars)

Focus: Weave Foundational Wellness + Recovery's core values (Compassion & Respect, Service & Humility, Integrity & Ethics, Growth & Improvement, Mission-Driven Work) into all content.

Goal: Build a strong brand identity and connect with a value-aligned audience.

Themes: Genuine care, transparency, ethical practices, continuous learning, client improvement, mission communication, and aligning with ideal client values (holistic, sustainable, active lifestyle).

Content Examples: Explicitly mentioning values, showcasing team passion, using compassionate language, and highlighting the mission.



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imagery



CLIENT AVATAR



Gender	Male or Female
Age	25-45
Location	Local to the greater Spokane, WA area
Occupation	Working Professional
Education Level	High School Grad+
Kids	Varies
Annual income	\$75k+

Life

Imagine someone navigating the daily hustle of work, managing kids, and keeping up with household duties. They are driven individuals, but beneath the surface, they struggle with a persistent lack of energy and motivation. This isn't just about feeling tired; it impacts their ability to perform tasks to their desired standard and leaves them with no reserve for fun, hobbies, or truly enjoying their family time. They might have a nagging injury that hasn't fully recovered, or a hormone imbalance that contributes to their fatigue and apathy. They often feel like "something is wrong," but traditional healthcare has left them feeling unheard and without clear answers or creative solutions. They fear being trapped in a system that doesn't truly listen or offer the comprehensive, holistic approach they desire. Their dream is to break free from these limitations, to have boundless energy and drive, and to live a life where they can fully embrace their potential, spend quality time outdoors, and engage in all the active pursuits they love.

Pains & Fears

Despite managing daily responsibilities, they struggle with persistent fatigue, apathy, or lingering injuries. They feel unheard and dismissed by the traditional healthcare system, often lacking clear answers or creative solutions for their health concerns. Their greatest fears include being trapped in a cycle of frustration, missing out on precious family moments, and not reclaiming the vitality needed to live their most fulfilling life.

Goals & Values

Their primary goals are to regain abundant energy, live to their fullest potential, and find lasting solutions to their health concerns through a comprehensive, holistic approach. They deeply value family, an active outdoor lifestyle, and quality care rooted in trust, integrity, and sustainability, while being open to non-traditional methods.

CLIENT AVATAR



Gender	Male or Female
Age	25-45
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Info sources

- Social media (Instagram, Facebook, possibly TikTok, LinkedIn for business)
- Podcasts
- Naturopathic/Functional Medicine Providers

Key marketing language

Pain & Fear: "Tired of feeling unheard, helpless in healthcare, or seeking answers for nagging fatigue, unexplained symptoms, or low energy? Do you feel 'something is wrong' but lack clear answers, frustrated by band-aid solutions?"

Solutions & Desires: "Unlock abundant energy and reclaim your drive with a comprehensive, 'whole person' approach. Discover creative, non-traditional solutions for lasting vitality. Live to your fullest potential, free from limitations. We are a dedicated partner who truly hears you, offering clear, actionable wisdom, personalized strategies, and a new path to vitality, guided by heart and expertise. Beyond conventional methods, we offer comprehensive, holistic, sustainable care."

Values: "Rooted in compassion, respect, integrity, and ethics. Committed to your lasting health and a mission-driven path to your most fulfilling life."

CLIENT AVATAR



Gender	Male or Female
Age	25-45
Location	Local to the greater Spokane, WA area
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The hero, a dedicated individual managing daily responsibilities, struggles with persistent exhaustion, impacting their ability to live life to its fullest. They feel unheard by a fragmented healthcare system that offers no clear answers for their fatigue, apathy, or lingering injuries, fearing they'll remain trapped in this cycle, missing out on precious family moments.

Foundational Wellness + Recovery steps in as their guide, offering a compassionate and expert approach. They listen deeply to understand the root causes of the hero's challenges, then provide creative, evidence-based solutions beyond traditional methods. Throughout the journey, they offer nurturing support, ensuring the hero never feels alone.

The call to action is to contact Foundational Wellness + Recovery to break free from limitations and achieve lasting well-being. Without this intervention, the hero risks remaining stuck in an unhelpful system, continuing to lack energy and miss out on life. The success story sees the hero achieving abundant energy, living to their fullest potential, feeling heard and in control of their health, and enjoying an active life with family, all through sustainable well-being.



FOUNDATIONAL

WELLNESS & RECOVERY

At Foundational Wellness & Recovery, we empower individuals to achieve lasting health and fulfilling lives. Rooted in compassion and respect, we ensure everyone feels genuinely cared for. We operate with service and humility, prioritizing your well-being and connecting you with the best solutions. Our commitment to integrity and ethics means transparency, reliability, and decisions purely in your best interest. Dedicated to continuous growth and improvement, we adapt and learn to provide effective care. Ultimately, we are a mission-driven organization, viewing our health and wellness services as an opportunity to profoundly impact your life and contribute positively to our community.