

BLUE ROOM

WELLNESS SPA



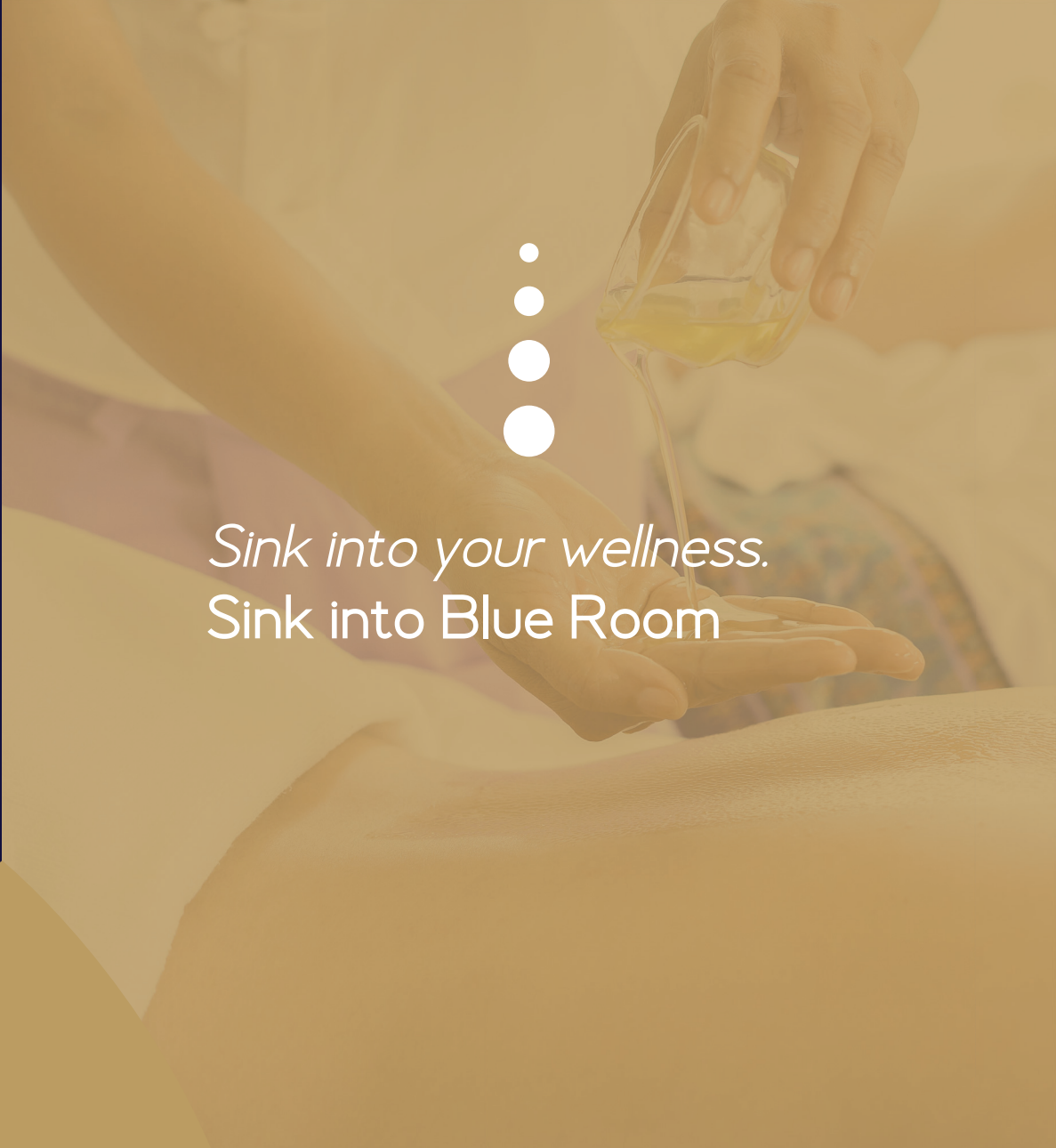
BRAND IDENTITY
01/01/2022



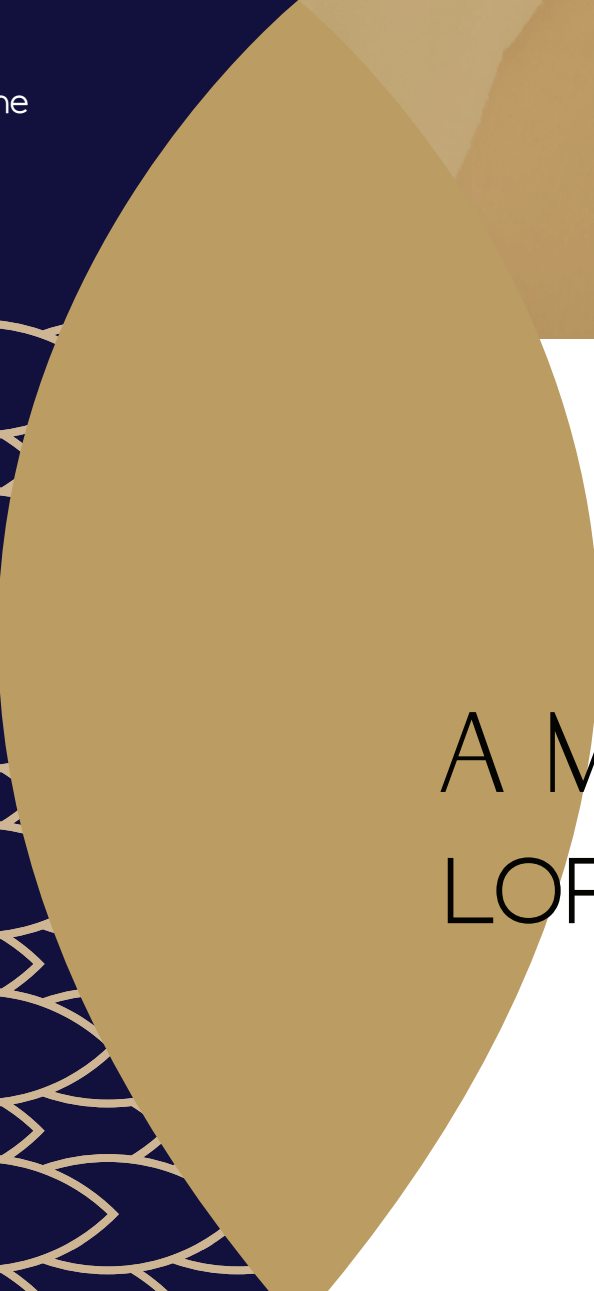
Immerse yourself in a cool, velvety world between wakefulness and rest where touch and breath synchronize...

Feel the magic of healing hands and the power of earthy botanicals as they work to relax and beautify...

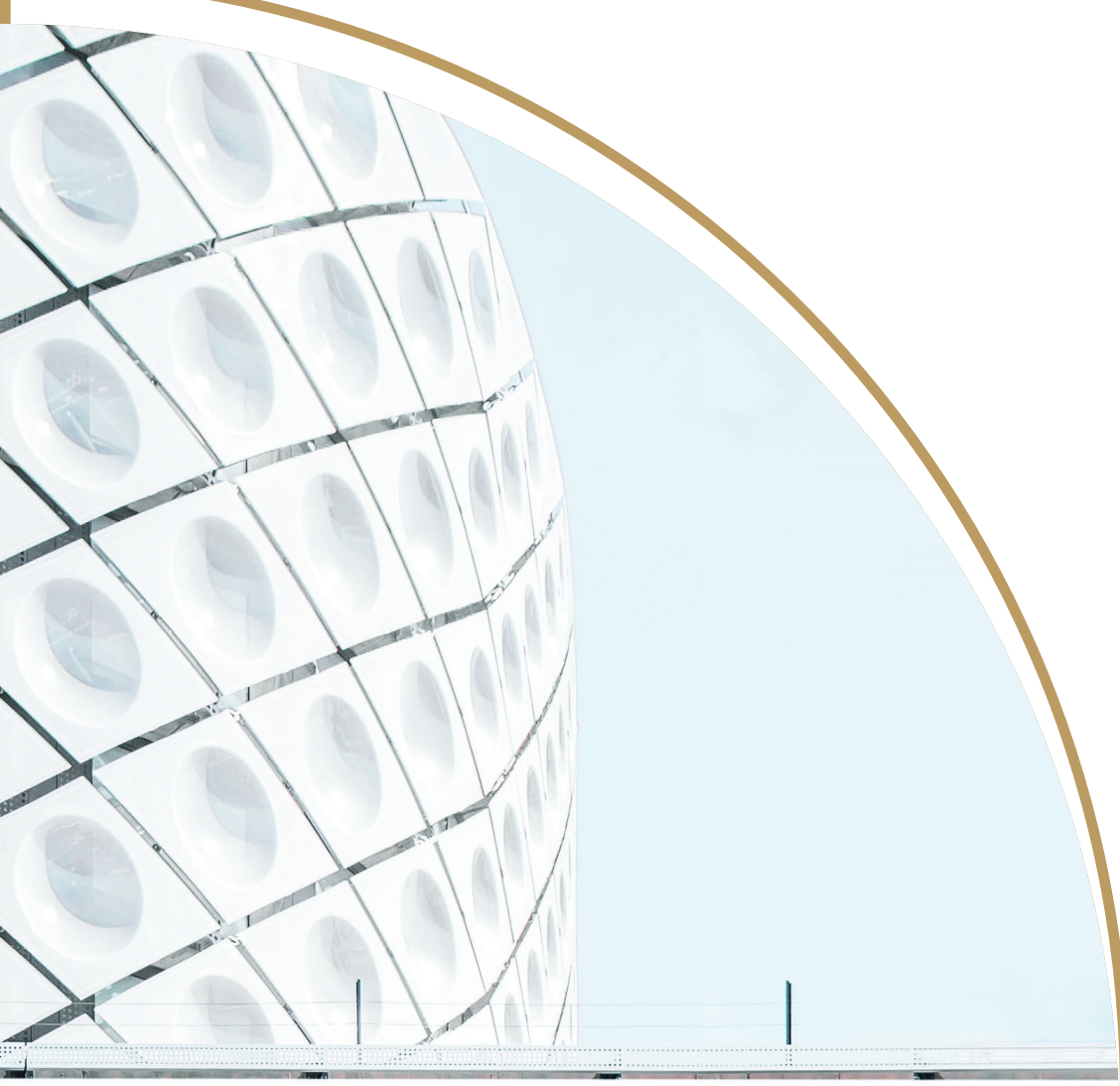
Capture the quiet peace of an indigo twilight before the last golden rays of the sun slip beneath calm ocean waters...

