

# The Thrive Society

CREATIVE REBRANDING



# vision

The Thrives Society and sister sites have what I would consider a feminine branding. The fonts, colors and imagery presented in the websites and social media platforms were very women-centric, and I read that you wanted to move forward from this branding style to reflect your evolving company in the industry. Words that stuck out to me were things like 'fresh' 'sophisticated' 'inclusive' and that you weren't afraid to make a drastic change. I also noted you did not want to appear to be overly trendy or blend in.

Something I wanted to change in your new branding style was to impose a broader audience reach. I also noted you wanted to branch out to potential men in your target audience. For this reason I focused on a darker more neutral/welcoming color palette as well as a style that was more sophisticated but still stylish, fun and appropriate.

The three things I wanted to approach in the rebranding and social media output are to educate, entertain and relate. Focusing on the most relevant being relatable content because I feel that The Thrives Society's story really reflects in that space.

For the social media content strategy I would focus on storytelling through visual means, so that every post tells a part of the ongoing narrative. I would focus on 70% of content being storytelling and 30% being sales and promotions. In that concept followers would feel compelled to follow simply because they are following along on a relatable journey.

For the overall completed look I would still move towards a lot of clean white space. I feel that as a business this is reflective of sophistication and modern elements. It will also help your output reach a broader audience both male and female and no one would feel out of place.

# colors

After researching your target audience and what your brand represents I created a color palette based on a warm, neutral and inviting tone. I wanted people to feel like they are coming into a space and feel welcomed, but also understanding that this is a sophisticated space that represents a business structure.

Colors for me represent emotions and feelings and with the color palette I've chosen I wanted to create a sense of strong but inviting feel, as well as clients feeling able to trust you with your message and your ability to teach them to grow in their business.

On the color palette page there are main, accent and neutral colors. These represent the main branding colors. I also have a social media color palette page. In the business I have found that social media needs a larger color palette to look more authentic but still feel put together so I've added those colors to your brand package.

For the social media color palette I've chosen three rows of colors, the first one is the same color palette as the main media. The second and third rows of color reflect the extent of the social media colors. I wanted to extend the color palette out to include blue, greens and reds as well as several neutral options. This is to give social media a more fleshed out look without feeling overly branded.

## MAIN COLOR PALETTE



WARM

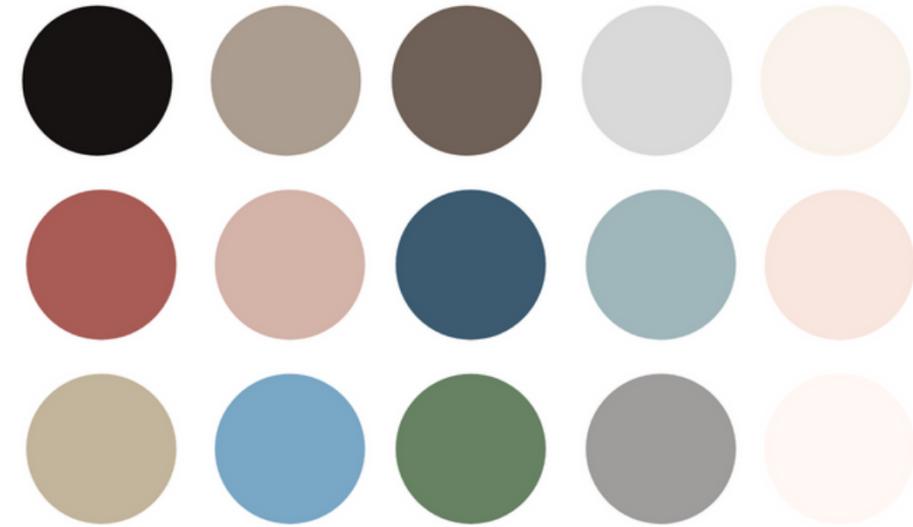
MODERN

WELCOMING

INCLUSIVE

INVITING

## SOCIAL MEDIA COLOR PALETTE



# logo

My inspiration for the logo was to create something that looked more like a brand. I wanted the font to be bold, modern but still warm and fun at heart. I placed the founder, Britt Seva's name underneath in a simple sans serif font because I would think that name still represents the company and is synonymous with the branding. The 'the' I placed on the top in the accent font. I usually don't use three fonts in logos, but I felt in this case the unique letter placement created a perfect harmony. For the color choice I wanted it to be really professional looking and simple, so I chose black.

For the Thrives Society logo I used the same font and placed the words stacked and also added a monogram type logo. Since Britt Seva also has her own website I used the accent font from The Thriving Stylist for her signature logo thus bringing all the logos together in one branded family.

In the negative space I used a very light shade of peach/pink and kept the black in the inner circles and backgrounds. I added brand boards in the negative space, so you can see how the logo placement should look on a darker background.





*the*  
**thriving  
stylist**

*Britt Seva*



**thrives  
society**

# boards

For the mood boards I wanted to reflect a simple palette with minimal colors and textures. I wanted it to be modern yet unique, while also incorporating some neutral textures. Diversity, clean backgrounds and flat lay spaces were my inspiration for the branding structure and this was all reflective in the mood boards.

