

# Mood Board + Brand Foundation

**PREPARED FOR**

*Align Foot & Ankle*

**CONTACT**

*Ashley Busby*

**PROJECT**

*Mood Board and  
Brand Messaging  
Presentation*

*Ashley@hypegroup.net*

*(727) 623-9085*

*WWW.HYPEGROUP.NET*

**hype.**

V01

# Mood Board

# Overview:

## Classic & Comforting

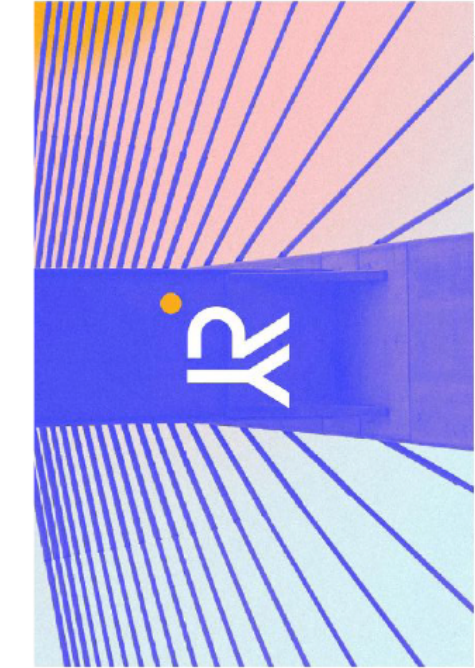
For this first look we want to focus on Align's mission to bring comfort, care and reliability to each and every patient. The brand will be warm and approachable, standing out in an industry that often seems impersonal.

We'll create a custom logo that feels friendly while remaining clean and professional. Our color palette will focus on soft earthy tones that will help our audience feel at home.

We may look to incorporate simple line art iconography or illustrations to further enhance the brand and add personality. These will likely be monochromatic or use a minimal palette for a light and airy feel. We'll avoid harsh edges and instead go for more organic designs that feel soft and comforting.

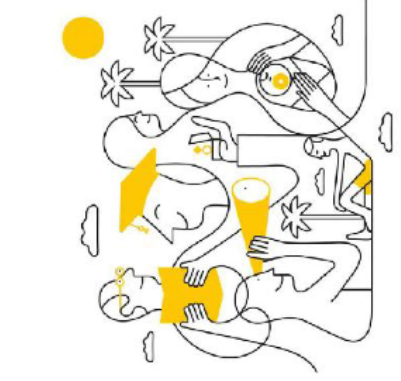
*mapello*

Space  
for what's  
possible.  
RISE



galileo

BIKRAM YOGA  
20 IRVINE 08



*Remind*

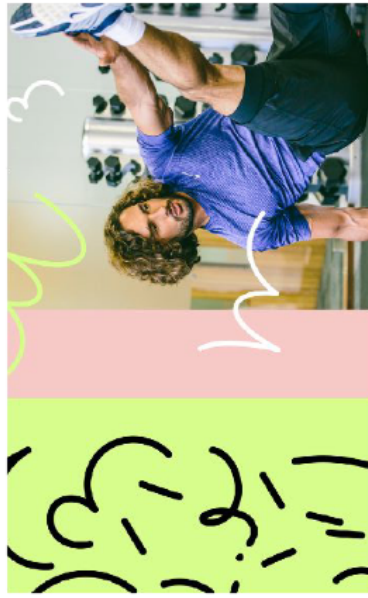
# Overview:

For the second concept, we want to draw inspiration from Align's focus in the world of sports injuries and young, active patients. This direction will be a bit more unexpected for the medical field but will still bring a reliable and established feel to the brand.

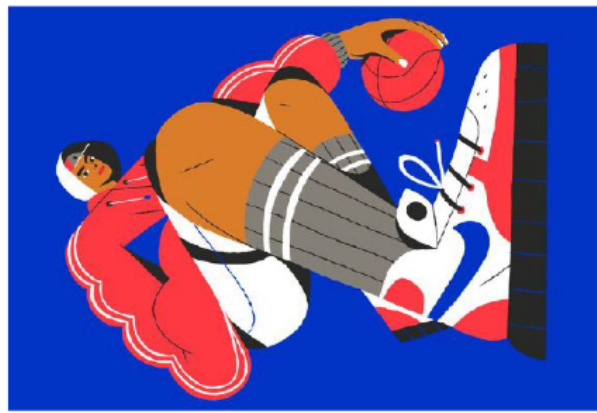
# Bold & Energizing

The logo will be modern and simple with a slight athletic flare. This could be achieved through details in a custom logotype or an icon that evokes movement and energy. We'll incorporate earthy tones into this direction as well, while exploring some brighter pops of color throughout.