A large, warm-toned photograph occupies the right half of the image. It shows a close-up of a hand pouring a golden oil from a small glass bottle onto a person's back. The person's skin is smooth and tanned. The background is softly blurred, showing what appears to be a patterned towel or blanket. To the left of the hand, there are four white circles of increasing size, arranged vertically.

Sink into your wellness.
Sink into Blue Room

A large, light brown circular graphic element is positioned in the lower center of the image, overlapping the dark blue background and the white background. It has a soft, organic shape, resembling a large drop or a stylized leaf.

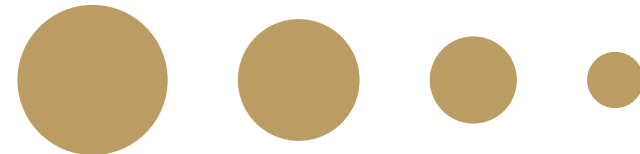
A M A R Y L L I S
L O R E N Z A



BLUE ROOM
WELLNESS SPA



BLUE ROOM
WELLNESS SPA



BLUE ROOM
WELLNESS SPA

EXHALE OUT...

In the frantic rush of the day, in the moments when traffic slows to a crawl, in a world where you must be "on" all the time, I know you have been holding your breath. It is time to let that go.

Blue Room Wellness Spa is where meditation meets massage and the relief of a cleansing exhale is one beauty treatment away.



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BRAND STATEMENT

Our brand statement, also called our brand definition, shrinks all our thoughts about our business mission, values, promise, and character into a concise statement.



Immerse yourself in a cool, velvety world between wakefulness
and rest where touch and breath synchronize...

Feel the magic of healing hands and the power of earthy botanicals
as they work to relax and beautify...

Capture the quiet peace of an indigo twilight
before the last golden rays of the sun slip beneath calm ocean waters...

Sink into your wellness.
Sink into Blue Room Wellness Spa.

Deep breath in...

When you step into the understated elegance of my space, shed the tension and stress of the outside world and trade it for the quiet rhythm of your own heartbeat. Enjoy the release only a head-to-toe facial can create and the warm, lasting glow of healthy skin that is the result. Draw into your body the comforting scent of essential oils that complement clinical skincare, relieve stress, and bring balance to your mind, body, and soul.

Exhale out...

In the frantic rush of the day, in the moments when traffic slows to a crawl, in a world where you must be "on" all the time, I know you have been holding your breath. It is time to let that go. Blue Room Wellness Spa is where meditation meets massage and the relief of a cleansing exhale is one beauty treatment away.

Time spent in my spa is the ultimate in approachable luxury. I begin with an expert consultation to understand your lifestyle, skincare goals, home program, and then describe the journey we will take to make your skin its best. Once we have a plan, you can choose from 30, 60, and 90-minute facials that don't just care for your face but account for your whole body and mental wellness. I use Birchwood Botanicals, a team and brand of local skincare products that I know personally, trust, and use myself.

Repeat...

Wherever you are at this moment I want you to think about the reasons you are searching for the services offered by Blue Room Wellness Spa. Perhaps in your mind, you were just looking for a facial appointment. Maybe you are looking for an experience that you can trust and enjoy on a regular basis. Either way, I would like you to consider that there is likely a simpler and greater purpose for your search.

What is it? Simply stated, you want to feel good. Cared for. Healed and wholly yourself. You want the best for your body so that the stresses of life are not chronicled on your skin.

But... a little voice keeps asking... what about the inside?

My friend, it is time to listen to that little voice. To truly feel the lasting benefits of a spa service, I believe your inner self must be aligned with the outer one. At Blue Room Wellness Spa, I offer breathwork and meditation in tandem with your esthetic services. Ancient breathwork and meditation techniques have been validated by modern medicine as providing health benefits, including alkalizing your blood pH, reducing inflammation in the body, helping with sleep, managing stress, and elevating your mood.

Just Breathe.

A little skeptical? It can feel uncertain to trust a new process, but I invite you to do a quick exercise with me. Once we share these few minutes, I promise you will have experienced just a small part of what makes Blue Room Wellness Spa utterly unique among spa experiences. More than you expected... but exactly what you need.

Ready? Let's do some breathwork.

Put a hand on your abdomen and notice your breathing. How are you feeling today? Take stock of your feelings. Notice if you are breathing shallowly. Feel the points of tension in your muscles. Now, let's find your balance. First, take a deep breath, as deep as you can, and let it out very slowly. Feel how the air in your lungs seems to fill up your whole body, every inch. Next, breathe in for four even beats, hold your breath for seven even beats, and then exhale for eight beats. Use all your breath during those counts. Now close your eyes and repeat this exercise five times.



1...2...3...4...5...

Take inventory of your feelings again. What is different than just a few minutes ago? Chances are, the patterned breathing calmed your mind, allowed you to sink more deeply into your body, and helped you step away from your worries. Breathwork and meditation techniques like this supplement the skincare and massage services I provide, making you ready to face the world in all respects. How would a 90-minute session in our safe, serene environment improve your life? I look forward to helping you discover the answer when you step through the doors.



Academy...

A well-known gentleman by the name of William Shakespeare once said, "The meaning of life is to find your gift. The purpose of life is to give it away."

I have been so blessed to find my gift and to be able to share it with others through the Blue Room Wellness Spa Academy. I am passionate about supporting the passion of others. Our students represent all genders and age groups. Those enrolled here will employ their hands and hearts to learn the art and science of skincare and deepen their practice of meditation and breathwork.

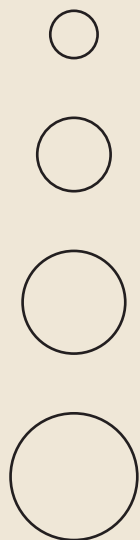


The Academy offers online learning modules and 1:1 coaching packages with different tiers of support so that you can grow your knowledge and esthetic practice affordably and confidently.

Your gift and your purpose are waiting for you just inside the Blue Room... I offer you my most heartfelt welcome!

CORE VALUES

Core values are the fundamental beliefs of our company. These guiding principles dictate behavior and can help people understand the difference between right and wrong.





Welcoming.

Every person with every skin type is a cherished guest in my spa. Each person is valued, accepted, and treated with respect.



Nurturing.

My clients return to Blue Room Wellness Spa and recommend it to others because they know that here they can truly relax, feel the care of healing hands, and sink into their wellness.



Approachable Luxury.

I believe that luxury services delivered in an upscale environment should be available to all. The services and prices at the Blue Room are designed and delivered with that goal in mind.



Education.

Whether clients or students, I share knowledge about my practice and the benefits of my services with verifiable expertise and an open heart.



Balance.

I believe deeply that touch and breathwork have healing properties. It is my experience that when offered together, these offer a soul-deep balance of body and mind that clients cannot experience at other spas.

PERSONALITY SPECTRUM

Our Personality Spectrum represents how our organization perceives, interprets, assesses, evaluates and responds to existing and possible threats and opportunities in business.





