





Wellness Kliniek

BRAND GUIDE

/ BRAND IDENTITY



/ BASICS



HISTORY

BRAND IDENTITY / BASICS



Wellness Kliniek is the first private clinic focused on plastic surgery in Belgium. Before 1994, all cosmetic surgeries were performed in public hospitals. This meant that cosmetic surgery patients (i.e. breast augmentation) were often rooming together with sick plastic/reconstructive patients (cancer/burns). This was emotionally awkward for all patients and families. Furthermore “healthy” cosmetic surgery patients were often exposed to bacteria and disease of sick patients. So Wellness (wellbeing) Kliniek was born. A center where cosmetic surgery patients could find safe, comfortable, and top notch quality surgery service where Doctors and staff were exclusively trained to serve this specific kind of patients at the highest level of care.



CORE

BRAND IDENTITY / BASICS

MISSION

Wellness Kliniek's mission is to become the largest plastic surgery clinic world-wide in terms of patient amount by expanding towards multiple locations around the globe within a short timespan.

VISION

Since the beginning we believe safe, high quality cosmetic surgery should be available to everyone. The feeling of wellbeing should not be reserved for the rich and famous. Therefore we strive to make cosmetic surgery as accessible as possible, not only in price, but also logistically, mentally and emotionally.

VALUES

Wellness Kliniek strives to be a symbol of not only accessibility and empowerment, but also as a company that actively encourages the celebration of life, human kindness and the individual pursuit of happiness. We actively work to remain trustworthy and transparent within all aspects of our patient's experiences.



/ IDEAL CLIENT

BRAND IDENTITY / PATIENTS

We provide (hands down) the best breast augmentation surgery in the world. The best implants, the best technique, the best result at the best possible price. In that sense, our ideal client is eligible for breast augmentation. Additionally, the ideal criteria would be as follows:



Healthy
Woman

Aged
20-30

Lower
Middle
Class

Steady
Income

Not
Married

Prof.
Educated

BMI less
than 25



/ brand identity / patients / ideal client

/ IDEAL CLIENT

Becca is 26, works a PA, is a gym and fashion aficionado, loves tattoos and spends too much time on social media.



