

TOXED BY TAY: A WELLNESS COLLECTIVE

Brand Guidelines

A detailed guide on how to use your brand consistently, intentionally, and strategically

August 2023

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FIRST, WHAT ARE BRAND GUIDELINES & WHY ARE THEY IMPORTANT?

The purpose of this style guide is simple – to give you all the tools, knowledge, and confidence you need to utilize your new brand identity well. As your business grows, you'll need to make more design decisions, and I want you to feel comfortable and empowered to do that. This guide outlines everything you need for your brand messaging, logos, colors, fonts, and more. This document is your resource to reference as you maintain a cohesive and consistent brand repeatedly.

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X

BRAND MESSAGING

An overview of the foundational strategy, messaging, and purpose of your brand.

- 05 Vision
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- 15 Positioning

An experience that makes overworked and overwhelmed women feel supported, confident, and empowered¹ as they engage in the various wellness service treatments² Toxed By Tay offers – an identity that is peaceful, comfortable, yet luxurious.³

Think of this as your vision statement. It addresses 3 key things to help keep your brand consistent and strategic:
(1) how you want to make people feel, (2) what your audience is looking for when they come to you / what matters to them, and (3) words that you want them to associate with your business.

We firmly believe women are more powerful than they realize.¹ So, we created a supportive, empowering community space that helps women recharge and reconnect with themselves.² Toxed By Tay: A Wellness Collective provides women with specialized care and wellness services that range from medspa treatments to yoga classes and more.³

Think of this as your mission statement for your brand. It addresses three key things to help keep your brand consistent and strategic:
(1) your "why," (2) your "how," and (3) your "what."

Kindness

Integrity

Resilience

Community

Beauty

Wellness

We infuse every interaction with genuine care, compassion, and understanding. Our aim is to leave a lasting, uplifting impact on our clients, practitioners, and community.

Honesty, transparency, and consistency are at the heart of everything we do, from the products we sell to the services we offer.

Our space was built for the resilient. Those who adapt and grow as life launches challenge after challenge into their path. This is their safe space to release, relax, and renew.

Our community is the reason we wake up in the morning. Creating a safe, inclusive, empowering space for them is why our wellness collective exists.

It's not about vanity. It's about the way you feel when you see something beautiful. The way you feel when you see yourself as beautiful.

By offering a variety of physical, mental, emotional, and spiritual modalities, we are committed to fostering the balanced, holistic well-being of our clients, providers, and community.

Your audience is 30-60+ year-old women who are looking for a medspa or aesthetics studio to help them look and feel their best.¹ They want a studio that not only offers exceptional services with expert clinicians but also feels luxurious, comfortable, and safe.² They are drawn to Toxed By Tay's incorporation of yoga, reiki, and other wellness services into one collective & appreciate the peaceful, mindful, encouraging atmosphere.³

Use this description of your audience as a reminder of (1) what matters to them, (2) what they are looking for, and (3) what draws them to you. Addressing these characteristics through your branding, copy, and imagery will help you create stronger connections with them.



B R A N D A U D I E N C E



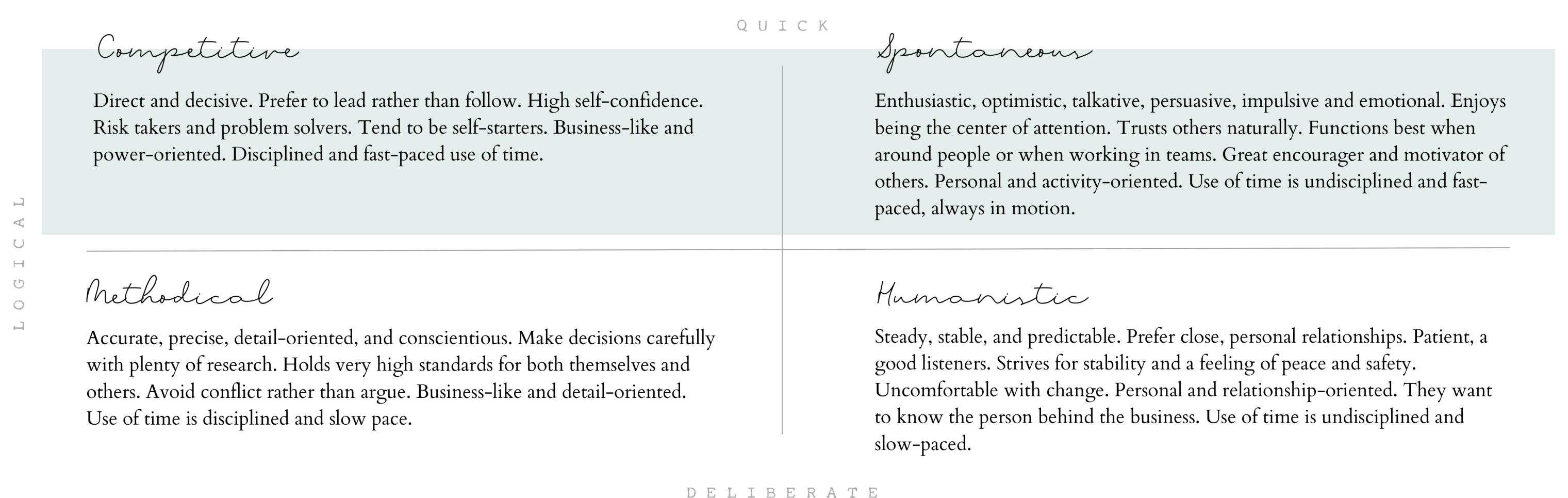
N A M E: Kimberly Gallego
A G E: 45
L O C A T I O N: Phoenix — Biltmore
O C C U P A T I O N: Business Owner
M A R I T A L S T A T U S: Married
K I D S: 0-2
A N N U A L I N C O M E: \$125,000

B R A N D M E S S A G I N G

Interests	Traveling, fine-dining, wine nights, business development, self-improvement, luxury fashion, true crime.
Challenges	Balancing her relationship, raising kids, running her business and other projects.
Goals	Wants to look and feel like the best version of herself. Wants to be independently successful or successful as a couple if in a relationship. Growing her small family.
Motivation	She's terrified of failure and has internalized societal pressures.
Frustration	She feels too busy to devote time to herself, yet is constantly trying to be a better version of herself.
Sources of Info	Instagram, Bravo, podcasts, Vogue.
Additional	Core values are kindness and loyalty. People who understand there is more to success than money or numbers. My ideal client wants to feel and look better for themselves.

AUDIENCE DECISION-MAKING STYLE

Most people fall into 4 different decision-making styles across two different spectra. Your ideal client falls into the highlighted quadrants.



COMPETITIVE DECISION-MAKER MESSAGING

The Competitive decision-maker wants to know what you can do for them, not how you do it. And they want you to tell them quickly and simply. They also want a clear understanding of their options and why you are the best choice.

