



HEALTHPLEX

BRANDING BOOK



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"Everyone deserves fitness and health and beauty at affordable price"

This project is a Multiplex located at 432 E Grand Avenue, Chicago IL 60611. It will consist of a high energy fitness studio **Title Boxing Club, Medical Antiaging and Wellness and Rejuvenation Center and an Aesthetic entity**, enveloped in a comfortable and inviting **Art Studio**. We are also discussing a **Plant Based diet** restaurant.

There are four Limited Liability Companies covering 4 entities, delineating each entity, Fitness, Medical, Spa and Restaurant.

This is a medical facility, a team of physicians, surgeons, cosmetic dentists, and allied health professionals will be available for consultations based on client interest.

We will offer weight loss and fitness assessment, medical examinations and consultations by appointment. Based on assessment a client will be offered a customized training diet and exercise plan.

When this concept becomes functional and mature, a play book can be implemented to offer most profitable services and offer membership based clubs.

A recovery portion of multiplex will be well suited for recreational and professional athletes' we plan to offer stretching, massage, acupuncture, chiropractic treatments by appointment. Recovery can be enhanced by cryotherapy, infrared sauna, hyperbaric chamber, IV hydration.

On the cosmetic side, we will offer augmented weight loss treatments beyond fitness; facial and body aesthetic minimally invasive and non invasive procedures.

The Art concept represents a rediscovery of the links between body, mind and spirit. It recognizes and advocates the role of the imagination and creativity in developing and maintaining health.

In addition we will sell cosmetics, fitness and prepackaged food stuff items. Art will be available for display and purchase. Other retail sales such as branded health products and apparel will be available.

The restaurant will cater to neighborhood clientele and become one of the only landmark only Plant Based restaurants in the downtown area.

Primary Design

HEALTHPLEX name is associated with the idea of providing healthy services in this multiplex which will consist of four units.

Each of the four stars at the top stands for one area of the multiplex; Fitness, Medical Spa, Art and Restaurant. Also these four stars represent the stars from the flag of Chicago - location of the Multiplex.

The wreath symbolizes Apollo, the god of health, medicine and art, but also symbolizes healing and victory.



Variations

Primary Design



Secondary Design



Variations



Primary Colors

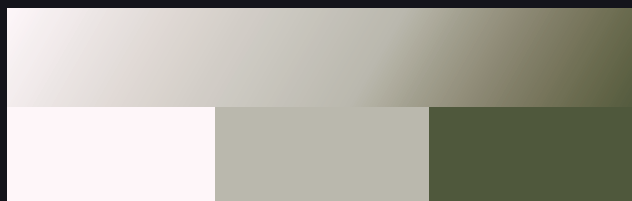
Light Background
Solid Color



R: 23 C: 77 HEX: #16161D
G: 23 M: 71
B: 29 Y: 60
 K: 77



Dark Background
Linear Gradient (-30° angle)



R: 254 C: 0 R: 186 C: 28 R: 81 C: 83
G: 245 M: 4 G: 185 M: 22 G: 88 M: 72
B: 249 Y: 0 B: 173 Y: 30 B: 60 Y: 100
 K: 0 K: 0 K: 2