/ brand identity / patients / ideal client



/ brand identity / patients / ideal client

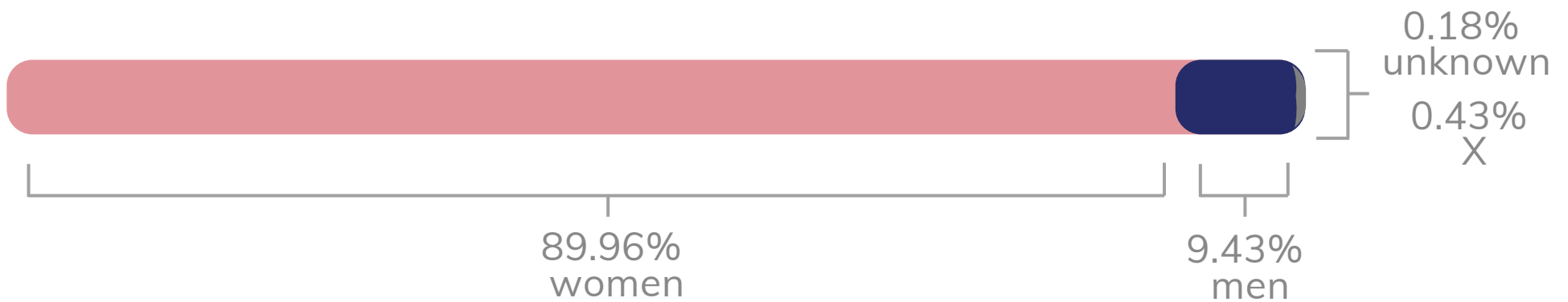


/ brand identity / patients / ideal client



CLIENT GENDER

BRAND IDENTITY / STATS

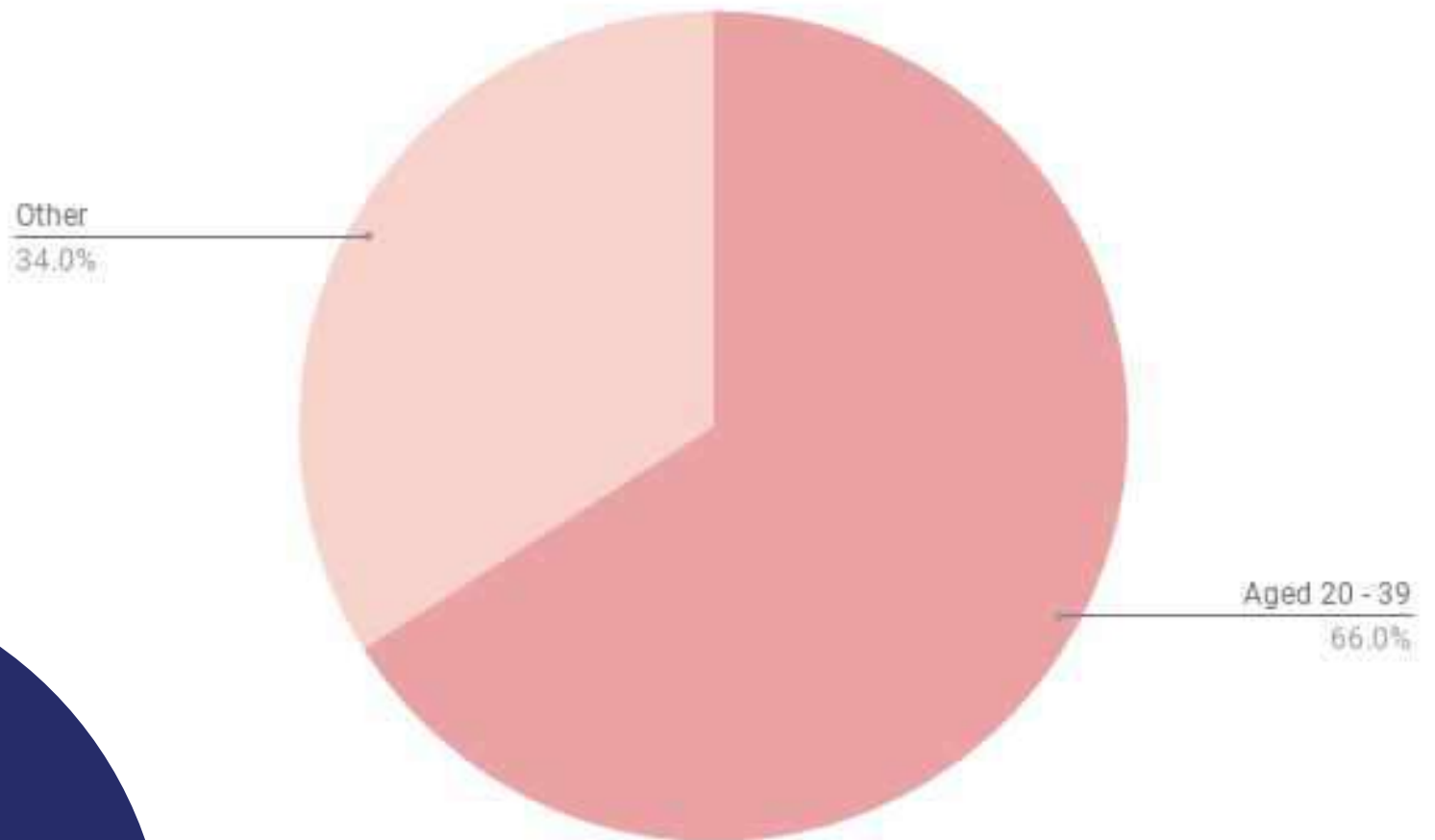


PRIMARY
GENDER:
FEMALE



CLIENT AGE

BRAND IDENTITY / STATS

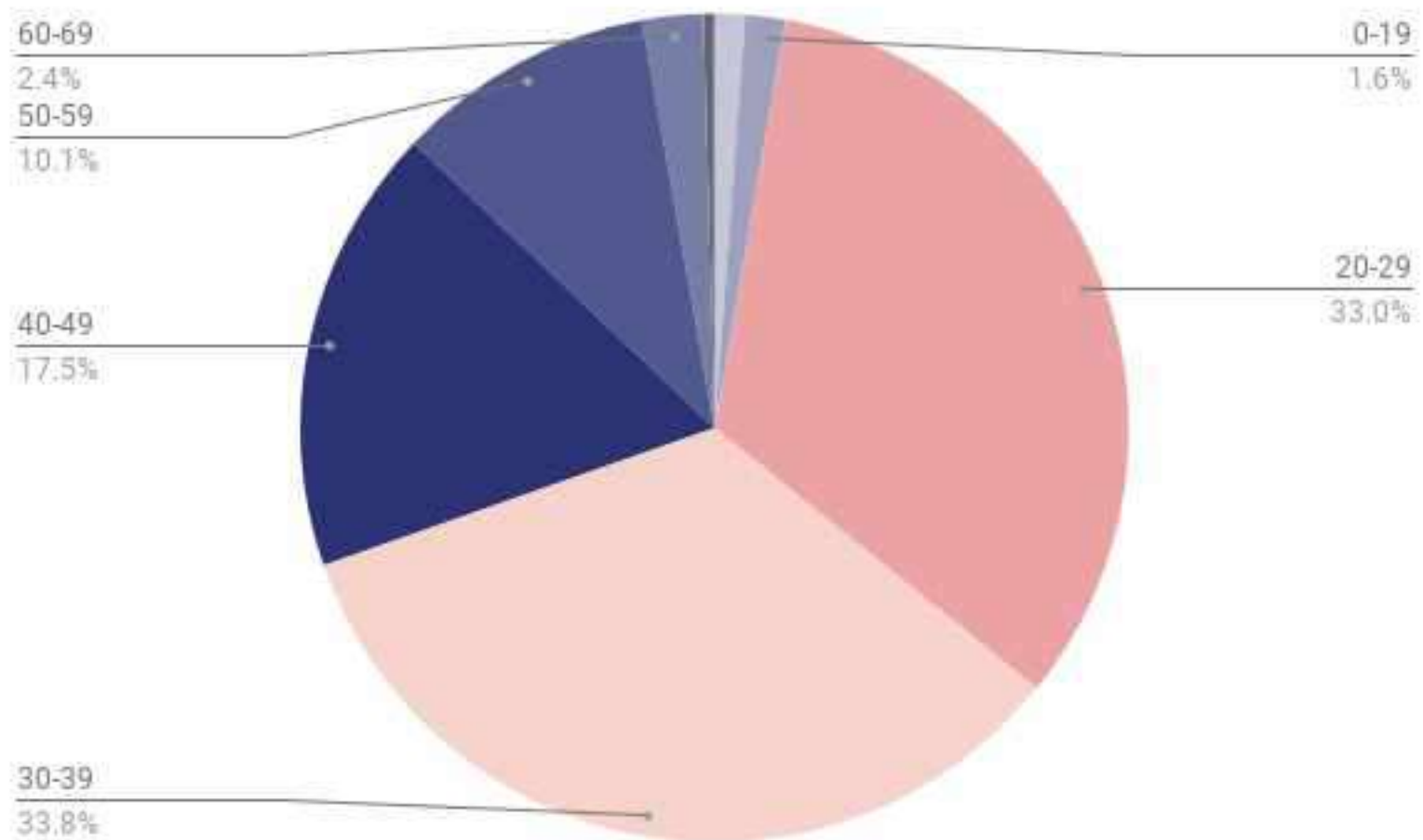


PRIMARY
AGE:
20-39



CLIENT AGE

BRAND IDENTITY / STATS

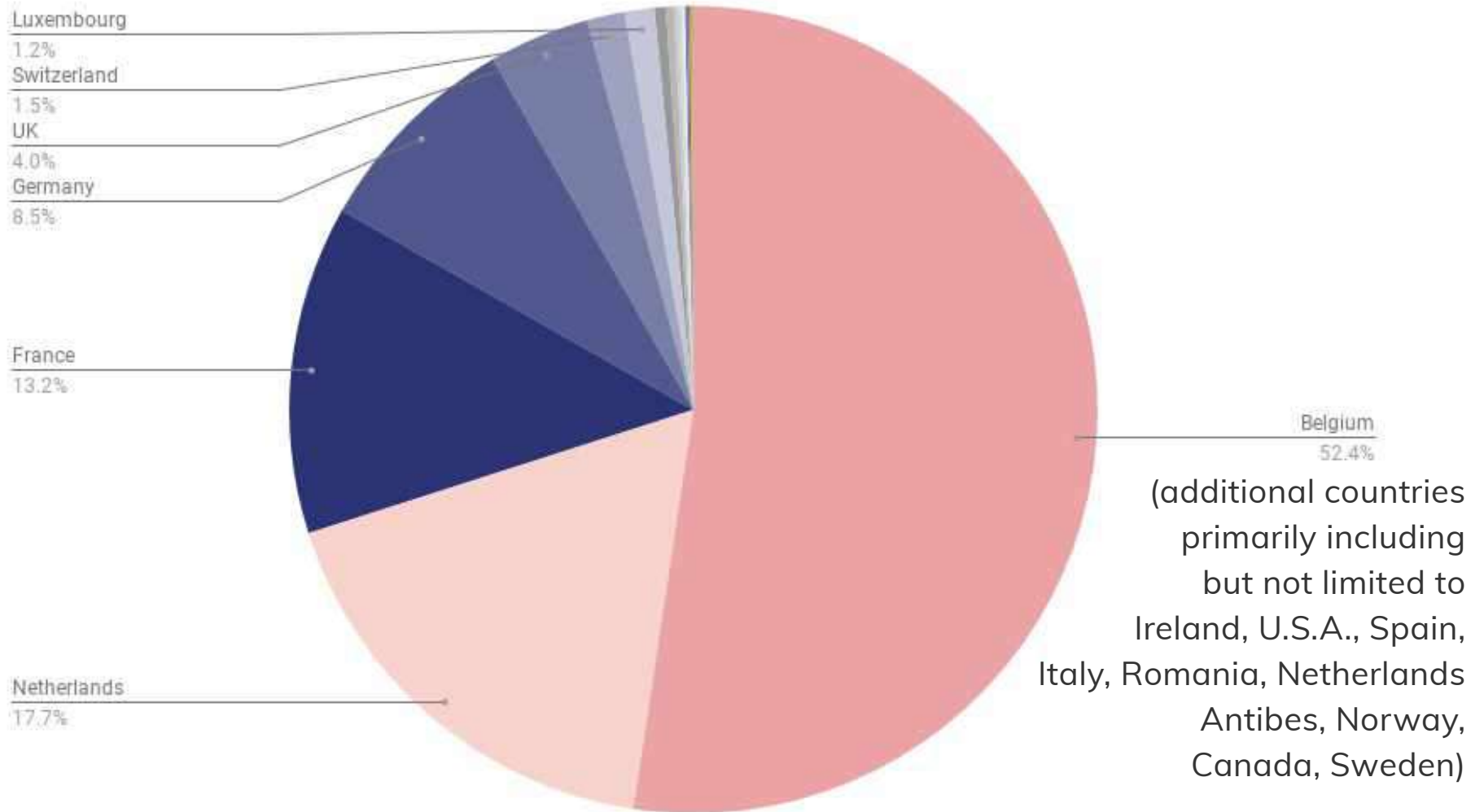


(DETAIL VIEW)



CLIENT NATIONALITY

BRAND IDENTITY / STATS



OUR SERVICES

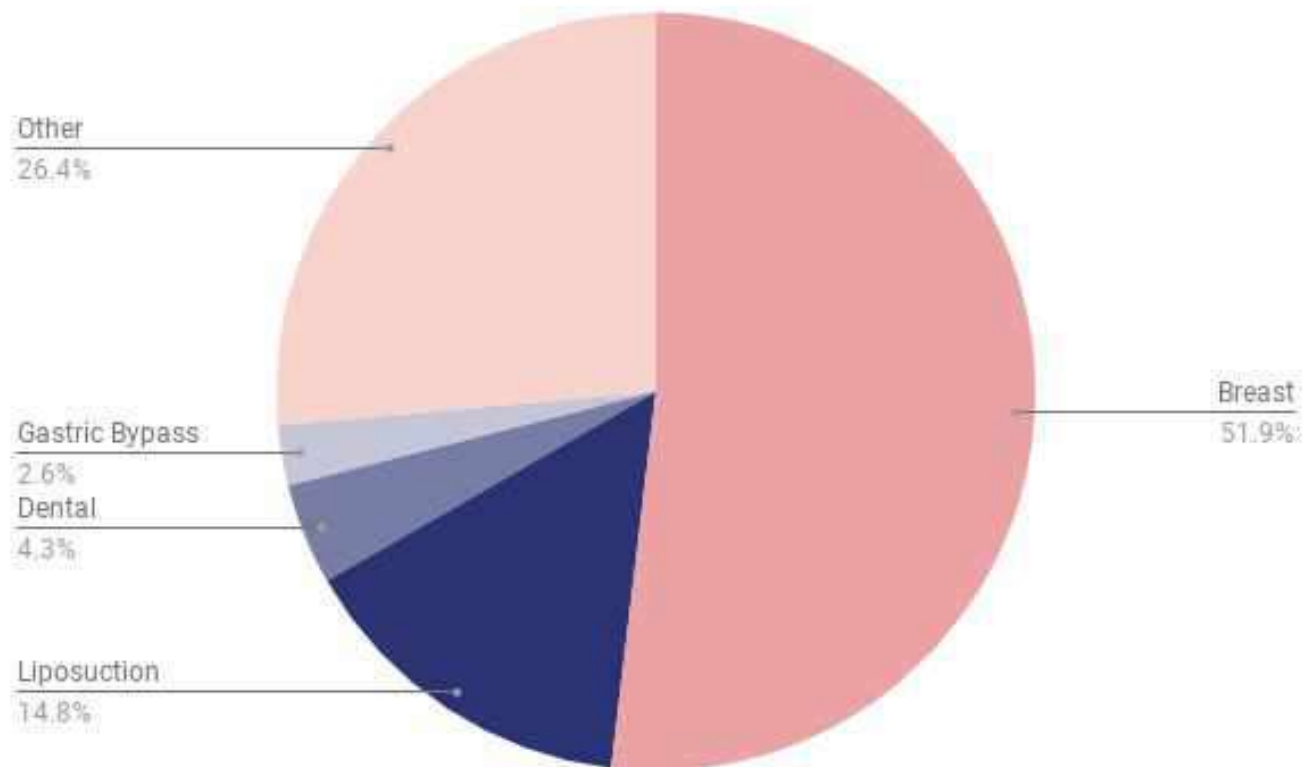
BRAND IDENTITY / STATS

MOST SOLD PROCEDURES

Breast Augmentation
Liposuction

SIDE HUSSLES

Dentistry
Gastric Bypass
Injectables
Skin Care



NOTES: Liposuction demographic similar to breast augmentation, however slightly older (25-40) with a more indulging personality.
Lifting surgeries (face, breasts, tummy tuck...) main demographic women aged 40 to 55, have children, middle class



/ MOODS + MESSAGING



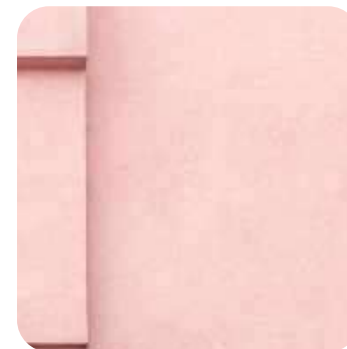
/ brand identity / moods and messaging

Above All, We Are
CELEBRATORY.
TRANSPARENT.
TRUSTWORTHY.



OFFICIAL MOODBOARD

BRAND IDENTITY/ MOODS + MESSAGING



MOODBOARD: AESTHETICS

BRAND IDENTITY / MOODS + MESSAGING

Chic.
Contemporary.
Creative.
Delicate.
Fresh.
Sleek.
Sophisticated.



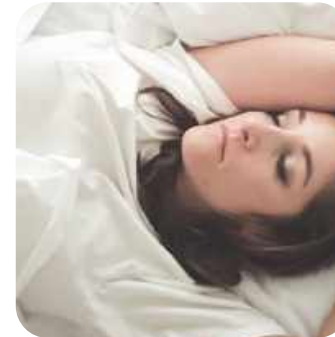
Our patients should associate the brand with the most contemporary trends in interiors, photography and art. Specifically, the clinic strives to provide light, airy and interesting spaces with opportunities for small unexpected experiences. Digital media should emulate this aesthetic, focusing on artful images that emulate comfort, beauty and the contemporary and/or high-tech.