How to address the Competitive decision-maker

- They must see your qualifications, records, and values
- Documented evidence stressing results are hard to argue with
- Show WHAT you can do for them and how it will help them meet their goals
- Support their ideas and conclusions rather than “pushing” a solution on them
- Provide options probabilities and potentially challenge them to find something better
- They value freedom from mundane and tedious tasks
- Motivated by new challenges, setting and achieving goals, and seeing tangible results
- Be direct, to the point, and brief

Questions you'll need to answer

- What are your competitive advantages?
- What makes you the best?
- How can you help me be more efficient?
- How can I trust you?
- Can you help me reach my goals?
- What are your credentials?

SPONTANEOUS DECISION-MAKER MESSAGING

The Spontaneous decision-maker loves being a part of the “in-crowd.” They want to know who’s used your service and why. For them, the focus is on the enjoyment of life.

How to address the Spontaneous decision-maker

- Provide evidence that you are trustworthy and friendly
- Show that they are going to be listened to
- Show personal attention and interest, make them the center of attention
- Demonstrate WHY you are the best solution
- Support their feelings, interests, and excitement
- Provide guarantees and opinions but not options
- Let them know they won’t have to worry about the details
- They are motivated by the approval, flattery, praise, popularity, or acceptance of others
- Avoid feelings of rejection or disapproval

Questions you'll need to answer

- How can you provide what I’m looking for quickly?
- Is your service the best?
- Can I customize your offering?
- Can you help me narrow down my choices?
- Can you make this process easy on me?
- How will this let me enjoy life more?

BRAND ARCHETYPE

Your brand archetype is the personality bridge between your business and your ideal customer. We use this element to develop a consistent brand and enhance trust with your audience.

Romantic

Possessing an undying belief in the quality of the shared love experience, the Romantic is driven toward a life full of stimulation and intensity of emotions. Inherent in the Romantic is a fascination with beauty. This archetype is fun to be with, charming, charismatic, sociable, and friendly.

Strengths: Ability to see beauty and possibility. Radiance. Charm. Charisma. Wittiness. Optimism.

Lover

The Lover possesses an unbridled appreciation and affection for beauty, closeness, and collaboration. Motivated to attract, give, receive, and nurture life-affirming love, the Lover fosters bliss and unity. This results in an experience of love that goes beyond an emotion or mindset to become a way of being. The Lover is an archetype of transformation and rebirth, offering a remembrance of eternal transcendent ideas that elevate the human experience.

Strengths: Faithfulness. Expansiveness. Vitality. Appreciation.

Caregiver

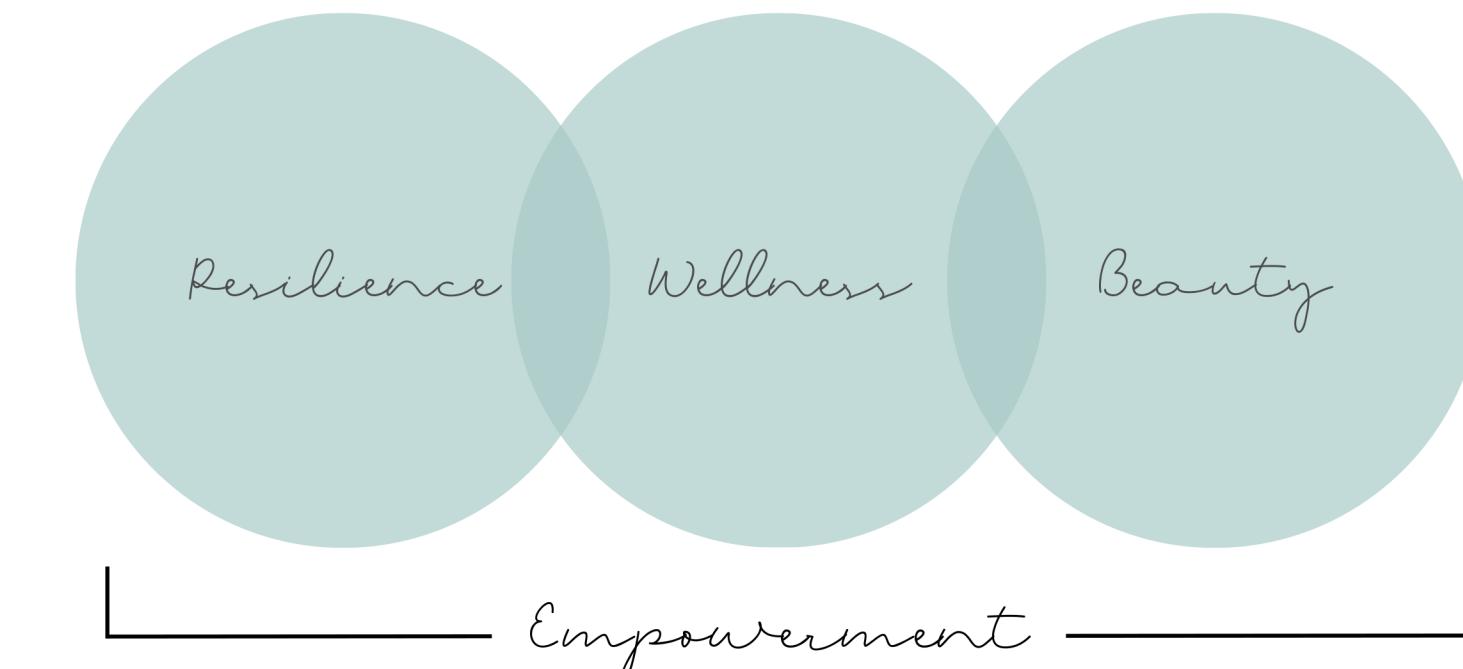
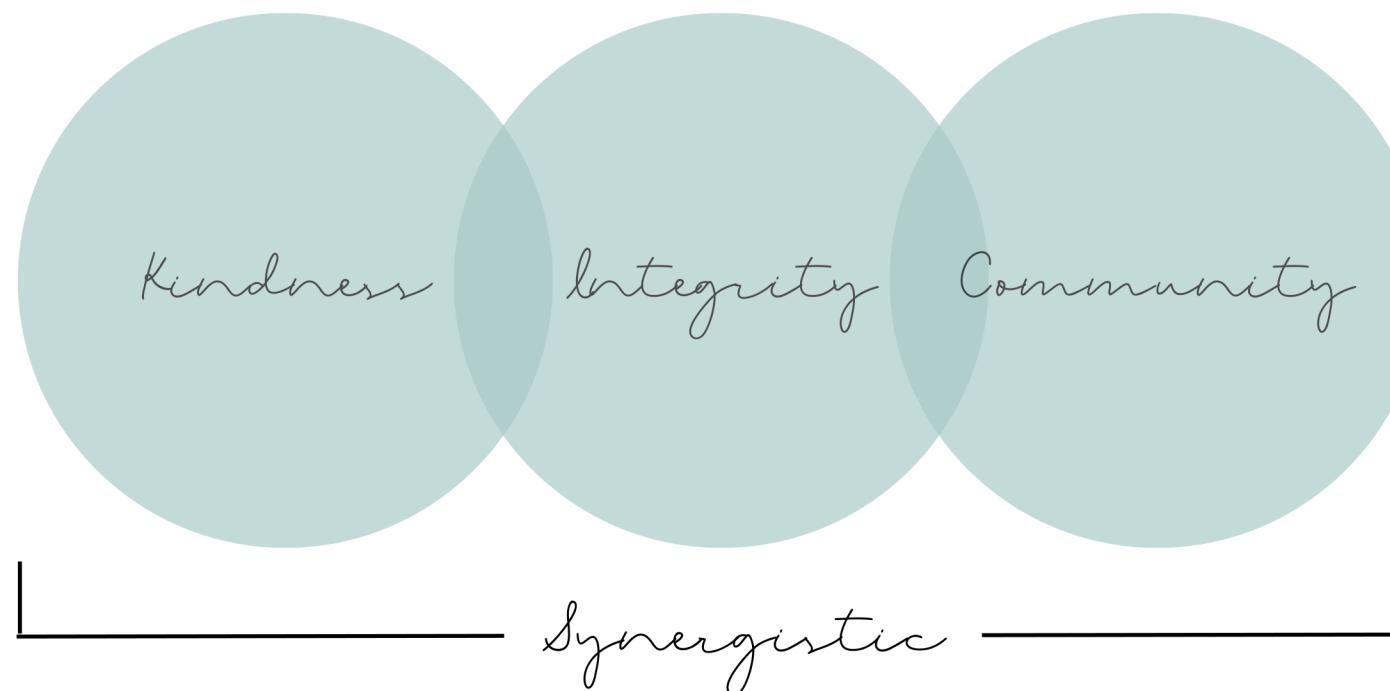
The one-word description for the Caregiver is altruism: the unselfish concern and/or devotion to nurture and care for others. This archetype is motivated to provide reassurance, service, advice, listening, and an open heart to support the welfare of others. The Caregiver is compassionate, generous, efficient, patient, highly competent, and an excellent multitasker. Able to find the silver lining in any cloud, the Caregiver remains calm in a crisis, makes friends with everyone, and radiates a lightness of optimism.