Dynamic brand elements will bring this concept to life, giving designs an uplifting sense of motion. We also want to explore some fun brand illustrations that can reflect our patients' active lifestyle and potentially serve as art for the office space.



**SEATGEEK**



# Brand Foundation

# **Brand Positioning**

***This is your elevator pitch. It's how you sum up your practice in under 30 seconds.***



# Brand positioning

Align Foot & Ankle is a boutique podiatry practice committed to creating personalized experiences for the communities that we cherish. We offer cutting-edge, restorative treatments for the ankle and foot that are tailored to each patient's unique needs. We specialize within a wide spectrum of podiatry-related predicaments such as surgery-related issues, pediatrics, sports injuries, and more.

Our dedicated staff, world-class concierge service, and affordable payment options allow us to put people first while prioritizing premier patient care. Our doctors closely assist and guide our patients on the journey to healing from start to finish. Every patient who walks through our doors can expect to feel at ease – relaxed and ready for the road to recovery.

**hype.**

---

# **Brand Promise**

*This is the expectation you will set and meet for  
your patients.*

# Brand promise

At Align Foot & Ankle, we believe in people. Our investment in the community helps us cultivate trust amongst our patients. Serving is at the root of our creed, and we've carefully designed our atmosphere to reflect this. Here, the waiting room feels like home – wait times are short and the comfort is continuous. Our office is designed with you in mind. The staff is well-trained and courteous. Plus, same-day appointments are our thing.

We've made it a point to strategically select where we provide our services, which is why we've settled in Florida. We feel a special connection to our St. Petersburg community. Above all, our goal is to empower patients through education and experience, innovative treatment options, and premier patient care.

---

**hype.**

# **Brand Manifesto**

*This is your rally cry. It's the emotional pull that establishes you beyond your basic offering.*

# Brand manifesto

Here at Align, we're in the business of helping people. We seek to unite purpose and fulfilling experiences with the anatomy of the human body. Movement is essential to life – and that starts with alignment. Because of this, we've dedicated our life's work to helping people achieve optimal physical health, so they can lead optimal lives. We do this by cultivating genuine connections with our patients which, in turn, helps us provide them with exactly what they need. Our team doesn't want to create a quick fix. We want to get down to the root of the problem. We aren't afraid to roll up our sleeves. With our people-first, refined approach, we tackle the tough stuff – and heal people while we're at it.

**hype.**

---

# **Core Beliefs**

*These are your beliefs and values that you will not  
waver on.*

# Core beliefs

## **BUILDING COMMUNITY**

That small-town, southern-charm-feel lives here at Align and takes center stage. Community is at the core of who we are. We want our patients to know that we're people they can trust. So, we get to know them – and before long, we're family.

## **LEADING WITH FAITH**

We're led by community, but faith is the fuel that drives us. We keep patients in prayer so that peace of mind is just another part of their unique experience.

## **KEEP PEOPLE FIRST**

We curate personalized experiences for individual needs. People are the lifeline of everything we do.

## **OPEN CHANNELS OF COMMUNICATION**

We strive to put our patients in positions that assure them they can safely come to us for anything. To do this, we make room for transparency and trust so that no need gets left behind.

## **ACCESSIBILITY OF INNOVATIVE TREATMENTS & DEVICES**

Quality trumps all. So, we use only the most sophisticated tools. Our groundbreaking technologies and innovative techniques keep us at the forefront of an essential industry.

## **EASE & COMFORT**

We've created a physical atmosphere that is functional and full of comfort. Our waiting rooms are designed to provide our patients with an extension of home – if even for a moment.

---

**hype.**

# **Brand Anchors & Personality**

***Your anchors are the core values that differentiate  
you in your market.***

***Your personality is the activation of the message  
behind each core value.***



# Anchors & personality

## **AUTHENTIC --- LOCAL**

We lead with authenticity and want our patients to know they can take comfort in our genuine approach to meet their needs.

## **SERVICE --- WORLD-CLASS**

Bottom line: our priority is to serve our patients. But, don't take our word for it. You'll feel it when you walk through our doors.

## **INTEGRITY --- SUPERIOR**

From start to finish, we operate in good faith – on every part of the journey.

## **COMMUNITY --- COMMITTED**

Our commitment to community is the thriving heartbeat that keeps us going.

---

**hype.**

# **Key Messages**

*These are taglines that showcase your personality.*

# Brand Taglines

- **Align – Fast, freely and fully.**
  - **The road to recovery starts with Align.**
  - **Aligning health, healing and community.**
  - **Re-align with Align**
  - **It's like coming home to heal.**
- **Recovery starts with Align.**
  - **The best way to heal is to Align.**
  - **Aligning mind and body on the road to healing.**
  - **Aligning mind and body on the road to recovery.**

**hype.**

---

# NEXT STEPS

- Brand design to follow 9/7, time TBD

**hype.**

---

**THANK YOU!**