MOODBOARD: FEELING

BRAND IDENTITY / MOODS + MESSAGING

Celebratory.
Calm.
Inspiring.
Happy.
Uplifting.



As Wellness Kliniek's primary vision is to make plastic surgery widely accessible, we thrive on providing life-changing, sigh-of-relief happiness to our patients on a daily basis. Our primary aim is to not only provide comfortable, relaxing care during the medical process, but also to provide unique experiences before, during and after that allow our patients to feel excited, special and inspired. We believe there should be little difference between aesthetic surgeries and a luxury hotel stay, and above all, Wellness Kliniek is all about encouraging confidence, happiness and a celebration of life.



MOODBOARD: PERCEPTION

BRAND IDENTITY / MOODS + MESSAGING

Clinical.	Lively.
Client-Focused.	Stable.
Confident.	Trendy.
Charming.	Trustworthy.
Creative.	Witty.
Cutting-Edge.	Young.
Exclusive.	



At Wellness Kliniek, we thrive to communicate our passion for plastic surgery and the providing the highest level of clinical care to our patients. This means only using cutting-edge techniques and technology as well as remaining patient-focused during the process from start to finish. Although we believe plastic surgery should be accessible to everyone, once a patient has decided to undergo care, we do our best to make their experience at Wellness Kliniek feels special, exclusive and personally-tailored. Additionally, we aim to radiate positive psychology both in the clinic and online. Specifically, our employees strive to remain confident, charming and trustworthy during patient interaction. Our online presence specifically targets our largest demographic – curating content that is young, witty, trendy and above all: creative.





/ MESSAGING

BRAND IDENTITY
MOODS + MESSAGING

All messaging Wellness Kliniek exports in client communication should put the utmost effort into underscoring the Wellness Kliniek brand adjectives, especially those of feeling (i.e., celebratory, calm, uplifting, inspiring). and perception (charming, client-focused).

Whether the copy is being used in direct client communication such as gift items/email campaigns or in broad communication arenas such as social media and website material, the underlying tone should remain uplifting and approachable. Where appropriate (such as within website copy and/or educational materials), Wellness Kliniek should also retain a sense of



/ MESSAGING EXAMPLES

BRAND IDENTITY / MOODS+ MESSAGING

Everything
You Can
Imagine
Is Real



The
Magic
Makers



Good Things
Happen Here



We Like
You Too



Smile,
You're
Designed To



What You
Seek Is
Seeking You



Only
Good
Days



We Found
Something
Beautiful



/ BRAND GRAPHICS



/ BASICS



LOGOS

BRAND GRAPHICS / BASICS

PRIMARY



SUBMARK



TEXT-BASED

Wellness Kliniek

TAGLINE



LOGOS: SHADING

BRAND GRAPHICS / BASICS



LOGOS: COLOR PAIRING

BRAND GRAPHICS / BASICS



Wellness Kliniek



Wellness Kliniek



Wellness Kliniek



Wellness Kliniek



Wellness Kliniek



COLOR SUITE: PRIMARY

BRAND GRAPHICS / BASICS

PRIMARY

Wellness Pink
HEX: #E1959A
RGB: 225 149 154
CMYK Coated: 0% 70% 23% 0%
CMYK Uncoated: 0% 70% 23% 0%
PMS 701C & 701U

SECONDARY

Blush
HEX: #F7CDC6
RGB: 247 205 198
CMYK Coated: 0% 26% 11% 0%
CMYK Uncoated: 0% 26% 11% 0%
PMS 7422C & 7422U

ACCENT

Indigo
HEX: #262C69
RGB: 38 44 105
CMYK Coated: 97% 81% 0% 0%
CMYK Uncoated: 100% 68% 0% 0%
PMS 2746C & 2738U

NEUTRAL

White
HEX: #ffffff
RGB: 255 255 255
CMYK: 0% 0% 0% 0%



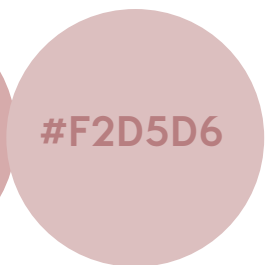
D I S T R I B U T I O N O F C O L O R U S A G E



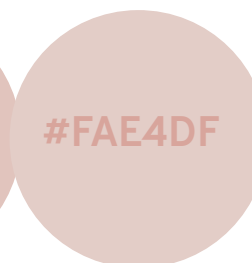
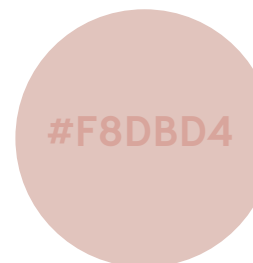
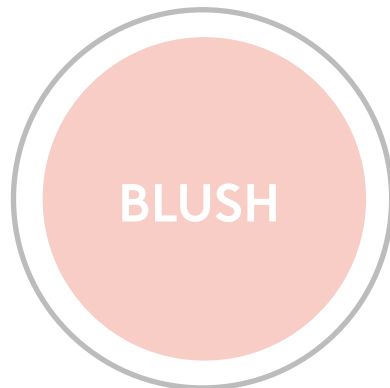
COLOR SUITE: SUPPORTING

BRAND GRAPHICS / BASICS

← SHADES



TINTS →



#EAAFBI	RBG 206 126 128	CMYK 18% 59% 40% 0%
#E9AEB0	RBG 233 174 176	CMYK 6% 36% 20% 0%
#EEC2C3	RBG 238 194 195	CMYK 4% 27% 15% 0%
#F2D5D6	RBG 242 213 214	CMYK 3% 18% 9% 0%
#EFBCB3	RBG 239 188 179	CMYK 4% 30% 23% 0%
#F8DBD4	RBG 248 219 212	CMYK 2% 15% 11% 0%
#FAE4DF	RBG 250 228 223	CMYK 1% 11% 8% 0%
#FBECE9	RBG 251 236 233	CMYK 1% 7% 5% 0%
#282D4A	RBG 040 045 074	CMYK 88% 82% 44% 42%
#42477D	RBG 066 071 125	CMYK 86% 81% 24% 9%



COLOR SUITE: NEUTRALS

BRAND GRAPHICS / BASICS

WHITES / NEUTRALS

White

HEX: #FFFFFF

RGB: 255 255 255

CMYK: 0% 0% 0% 0%

White 2

HEX: #FCF5F0

RGB: 252 245 240

CMYK: 0% 3% 4% 0%

White 3

HEX: #FCF5EF

RGB: 252 245 239

CMYK: 0% 3% 4% 0%

BLACKS

H1

Grey

HEX: #C4C3C7

RGB: 196 195 199

CMYK: 23% 19% 16% 0%

P

Slate

HEX: #7C7C87

RGB: 124 124 135

CMYK: 55% 47% 37% 6%

HEADING BLACK

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.



COLOR SUITE: PANTONE

BRAND GRAPHICS / BASICS

F H I C O T T O N T C X



P M S U N C O A T E D



P M S C O A T E D



C M Y K C O A T E D

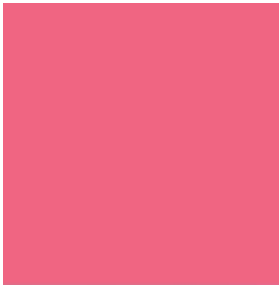


COLOR SUITE: PANTONE

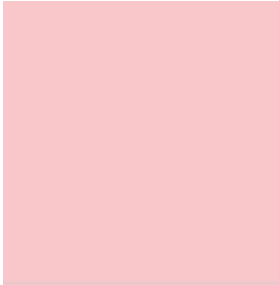
BRAND GRAPHICS / BASICS

C Y M K U N C O A T E D

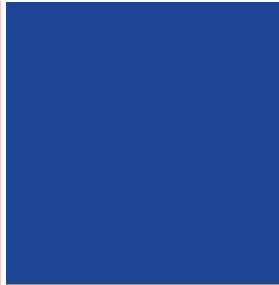
P M S M E T A L L I C P A I R I N G C O A T E D



PANTONE®
P 68-5 C



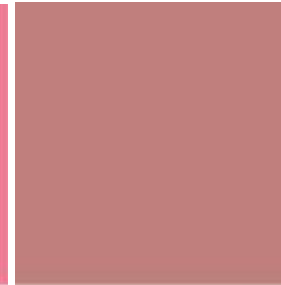
PANTONE®
P 65-2 C



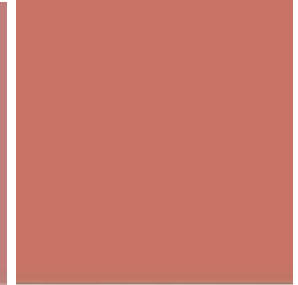
PANTONE®
P 104-8 C



PANTONE®
701 C



PANTONE®
10411 C



PANTONE®
10149 C

Lighter

Lighter
Alt.

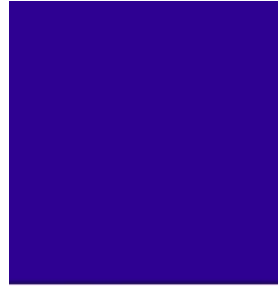


PANTONE®
7422 U

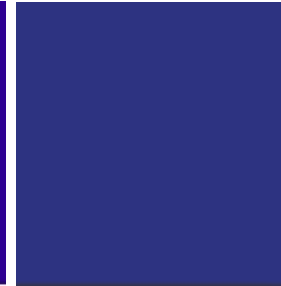


PANTONE®
10155 C

Equal /
Slightly Darker



PANTONE®
2746 C



PANTONE®
10427 C

Equal



PANTONE®
10249 C

Lighter



/ TYPOGRAPHY

BRAND GRAPHICS / BASICS

H1

Ministry - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()!@#\$%^&*.,?/;:"

100 Tracking +
Capital
for Headers

H2

Melborune - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()!@#\$%^&*.,?/;:"

400 Tracking +
105 Width Scale +
Capital
for Sub Headers

H2A

H3

MULI - BOLD CAPITAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890()!@#\$%^&*.,?/;:"

35 Tracking +
Capital
for Abbrev. Headers
+ Headers

PI

Muli - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()!@#\$%^&*.,?/;:"

21 Leading
15 Tracking

H1

HEADER ONE

H2

Header Two: The Quick Brown Fox Jumped Over the Lazy Dog

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.