At Blue Room Wellness Spa, my clients step into an exclusive experience of high-end luxury skincare and nurturing, careful expertise. The Blue Room reinvents the esthetic spa experience with touch, quality skincare products, and the meditative arts.

My practice elevates the esthetics industry by offering clinical instruction to all who want to learn this transformative profession while delivering approachable luxury with the same synergy of touch and breath. I value the broad spectrum of people and relationships who are clients and students here.

BRAND LANGUAGE

Brand language is the body of words, phrases, and terms an organization uses to describe its purpose or in reference to its products.

Brand language is used in marketing to help consumers connect specific words or ideas to specific companies or products.





The language of Blue Room Wellness Spa evokes the height of affluent indulgence with an emphasis on wellness and healing.

We use these phrases when describing the business to others and answer the questions, "What is Blue Room Wellness Spa?" and "What do we do?" Blue Room Wellness Spa is approachable luxury for all people.

We offer a unique combination of healing hands and breathwork to allow you to relax completely and sink into your wellness."

- Approachable luxury
- Sink into your Wellness
- Breathwork
- Healing Hands



BRAND PERSONAS

Brand Personas (sometimes referred to as a client avatar or customer profile) is a representation of our ideal customer—the type of person that will likely want to purchase our services or products.





Laurie Poole

"Looking beautiful on the outside, is just as important as beauty from within"

Demographics:

Gender: Female
Age: 19
Race: White
Salary: ~\$20,000
Geographics: Bellingham, Washington

Laurie is a sophomore at Western Washington University in Bellingham, where she studies communication and is a WWU hip-hop dance team member. Growing up, Laurie and her mother would regularly get their brows and other spa services done together. Those childhood memories instilled a passion for self-care and wellness, which became the core foundation of her Instagram influencer career. Laurie has started a career as a health and wellness influencer, where she provides advice, tips, and tricks to her followers. Her friends and followers see her as an advice-giver, and someone to emulate and trust.

Background:

- Single with no children
- College student
- Makes money through affiliate links

Indicators:

- Passionate about the beauty and skincare industry
- She cares about her appearances
- She has a monthly income from her affiliates

Goals, Desires, and Aspirations:

- She always wants to look good in public
- She wants to be in the know about the latest trends in beauty and fashion
- She wants to feel accepted by her peers and followers and believes looking good is apart of that

Challenges, Fears, Pain Points, and Frustrations:

- Between school and extracurricular activities – it can be tough to make it to the spa during hours of operation
- She does not have enough money to try additional services or purchase skincare items regularly
- She knows she should not spend all her time/money at the spa

Product Needs:

A flexible schedule where she can come in whenever she has time to get her brows waxed.

How the Product/Services Helps Me:

Provide her with discounted youth waxing services and the ability to try other new services at a reduced rate.

How to Connect: (how we would likely reach them via marketing means)

- Website
- Referrals
- Instagram / Instagram Influencers



Delilah Hughes, J.D.

"My work is so high stress that the second I step into the spa environment, I immediately feel calm and relaxed."

Demographics:

Gender: Female
Age: 46
Race: White
Salary: \$365,000+
Geographics: North Everett, Washington

Born and raised in Chicago, Delilah moved to Everett after receiving a job offer at a small law firm. Over the years, she has worked her way up the corporate ladder and now holds the partner position. Unfortunately, the high-stress nature of her job has created extreme stress and anxiety. She first sought help within the medical field, but the results did not alleviate her symptoms. So now, she seeks alternative ways to relax and rejuvenate.

Background:

- Married with no children
- Lives in a high rise in downtown Everett
- Earned her Juris Doctor degree (JD) from the University of Chicago
- Is a partner at a law firm in Everett

Indicators:

- Extremely high-stress position and needs relaxation
- Has disposable income
- She is desperate to find an alternative solution to stress-relief

Goals, Desires, and Aspirations:

- She wants to feel more balanced and centered
- She needs a place to unwind, outside of the city and away from her current stressors
- She would love to find somewhere that supports and understands what she is going through

Challenges, Fears, Pain Points, and Frustrations:

- Afraid this may not help her relax, and it's just a lot of hocus pocus
- Prioritizing her health is outside of her comfort zone, she fears she won't make this a priority
- She is embarrassed to tell her peers about using meditation and breathwork or any holistic approaches

Product Needs:

She needs a service to help alleviate daily stressors, anxiety and unplug from her stressful city life and job pressures. With her busy schedule, she might be a great candidate for virtual zoom breathwork and meditation sessions

How the Product/Services Helps Me:

It will provide her with the much-needed calm and balance to her life so she can begin enjoying the pleasures of life without the clog of stress and anxiety. Learn to find balance

How to Connect: (how we would likely reach them via marketing means)

- Website
- Referrals
- Facebook Groups
- Instagram / Instagram Influencers



Eva Burbank

"The face is the first thing someone notices about you, and I want to make it shine!"

Demographics:

Gender: Female
Age: 31
Race: White
Salary: \$35,000
Geographics: Bellingham, Washington

Ever since she was young, Eva has always been interested in the beauty and wellness scene. After graduating from high school, she worked as a receptionist at a boutique salon and spa in Bellingham, Washington. She became increasingly interested in skincare as a service during her time there and applied to the Aveda Arts & Sciences Institute in Seattle. After her graduation, Eva went back to work as a receptionist but wants to transition away from the salon environment and move into skincare. While she learned all the skills she needed to graduate as an esthetician, she intends to niche into skincare and needs a place to learn new techniques and hone her skills.

Background:

- Single with two children; 4 years & 2 years
- High school diploma / Esthetician license for the state of Washington
- Works as a receptionist at a high-end salon

Indicators:

- Very passionate about the skincare industry
- Enjoys learning and wants to know more about skin techniques and products
- She already has connections and potential clients through her current salon position
- Completed some form of esthetician training/certification

Goals, Desires, and Aspirations:

- She wants to go out on her own and work as a skincare esthetician
- She intends to make more money in her profession
- She hopes to open her own skincare business

Challenges, Fears, Pain Points, and Frustrations:

- Doesn't have much time to take additional classwork
- Has only a little money to put into other certifications
- She often feels disconnected from her children since she is always at work

Product Needs:

An online or in-person educational opportunity to provide her with the most recent techniques and products in the skincare industry

How the Product/Services Helps Me:

Current classes and information about skincare products will go a long way with any future employers looking to hire a skincare esthetician. These skills will also be beneficial if she starts her own business one day

How to Connect: (how we would likely reach them via marketing means)

- Website
- Referrals
- Facebook Groups
- College job boards, when using hashtags, tag or hashtag local education outlets



Samantha Giannagli

"I want to give my clients the very best natural products and services that I can."

Demographics:

Gender: Female
Age: 61
Race: White
Salary: \$75,000
Geographics: Everett, Washington

Sam has lived in the Pacific Northwest her entire life and has been influenced by the nature that surrounds her. As a strong proponent of the natural and organic movement, Sam has woven her passion for organic products into her service lineup. As a long-term esthetician for over 30 years, Sam is looking for new organic products and techniques that she can offer her customers – the natural way.

Background:

- Married with two children; 30 years & 27 years
- Undergraduate from Seattle Pacific University / Current Esthetician license for the state of Washington
- Works as the lead esthetician for a Seattle Day Spa

Indicators:

- Is cemented within the industry and has staying-power
- Passion about trying new products and techniques
- Ready for a change and motivated to provide something "new" for her clients

Goals, Desires, and Aspirations:

- She wants to spice up her daily routine
- She needs to stay competitive within the market and learn new techniques/products
- She wants to build new relationships with other members in the beauty and wellness community

Challenges, Fears, Pain Points, and Frustrations:

- She is swamped in her personal life and would need to carve out time for this additional educational piece
- She feels "old" within the industry and wonders if she should maybe retire
- She is concerned that she may have difficulty understanding new techniques, which could be a waste of time

Product Needs:

Educational resources to help update her services and new organic-based products that she can support and try

How the Product/Services Helps Me:

The Wellness Academy will offer her the most recent techniques and new (locally grown) organic products in the skincare industry. She can also learn new techniques like mindset and business acumen that can help promote and develop her own business.

How to Connect: (how we would likely reach them via marketing means)

- Website
- Referrals
- Facebook Groups

LOGO VARIATIONS

Our logo is a primary visible
element within our brand.
Distinguishing our brand in
consumers' minds.



Logo Variation I – Square; Blue Gold



Logo Variation I – Square; Black



Logo Variation I – Square; White Gold



Logo Variation I – Square; White





LOGO VARIATIONS

Our logo is a primary visible
element within our brand.
Distinguishing our brand in
consumers' minds.





