

Branding, Design & Marketing Services



PROGRAM NAME, TAGLINE, GOALS & OBJECTIVES DEVELOPMENT: Includes brainstorming and developing a list of possible wellness program names and taglines based on your organization's mission and vision, as well as crafting a list of customized goals and objectives that we will finalize together.

LOGO DESIGN: Custom logo design that includes 4-6 logos to choose from, one final color jpeg logo and one black and white jpeg logo will then be supplied to you. Logo design can also be a service for your special wellness event, challenge, health fair, blood drive, sports leagues, etc.

BRAND IDENTITY PACKAGE: Includes program name, tagline, goals & objectives development as well as logo design (everything listed in the above two packages), plus typography development (identifying of 2 - 3 fonts for your brand standards) and color palette development (both primary and complementary accent colors for your brand standards).

BRANDED POWERPOINT TEMPLATE: Includes design of introduction slide and 2 - 3 master slides.

BRANDED FLYER TEMPLATES: Design of one horizontal 8.5" x 11" and vertical 8.5" x 11" template. Templates can be created in Adobe InDesign or MS Publisher.

HEADLINE BANNER FOR E-BLASTS: E-blasts are an easy way to communicate monthly wellness happening, special events, wellness challenges and more! Includes the custom design of one final jpeg and png version of the banner. You may want a specific e-blast banner for a special event or challenge, or a more general banner for your wellness program.

WEBSITE FOR WELLNESS PROGRAM: Includes full responsive website design, stock images, purchasing the domain name (if needed) and setting up hosting. You supply all copy, but we can edit it for clarity and excitement.

WELLNESS PROGRAM GUIDE: Design and layout of longer publications that are generally 2 - 4 pages that outlines annual wellness program, timeframe/deadlines, who is eligible to participate, prizes, how to get started, how participants log into their wellness portal (if applicable), etc. You supply the copy, but we can edit it for clarity and excitement. A final PDF version will be supplied to you.

POSTCARD DESIGN: Designing (and printing if needed) of a 6 x 4, 7 x 5 or 11 x 16 double-sided postcard that can be mailed or simply distributed. A final PDF version can be supplied to you. You supply the copy, but we can edit it for clarity and excitement.

SOCIAL MEDIA IMAGES & COPY: Designing images / copy for social media including LinkedIn, Facebook & Twitter that increase your click rate.

COPY WRITING: Writing for wellness program materials for web or print (without design).