H3

HEADER THREE: THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

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.

P1



/ DETAILS



BRAND ICONS

BRAND GRAPHICS / DETAILS



MAIL



LOCATION



CHAT



PARKING



PHONE



ATTENTION



X



CHECK



ARROW A



ARROW B



ARROW C



NAVIGATION



DATE



TIME



REVIEW



INFO A



INFO B



TOILET



TRAIN



PLANE



CAR



MONEY



LIFT



STAIR



BRAND ICONS

BRAND GRAPHICS / DETAILS



STAR A



STAR B



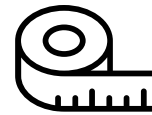
STAR C



STARS



BAR GRAPH



MEASURING



PATIENT A



PATIENT B



PATIENTS



PATIENT C



PATIENT D



BRA



DOCTOR



CLINIC A



CLINIC B



CARE



SYRINGE



PHOTO ROOM



BRAND
ARROW



BRAND
CROSS



ARCHIVE



EXIT



WAITING
ROOM



MEETING
ROOM



BRAND PATTERN

BRAND GRAPHICS / DETAILS



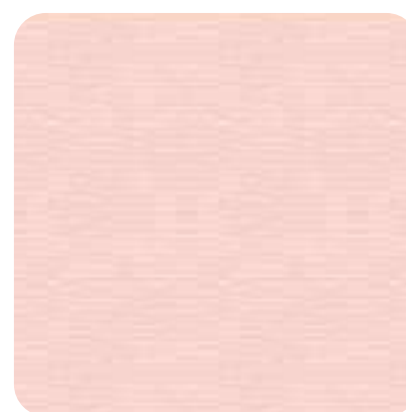
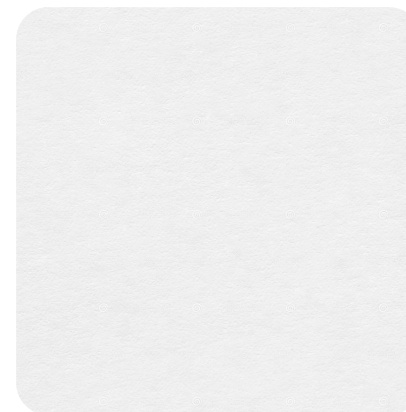
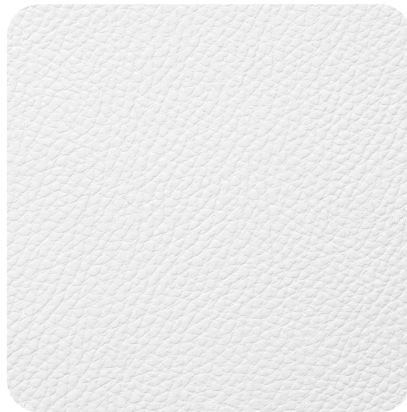
BRAND GRADIENTS

BRAND GRAPHICS / DETAILS



BRAND TEXTURES

BRAND GRAPHICS / DETAILS



BRAND SAMPLE STYLES

BRAND GRAPHICS / DETAILS

ROUNDED CORNERS

/ basics

EMBOSS

/ DETAILS

HEADER MATCH

BRAND TEXTURES

BRAND GRAPHICS / DETAILS

ADDITION CROSS

(wellbeing, calm, clinical)



(charming, creative, contemporary,
fresh, cutting-edge)



(trustworthy, stable,
sophisticated)



/ ARCHITECTURE



/ BASICS



OVERVIEW

The architecture of the Wellness Kliniek should create a space that is, above all, clinical, welcoming and purposeful. The goal should be to communicate our level of expertise to our patients through high-tech and futuristic aesthetic features. Likewise, we strive to remain client-focused, uplifting and creative. Therefore, implementing several artistic elements (such as traditional artwork, installation artwork, textured walls, brand messaging opportunities and exciting/unexpected interior details) should be a key aspect to Wellness Kliniek interiors.

In playing off our logo, round, organic and nonthreatening shapes should monopolize the brand aesthetic. Therefore walls, furniture, ceilings, etc. should be rounded and/or organic wherever possible. Spaces should remain bright and airy from ample windows and skylights, however draw considerable help from several creative lighting fixtures (focusing on circular lighting and LED strip lighting on top and bottoms to underscore futurism, the high-tech and cleanliness).

Above all, the space should feel unique and welcoming. Although we primarily are interested in remaining clinical, we believe what will set us apart from comparable clinics is our interest in providing a client experience not dissimilar to what is provided by luxury hotel or spa brands.



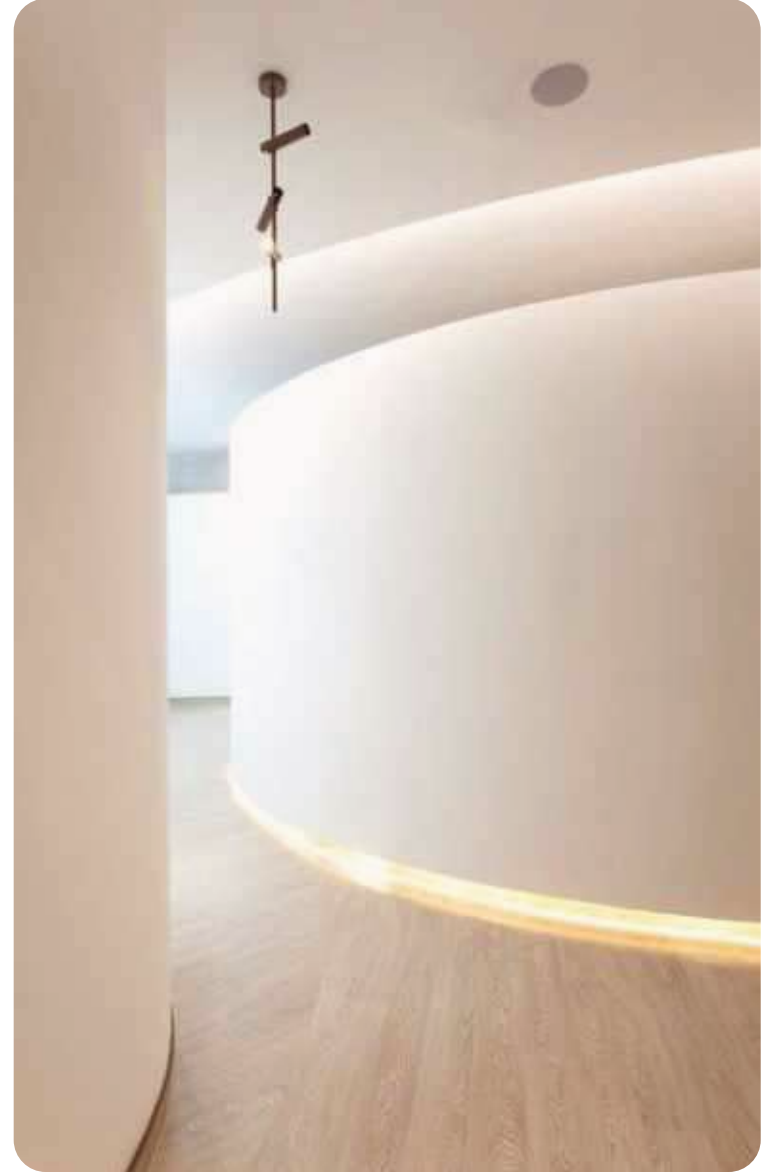
What SHOULD be included

- + Whites
- + Transparent and/or Frosted Glass
- + Rounded Edges
- + Creative/Artistic Intention
- + Unexpected and Purposeful Details
- + Brand colors and associated blush/ beige-based neutrals

What SHOULDN'T be included

- + Black and Dark Grey Tones
- + Highlighted Sharp Angles
- + The only wood used should be what is already present on the floor
- + Bright colors that do not correspond with the brand guide (green to appear in plant fixtures only)





/ BRANDED FEATURES



/ architecture / branded features

INTERIORS

BUILT-IN LIGHT STRIPS



BRAND GOAL:

Suggest feelings
of futurism and
up-to-date
technology
(trustworthy)



enhance emotional
environment by making
space bright and happy
(celebratory)



promote the idea
of cleanliness
(trustworthy)



/ architecture / branded features

INTERIORS

C I R C U L A R “ B U I L T - I N ” L I G H T



BRAND GOAL:

Emulates feelings
of wholeness
associated with
circular imagery

(wellbeing, calm, clinical)



Adds unconventional
surprises to interior;
play upon the feeling
of rupture and new
aesthetic experience

(charming, creative, contemporary,
fresh, cutting-edge)



Reinforces brand
standards

(trustworthy, stable,
sophisticated)



/ architecture / branded features

INTERIORS

MATERIALS: GLASS



BRAND GOAL:

Suggest feelings
of futurism and
contemporary
design trend

(high-tech, trendy,
sleek + chic)



Allows patients
full view of spaces -
relieves feelings
of uncertainty and
also highlights the
amount of work put
into their experience

(trustworthy + confident)



Very literally
“transparent”



/ architecture / branded features

INTERIORS

WHITE SURFACES



BRAND GOAL:

Creates bright
and clean
looking spaces

(clinical, trustworthy,
stable, client-focused,
contemporary)



Allows for
minimalistic yet
purposeful design
approach

(calm, chic, fresh, sleek)



/ architecture / branded features

INTERIORS

M U R A L S



BRAND GOAL:

Introduces the idea that plastic surgery can be within the creative sphere - empowers (creative, celebratory, inspiring, confident, cutting-edge)



Art appears tertiary, special and purposeful to clients

(client-focused, charming, fresh, exclusive, sophisticated, stable)



“Lightens Up” and adds delight to experience

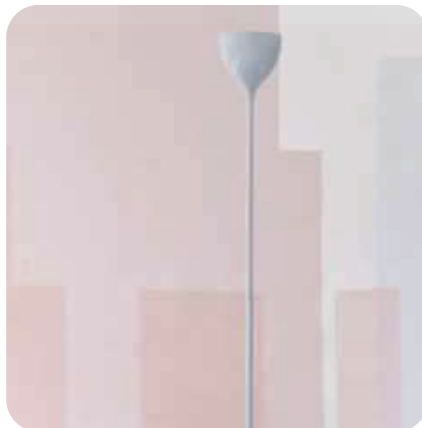
(charming, calm, witty)