Logo Variation 2 - Horizontal; Blue Gold



Logo Variation 2 - Horizontal; Black



Logo Variation 2 - Horizontal; White Gold



Logo Variation 2 - Horizontal; White



LOGO VARIATIONS

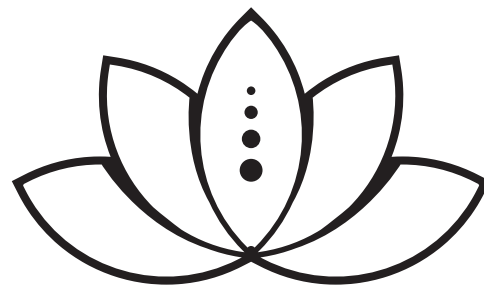
Our logo is a primary visible
element within our brand.
Distinguishing our brand in
consumers' minds.



Logo Variation 3 - Logomark; Gold



Logo Variation 3 - Logomark; Black



Logo Variation 3 - Logomark; White



LOGO VARIATIONS

Our logo is a primary visible
element within our brand.
Distinguishing our brand in
consumers' minds.



Logo Variation 4 – Academ; Blue Gold



Logo Variation 4 – Academy; Blue



Logo Variation 4 – Academy; Gold



Logo Variation 4 – Academy; Black Gold



Logo Variation 4 – Academy; White



Logo Variation 5 – Academy; Blue Gold



Logo Variation 5 – Academy; Blue



Logo Variation 5 – Academy; Gold



Logo Variation 5 – Academy; Black



Logo Variation 5 – Academy; White



Logo Variation 6 – Academy; Blue



Logo Variation 6 – Academy; Gold



Logo Variation 6 – Academy; Black



Logo Variation 6 – Academy; White



COLOR THEORY

The psychology behind color theory, allows our company to further tap into branding techniques and better connect with our market.





CMYK 27/36/70/2
RGB 187/155/99
#HEX #bb9b63
PANTONE 7562 C

Lotus Gold.

Blue Room Wellness Spa's golden tone reflects the caring approach and enlightenment found by clients in its unique spa services. The color is also found in the classic accents supplied by the spa's location in Bellingham's 1929 Art Deco landmark, Bellingham Tower.



CMYK 100/98/42/50
RGB 21/18/62
#HEX #15123e
PANTONE 2695 C

Deco Blue.

The hue of midnight, Blue Room Wellness Spa's deep shade of blue conjures the nighttime revelry of an old speakeasy, the intrigue of hidden doors, and the luxurious comfort of a velvet club chair.



CMYK 20/26/44/0
RGB 206/182/148
#HEX #ceb694
PANTONE 467 C

Sand.

This lightly toasted tone of Blue Room Wellness Academy recalls the warmth of sun-drenched beaches and the gentle rub of its fine grains, not unlike what we do in polishing and refining delicate skin.



CMYK 82/43/35/7
RGB 50/118/139
#HEX #32768b
PANTONE 7698 C

Lagoon.

The rich aqua color of Blue Room Wellness Academy is reminiscent of the cool waters of a hidden pool, refreshing and rejuvenating, feeding the desire of students to dive into the esthetic arts.



CMYK 98/60/53/35
RGB 74/76/81
#HEX #4a4c51
PANTONE 7540 C

Graphite.

The gray of Blue Room Wellness Academy recalls the color of pencil lead and the smell of freshly sharpened #2 pencils, ready to learn.



T Y P O G R A P H Y U S A G E

The selection of fonts identified in our brand identity as well as the usage intent and parameters around when to and when not to use.



Main Header
Amaryllis - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Sub Header
Lorenza - Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Paragraph Text
Lorenza - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Sub-Paragraph Text
Lorenza - Thin

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Quote Text
Lorenza - *Thin Italic*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

FILE TYPE USAGE

After you receive your digital files, you may be wondering – what do I do with these? Why are there so many different formats? We've outlined what these are and when you might need them.





.JPG File Format

Joint Photographic Experts Group

Use it for photos. Opens with almost any program. It can not scale.

Does not allow for transparent background.

Important: Image quality diminishes every time it is enlarged, shrunk or saved.



.EPS File Format

Encapsulated Postscript

Use it for logos & illustrations. Opens with Illustrator & Photoshop. It can scale infinitely.

Does allow for transparent background.

Important: Can resize file infinitely without losing any quality.



.PDF File Format

Portable Document Format

Use it for web, email & files. Opens with Adobe Reader.

Important: Option to be saved at a high or low resolution.



.PNG File Format

Portable Network Graphics

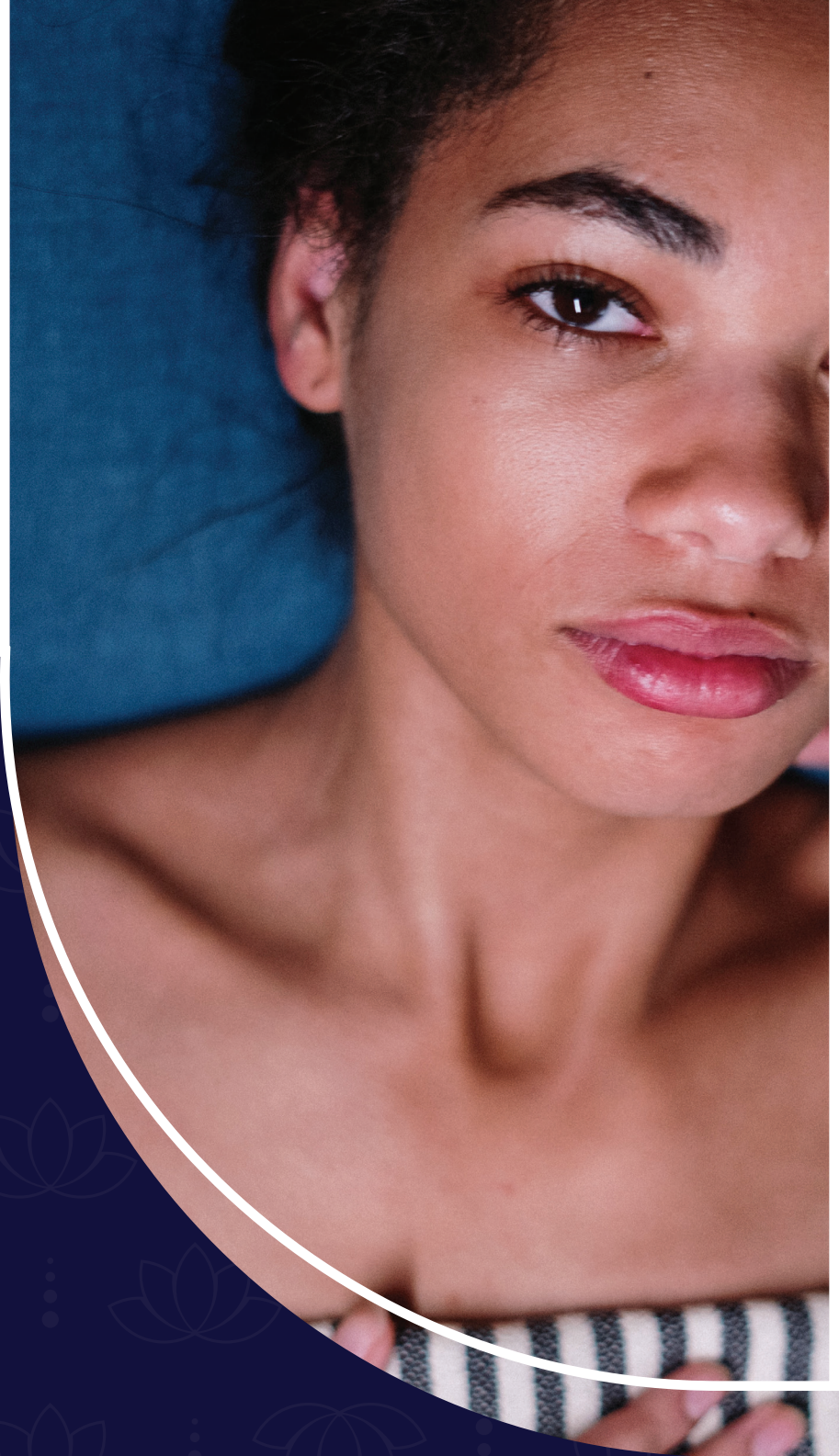
Use it for photos & artwork. Opens with almost any program.

It can not scale. Does allow for transparent background

Important: Best used on the web.

COLOR SWATCHES AND COLOR USAGE GUIDE

There are a variety of color models that you will need to utilize, depending on the scope of your project.





RGB COLOR MODEL

BEST USED FOR DIGITAL

RGB (red, green, and blue) refers to a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.

Levels of R, G, and B can each range from 0 to 100 percent of full intensity.



CMYK COLOR MODEL

BEST USED FOR PRINT

CMYK is a scheme for combining primary pigments. The C stands for cyan, M stands for magenta, Y for yellow, and K for key.

The key color in today's printing world is black but it has not always been.