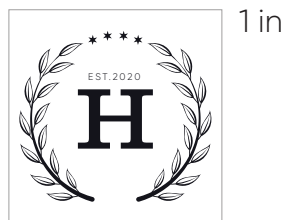


Sizing

Primary design - For sizes from 1 inch and larger



Secondary design - For sizes from 1 inch and smaller



Variations

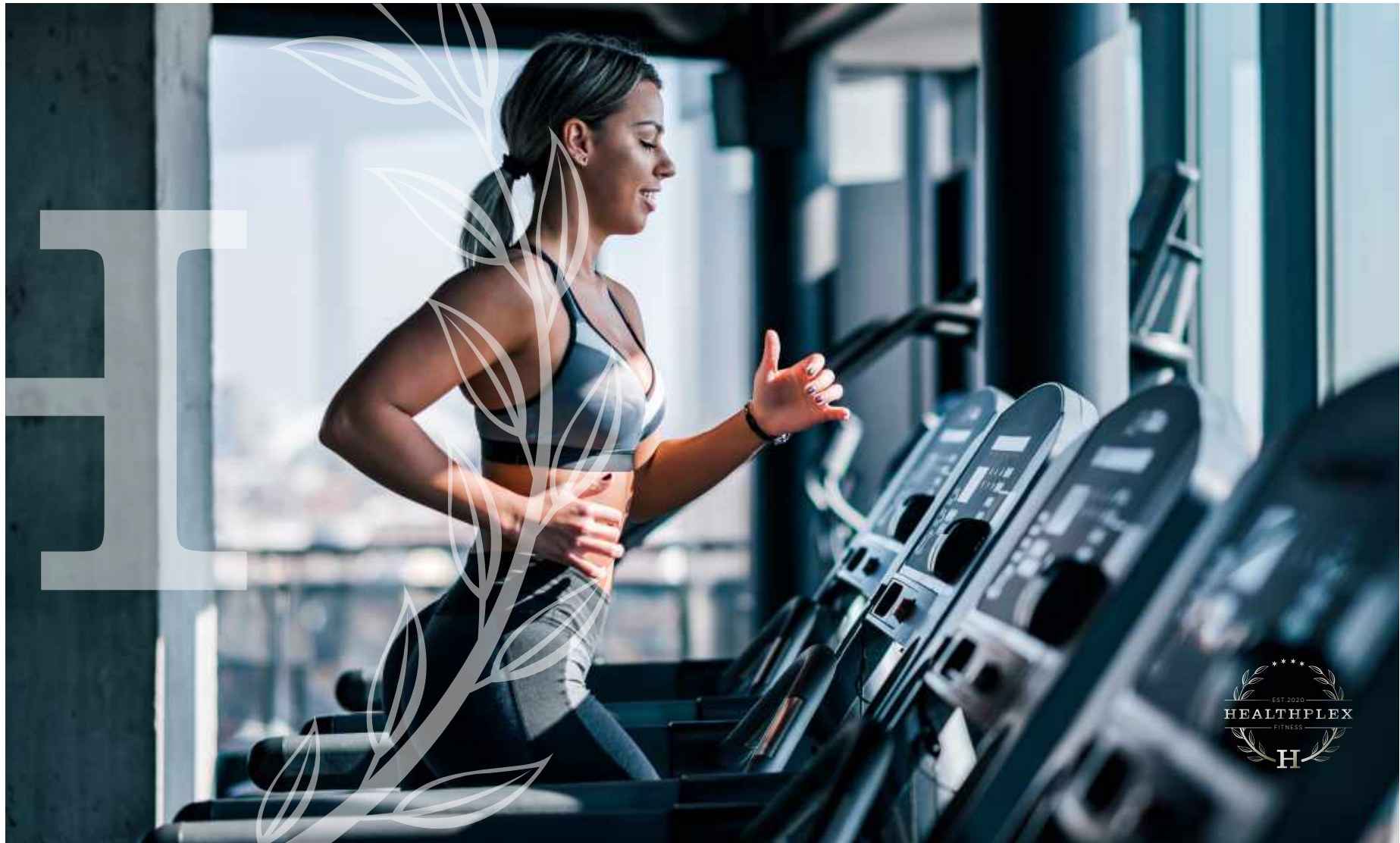
Dark Background



Light Background



Example



Primary Font

Clarendon/Regular

A B C D E F G H I K L M N O P Q R S T U V W X Y Z

a b c d e f g h i k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Secondary Font

Gilroy/Light

A B C D E F G H I K L M N O P Q R S T U V W X Y Z

a b c d e f g h i k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Business Cards