Strengths: Altruism. Compassion. Patience. Empathy.

BRAND ETHOS

Your brand ethos is the beliefs that guide your brand's actions. To define your ethos, we split your brand values into two groups based on similarity. Then we rename the groups and blend them. The brand ethos will serve as a filter for the tone of your brand design moving forward.

Synergistic Empowerment



UNIQUE SELLING POSITION

Toxed By Tay: A Wellness Collective helps overworked and overwhelmed women,¹ seeking a more profound sense of self-worth² find confidence, encouragement, empowerment, and community³ by providing a wide range of health and wellness services from medspa treatments to yoga classes, reiki, and more.⁴

Your Unique Selling Point, or USP, is the differentiating quality between you and your competition. It's the extra benefit that makes your audience choose you over another business. It addresses (1) who you help, (2) their problem, (3) the benefits of your product, and (4) your solution.

VALUE PROPOSITION STATEMENTS

Our wide-ranging variety¹ of wellness and medspa services leave you feeling refreshed and cared for,² so you can get back to taking care of everyone else with a full tank.³

Our inclusive, community-focused¹ wellness collective inspires self-confidence and increases self-esteem,² so beautiful people actually feel beautiful in their own skin.³

These statements set you apart from your competitors and distill down the benefits your product or service provides to the customer. It addresses 3 key things to help set you apart: (1) a unique adjective describing your product or service, (2) the short-term benefit of your product or service, and (3) the long-term emotional benefits of your product or service.

LOGO SYSTEM

An overview of the logo marks that make up your brand's visual identity system.

- 18 Horizontal Wordmark
- 22 Stacked Wordmark
- 26 Icon Mark
- 30 Mini Logo Mark
- 34 Additional Marks
- 39 Logo Usage

HORIZONTAL WORDMARK

This wordmark logo prominently features the Toxed by Tay name in a distinctive and memorable way.

TOXED *by* **TAY**

A WELLNESS COLLECTIVE

TOXED *by* **TAY**

A WELLNESS COLLECTIVE

X HORIZONTAL WORDMARK CONSTRUCTION

This horizontal wordmark logo was designed with multiple brand elements providing a consistent foundation for building and maintaining brand recognition while reinforcing brand values and attracting the ideal audience.

This primary logo should be used on digital and print marketing collateral, including but not limited to:

- Business cards
- Letterhead
- Product packaging
- Website
- Email signature
- PowerPoint templates
- Office signage

LOGO SYSTEM



X COLOR VARIATIONS



Horizontal Wordmark-Floral White



Horizontal Wordmark-Lavender Pink



Horizontal Wordmark-Tyrian Purple



Horizontal Wordmark-Dark Slate Green



Horizontal Wordmark-Verdigris



Horizontal Wordmark-blk



Horizontal Wordmark-wht

STACKED WORDMARK

This wordmark logo prominently features the Toxed by Tay name in a distinctive and memorable way.



A WELLNESS COLLECTIVE



A WELLNESS COLLECTIVE

X STACKED WORDMARK

This stacked wordmark can replace the horizontal wordmark when it won't work with a designated design space or when the horizontal wordmark has already been introduced within a given piece of collateral.

This logo mark should be used on digital and print marketing collateral, including but not limited to:

- Social media images & posts
- Email marketing campaigns
- Website
- Product packaging
- Apparel & Merchandise
- PowerPoint templates
- Postcards



allows the eye
to create a
continuous line

LOGO SYSTEM



X COLOR VARIATIONS



Stacked Wordmark-Floral White



Stacked Wordmark-Lavender Pink



Stacked Wordmark-Tyrian Purple



Stacked Wordmark-Dark Slate Green



Stacked Wordmark-Verdigris



Stacked Wordmark-blk



Stacked Wordmark-wht

ICON MARKS

An icon mark is a symbol or small image used to identify your brand.

TXT

TXT

The icon logo mark provides brand representation for small design spaces when the horizontal or stacked wordmark has already been introduced.