#HEX COLOR MODEL

BEST USED FOR DIGITAL & WEB

A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex valuepairs (for example, #AFD645).



PANTONE COLOR MODEL (PMS)

BEST USED TO MAINTAIN COLOR CONSISTENCY ACROSS ALL FORMS OF MEDIA.

Pantone is a corporation that created a solid color matching system (Pantone Matching System or PMS). Pantone colors (also known as Spot colors) are a certain set of colors that will accurately match when reproduced in print because they are already pre-mixed. Therefore, Pantone colors give the truest color result.



BRAND IN ACTION

Examples of how our visual brand elements may be used.




BLUE ROOM
WELLNESS SPA





BLUE ROOM

WELLNESS ACADEMY





EXHALE OUT...

In the frantic rush of the day, in the moments when traffic slows to a crawl, in a world where you must be "on" all the time, I know you have been holding your breath. It is time to let that go.

Blue Room Wellness Spa is where meditation meets massage and the relief of a cleansing exhale is one beauty treatment away.





Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat

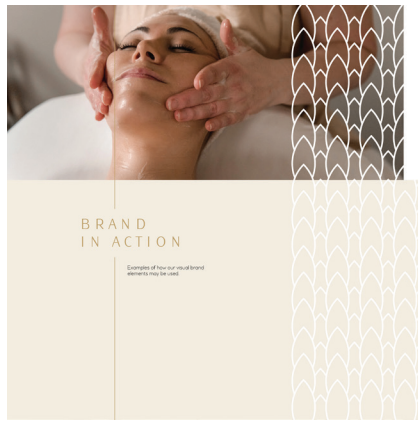
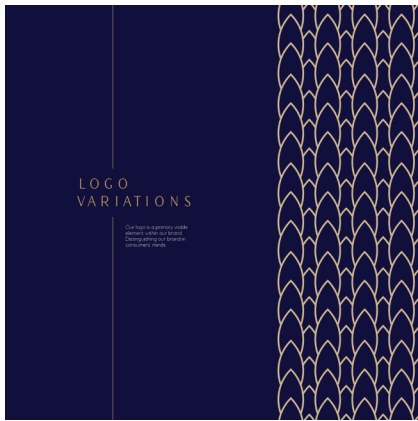
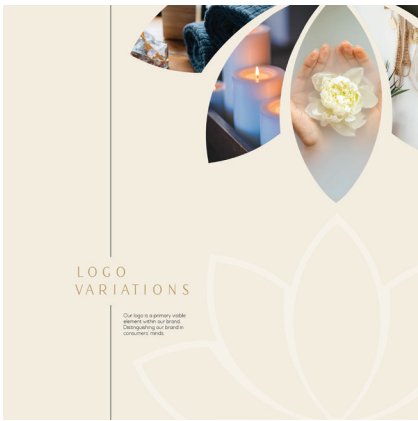
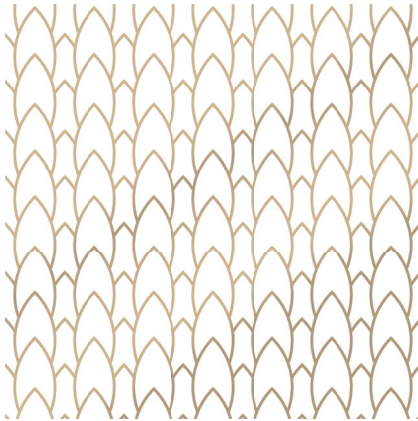
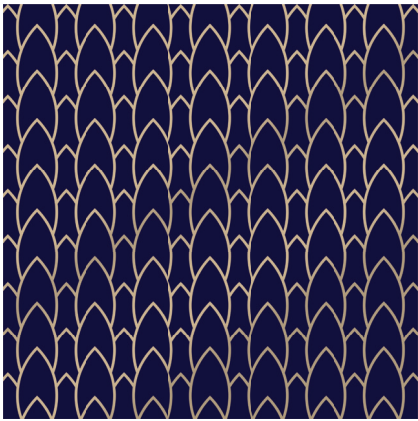




DESIGN ELEMENTS

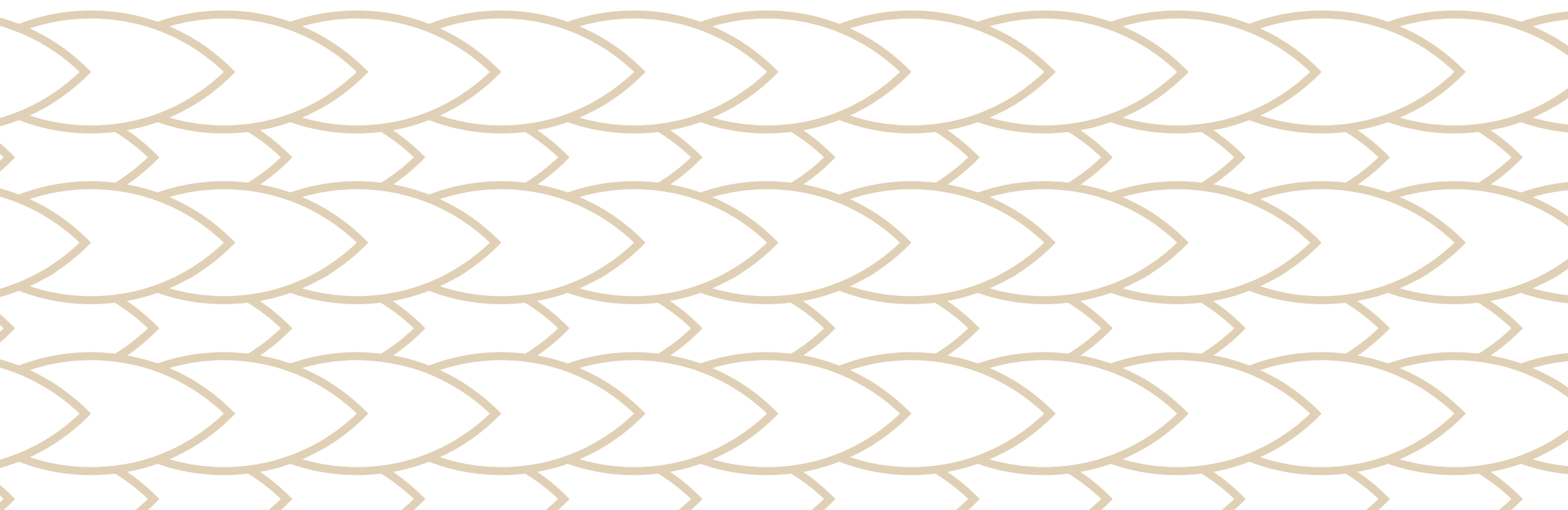
Examples of how your visual
brand elements may be used.





BRAND IDENTITY VISUAL SHAPSHOT

A snap shot of our brand's visual
branding on one page.



Logo Variation 1 – Square; Blue Gold



Logo Variation 1 – Square; Black



Logo Variation 1 – Square; White Gold



Logo Variation 1 – Square; White



Logo Variation 2 – Horizontal; Blue Gold



Logo Variation 2 – Horizontal; Black



Logo Variation 2 – Horizontal; White Gold



Logo Variation 2 – Horizontal; White



Logo Variation 3 – Logomark; Gold



Logo Variation 3 – Logomark; Black



Logo Variation 3 – Logomark; White



Logo Variation 4 – Academ; Blue Gold



Logo Variation 4 – Academ; Black



Logo Variation 4 – Academ; Gold



Logo Variation 4 – Academ; White



CMYK 27/36/70/2
RGB 187/155/99
#HEX #bb9b63
PANTONE 7562 C



CMYK 100/98/42/50
RGB 21/18/62
#HEX #15123e
PANTONE 2695 C



CMYK 20/26/44/0
RGB 206/182/148
#HEX #ceb694
PANTONE 467 C



CMYK 98/60/53/35
RGB 74/76/81
#HEX #4a4c51
PANTONE 7540 C



CMYK 82/43/35/7
RGB 50/118/139
#HEX #32768b
PANTONE 7698 C



CMYK 0/0/0/100
RGB 0/0/0
#HEX #000000

Main Header
Amaryllis - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*~()

Paragraph Text
Lorenza - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*~()

Sub Header
Lorenza - Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*~()

Sub-Paragraph Text
Lorenza - Thin

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abcdefghijklmnopqrstuvwxyz
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Welcoming.

Every person with every skin type is a cherished guest in my spa. Each person is valued, accepted, and treated with respect.



Nurturing.

My clients return to Blue Room Wellness Spa and recommend it to others because they know that here they can truly relax, feel the care of healing hands, and sink into their wellness.



Approachable Luxury.

I believe that luxury services delivered in an upscale environment should be available to all. The services and prices at the Blue Room are designed and delivered with that goal in mind.



Education.