/ architecture / branded features

INTERIORS

WALL PAINT TEXTURES / COVERING /
LIGHT PATTERNS



BRAND GOAL:

Adds unconventional
surprises to interior;
play upon the feeling
of rupture and new
aesthetic experience

(charming, creative, contemporary,
fresh, cutting-edge)



Detailing appears
tertiary, special
and purposeful
to clients

(client-focused, charming,
fresh, exclusive,
sophisticated, stable)



/ architecture / branded features

INTERIORS

TEXT WITH BRAND MESSAGING



surprise locations

BRAND GOAL:

Encourages the idea that the clinic is communication-friendly, client-aware and familiar with emotional process

(client-focused, fresh, witty, young, celebratory, happy, inspiring, confident, charming, trendy, lively)



Reinforces brand standards

(trustworthy, stable, sophisticated)



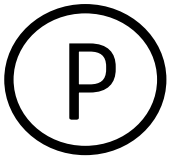
/ WAYFINDING



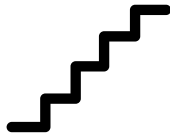
/ architecture / wayfinding

WAYFINDING

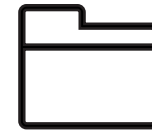
WAYFINDING BRAND ICONS



Parking



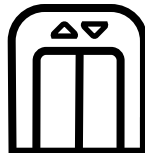
Stairs



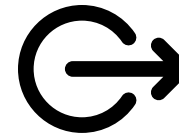
Archive



Consult Room



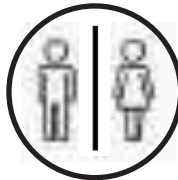
Elevator



Exit



Photo Studio



Toilet



Waiting Room



Meeting Room



WAYFINDING

MAIN WAYFINDING FONT IN H2

H2

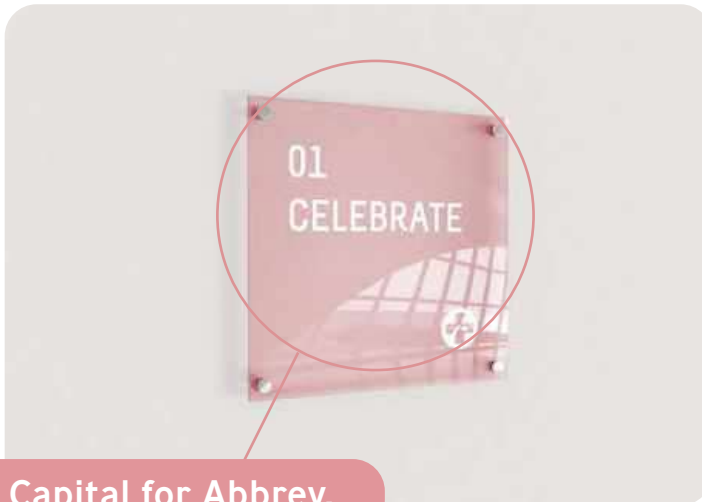
Melborune - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(!@#\$%^&*,./;:"

35 Tracking; Capital
for Abbreviated Items



Capital for Abbrev.



/ architecture / wayfinding

CONSULT ROOM WAYFINDING

ON - BRAND ROOM TITLES



/ EXPERIENCE



/ BASICS





EXPERIENCE

EXPERIENCE / BASICS

The client experience at the Wellness Kliniek is at the heart of the brand's mission, vision and values. First and foremost, we strive to provide an alternative option to the typical plastic surgery experience, one that is historically unpersonalized, sterile and patronizing. Instead, Wellness Kliniek seeks to provide a patient experience that, although medical, is uplifting, personal and above all, goes the extra mile. We work to make sure everyone who interacts with our brand feels a bit more charmed by life than before, and that all of our patients remain pleasantly surprised by details and excited to celebrate life, creativity and of course, themselves.

It is from this standpoint that the Wellness Kliniek client experience departs and because of this, an inordinate amount of attention is given to organizing and detailing the client experience. This covers everything from digital communication to in-clinic experience, client gifting, staff interaction and more abstract brand concepts (i.e., texture, sound, imagery).



CATEGORIES OF EXPERIENCE : CLINIC

BRAND EXPERIENCE / CATEGORIES

OUTSIDE

LOBBY

CONSULT

BOOKING

PRE-OP

POST-OP



OUTSIDE EXPERIENCE

BRAND EXPERIENCE / INTERIOR



TO BE FINALIZED



CHECK-IN COLLATERAL

BRAND EXPERIENCE / GIFTING



TO BE FINALIZED



LOBBY EXPERIENCE

BRAND EXPERIENCE / INTERIOR

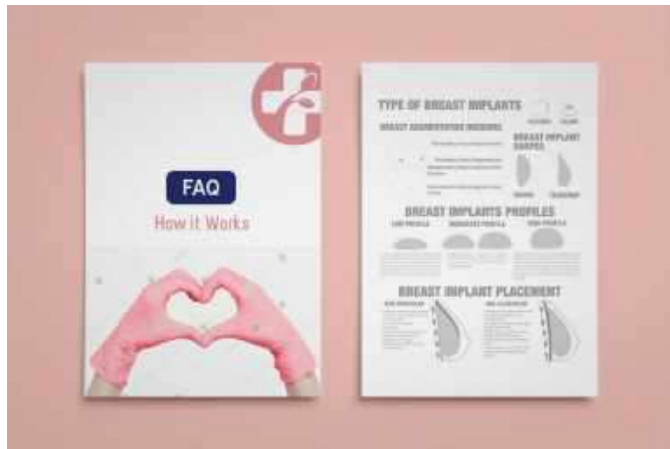


TO BE FINALIZED



CONSULT EXPERIENCE

BRAND EXPERIENCE / INTERIOR



TO BE FINALIZED





PRE-OP COLLATERAL

BRAND EXPERIENCE / GIFTING



+ROBE
+SLIPPERS

TO BE FINALIZED



POST-OP COLLATERAL

BRAND EXPERIENCE / GIFTING



TO BE FINALIZED



FEEL: TEXTURES

BRAND EXPERIENCE / BASICS

PLANTS

WATER

FLOWERS



VELVET

LEATHER

CLOTH

COTTON

SATIN



/ MEDIA



/ BASICS



GENERAL

MEDIA / BASICS



clear emotions

simplistic and modern spaces



minimalist design and clear messaging

Planning a plastic surgery operation can not only be nerve wrecking, but often overwhelming and confusing at times. A core value of the brand identity of Wellness Kliniek relies on combating these feelings with simplistic and down-to-earth imagery that not only relieves stress but offers clear messaging. All media should aim to counter aforementioned feelings of confusion and unease both in their actual content and aesthetic appearance. Doing so will underline patient feelings of ease and trust.



What SHOULD be included

- + Bright / clean spaces
- + Happiness and confidence: several smiling faces
- + Simple/minimalistic images: blank space is easier to process/less distracting; offers higher opportunity to remain within branding standards
- + Contemporary/ luxurious spaces
- + Artfully considered and/ or creative images

What SHOULDN'T be included

- + Black and dark grey tones
- + Violent or unclean surgical images; knives and tools
- + Markings on women (implies imperfection)
- + Unhappy or uneasy people and/or faces
- + Emotionally-neutral images shown (if any) should explore artistic subjects or emulate calm or empowered feelings rather than somber or moody emotions (see above)



/ PHOTOGRAPHY



/ media / photography / people

STYLE: PEOPLE

happiness

confidence

calm/neutral

inspired



clients to be given flowers after operation



/ media / photography / people and interiors

STYLE: PEOPLE + INTERIORS

carefree moods

contemporary, airy interior

easy backgrounds



/ media / photography / skin and body

STYLE: SKIN + BODY

well lit, but not overly commercial

realistic but young

clean and straightforward, not overly photoshopped



STYLE: EMPLOYEES

genuine

client-focused

down-to-earth

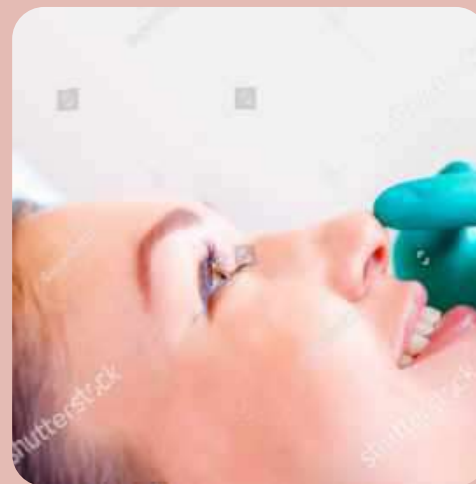


/ media / photography / medical

STYLE: MEDICAL

pain free

calm



STYLE: OBJECTS

flat and minimalistic backgrounds

white space settings

duplicates



STYLE: USE OF STOCK

When not using Wellness Kliniek owned photographs, it is highly recommended “soft” rather than “hard” stock photos are used (see example below) in order to maintain patient relatability and set Wellness Kliniek apart from competition and other plastic surgery clinic branding styles that are over-saturated with “Shutterstock looking” or “hard” images. This especially applies to photos used for patient-based marketing purposes (e.g. social media) rather than instructional or medically necessary images.

correct



incorrect



/ VIDEO





GENERAL

MEDIA / VIDEO / BASICS

Due to the level of science, mystique and misinformation that surrounds plastic surgery, video is one of (if not the most) critical communication tool at Wellness Kliniek's disposal. Video content should not only be generated for educational purposes, but also to alleviate client uneasiness through testimonials/vlogs and seek to establish the company as a field authority through advanced brand-building content that explores the creativity in plastic surgery and is aware of the associated concepts of the pursuit of self-discovery/self-actualization, aesthetic experience and the celebration of life.

Video should be purposeful and creative (but not esoteric) in both its concept and its visual execution. Our goal is to stand out from the sea of stock-photo, stiff and opaque plastic surgery brands by treating the brand-client relationship similar to the logic of luxury hotel branding (focusing on details in the aesthetic + sense-based journey start-to-finish) or cosmetic/fashion branding (exploring the deeply personal emotional journey of self-actualization start-to-finish).