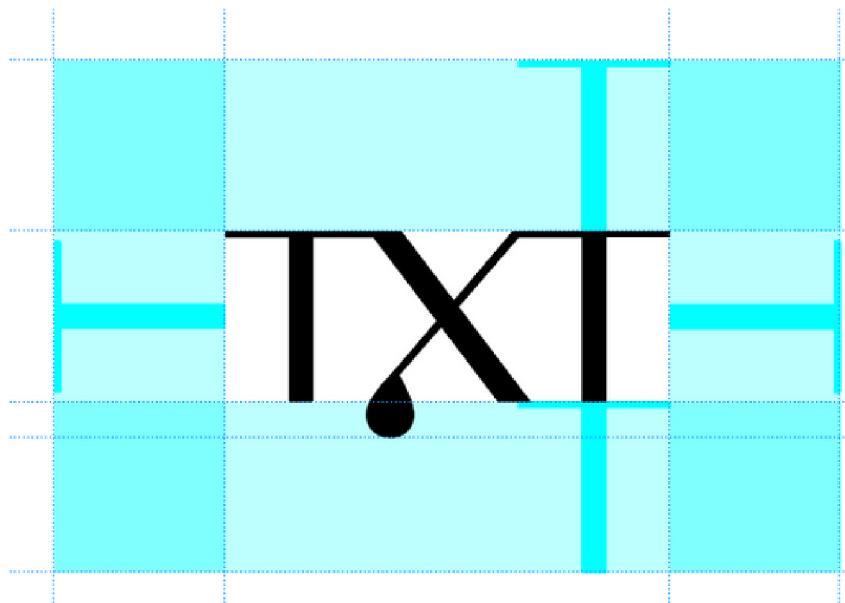
This logo mark should be used on digital and print marketing collateral, including but not limited to:

- Business cards
- Product packaging
- Social media profile image
- Image watermark
- Email marketing campaigns
- Apparel & Merchandise

replaces the word "by"



clear space



X COLOR VARIATIONS

LOGO SYSTEM



Icon Mark-Floral White



Icon Mark-Lavender Pink



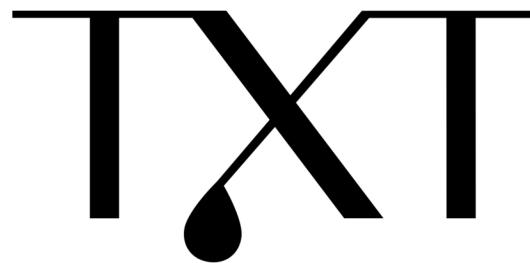
Icon Mark-Tyrian Purple



Icon Mark-Dark Slate Green



Icon Mark-Verdigris



Icon Mark-blk



Icon Mark-wht

MINI LOGO MARK

The smallest visual mark used to identify your brand.

X

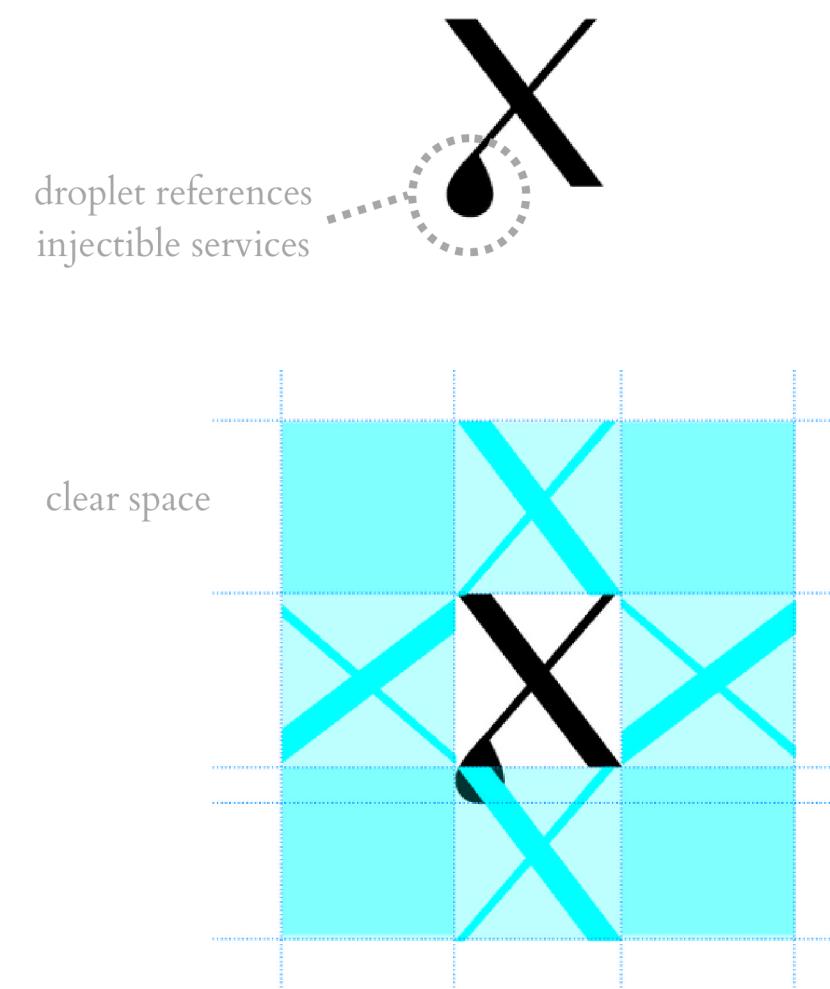
X

The Toxed by Tay mini logo mark is the smallest element in the logo system.

It should be used as a last resort in the smallest design spaces.

This logo mark should be used on digital and print marketing collateral, including but not limited to:

- Website favicon
- Social media profile images
- Page folios
- Image watermark



X COLOR VARIATIONS

LOGO SYSTEM



Icon Mark-
Floral White



Icon Mark-
Lavender Pink



Icon Mark-
Tyrian Purple



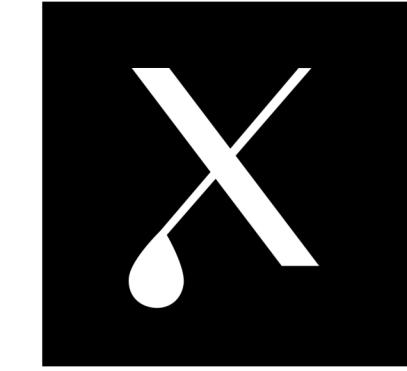
Icon Mark-Dark
Slate Green



Icon Mark-
Verdigris



Icon Mark-blk



Icon Mark-wht

ADDITIONAL MARKS

These marks are tertiary elements that showcase the heart of your brand.

XO

A W E L L N E S S
TO XED
BY TAY
PHX - AZ
COLLECTIVE

XO

A W E L L N E S S
TO XED
BY TAY
PHX - AZ
COLLECTIVE



ADDITIONAL MARKS

These additional branding elements are to be used when the wordmark logos have already been introduced within a piece of marketing collateral.

They provide another visual touch point that creates a consistent foundation for recognition while reinforcing the brand values that attract your ideal audience.