Whether clients or students, I share knowledge about my practice and the benefits of my services with verifiable expertise and an open heart.



Balance.

I believe deeply that touch and breathwork have healing properties. It is my experience that when offered together, these offer a soul-deep balance of body and mind that clients cannot experience at other spas.

Logo Variation 1 – Square; Blue Gold



Logo Variation 1 – Square; Black



Logo Variation 1 – Square; White Gold



Logo Variation 1 – Square; White



Logo Variation 2 – Horizontal; Blue Gold



Logo Variation 2 – Horizontal; Black



Logo Variation 2 – Horizontal; White Gold



Logo Variation 2 – Horizontal; White



Logo Variation 3 – Logomark; Gold



Logo Variation 3 – Logomark; Black



Logo Variation 3 – Logomark; White



Logo Variation 4 – Academ; Blue Gold



Logo Variation 4 – Academ; Black



Logo Variation 4 – Academ; Gold



Logo Variation 4 – Academ; White



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CMYK 0/0/0/100
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Sub Header
Lorenza - Medium

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Sub-Paragraph Text
Lorenza - Thin

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Logo Variation 1 – Square; White Gold



Logo Variation 1 – Square; White



Logo Variation 2 – Horizontal; Blue Gold



Logo Variation 2 – Horizontal; Black



Logo Variation 2 – Horizontal; White Gold



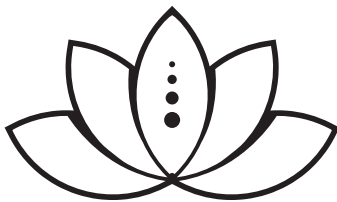
Logo Variation 2 – Horizontal; White



Logo Variation 3 – Logomark; Gold



Logo Variation 3 – Logomark; Black



Logo Variation 3 – Logomark; White



Logo Variation 4 – Academ; Blue Gold



Logo Variation 4 – Academy; Black



Logo Variation 4 – Academy; Gold



Logo Variation 4 – Academy; White



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Amaryllis - Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Paragraph Text
Lorenza - Regular

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Sub Header
Lorenza - Medium

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Sub-Paragraph Text
Lorenza - Thin

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Logo Variation 1 – Square; Black



Logo Variation 1 – Square; White Gold



Logo Variation 1 – Square; White



Logo Variation 2 – Horizontal; Blue Gold



Logo Variation 2 – Horizontal; Black



Logo Variation 2 – Horizontal; White Gold



Logo Variation 2 – Horizontal; White



Logo Variation 3 – Logomark; Gold



Logo Variation 3 – Logomark; Black



Logo Variation 3 – Logomark; White



Logo Variation 4 – Academ; Blue Gold



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Main Header
Amaryllis - Regular

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Paragraph Text
Lorenza - Regular

