

Brand identity.

Diving into what branding is and how we can use it to bring cohesion.

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**Our focus this week is
to look at each
branding element to
decide how we can
bring it all together.**

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This will help with...

- Improving brand awareness.
- Boosting brand credibility.
- Increasing brand recognition.
- Changing how patients send referrals.
- Giving everyone involved a cohesive vision.
- Upholding your existing reputation.

Rundown.

Branding 101.

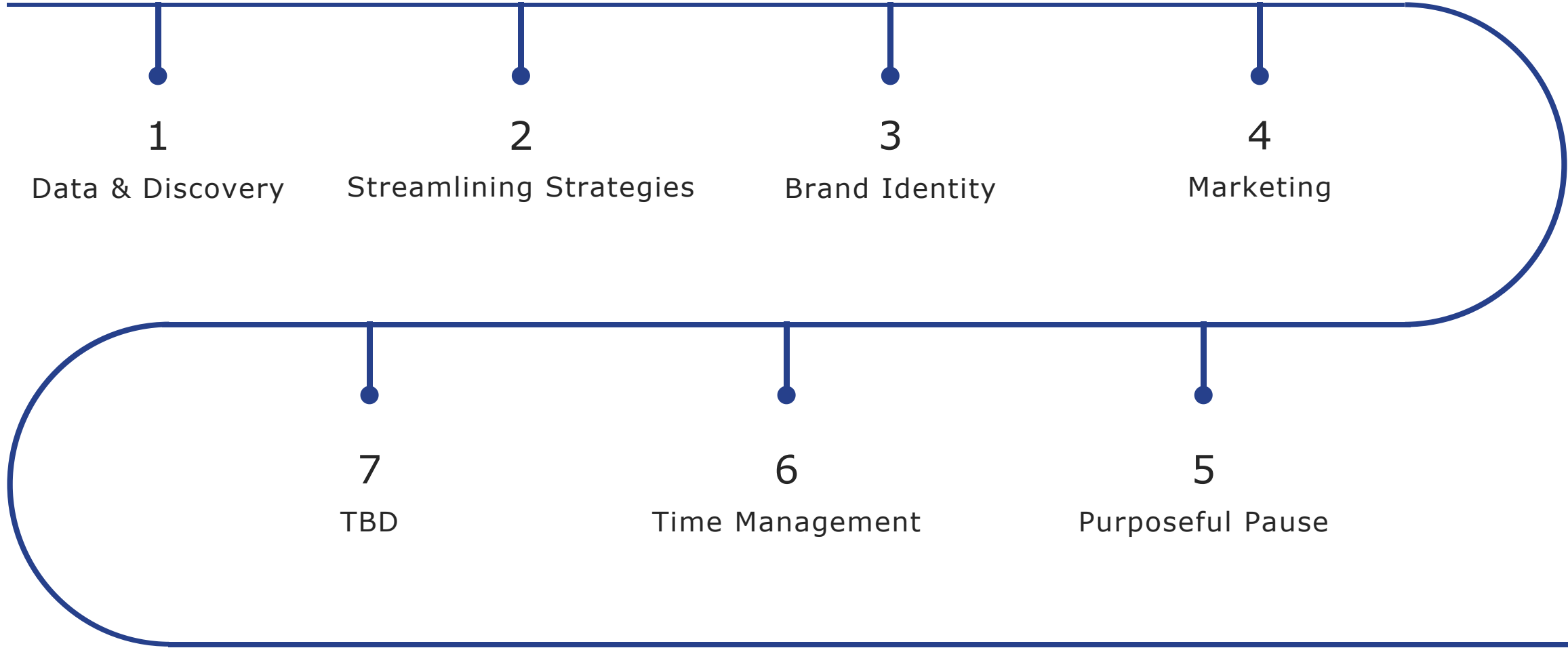
Creating cohesion.

10 week overview.

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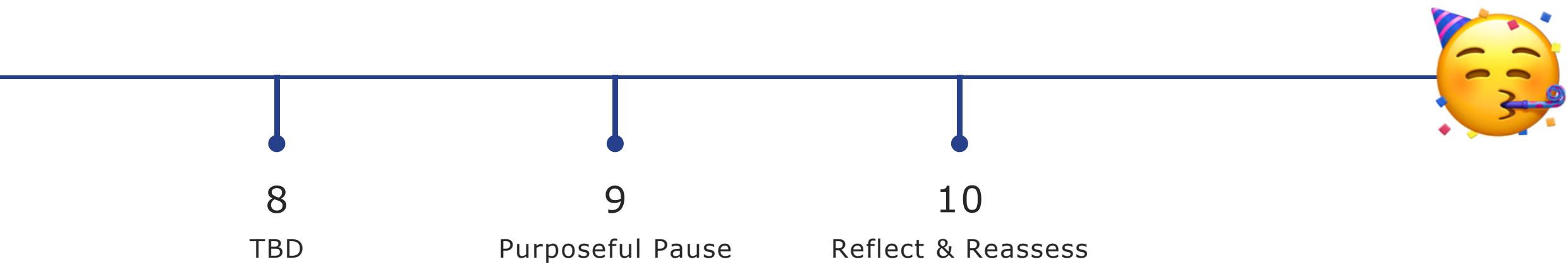
Your 10-week cycle.



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Your 10-week cycle.



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Reference: Simone Bertoni Osteohustle Business Coaching Goals email.

It was great to get things underway!

I've attached the recording below.