These marks should be used on digital and print marketing collateral, including but not limited to:

- Social media content
- Product packaging
- Postcards
- Website element

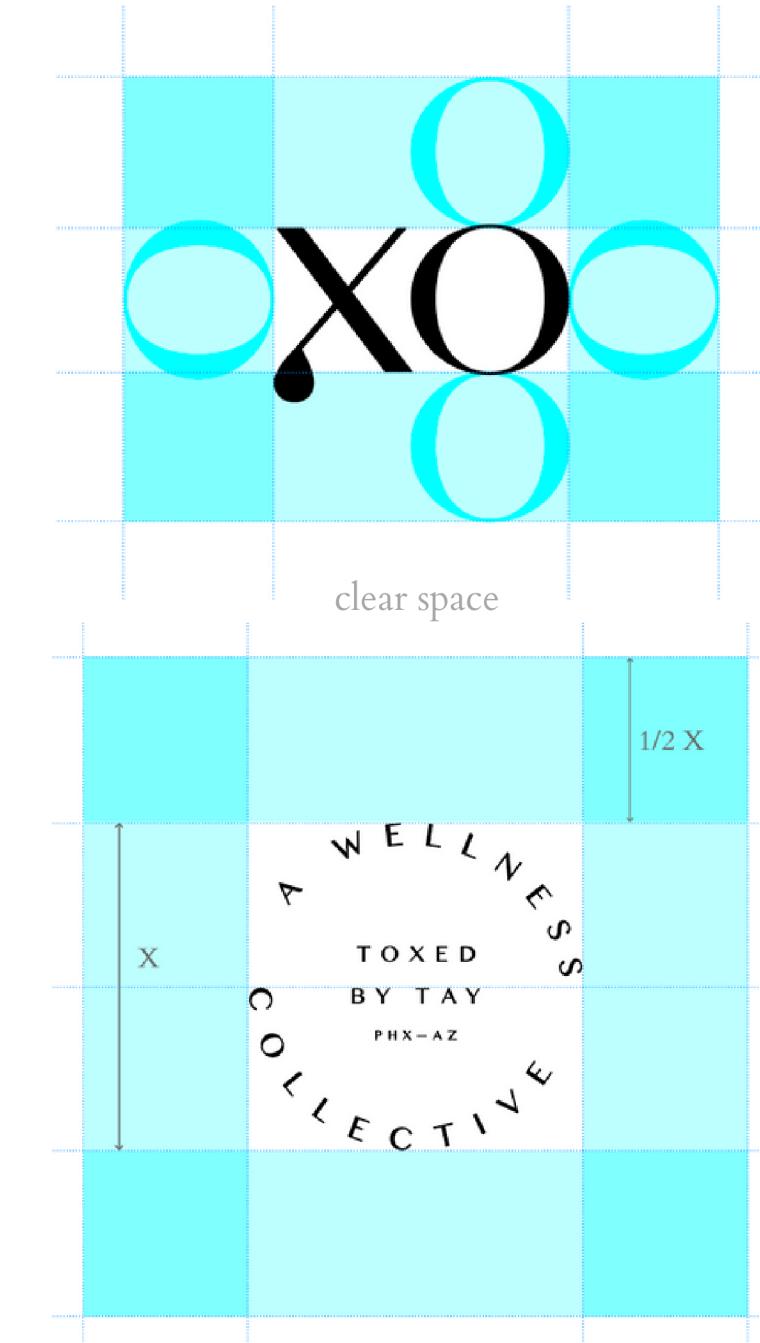
brand element
representing the love &
community of Toxed
by Tay



badge mark for
packaging, products
and more



LOGO SYSTEM



X X O C O L O R V A R I A T I O N S

L O G O S Y S T E M



XO Mark-Floral White



XO Mark-Lavender Pink



XO Mark-Tyrian Purple



XO Mark-Dark Slate Green



XO Mark-Verdigris



XO Mark-blk



XO Mark-wht



BADGE COLOR VARIATIONS

LOGO SYSTEM



Badge Mark-Floral White



Badge Mark-Lavender Pink



Badge Mark-Tyrian Purple



Badge Mark-Dark Slate Green



Badge Mark-Verdigris



Badge Mark-blk



Badge Mark-wht

LOGO USAGE

An overview of all logo marks, file types, and how to use them.

X LOGO HIERARCHY

01 Horizontal Wordmark



02 Stacked Wordmark



03 Icon Mark



04 Mini Logo Mark



05 Additional Marks



LOGO SYSTEM

File Location

Digital: Toxed by Tay Brand Assets > Web Logos > 01 Horizontal Wordmark

Print: Toxed by Tay Brand Assets > Print Logos > 01 Horizontal Wordmark

Digital: Toxed by Tay Brand Assets > Web Logos > 02 Stacked Wordmark

Print: Toxed by Tay Brand Assets > Print Logo > 02 Stacked Wordmark

Digital: Toxed by Tay Brand Assets > Web Logos > 03 Icon Mark

Print: Toxed by Tay Brand Assets > Print Logo > 03 Icon Mark

Digital: Toxed by Tay Brand Assets > Web Logos > 04 Mini Logo Mark

Print: Toxed by Tay Brand Assets > Print Logo > 04 Mini Logo Mark

Digital: Toxed by Tay Brand Assets > Web Logos > 05 Additional Marks

Print: Toxed by Tay Brand Assets > Print Logo > 05 Additional Marks

X LOGO DON'TS

To maintain consistency, the following uses are not permitted. None of the logo marks should be altered, stretched, or have any effects applied. These effects include drop shadows, glows, strokes, etc.

- 01 Don't stretch logo marks.
- 02 Don't type out logo text.
- 03 Don't skew or shear logo marks.
- 04 Don't use drop shadows.
- 05 Don't use unapproved colors.
- 06 Don't use low contrast backgrounds.



01



02



04



05



03

06

X LOGO SIZING

Digital Minimum Width



150 px



100 px

TXT

x

xo



30 px

10 px

25 px

80 px

Print Minimum Width



2 in



1.5 in

TXT

x

xo



.25 in

.1 in

.2 in

1 in



Toxed by Tay Brand Assets



Web Logos

This folder includes your brand elements for web or digital use. They are a hi-resolution PNG format, with a transparent background. Files may need to be optimized before uploading to a website or digital platform.



Print Logos

This folder includes your brand elements for print. They are in EPS format, which has a transparent background and loads as a vector image, meaning they will never appear pixelated.



Collateral

This folder includes files for any additional print or digital collateral pieces + brand assets.

CHOOSING THE RIGHT FILE TYPE

P N G

USE FOR: Digital & web applications

PNG files have 16.7 million colors and the 8-bit alpha channel, ensuring the transparency of the individual pixels and the color information. The files allow lossless compression and are mainly suitable for processing graphics with transparency, transparency gradients, and complex, high-quality images where the file size can be neglected.

J P G

USE FOR: Printed applications and low resolution

JPG file sizes are relatively small but accompanied by data loss. The files are primarily used when small file size is more important than maximum image quality, for example, to optimize the loading times of websites.

E P S

USE FOR: Printed applications

EPS files contain pixel images and vector graphics. The image quality is high despite the small file size. Additional changes to the file are only possible to a limited extent. Likewise, existing pixel images in the file cannot be scaled without losing quality.

X

COLOR SYSTEM

An overview of the color palette that represents your brand and how to use it.