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Sub Header
Lorenza - Medium

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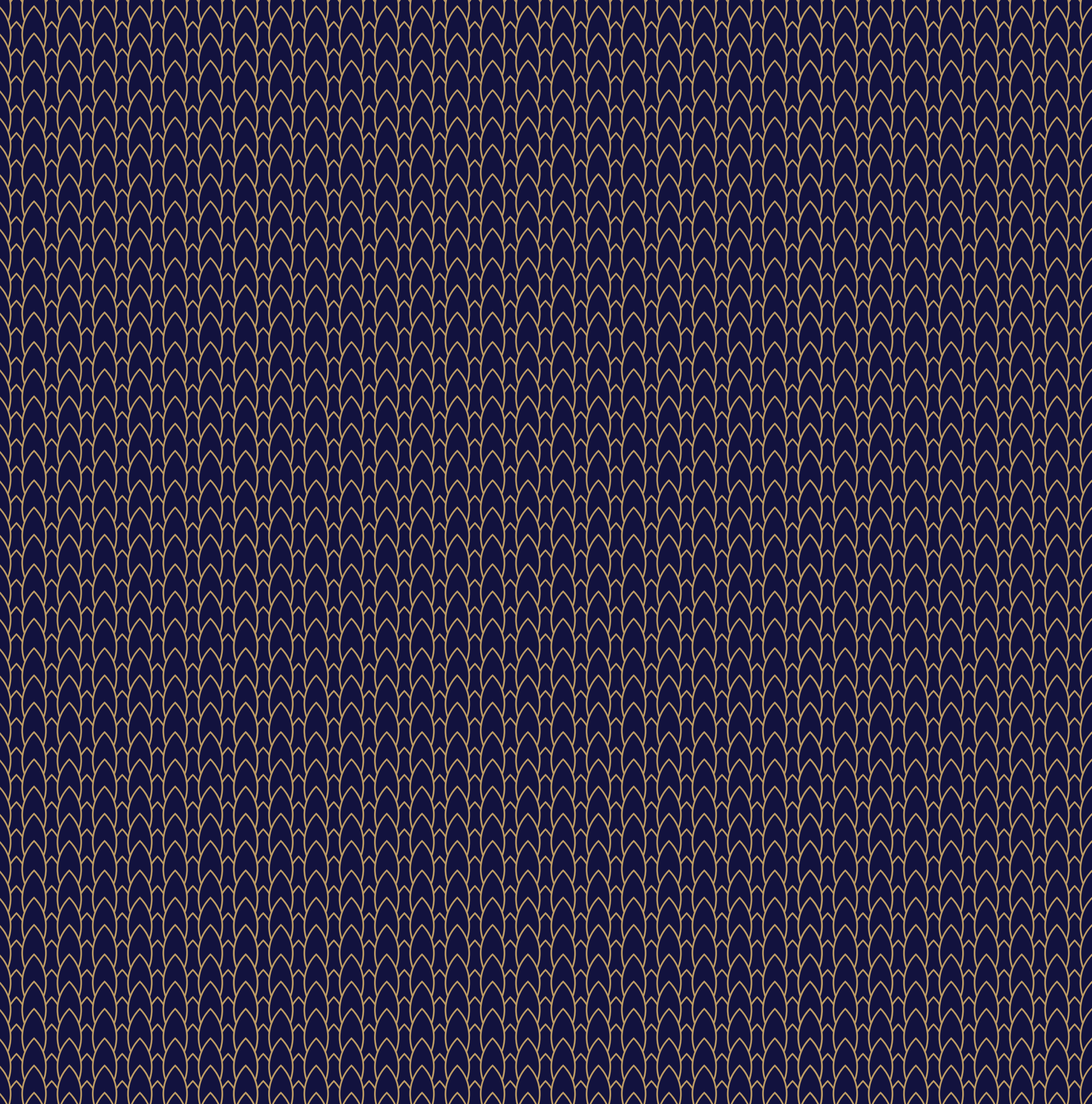
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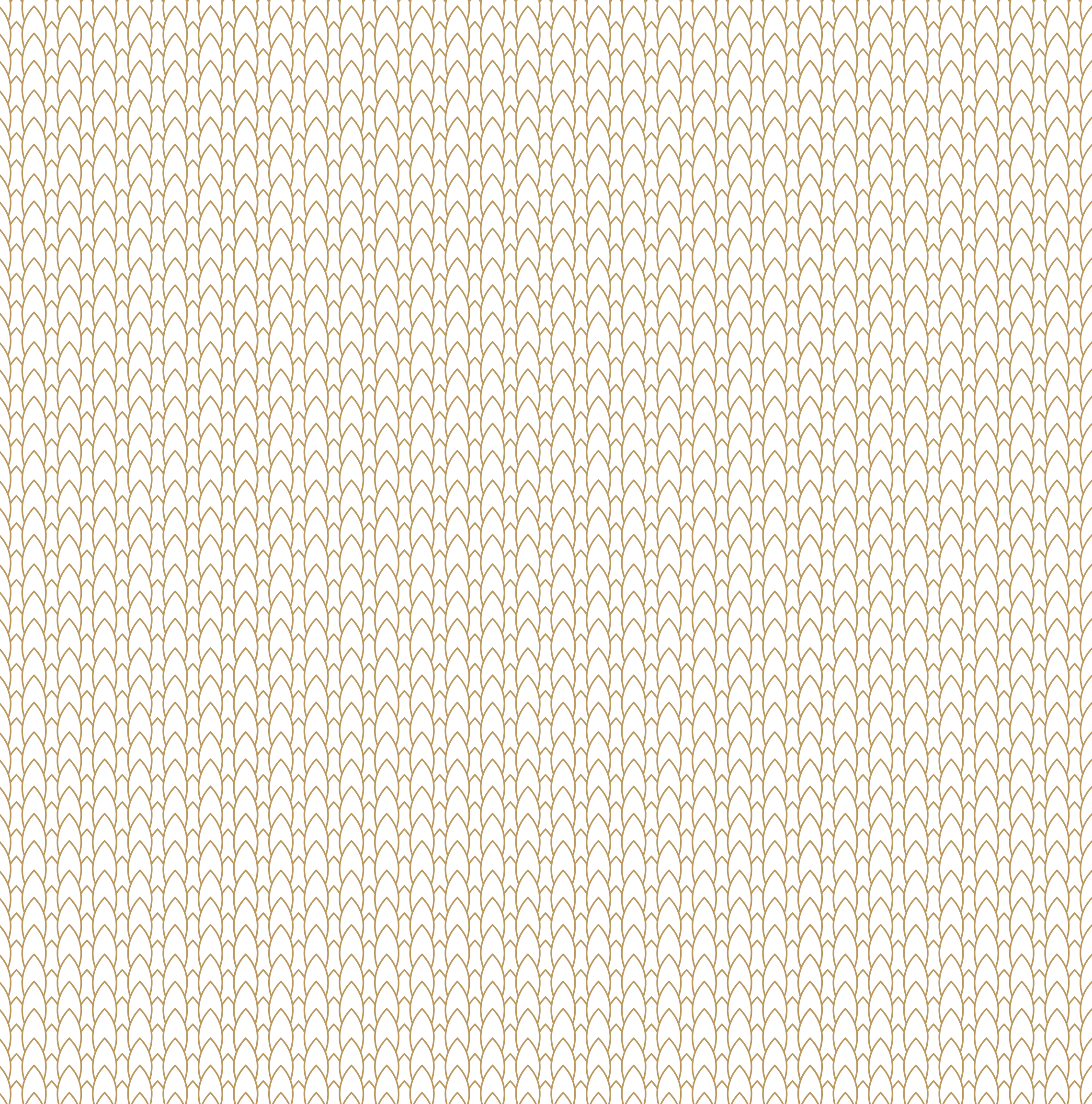
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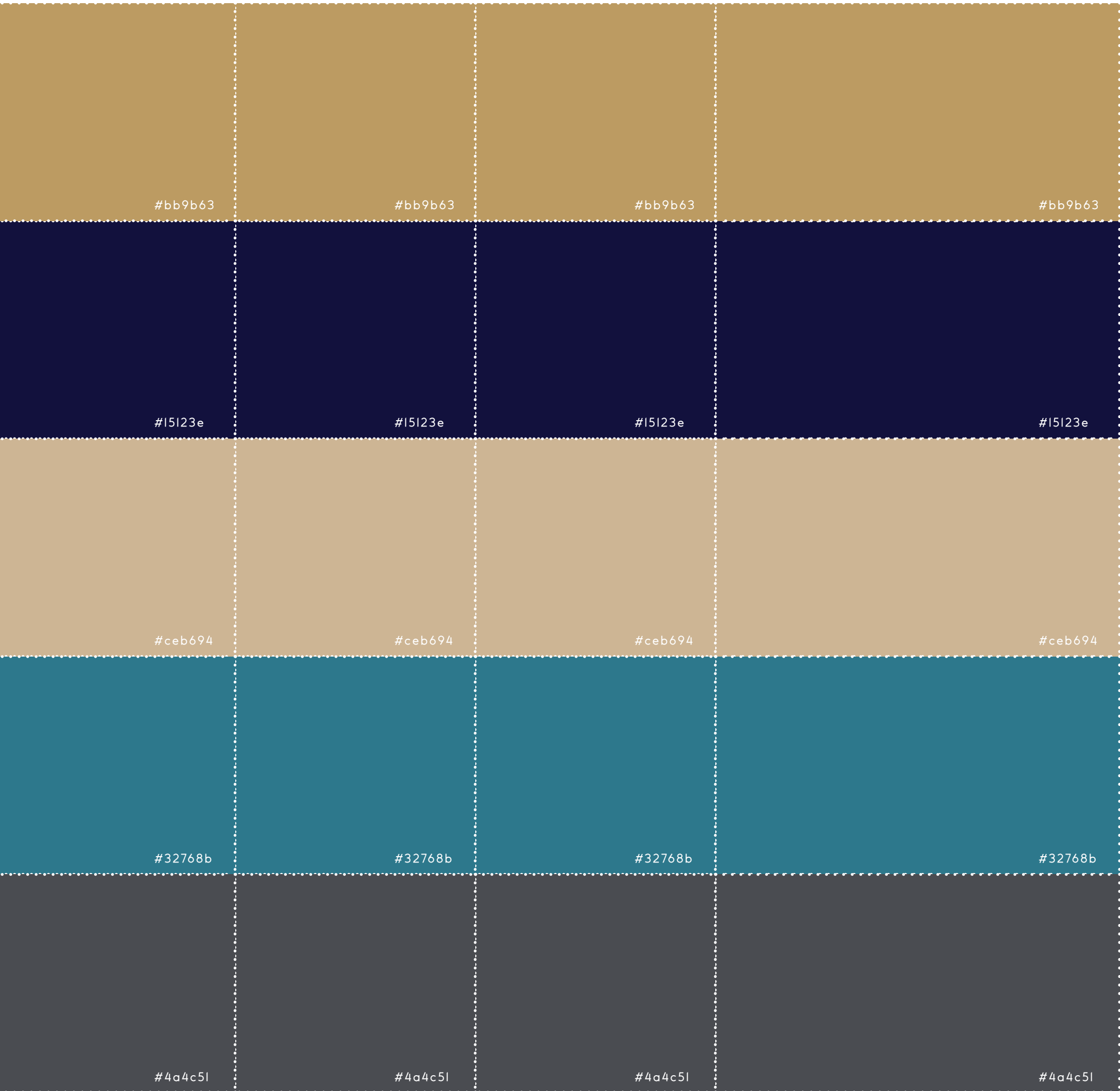
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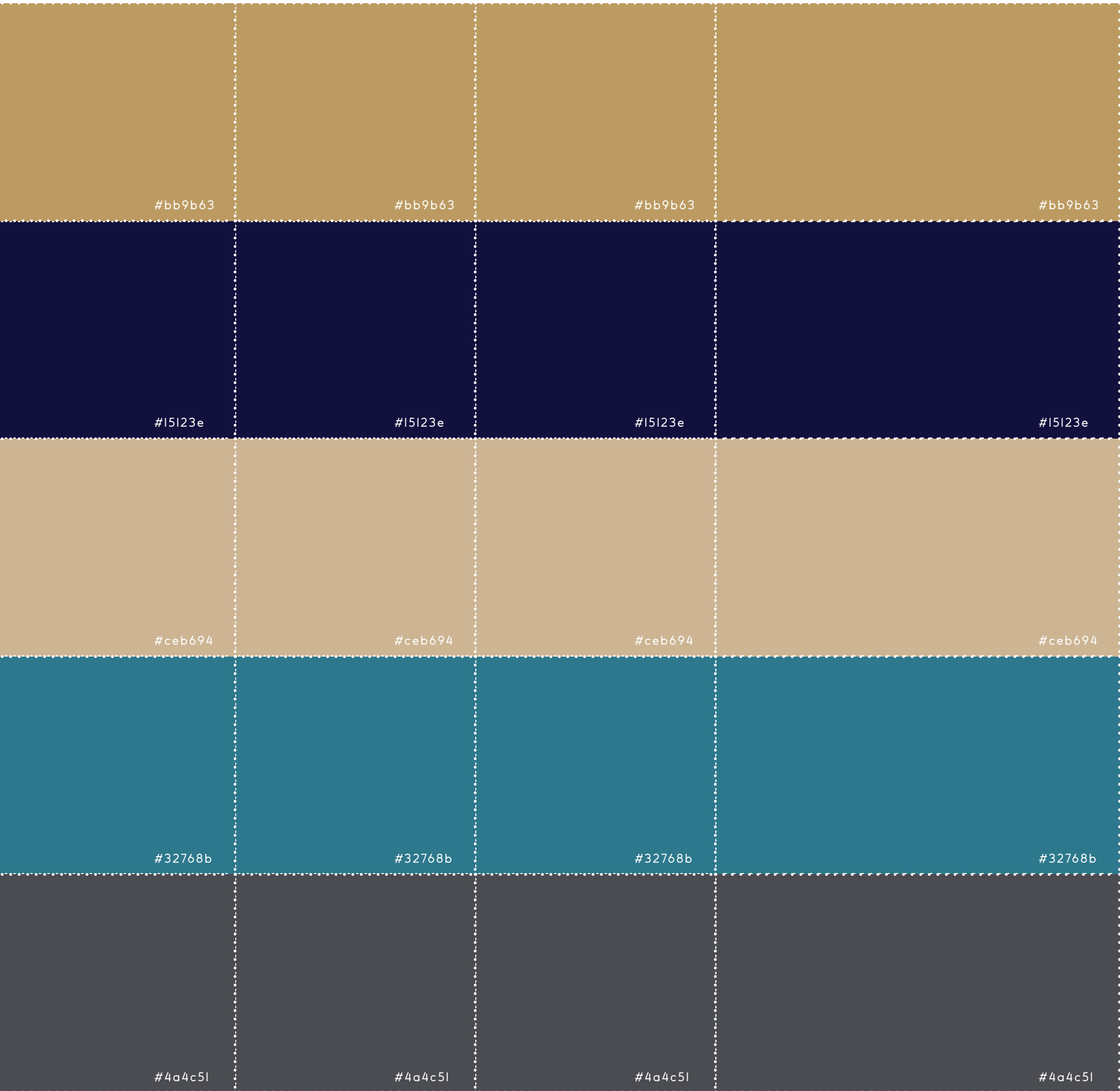
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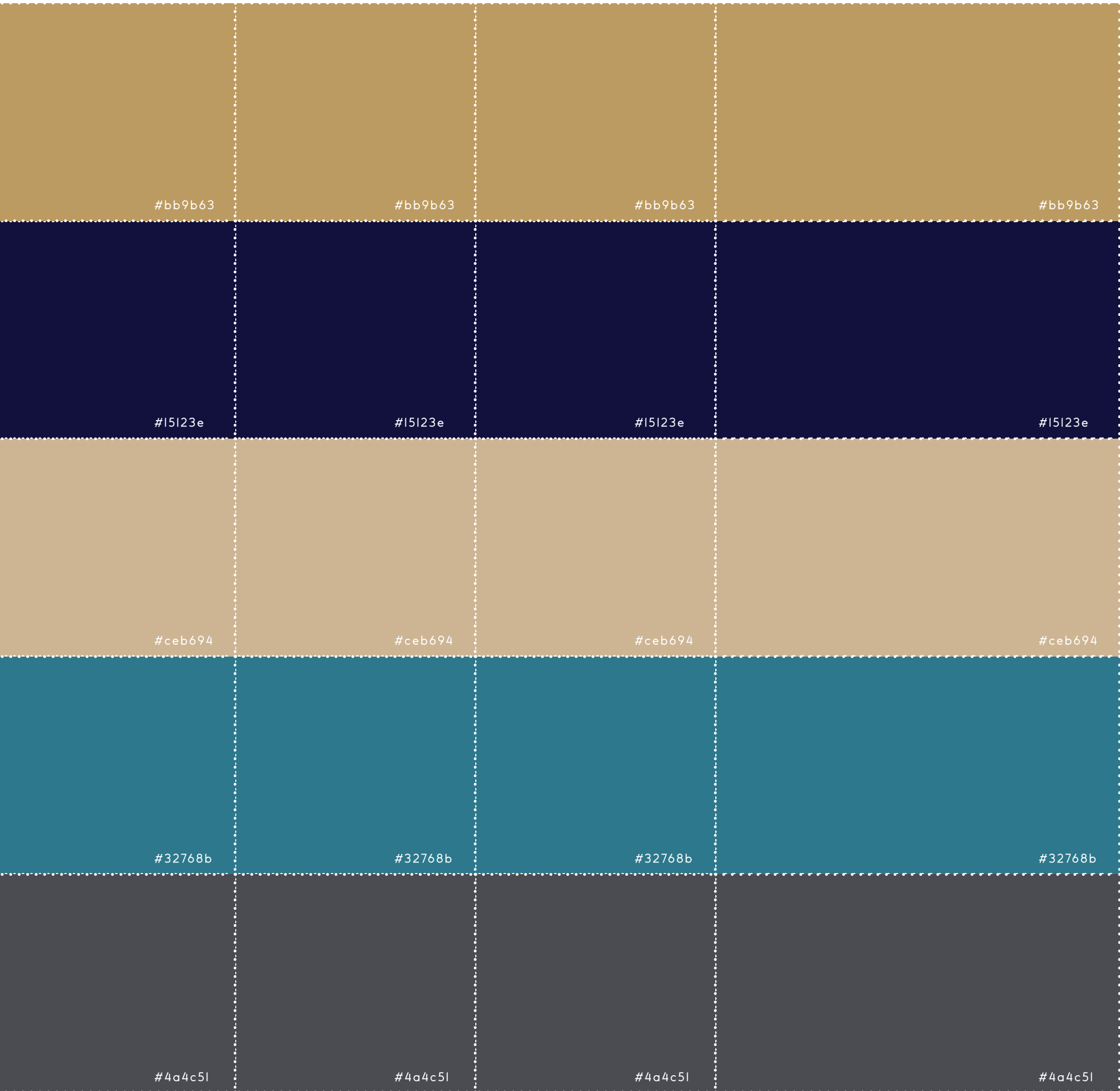
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NOTES