GENERAL

MEDIA / VIDEO / BASICS

Key Points

- + Video content should do its best to counteract associations of artifice
- + Overall mood of video should be light-hearted and relatable (see brand adjectives)
- + Video should not resemble stock content too closely

Overall Style

- + No fast motion or rough cuts
- + Brightly lit and clear (most up-to-date technology should be used to underscore authority and stability)
- + Soft affects only such as glow used [here](#). Feminine touch is acceptable, but we do not want to overdo the artifice or resemble stock footage too much as this is a key characteristic of plastic surgery in general and exactly what we are trying to combat
- + Cuts can differ depending on content ([less perfect for more intimate content](#) such as in-home interviews and more traditional for in-clinic and educational content)



VIDEO CONTENT

MEDIA / VIDEO / CONTENT TOPICS

Video content can be broken down into five categories that can evolve and continue to self-define as the brand grows.

1
Clinic +
Brand Experience
Content

2
Client-Featured
Content

3
Educational
Content

4
Brand-Building
Content

5
Traditional
Creative
Advertising



CLINIC + BRAND EXPERIENCE CONTENT

Purpose

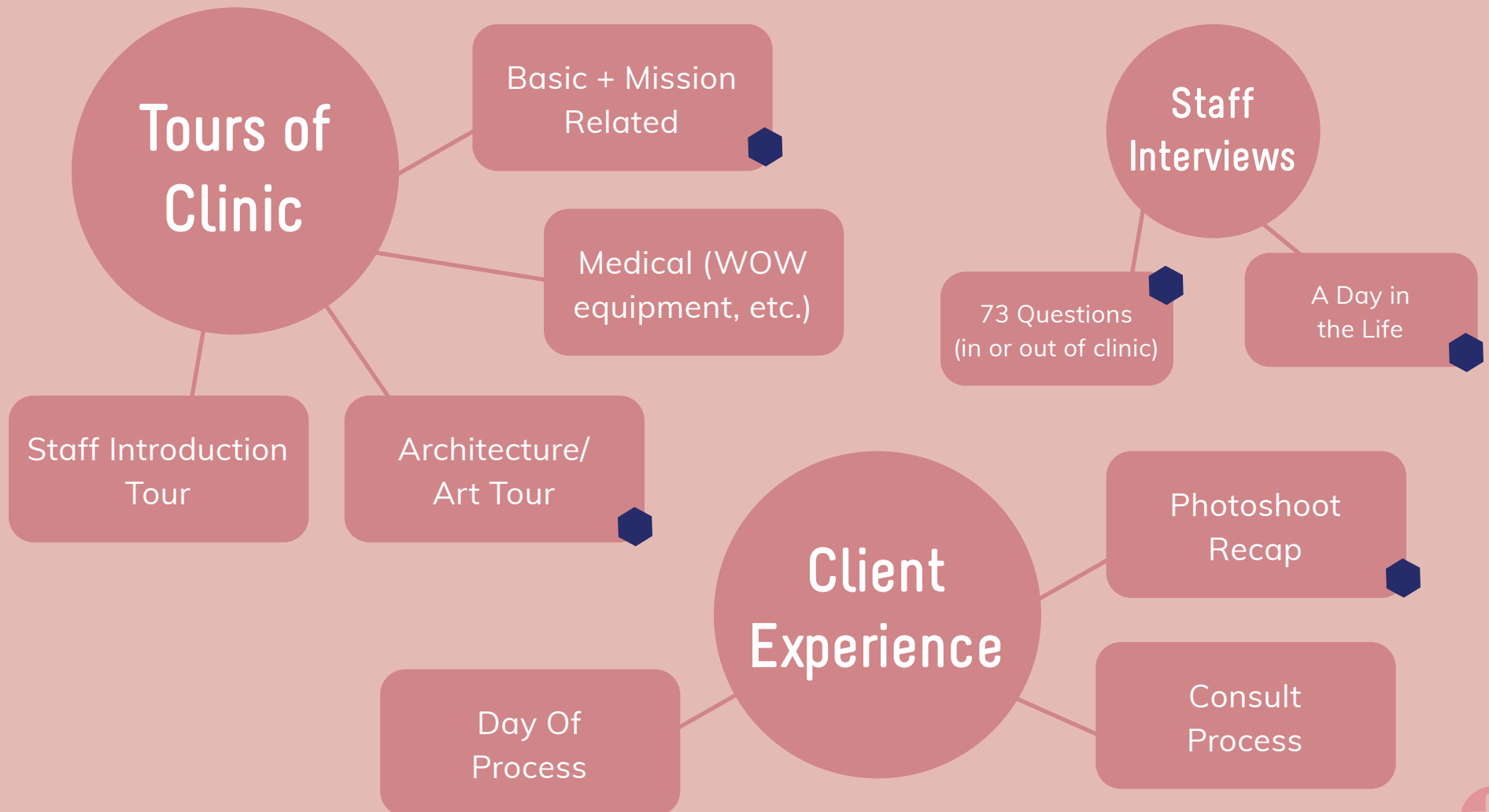
Brings the client into the physical space of the clinic for familiarity. Introduces them to staff and energy of the brand and building. Illustrates the complete experience of booking a consultation and/or service with Wellness Kliniek.

This is critical video content as it has the potential to massively increase the trust factor amongst clients as well as the perception of transparency between the company and its subjects. This content also introduces the client to the concrete aesthetics/visuals of the brand which are a critical element at play in capturing your intended audience if done correctly.

Staff interaction allows for the opportunity to ease any client feelings of unease as well. Prospective clients are much more likely to book a service after discovering their nurses and doctors are united together as a team through clinic tours as well as “real” and relatable through both casual and professional interviews.

CLINIC + BRAND EXPERIENCE CONTENT

Examples



CLIENT-FEATURED CONTENT

Purpose

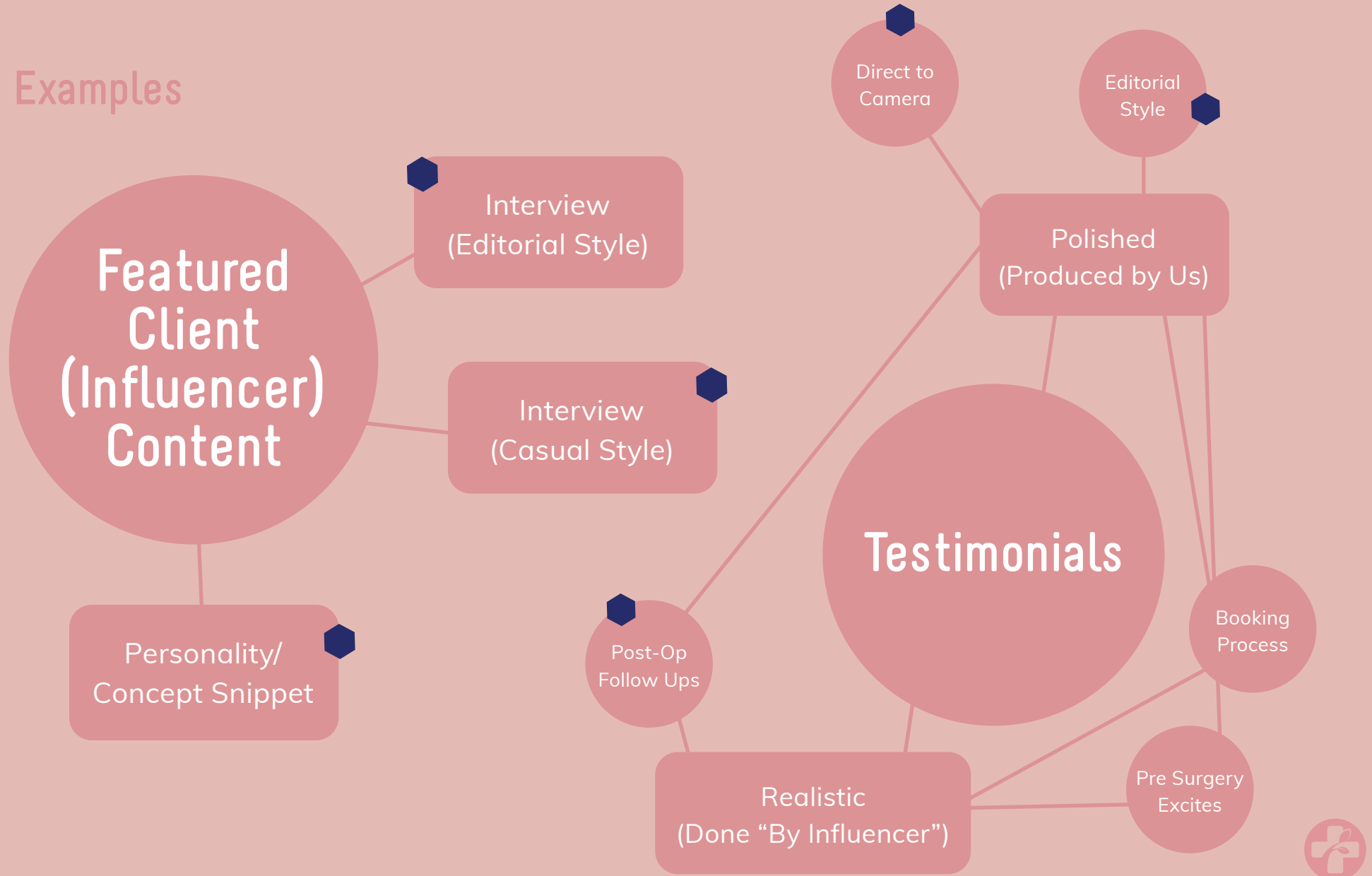
Videos featuring clients are critical for companies with “high-risk” services (i.e. plastic surgery) and are necessary media content components for millennial audiences. Research illustrates that millennials’ allegiance towards brands relies heavily on “unbiased” and/or truthfully unbiased service reviews, experience updates and similar content.

Due to the finely-attuned millennial consumer eye, this market group is less likely to be swayed by traditional advertising techniques than by consumer-featured content (whether this be interviews, artistic bits, testimonials, etc.). As such, this category of content should be invested in more heavily than traditional creative advertising.

Client-Featured Content can be produced in two main styles including direct to audience (client speaks directly to camera as if they are recording themselves) and company produced client-featured content (we interview client).

CLIENT-FEATURED CONTENT

Examples



EDUCATIONAL CONTENT

Purpose

Educational content not only coerces “active” or “hot” potential clients, but also brings in “dormant” potential clients - e.g., consumers who did not come looking for your services knowingly or specifically (this follows the same bait-and-switch logic as blog content).