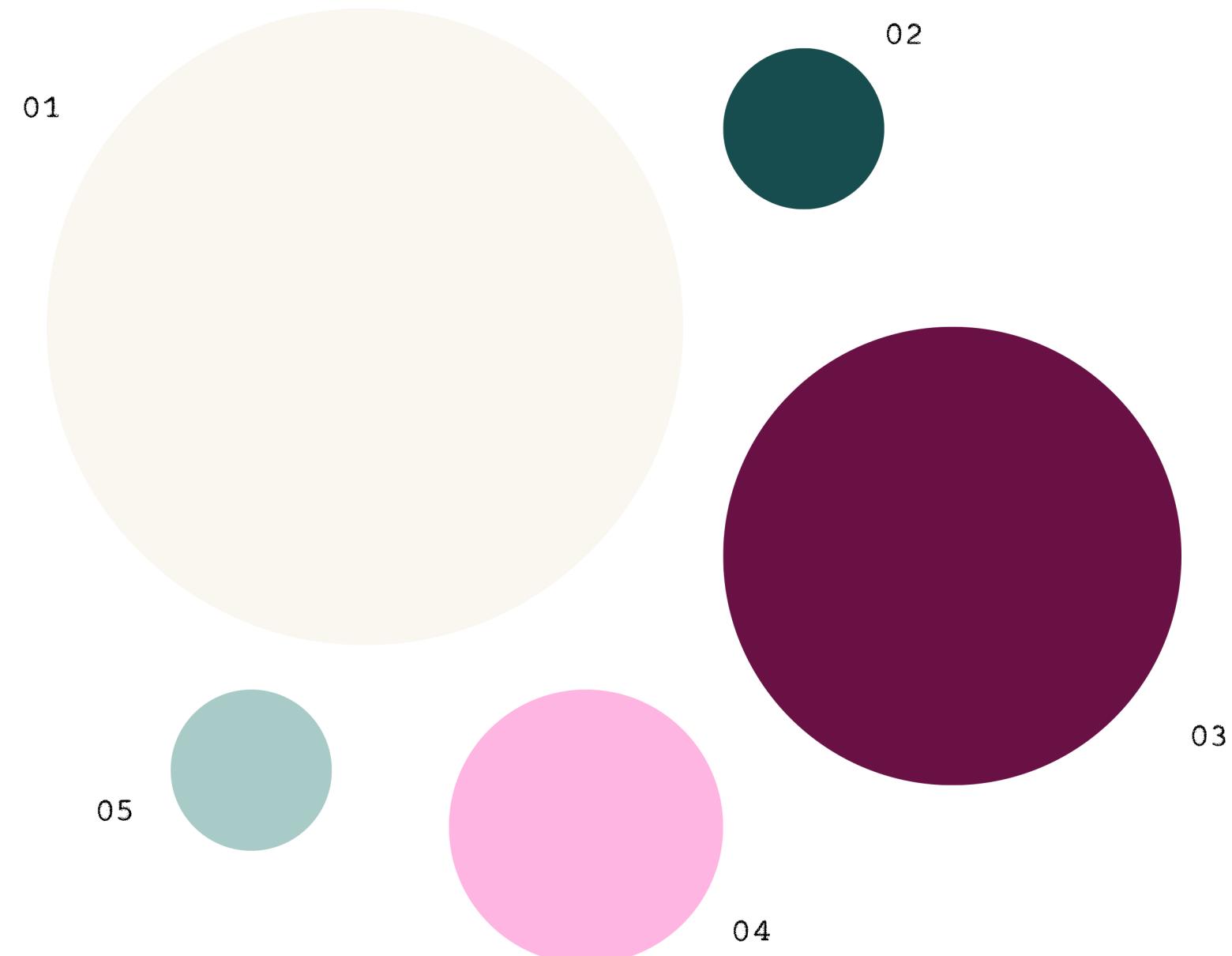
- 47 Color Psychology
- 48 Color Codes
- 49 Color Shades & Tints
- 50 Color Pairings





This color system is inspired by the rich colors of luscious floral gardens evoking a sense of confident serenity. This palette feels bold and revitalizing.

- 01 Light Neutral – Floral White:
comforting, warm, fresh,
- 02 Dark Neutral – Dark Slate Gray:
serene, confident, sophisticated
- 03 Bold Main – Tyrian Purple:
creative, expressive, exciting
- 04 Accent – Lavender Pink:
compassionate, soft, empowering
- 05 Complimentary – Verdigris:
relaxing, cleansing, refreshing



X COLOR CODES

Reproducing brand colors requires different techniques for web and print materials. Here's an outline to help you choose the right color for the right project:

R G B + H E X

These codes are meant for web or digital reproduction. You'll use these when working on your website or creating a graphic for social media.

C M Y K

CMYK is the most common and safest technique to use for print. You should use this for small print runs like marketing material or to keep printing costs low.

P A N T O N E

Pantone is an ink company known for their precision color matching. You may want to use their colors for larger print runs or when color consistency is a priority. Keep in mind that they are more costly than CMYK.

PMS U is the Pantone color you would use on uncoated paper stock, while PMS C would be used for coated paper stock.