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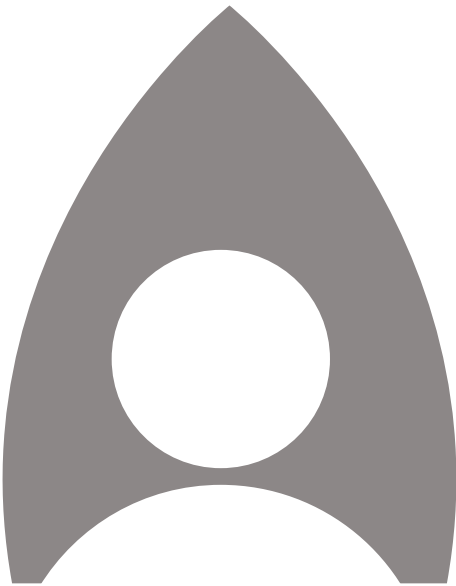
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Name: _____

Nickname: _____

Background:

Indicators:

Goals, Desires and Aspirations:

Challenges, Fears, Pain Points and Frustrations:

Demographics:

Gender: _____

Age: _____

Race: _____

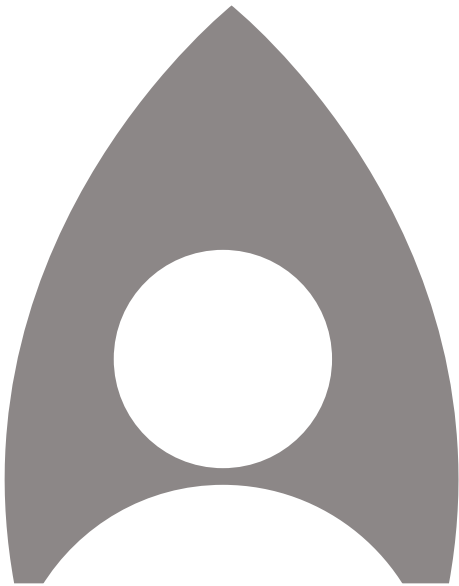
Salary: _____

Geographics: _____

Product Needs:

How the Product/Services Helps Me:

How to Connect:



Name: _____

Nickname: _____

Background:

Indicators:

Goals, Desires and Aspirations:

Challenges, Fears, Pain Points and Frustrations:

Demographics:

Gender: _____

Age: _____

Race: _____

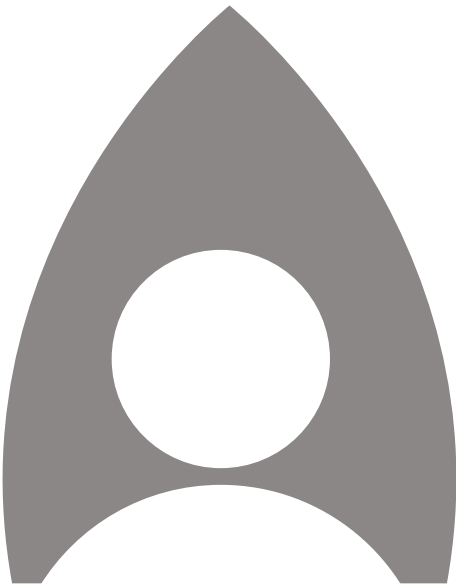
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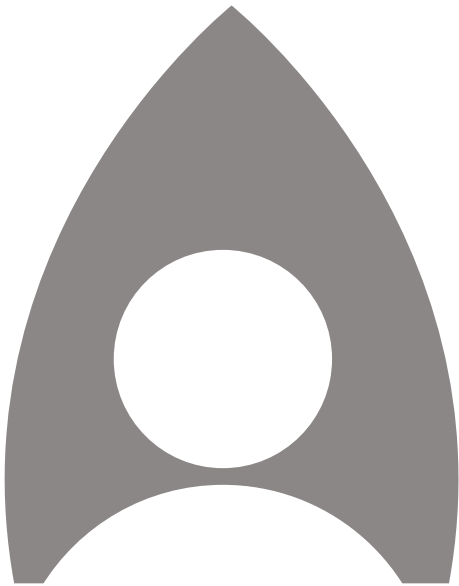
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Demographics:

Gender: _____

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Salary: _____

Geographics: _____

Product Needs:

How the Product/Services Helps Me:

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BRAND EVOLUTION

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Proudly prepared for BLUE ROOM WELLNESS SPA & ACADEMY by



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