Our agreed goals for our time together that look towards the next 12 months are:

1. Defining a clear identity, individual roles and responsibilities and pathway/vision for the next 12 months
2. Whether to/when step back from associateship(s) or not
3. Clear time and diary management between your associateships, osteopathy and pilates
4. Streamlining admin, marketing and keeping in touch with your clients

It's important to know that these goals are subject to tweaks and changes, especially as we go through the first couple of weeks as we get to know your business better. It's also important for everybody in this process for you to both be as communicative as possible with your goals, which we will give you plenty of opportunities every week to let us know that you're happy with the path we're going on.

Here's your tasks for this week:

- Get started with Cliniko
- Complete the Discovery & Data Google Form

Throughout this process, you're welcome to email us morning, noon and night with any questions, thoughts or brainwaves for us to take into consideration.

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Branding 101.

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INTERNAL

Why
Purpose
Mission
Vision
Goals
Ideal patient

EXTERNAL

What
Name
Logo
Colours
Fonts
Voice & tone

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1. What is branding?

2. Brand & business.

Reference: Marty Neumeier - Author of Zag, The Brand Gap and The Brand Flip.



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**"A brand is a person's
gut feeling about a
product, service or
company."**

- Marty Neumeier

**"We can't control the
gut feeling or what
they say, but we can
influence it."**

- Marty Neumeier

YOU HAVE 1 MILLION BRANDS



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YOUR INFLUENCE

**Message
Aesthetic
Experience**



PATIENT
PERCEPTION

Brand

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Creating cohesion.

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After we agree.

- Once we agree on the name, colours, fonts and logo, it's your role to:
 - Update the logo.
 - Update the website inc. new domain name.
 - Update all signage, business cards, leaflets etc over the short and long-term.

Names we found.

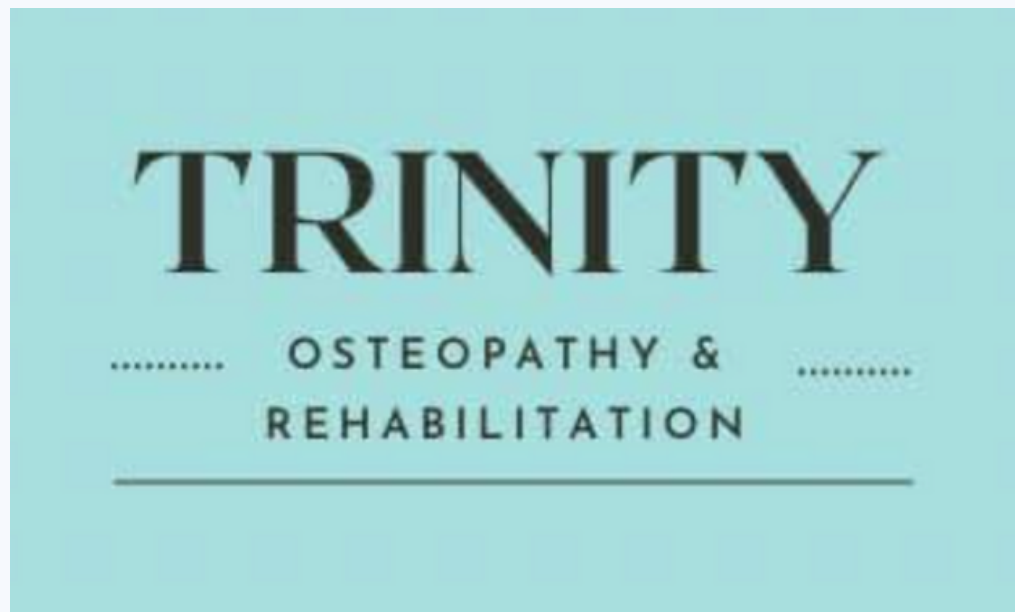
- Trinity Therapy & Rehabilitation
- trinityosteopathy.co.uk
- trinityosteo1@gmail.com
- Weaver Vale Pilates
- Trinity Osteopathy & Rehabilitation - on FB
- Weaver Vale Pilates - on Instagram

Suggested names.

- Trinity Therapy (best for location expansion).
 - www.trinity-therapy.co.uk
- Weaver Vale Health
 - www.weavervalehealth.co.uk
 - www.weavervalehealth.com

Fonts we found.

- Chevalon Medium font (personal use only).
- Open Sans (free Google font).



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Fonts we recommend.

- DM Serif Display.
 - Gilda display or Open Sans.

DM Serif Display Heading.

DM SERIF DISPLAY SUBHEADINGS.

Gilda display. This is what the body text would look like if you were to choose this font. When you have some text, how can you choose a typeface? Many people—professional designers included—go through an app’s font menu until we find one we like. But the aim of this module is to show that there are many considerations that can improve our type choices. By setting some useful constraints to aid our type selection, we can also develop a critical eye for analyzing type along the way.

DM Serif Display Heading.

DM SERIF DISPLAY SUBHEADINGS.

Open Sans. This is what the body text would look like if you were to choose this font. When you have some text, how can you choose a typeface? Many people—professional designers included—go through an app’s font menu until we find one we like. But the aim of this module is to show that there are many considerations that can improve our type choices. By setting some useful constraints to aid our type selection, we can also develop a critical eye for analyzing type along the way.



**TRINITY
THERAPY**



**TRINITY
THERAPY**



**WEAVER VALE
HEALTH**



**WEAVER VALE
HEALTH**

What now?

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Your tasks this week.

- Think about our branding service before updating anything. If you're not interested in working with us, you can:
 - Update your logo, website, domain name, signage, business cards, leaflets etc and your email address (which may be connected to your domain name).

**We'll summarise
everything today in
an email, including
any resources.**

**Next week we're
going to start
covering your
approach to
marketing.**

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