This category will be especially critical for Wellness Kliniek as audiences are typically either unversed or misinformed about plastic surgery’s process, materials, emotions, cost, experience, etc. In order to combat these uncertainties in the process of the consumer choice to book with Wellness Kliniek, this category will supply video content that acts effectively as palliatives for concerns, FAQs, misconceptions, etc.

This includes “hard” science (“what are implants”) as well as “soft” educational content (FAQ - “how versatile are fake boobs?”)

Educational content is also a perfect opportunity to test out expanding waters into additional offerings from the WK brand that relate to Wellness as a whole (e.g. related health topics associated with operations undergone at clinic - associated science terms, skin, exercise, mental health etc.)

Educational videos can range in style from formal or informal surgeon interviews to animations to casual (yet well staged) staff and patient conversations and/or demonstrations.

EDUCATIONAL CONTENT

Examples

Staff Interview Based

Educating
on the field
“What is botox
made of anyway?”

Discussing
Logistics / FAQ
“What is recovery
like?”

Defining
Procedures
“How do implants
happen?”

Technical
Videos
(e.g. Before and
Afters)

Animation

Instructional + Aesthetic



BRAND-BUILDING CONTENT

Purpose

Brand-building content is a large category that focuses on producing media inspired by the values/ goals /mission/ adjectives of the Wellness Kliniek brand itself. This is also understood as brand messaging.

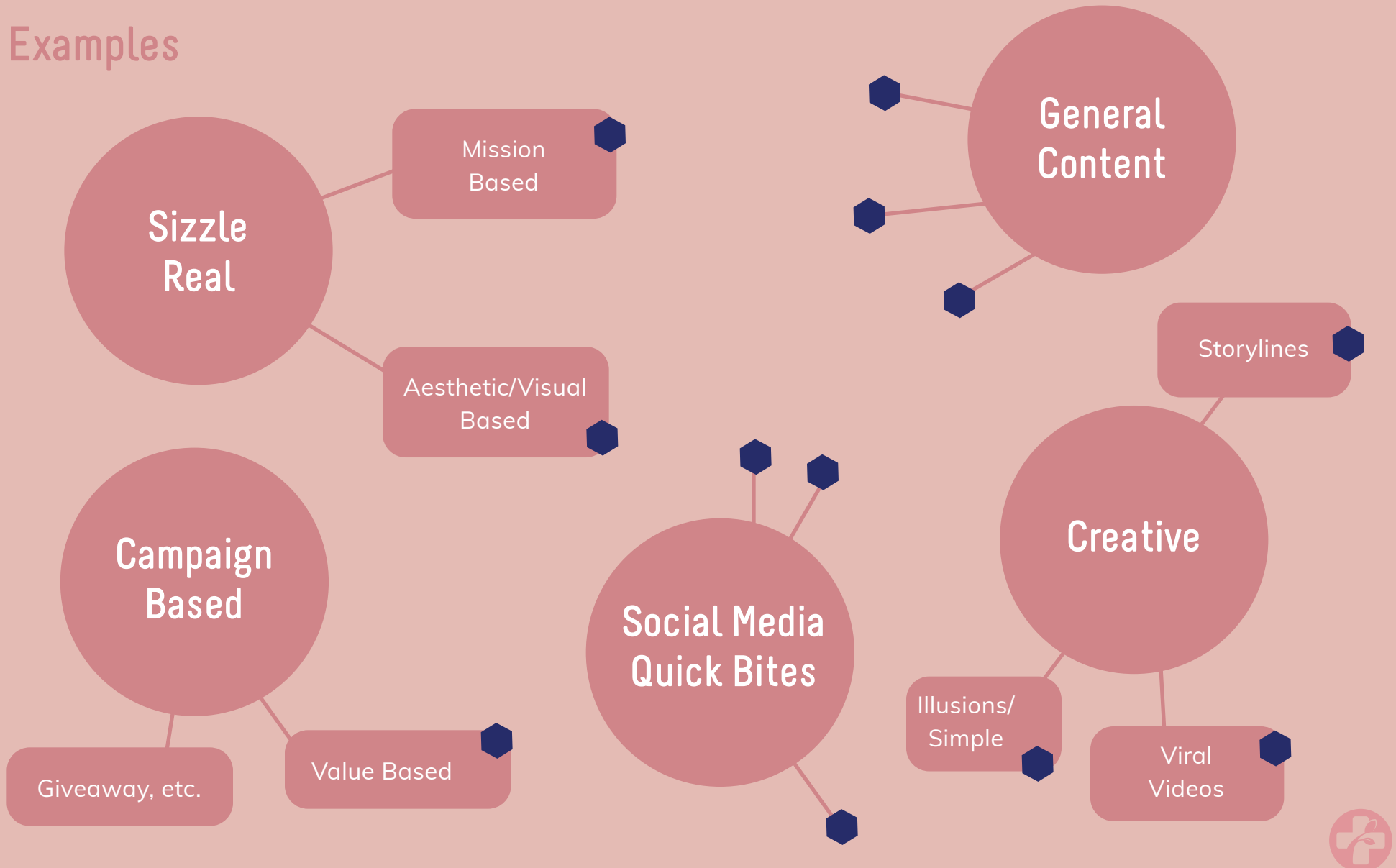
This category includes straightforward brand messaging such as sizzle reels which state either with audio, text, and/or visuals the company's core values, identity and mission.

However, this category of content also includes opportunities for more abstract brand advertising such as shorts that elaborate on one brand adjective, media content that serves as visuals for a marketing campaign, interviews that are based on and

expand upon brand values/adjectives, creative shorts and quick social media bites (snippets that are on-brand, simplistic in messaging and often visual and conceptual in nature).

BRANDING-BUILDING CONTENT

Examples



TRADITIONAL CREATIVE ADVERTISING

Purpose

Fulfills traditional role of creative advertising while also allowing for opportunity to illustrate basic brand visuals and values. T

This type of content not only introduces consumers to the basic look and feel of your brand, but also supplies the commercial visual vernacular they are already familiar with and associate with trendy, creative and stable companies.



Editorial
Style

Commerical
Style

IMAGERY

MEDIA / VIDEO / IMAGERY



The diagram consists of six light red circles arranged in two rows of three. Each circle contains text and is surrounded by four small dark blue hexagons. The top row contains 'Interview Styles', 'Animation Styles', and 'Ambience Styles'. The bottom row contains 'Graphic Styles', 'General Look + Feel', and 'Shutter-stock Reel'. A small circular icon with a white cross and a leaf is located in the bottom right corner of the slide.

Interview
Styles

Animation
Styles

Ambience
Styles

Graphic
Styles

General
Look + Feel

Shutter-
stock
Reel



/ SOCIAL



GENERAL

S O C I A L / B A S I C S



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

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.



CONTENT CATEGORIES

S O C I A L / B A S I C S

USEFUL

EDUCATIONAL

PERSONAL

PROMOTIONAL

Aligning with Quarterly Promotions

AMUSING

RESPONSIVE

BRAND BUILDING
/ LIFESTYLE



CONTENT CATEGORIES

S O C I A L / C A T E G O R I E S / E D U C A T I O N A L



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



CONTENT CATEGORIES

S O C I A L / C A T E G O R I E S / P E R S O N A L



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



CONTENT CATEGORIES

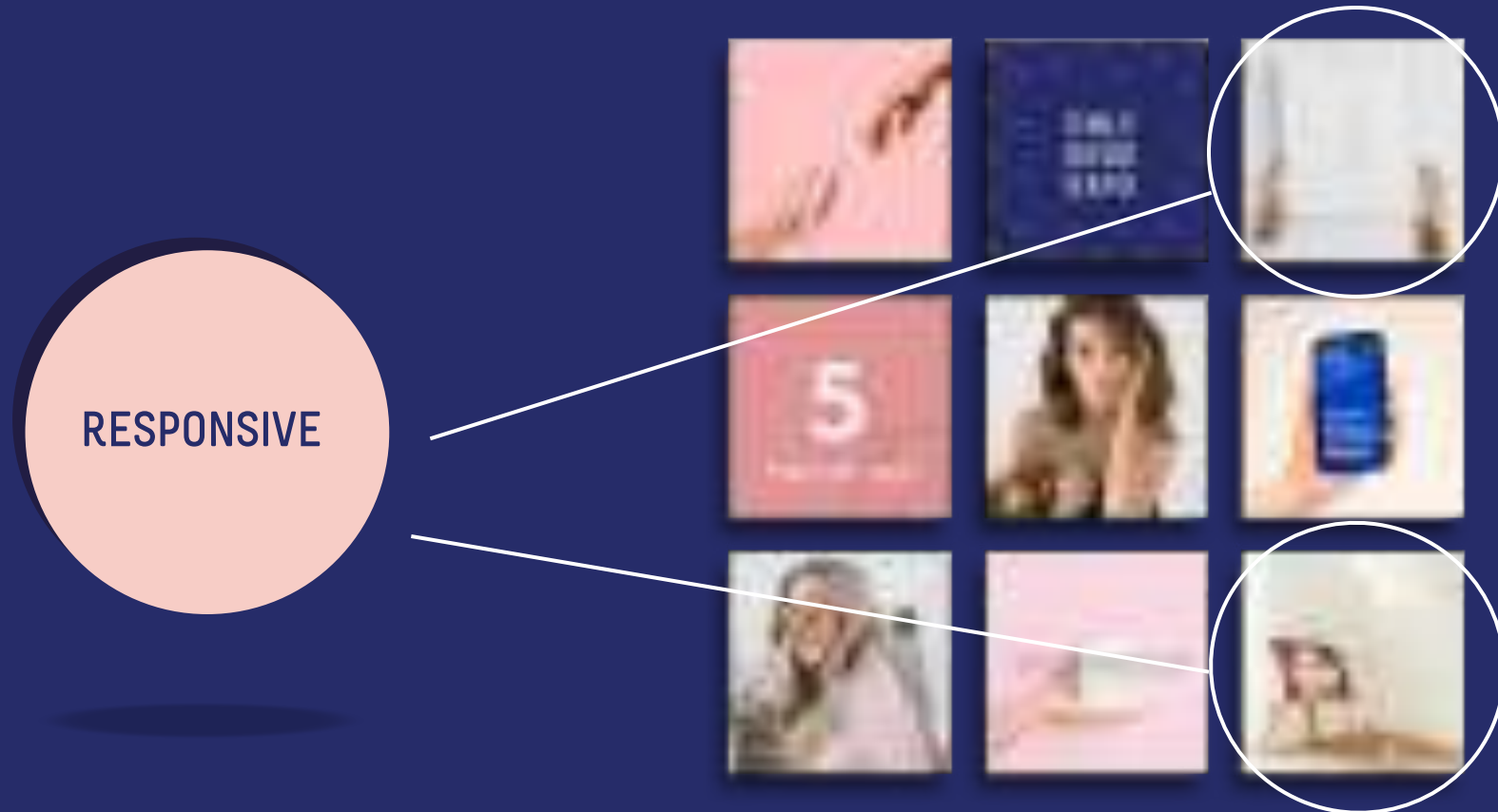
S O C I A L / C A T E G O R I E S / E D U C A T I O N A L