Envelope



Letterhead



Coffee Mugs



Membership Cards



Uniforms



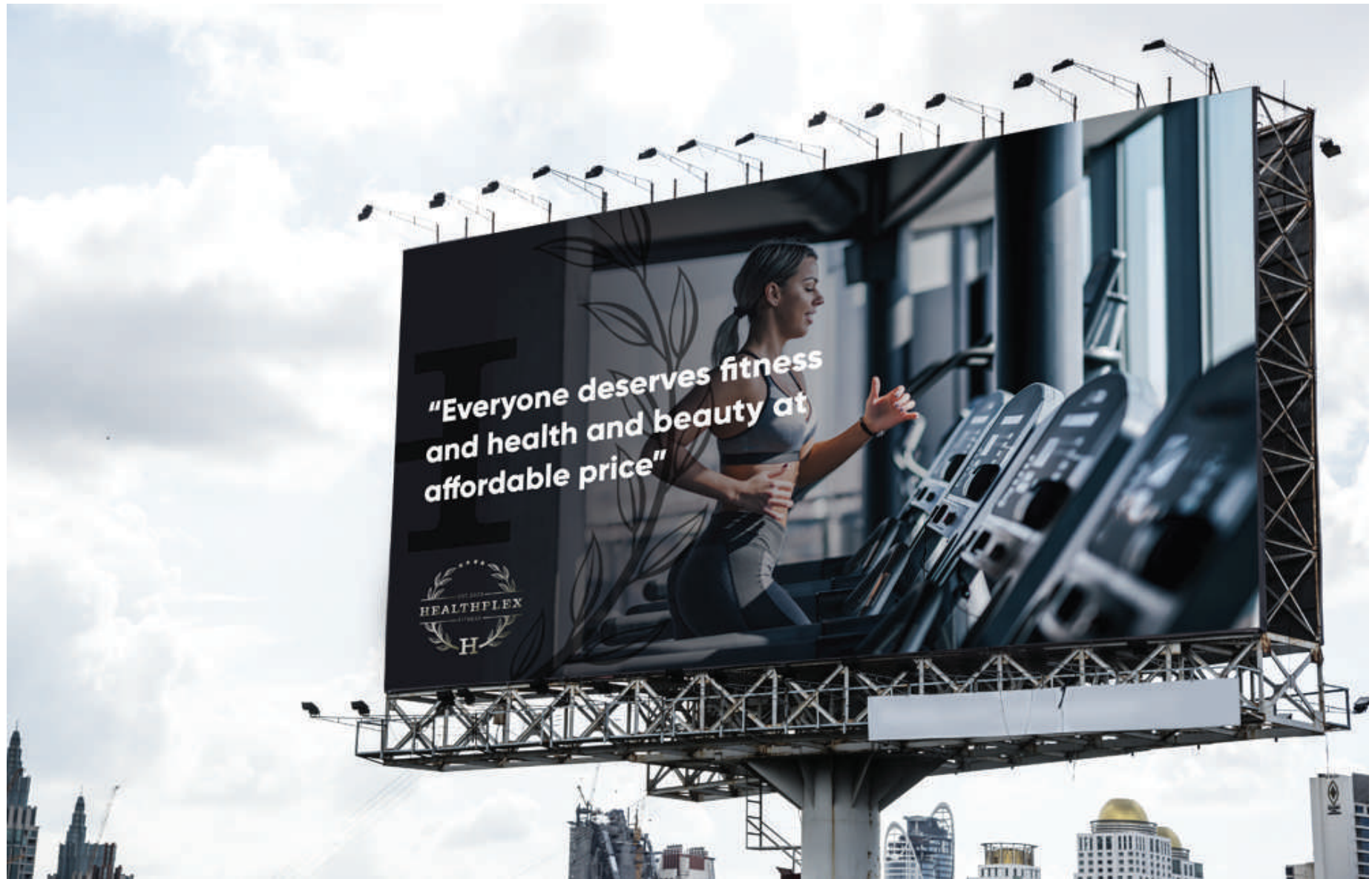
Face Masks



