

A Case Study of:



"We are a start-up business that required a professional approach to our image. Romanelli helped us to create a simple and elegant logo that presents us as a national brand. They have worked with us through the launch of our first spa and by following their direction, we are experiencing great success with our business. At this time, people ask if we are a franchise or big business, and since that is our ultimate goal, we consider it a wonderful compliment and validation that we have made the right choice in working with Romanelli. Romanelli works with us, coaches us and motivates us to keep moving our business forward."

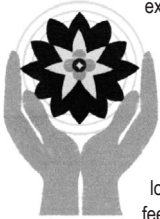
▶ **Sarah Kaczor, Co-owner**

A large, light orange graphic element on the left side of the page, consisting of a thick, curved line that forms a partial circle around a stylized, blocky letter 'R' shape.

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When Seven Petals first came to Romanelli Communications they brought with them an array of existing marketing materials—a logo, stationery, business cards, brochures and gift certificates. Seven Petals was a start-up business and wanted to change their marketing approach completely. As a healing group, focused on wellness, they were looking for a more sophisticated look and feel throughout their marketing pieces.



When creating a brand it is imperative to maintain a uniform look, feel and message. First, we develop the brand by promoting your business or product's key strengths. Seven Petals is a professional wellness center that fosters positive transformation through life coaching. They offer an array of healing modalities based on Yoga, Reiki and Massage and offer natural products and beverages as well.

First and foremost, Seven Petals was looking to take their business to the next level. They had a small following but were looking for new clients and wanted their company to be better established within the community. Second, they are a very healing-centered group. Romanelli used this to Seven Petals' advantage, keeping the overall look and feel very calming and organic, pushing them away from their existing tribal look, maintaining a professional appearance. One of Seven Petals' strongest attributes is their ability to make people feel better. Purple and green are very relaxing and soothing colors, so they were chosen as the color template for Seven Petals.

From here, Romanelli made sure to always stay within Seven Petals' color scheme of purple and green. Once a color or theme is chosen it is important not to stray from that so people can begin to recognize you. Changing the foundation of a brand as you are building it leads to confusion. Once it is built, just update it periodically to keep it fresh. We also gave them a slogan of "connect". It is important for Seven Petals to have a strong connection with their clients to be able to help them reach their goals.

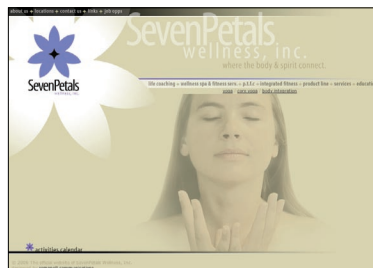
Seven Petals Stationery

Seven Petals works with many different people on a daily basis—some are just taking a yoga class or getting a massage, while others are involved in the Seven Petals seven-step program. They offer individual and corporate programs. Romanelli created stationery and business cards that promote Seven Petals as a professional wellness center that stands behind the quality and successes of their work. We added the "connect" slogan on the back to remind clients or potential clients that with Seven Petals you can connect with and reach your wellness goals.



Seven Petals Website

Seven Petals offers many programs, healing modalities and products to a wide audience. Their website needed to be easy to navigate and stay consistent with their brand. Using the same natural, calming, purple and green color scheme, Romanelli designed a site that welcomes and easily services every user that enters the site. Since they offer so many different services, we made sure that each section had descriptions of modalities without being too overwhelming. This gives the user a taste of what they can expect from Seven Petals and allows them to choose to learn more about or schedule an appointment for what they are interested in.



sevenpetalswellness.us

Seven Petals Brochure

Seven Petals' brochure competes against a variety of brochures in the health and wellness industry. It needed to stand out and show services in such a way that made consumers want to use them. Continuing to use the calming purple and green colors made the brochure easily recognizable as Seven Petals'. We presented information in a menu form as that is a format people can connect with. This gives an overall sampling of what Seven Petals offers. There are no pictures to clutter the inside except the same peaceful face from the website.



Seven Petals Logo

Seven Petals' existing logo had not been used for long so the public was not attached to it yet. This made the decision to start from scratch an easy one. First, we gave them a simple lotus flower design that consisted of just seven petals to match their name. We used a clean and simple typeface to keep it elegant. Seven Petals is very focused on helping their clients reach their goals. The logo was created with no external clutter to distract from that focus.



Seven Petals Flyer

Seven Petals' success enabled them to launch the long anticipated Seven Petals Zen Fitness Spa. We incorporated the simplicity of the menu-style design elements for this flyer too. Here, we promoted a healing happy hour and lotus rewards giveaways for their grand opening weekend.



Seven Petals Menu Card

Seven Petals had such a positive response to the brochure that we made a menu-style postcard for them as well. This piece highlights the life coaching services offered at their Clinton location.



Romanelli Communications looks forward to working with you
to create strategic marketing solutions unique to your business.

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