



14 Robin Ct.  
Middletown, CT 06457  
T: 860.613.0277  
M: 386.235.7433

[meredith@meredithkstudios.net](mailto:meredith@meredithkstudios.net)  
[www.meredithkstudios.net](http://www.meredithkstudios.net)

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## Branding Your Identity

By: Laura Walker, Principal, Spa Solutions Consulting, <http://www.spa-solutions.net/>

A brand's identity is like a person. Like a child, its identity matures with age. Changes are often subtle and sometimes can be radical. The identity of your company, product or your service is the core essence. Like the child it grows and develops over time. How you position your company will be the name, the logo and the tag line (i.e., Nike', the name, the arrow is the logo and the tag line is "just do it").

Your signature is the combination of the logo, the name and the tagline. Your business card, letterhead, envelopes, product labels, menus and advertising (including your website and signage) will all project your image.

Once your identity is established, you will build your brand through marketing related activities, such as advertising and promotions to capture your audience. Your company will at that point be branding your identity in the minds of consumers that you choose to target. As trends come about and perception's fluctuate and change, so can your image vary over time.

Positioning, on the other hand, communicates your intent on which audience to target and communicates what your business is about. The purpose of branding and positioning yourself is to help people remember who you are. Your intention is to get consumers to gravitate towards something they desire, which is relevant to them.

Your next step in this process is to think about the language and which buzz words you will use to explain what it is your business will do. It's called an "elevator pitch". It's a 30 second speech (a short elevator ride) that tells what it is that you do or offer. It's important that when you develop this, that it is as jargon free as possible. Any individual should understand exactly what it is that you do/offer. A two-sentence statement is ideal.

By the way, when developing all of this, it is important to know what your competition is saying. What do they look like? How do they describe their services/business?

Ideas and concepts to think about:

Do you want your image to be friendly, pleasurable, magical, customized, procedural, clean and crisp, luxurious, pampering, soothing, tropical, proactive, etc? What is it that you want your people to think about so that they will in turn, want to visit your MedSpa?

Remember, every event, experience and message that you put out to the public will affect your image in the eyes of the consumer.

So with that, we will want to work on your font, color, logo, tag line and the image you wish to relay. Do you have a local graphic company that you want to work with or would you want me to suggest one to you? If you have someone local, ask him or her to see the kind of work they have done for other businesses. Regardless of you hire, make sure that they use the Pantone system, which is a universal color format.

If you want help with any of this selection process let me know.

Hope this helps you get started on branding your image.

Laura Walker