To continue to move from the feminine branding style I also added lines and geometrical shapes in the mood boards. This helps keep things flowing in the direction of neutrality as well as keeping the business feeling structured. The brand board is included to show how all the elements would come together and be visually represented.



# fonts

For the fonts I wanted to step away from anything handwritten or any modern calligraphy. The fonts I chose were Bebas Neue for the main typeface in bold and Raleway thin for the accent font. I wanted to achieve balance in the font choices with bold and thin but also wanted the fonts to represent a more neutral branding style. I purposely chose Sans Serif fonts because I feel that those elements reflect a modern minimalistic and gender-neutral styling.

Although these are the main fonts chosen, just like the branding colors I believe in room for several more font choices for social media posts. This type of strategy helps keep the content looking fresh and moves away from a cookie cutter Instagram look.





# BRAND BOARD

## LOGO



*Britt Seva*

## VARIANT



## FONTS

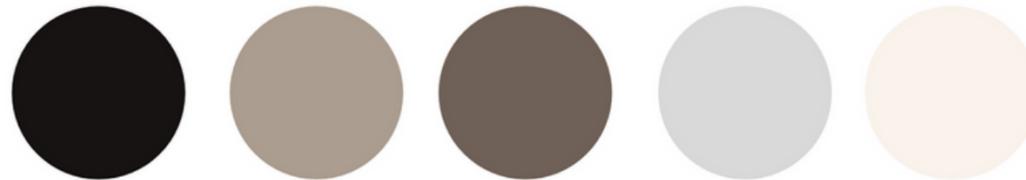
**HEADLINE FONT**

BEBAS NEUE BOLD

ACCENT FONT

RALEWAY THIN

## COLORS

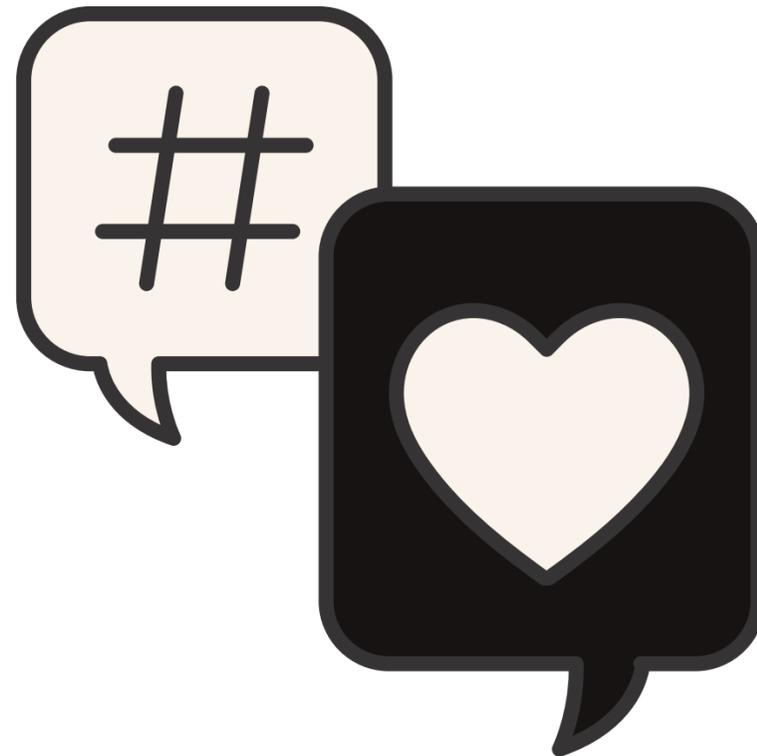


## PATTERNS AND TEXTURES



# social media

I've included 5 social media posts for example branding and content strategy. Please see explanations below with copy underneath each post. I added keywords in the hashtags that I thought were relevant but in a real-time post these would be planned out with an Instagram keyword checker or google for optimum reach.



# facebook

Facebook post 1 - "The future belongs to the brave." The first Facebook post is a quote and something I would consider part of the 70% which is mostly relatable content. The quote is specific whereas it's calling the viewer to anticipate their own brave journey whitelist taking the first step in joining The Thrive Society.

Copy - Where are my dreamers at? (Hand raised emoji)  
#wearebrave #dreambig #thefutureisyours #brittseva  
#salonbusiness #businesscoaching #salonbusiness



**THE FUTURE  
BELONGS TO  
THE BRAVE**

the thrive society

# facebook

Facebook post 2 - "What's your story" This post is multifaceted. The first being that the viewer can relate the post to their own journey. It can be an email capture as well as a first call-to-action in a marketing funnel. The strategy behind this could be to send multiple emails after creating the customers journey-to-purchase. Having content that the user feels they write themselves is the best relatable strategy. It helps the user feel like they're on this journey with the company rather than the company selling them a product. The other factor to this post is that it is a community driven space for barbers and stylists to share how they have positively influenced their community. This is usually more evident in a diversified area, therefore your post is relating to a broader audience.

