



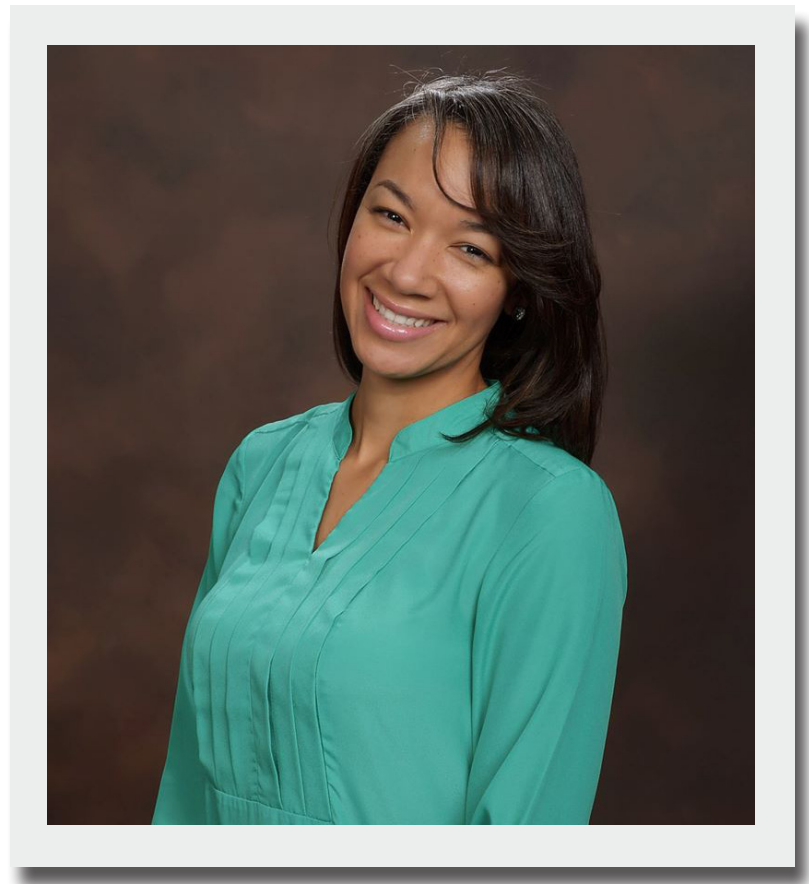
# ACUPUNCTURE LIFESTYLES BRAND BOOK



Welcome to Acupuncture Lifestyles of Madison. I sincerely appreciate you taking the time to learn more about how I work to help others achieve health and beauty goals through Oriental Medicine and acupuncture.

My name is Linyana Gipson. I'm a woman, a business owner, and nurturer with an easy-going personality. I appreciate beauty, fashion, and luxury and my practice reflects this.

I help my clients find balance in their lives by offering sophisticated, personalized treatments and personal encouragement.



**MISSION** Help clients reach their optimal health and beauty goals by providing highly skilled acupuncture services in a comforting environment.



# VOICE

## Words to describe benefits:

restorative/restore, rejuvenate, revive, renew, vibrancy, healing

## Words that describe experience:

tranquil, serene, peaceful, calming, soothing, relaxing, encouraging, gentle

## Words to describe approach:

innovative, fresh, natural, modern

## General words:

wellness, holistic, health, beauty, balance

## Words that do not describe us:

Painful, simple, one-stop shop, discount,

## Ad Copy Examples:

Modern Techniques. Ancient Philosophies.

Revive your inner and outer beauty.

Restore balance. Revive beauty.



# IMAGES

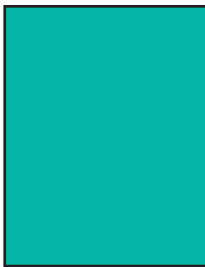
Use images of women receiving acupuncture and cupping and photos that allude to facial treatments that portray a peaceful experience. Women's hands should be showing giving the treatment. Images should have softness about them.





# COLORS

My main color is aqua. This should be the feature color of all marketing communications. The gray should be used in text and as an accent. For additional accent colors use the supplementary colors below.



C 77   R 0  
M 1   G 181  
Y 44   B 165  
K 0



C 60   R 102  
M 51   G 103  
Y 51   B 102  
K 20



C 23   R 164  
M 40   G 131  
Y 40   B 120  
K 20



C 23   R 78  
M 59   G 44  
Y 60   B 33  
K 74



C 4   R 233  
M 29   G 184  
Y 31   B 162  
K 2



# LOGO

Instead of a graphic logo, I used a text-based logo. Please present it only in the following ways.

ACUPUNCTURE LIFESTYLES

ACUPUNCTURE  
LIFESTYLES

ACUPUNCTURE LIFESTYLES

ACUPUNCTURE  
LIFESTYLES

(Example of logo on dark background)

ACUPUNCTURE LIFESTYLES

ACUPUNCTURE  
LIFESTYLES

ACUPUNCTURE LIFESTYLES



# FONTS

For headlines and print copy please use Myanmar Sangam MN and Mongolian Baiti. For web body copy please use Verdana.

Myanmar Sangam MN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !\$&#

Mongolian Baiti

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !\$&#

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !\$&#



# DESIGN

All communications should reflect balance and harmony. Use rounded shapes to illustrate softness. See below.

ACUPUNCTURE LIFESTYLES

Revive your inner  
and outer beauty.

Learn more about cosmetic acupuncture, cupping and other restorative treatments.



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