

SHIFT

FUNCTIONAL MEDICINE

Brand Manual

BRAND MANUAL

CONTENTS

This “Brand Manual” document explores the message, visuals and expression of “Shift Functional Medicine”.

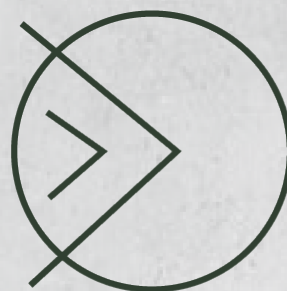
MANUAL SECTIONS

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

Brand Inspiration

In your Brand Inspiration we wanted to capture the modern and moodiness feeling of the brand. One that resembles a balance between boldness and softness.





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Brand Message

BRAND MESSAGE

Position —

CORE IDEA

Creating a movement where clients can be heard, empowered, and transformed to a different way of living. Creating a Paradigm Shift.

OUR GOAL

Is to create a delightful experience, at a time when people often feel frustrated, unheard, and rushed out the door. And to offer an entirely different experience of feeling heard, empowered, and full of hope after a visit.

HOW ARE WE DIFFERENT

We connect with patients in a way that takes away shame, and frees them to believe their health issue or struggle is not all their fault... feeling energetic and great is possible, it just takes a little detective work, together, to find the right unique formula for their specific bio-individuality to thrive.

WHAT WE DELIVER

A complete paradigm shift from "just getting by" to being stoked on day to day life and feeling fantastic and energetic about it.

— Personality

PERSONALITY ATTRIBUTES

Shift believes in shifting peoples reality. One that creates a complete paradigm shift from "just getting by" to being stoked on day to day life and feeling fantastic and energetic about it.

Shift Funcional Medicine is:

- Competent
- Cutting-edge
- Healing
- Informative
- Liberating
- Dependable
- Intuitive

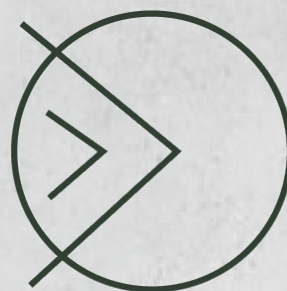
When speaking to your audience remember you are the educator and the empowered voice. You are here to empower and educate. When speaking to your audience empower them to start the shift to improve their lives for the better.

BRAND MESSAGE

Point of View —

You deserve answers and a plan
to build health... not pop more
pills

It's time for a paradigm shift.
No more "just getting by".
Your healthiest self is within
your grasp.

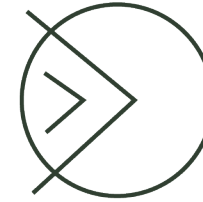


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Design + Visuals

MAIN LOGO



DESIGN + VISUALS

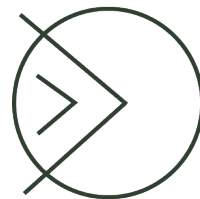
Brand Logos —

Your Brand Logo has a professional
minimalistic and minimalist feel to it. The icon
was created to resemble the forward shift your
clients will feel when working with you.

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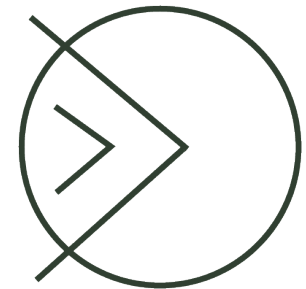
ALTERNATIVE LOGO



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SUBMARK



DESIGN + VISUALS

— Brand Colors

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



DESIGN + VISUALS

Brand Textures

Your brand textures are a concrete, slate and marble.
These natural textures bring a modern yet bold feel
to the brand.



Cormorant Garamond

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

Josefine Sans Light

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

Northwell

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.

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

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

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

Typography in action

Heading one

Font: Cormorant Garamond

Size: 35-45 pt

Letter Spacing: 7%

Notes: n/a

Alt headings

Font: Northwell

Size: 45-50 pt

Letter Spacing: 0%

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

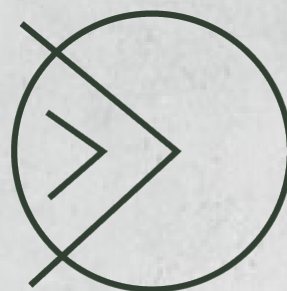
Body Font

Font: Josefine Sans

Size: 15-18 pt

Letter Spacing: 0-2%

Notes: n/a



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Words + Content

BRAND COMMUNICATION

Tone of Voice —

Content from Shift Functional Medicine should be clear, compelling, emotionally supportive, and packed with “educational” advice. Impact your audience by showing you want to empower and excite them about their health journey.

Keep in mind to disrupt their every day lives by talking about their small shifts they can make within their health journey.

You'll sound:

- Empowering not Pessimistic
- Understanding not passive
- Clear not confusing
- Compassionate not cold.

BRAND COMMUNICATION

— Story Prompts

LOW TO HIGH

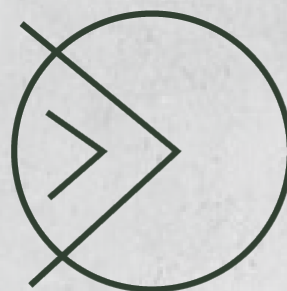
When explaining the origin of your brand, be sure to highlight the stories of those you have helped. Share how you personally cleared your blocks, worked through your struggles around health and over came it all.

WHY STORY

Your why story is the personal experience you went through your health journey and anyone close to you.

HUMAN INTEREST

Be an embodiment of what your community can achieve. That they too can get to where you are. Bring in stories from the your health journey to help empower them.



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Live Your Brand

LIVE YOUR BRAND

Action Steps —

Facebook

Create an online Facebook community. Invite the women into your group. This way they can stay connected virtually and empower one another while bringing a sense of community and new level of support.

Local Community

Hold local events. Get your community active and present with one another. Group workout sessions, cooking classes, educational seminars in your local health food stores and coordinate group hiking trips. This will be a way to bring together a similar minds within your local community.

Instagram

Be active on IG and really impact your following there by showing your daily life and the tips and tools you use in living an health and empowered life.

LIVE YOUR BRAND

Brand Guidance

Your Reminders

- Make sure you are always providing a safe space for others to connect. In all of your posts make sure you offering space for people to reply. Ask questions.
- Engage with your audience. Make sure you are using social platforms as a way to remain social. Reply to comments. Reach out to other people in their IG accounts and always remember to be genuine and encouraging. And remember you are the “cutting-edge” educator.

BRAND COMMUNICATION

Visual Content

PHOTOGRAPHS

Photographs should be reflecting an modern minimalist space of healing and community.

Photos should have some sort of human element. Whether that be a person journaling 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 calming and peaceful feel. Include photos of you smiling and interacting with another to bring a softer and more welcoming feel to the photos. - do not cross your arms (too powerful)

Try to keep most of the photos of you being an “in action shot” of you and your community meditating, journaling, talking, hugging, doing yoga, etc.

EXAMPLES OF PHOTOS TO TAKE!