Copy - #yourstorymatters #whatsyourstory  
#communitymatters #communityfirst

## WHAT'S YOUR STORY

*Tell us your story, why you do what you love and the positive impact that has had on your community for a chance to win a free membership!*



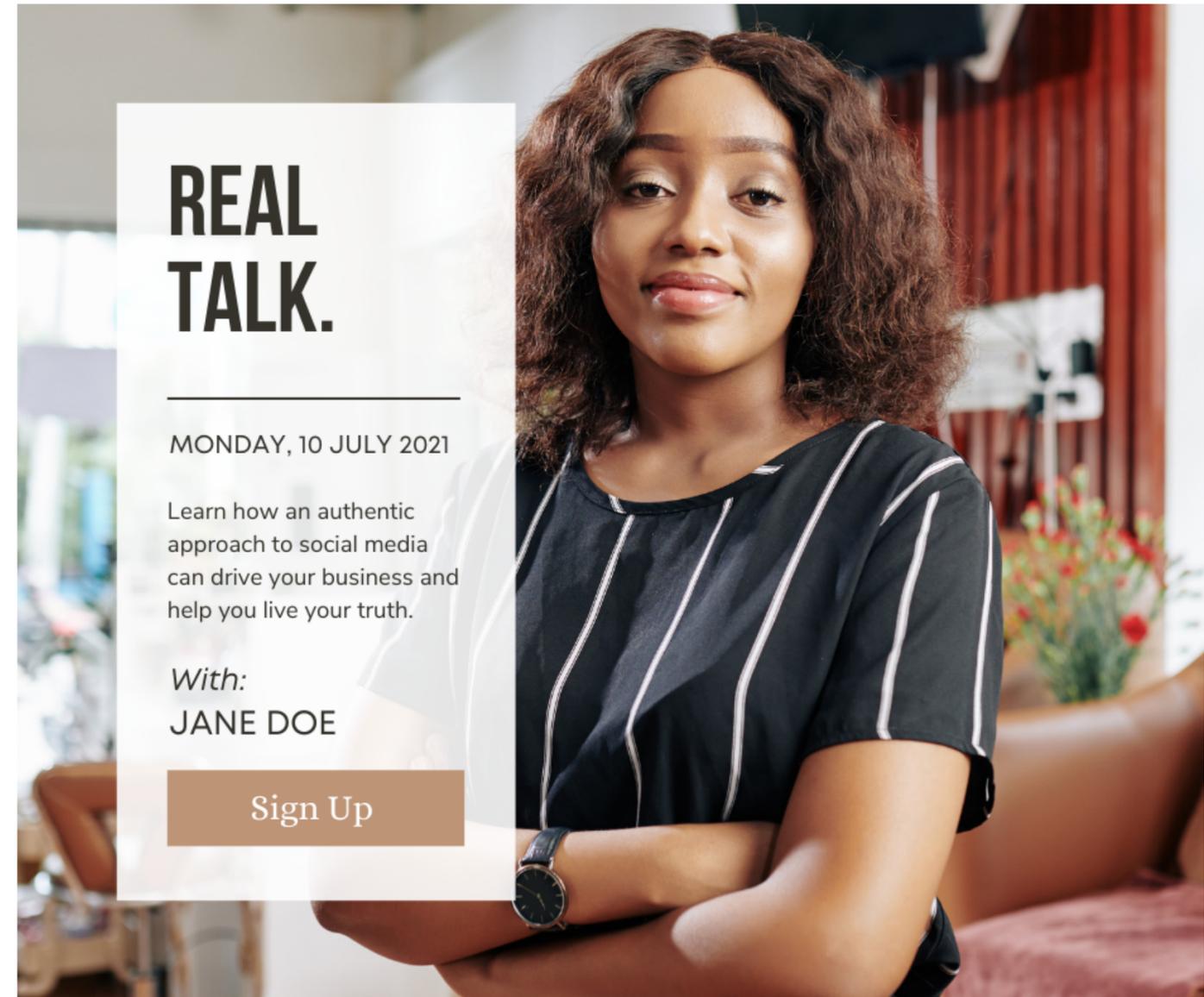
**LEARN MORE**

[thethrivesociety.com](https://thethrivesociety.com)

# facebook

Facebook post 3 - "Real Talk" Again I wanted to showcase mockups with possible guest speakers solidifying experience for a wider audience where this program is effective and successful in any type of atmosphere.

Copy - #realtalk #live #webinar #nameofhost



# instagram

Instagram post 1 - "I rise" The famous quote from Maya Angelo again bringing in some diversity while still focusing on relatable content. This post can be re-shared and should be fleshed out with hashtags.

Copy - Rise up and thrive with us. #itsyourturn #thrive #thrivesociety



# instagram

Instagram post 2 - Imagery to continue the diverse branding mechanism and relatable content.

Copy - Live your truth. These words have never been more prominent in our industry than they are now. If you are living your truth then you are driving your dreams, working to create your community of clientele, and all while knowing exactly who you are. #liveyourtruth #salonbusinessowner #knowwhoyouare