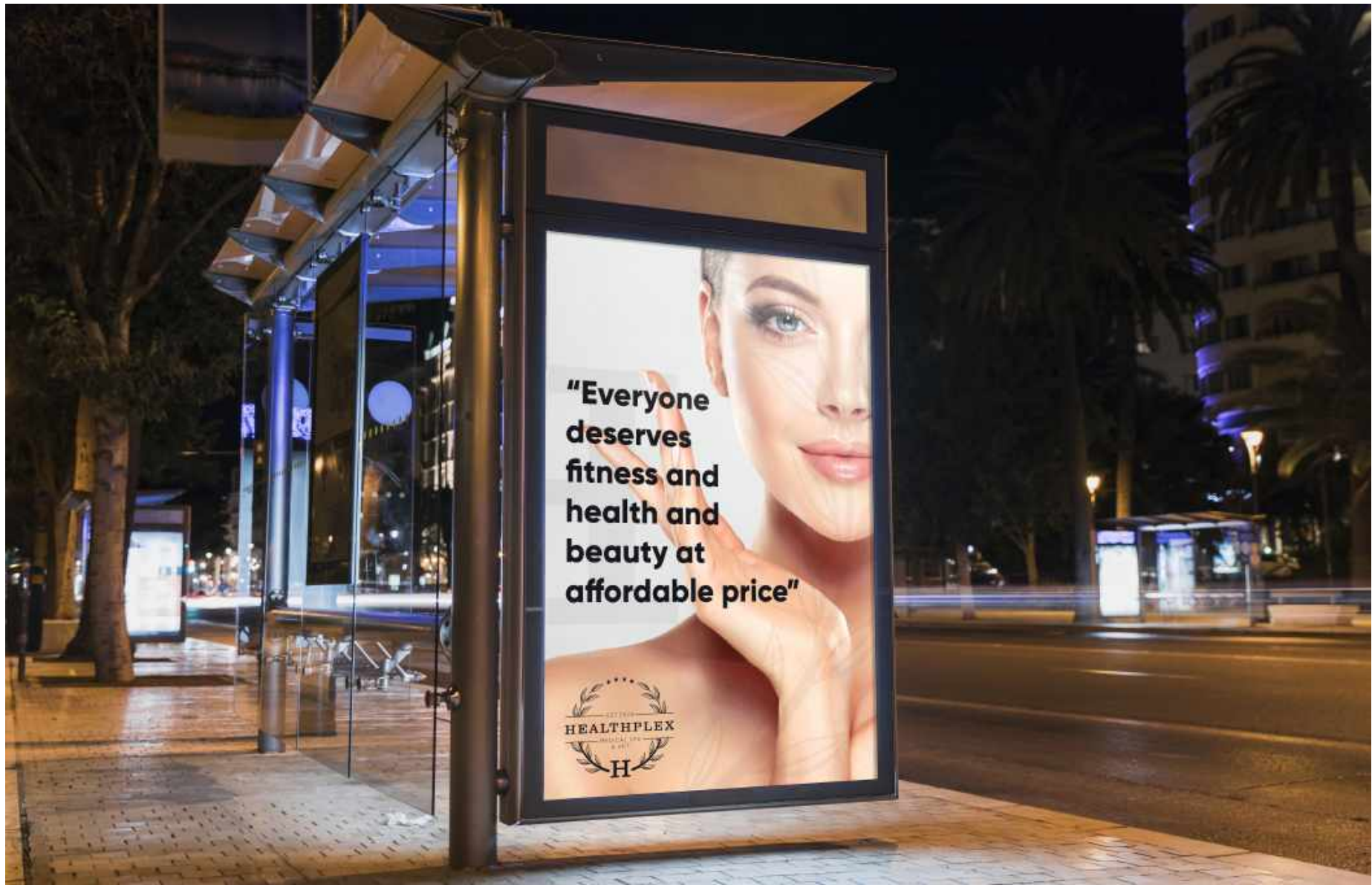
Front Door Display



Billboard



Bus-stop Billboard



Responsive Website Design



