

BRANDING PROJECT: Covellite Holistics



OVERVIEW

Covellite Holistics offers a host of holistic resources—including massage therapy—to help clients manage the effects of pain and stress, so that they can live healthier, happier lives.

GRAPHIC ELEMENTS



Design Strategy

The design strategy focused on the healing and energy properties of the mineral covellite, which is at the heart of Covellite Holistics' branding philosophy.



Logo Mark Elements

Hands are used to represent massage, of course, but also caring, compassion and connection. The illustrative style is not literal, so that the hands can be perceived as soft and nurturing; the conduit for releasing energy and providing renewal. However, the illustrative style is also solid, to show strength and seriousness. This is balanced with a soft golden glow, as well as a cast shadow under the hands that provides dimension and a feeling of lightness.



Spiral brush strokes are used to create a 'ball of energy' that is lifting out of—and being released from—the hands. This figuratively illustrates the result of a Covellite Holistics massage and other therapeutic offerings.



Color Palette

The palette was chosen based on the core colors found naturally in covellite: indigo blue and gold.

Covellite
Holistics

Typography

The client specified the typeface Papyrus. Concerned that it may be widely used in competitive businesses, subsequent research disproved this, as shown below:

COMPETITOR LOGOS



Massage for
Energy & Renewal

Tagline

The tagline was created based on the criteria that it incorporate the word 'massage' and to state the purpose and benefit of a Covellite Holistics experience.

THE LOGO

We created two variations to address various marketing and design needs. It is sometimes necessary—and always a good idea—to create at least two logo versions with both horizontal and vertical footprints. This provides the flexibility for any type of size requirements, particularly with advertising, promotional items and signage. The tagline was shortened to three benefit points.

VERTICAL FORMAT



HORIZONTAL FORMAT



MARKETING MATERIALS

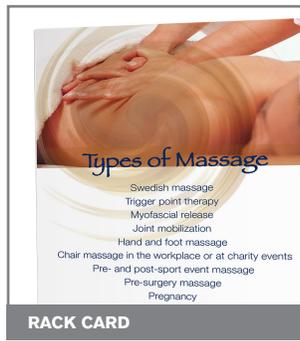
Careful attention to, and control of, design elements creates a unified look, which over time contributes to creating a strong visual brand. To see full images, visit printgraphics.biz/covellitebranding2.html and click on the thumbnails.



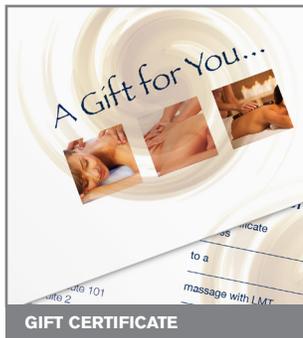
BUSINESS CARD



APPOINTMENT CARD



RACK CARD



GIFT CERTIFICATE



EVENT BANNER

For questions or comments about this project, please email dee@pgi.us