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

CONTENT CATEGORIES

S O C I A L / C A T E G O R I E S / E D U C A T I O N A L



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



CONTENT CATEGORIES

S O C I A L / C A T E G O R I E S / E D U C A T I O N A L

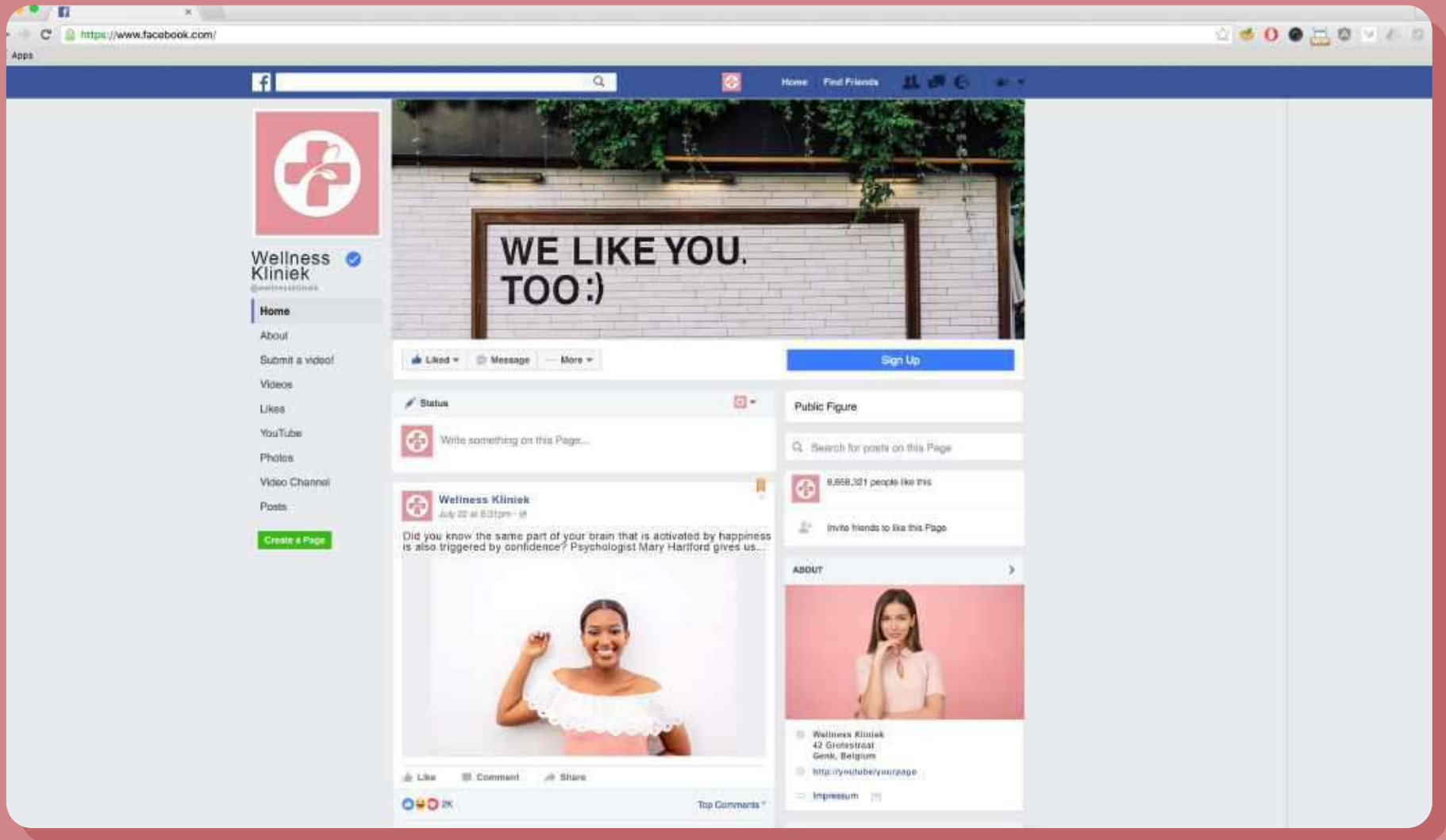


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum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



FACEBOOK

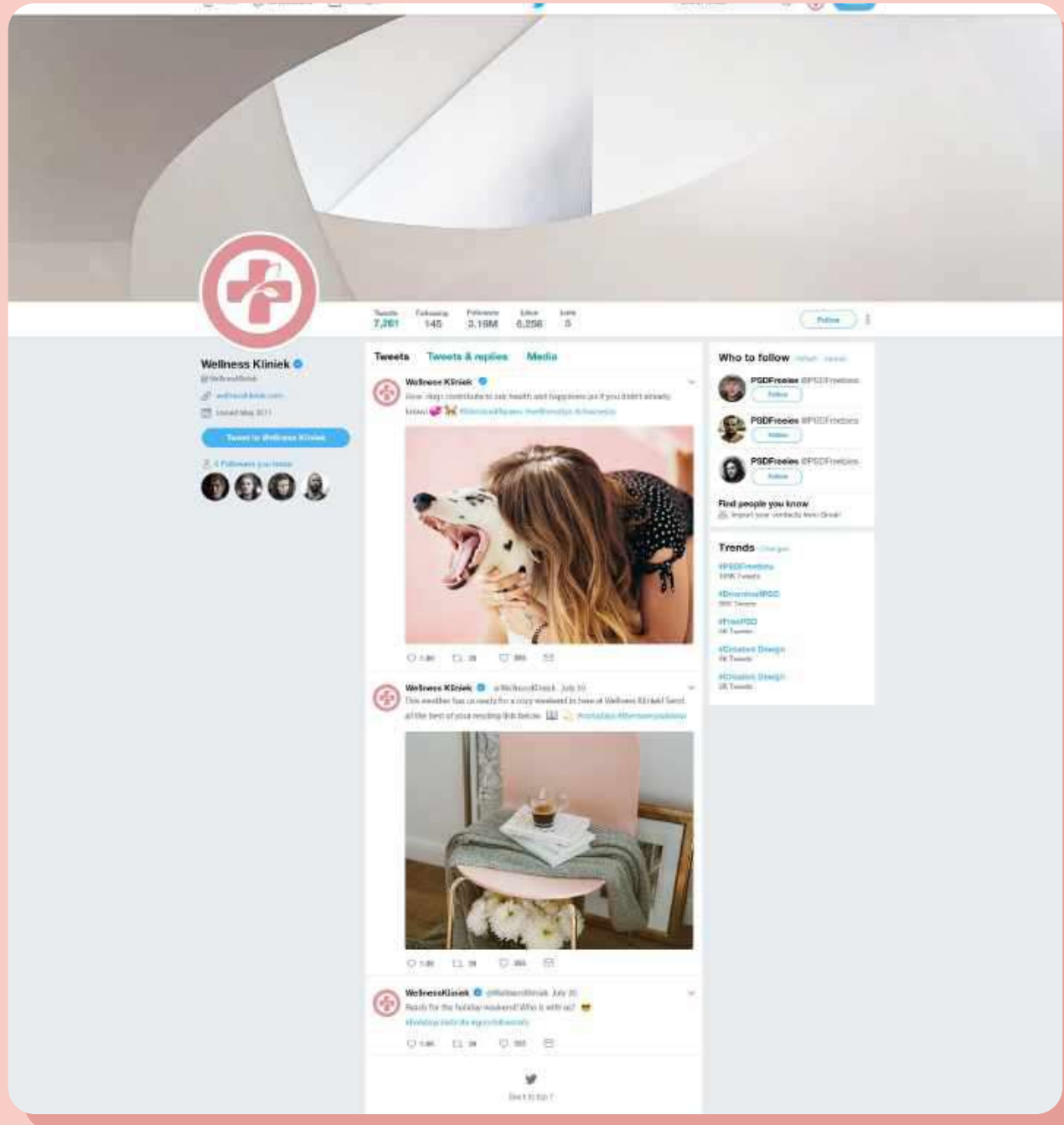
S O C I A L / M O C K U P S





TWITTER

SOCIAL / MOCKUPS



/ COPY



/ BLOG





GENERAL

COPY / BLOG / BASICS

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

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.



CONTENT CATEGORIES

COPY / BLOG / BASICS

USEFUL

EDUCATIONAL

PERSONAL

PROMOTIONAL

Aligning with Quarterly Promotions

AMUSING

RESPONSIVE

BRAND BUILDING
/ LIFESTYLE



CONTENT CATEGORIES

SOCIAL /
CATEGORIES
/ EDUCATIONAL

EDUCATIONAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.



BLOG SAMPLE

COPY / BLOG / BASICS



Lip Service: The A-Z on Choosing the Filler that is Right For You

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

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.

BLOG SAMPLE

C O P Y / B L O G / B A S I C S

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

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. exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse

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

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.

BLOG SAMPLE

COPY / BLOG / BASICS



PERSONAL

Full Disclosure: Jessica's Start to Finish at Wellness Kliniek

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

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.

BLOG SAMPLE

COPY / BLOG / BASICS



Why the Fall Goes Hand-in-Hand with Tummy Tucks

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

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.

BLOG SAMPLE

COPY / BLOG / BASICS



RESPONSIVE

All About You: How to Master #SelfCareDay 2019

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

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.

BLOG SAMPLE

COPY / BLOG / BASICS



In Bloom: The Connection Between Flowers and Wellness

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

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.