Floral
White

Lavender
Pink

Tyrian
Purple

Verdigris

Slate
Green

RGB: 250, 247, 240

CMYK: 0, 1, 4, 2

HEX: #FAF7F0

Pantone: Col Grey 1 C,
Col Grey 1 U

RGB: 255, 182, 225

CMYK: 0, 29, 12, 0

HEX: #FFB6E1

Pantone: 236 C, 230 U

RGB: 105, 17, 69

CMYK: 0, 84, 34, 59

HEX: #691145

Pantone: 222 C, 228 U

RGB: 112, 169, 161

CMYK: 34, 0, 5, 34

HEX: #70A9A1

Pantone: 624 C, 563 U

RGB: 24, 77, 78

CMYK: 69, 1, 0, 69

HEX: #184D4E

Pantone: 7476 C, 323 U



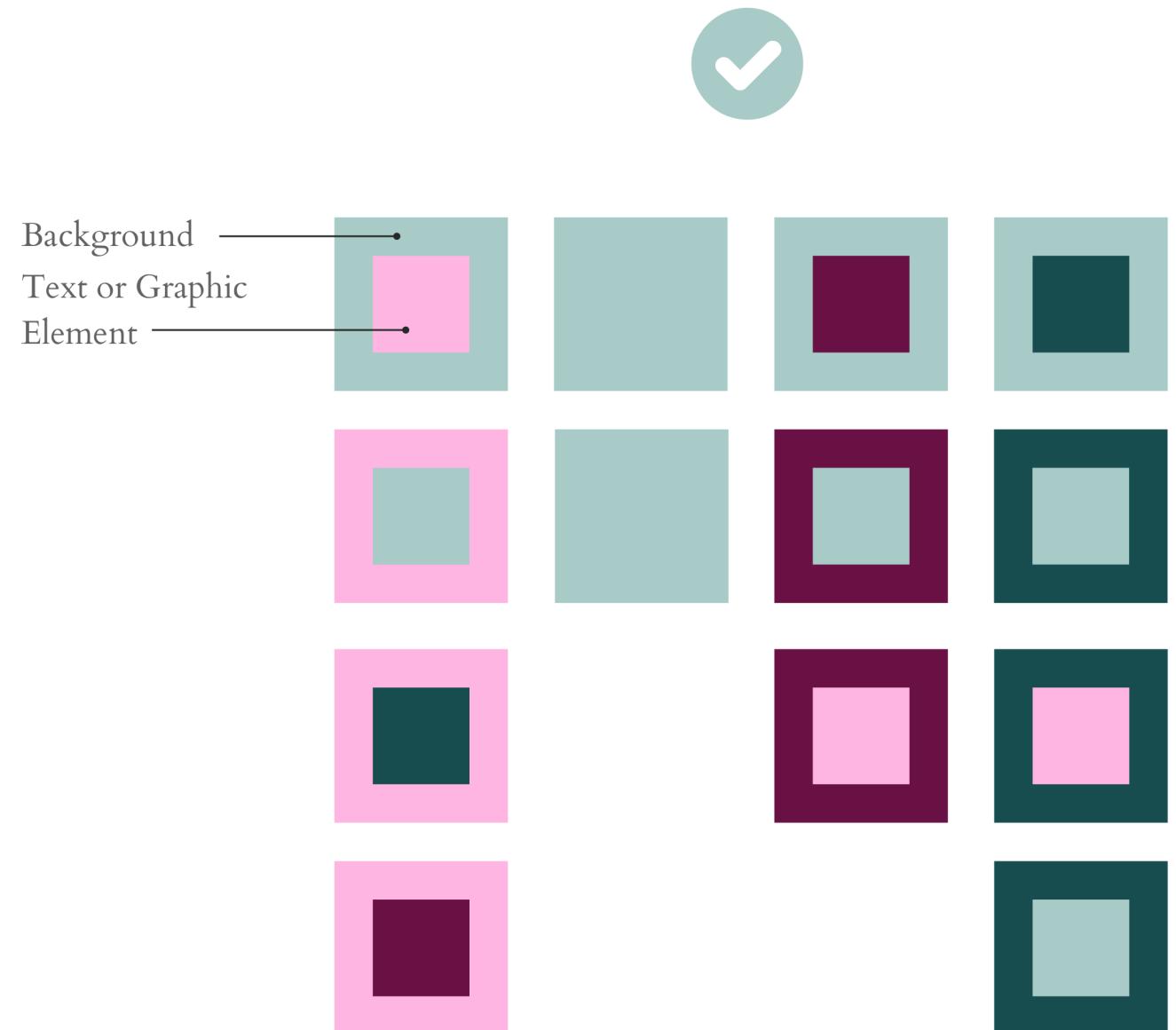
S H A D E S & T I N T S

C O L O R S Y S T E M

Shades (adds black in 20% increments)				Color System	Tints (adds white in 20% increments)			
#323130	#646360	#969490	#C8C6C0	#FAF7F0	#FBF9F3	#FCFAF6	#FDFCF9	#FEFDFA
#33242D	#66495A	#996D87	#CC92B4	#FFB6E1	#FFC5E7	#FFD3ED	#FFE9F6	#FFF0F9
#15030E	#2A071C	#3F0A29	#540E37	#691145	#87416A	#A5708F	#C3A0B5	#E1CFDA
#162220	#2D4440	#436561	#5A8781	#70A9A1	#8DBAB4	#A9CBC7	#C6DDD9	#E2EEEC
#050F10	#0A1F1F	#0E2E2F	#133E3E	#184D4E	#467171	#749495	#A3B8B8	#D1DBDC

X COLOR PAIRINGS

COLOR SYSTEM



X

FONT SYSTEM

An overview of your brand typography and how to create a hierarchy.

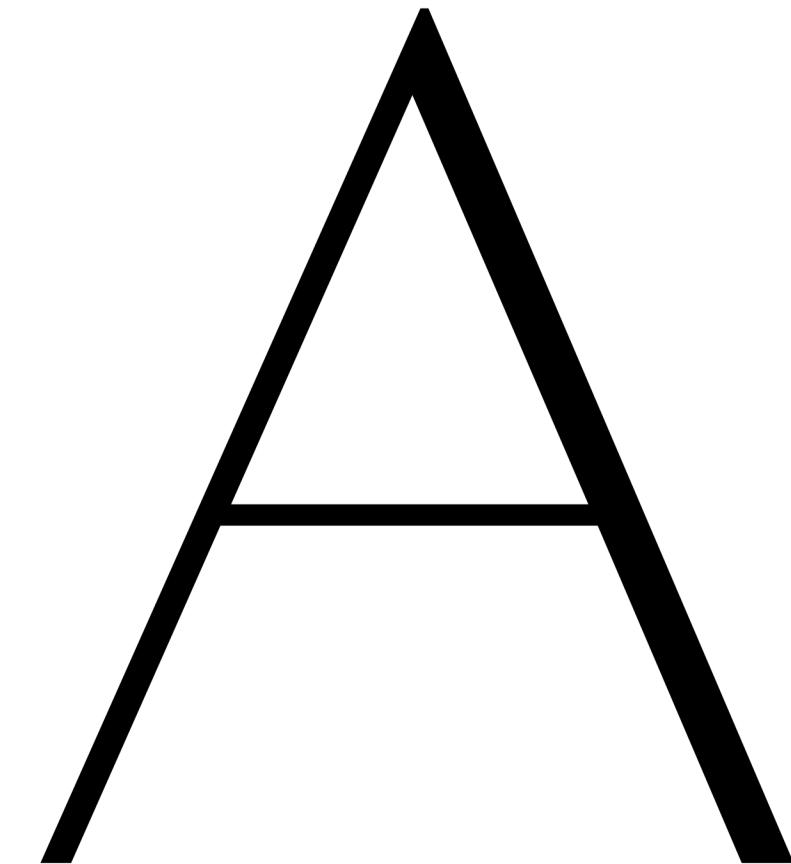
- 52 Headline Font
- 53 Subheadline Font
- 54 Paragraph Font
- 55 Label/Display Font
- 56 Font System In Action

Typography is a powerful brand tool when used consistently. Alta is our main headline font. It is a simple, clean, and legible typeface with contrasting stroke widths, which helps it feel luxurious and high-end.

alta

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

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +



Apothecary is our subheadline font. It should be used as an accent to the primary headline font. Never use it for longer paragraphs. This font feels beautiful and feminine.

Apothecary

a B C D E F G H l I K L M

N O P R S T U V W X Y Z

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

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +



Cardo is our paragraph font. It is a simple, clean, and legible at small sizes.

Cardo

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # % & () +

A a

X

L A B E L / D I S P L A Y F O N T

F O N T S Y S T E M

Apothecary Typewriter is our label and display font. It should be used for small phrases (5 words or less) or singular display words. Never use this font for headlines or paragraphs.

Apothecary Typewriter

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

a b c d e f g h i j k l

m n o p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ * % & () +



**Label/Display Font**

- Apothecary Typewriter
- Never more than 3 words
- ALL CAPS
- Never more than one line
- Min Digital Size: 16 pts
- Min Print Size: 10 pts

Subheadline Font

- Garet Bold
- ALL CAPS
- Line Height: 100%
- Min Digital Size: 15 pts
- Min Print Size: 9 pts

L A B E L

MAIN HEADLINE IS WRITTEN HERE

Subheadline is written here

Body text is written here. Pe repedit, simin rae moditec
esecturerum dolorem olorum dentem qui reseriae. Berruntis de
conserernat. Doluptature reperiore qui dolupta tistium aut fuga.
Aximus res pelit, earum non ped quiaspis.Nest, sedio consed maior
as ad ersped maxim nonsernat alis asite et.

Headline Font

- Alta
- ALL CAPS
- Line Height: 140%
- Letter Spacing: 80pts
- Min Digital Size: 38 pts
- Min Print Size: 32 pts

Paragraph Font

- Cardo
- Mixed Case
- Line Height: 150%
- Min Digital Size: 14 pts
- Min Print Size: 8 pts

X

COLLATERAL & APPLICATIONS

An overview of how your brand could live in the real world.

58 Patterns

59 Mockups



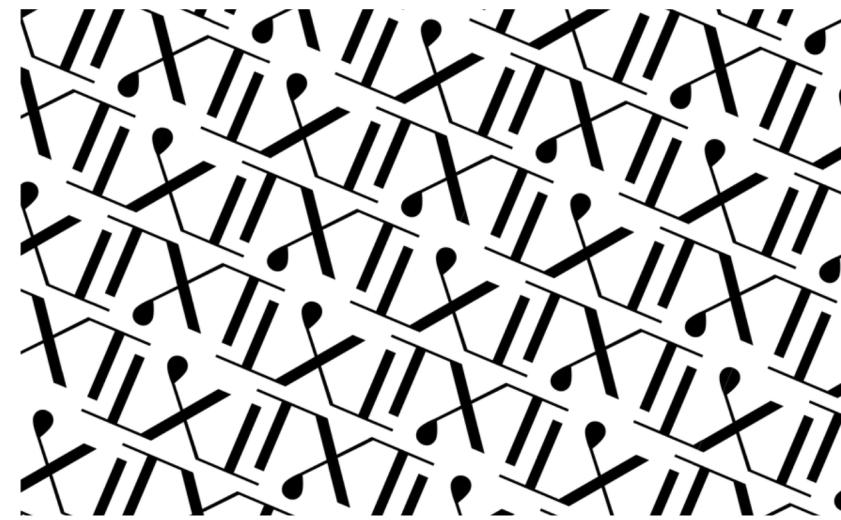
BRAND PATTERNS

These patterns supplement your logo and color systems when presenting your brand.

They can be used in digital and print marketing collateral, including but not limited to:

- Social media graphics
- Business cards
- Product packaging
- Website
- PowerPoint templates

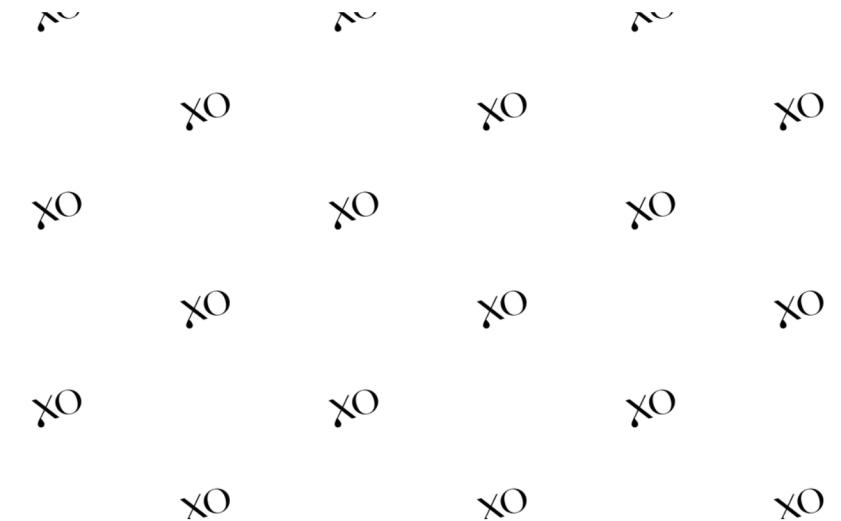
COLLATERAL & APPLICATIONS



Patterns-TXT-blk



Patterns-TXT-wht



Patterns-XO-blk



Patterns-XO-wht

X DIGITAL MOCKUPS





STATIONARY MOCKUPS

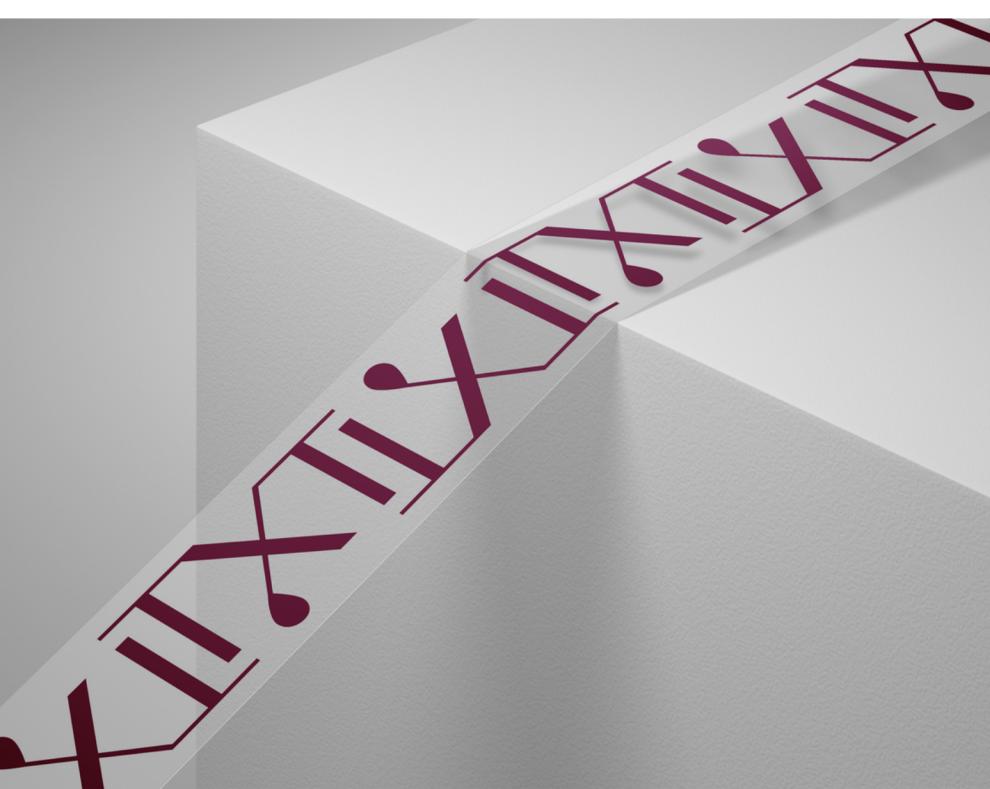


X

PRODUCT MOCKUPS



X PACKAGING MOCKUPS





PREPARED BY  ALIYA MOOD DESIGNS

info@aliyamooddesigns.com | aliyamooddesigns.com | @aliyamooddesigns