

CREATIVE BRIEF: RENEW BY SIMPLICITY HEALTH

Project Overview

Renew by Simplicity Health is an elevated wellness brand rooted in medical expertise and personal care. Originally centered on medically managed weight and metabolic health, Renew is expanding to include peptide therapies and future anti-aging offerings, positioning the brand at the intersection of luxury wellness and clinical oversight.

This branding initiative will establish Renew as a stand-alone, premium sub-brand that complements the existing Simplicity Health identity while clearly signaling a more refined, restorative, and lifestyle-oriented experience.

The brand should feel high-end but approachable, medically credible without being clinical, and deeply personal rather than sterile.

Brand Goals

Primary Goal:

Create a cohesive visual and verbal identity that positions Renew as a luxury medical wellness brand focused on longevity, vitality, and whole-person care.

Secondary Goals:

- Communicate medical credibility without feeling cold or overly clinical
- Appeal to clients seeking premium wellness experiences at accessible price points
- Support future expansion into peptide therapy and anti-aging services
- Elevate perceived value while maintaining warmth and trust

Target Audience

Primary Audience:

- Adults (30–65) seeking longevity, energy, metabolic health, and recovery
- Wellness-aware individuals who value quality, guidance, and outcomes
- Clients interested in peptides, advanced wellness therapies, and anti-aging support but who want medical oversight and safety

Audience Mindset:

- Discerning but practical
- Interested in luxury experiences that feel meaningful, not indulgent
- Values trust, personalization, and long-term health
- Wants to feel cared for, not “sold to”

Brand Positioning

What Sets Renew Apart:

- Medical knowledge, support, and oversight
- Personalized, concierge-style experience
- High-end aesthetic without exclusionary pricing
- Holistic wellness approach rather than isolated treatments

Brand Pillars

These four pillars should influence both visual and conceptual direction:

1. **Longevity & Vitality:**
Energy, optimization, aging well, proactive health
2. **Recovery & Repair:**
Healing, restoration, cellular support, resilience
3. **Weight & Metabolism:**
Sustainable balance, regulation, metabolic health
4. **Calm & Clarity:**
Nervous system support, mental focus, emotional balance

Brand Personality & Tone

Brand Personality:

- Warm
- Calm
- Elevated
- Trustworthy
- Supportive
- Refined but human

Tone Characteristics:

- Reassuring, not authoritative
- Sophisticated without arrogance
- Clear, not clinical
- Empowering, not prescriptive

What We Are Not:

- Cold or sterile
- Trendy or gimmicky
- Aggressive or sales-driven
- Overly medical or intimidating

Visual Identity Direction

Overall Look & Feel:

- Soft, high-end, transitional styling

- Balances modern luxury with medical trust
- Spa-inspired without leaning into clichés
- Organic, grounded, and calming

Color Palette:

- Primary: Teals and layered neutrals
- Supporting tones may include soft sage, warm gray, sand, bone, muted botanical hues
- Colors should feel restorative, calm, and refined

Typography:

- Primary: Serif wordmark (elegant, timeless, refined)
- Serif should feel soft and modern, not rigid or traditional
- Supporting typefaces may include a light, modern sans serif for balance

Logo Exploration:

- Serif wordmark as the foundation
- Optional secondary mark or variation incorporating a lotus flower
- Symbol of renewal, balance, growth, and calm
- Should feel refined and minimal, not ornamental
- Logo must work:
 - As a stand-alone Renew brand
 - In relationship to Simplicity Health (complementary, not competing)

Imagery Style:

- Organic and natural
- Soft lighting, neutral tones
- Botanical elements, textures, subtle nature references
- Emphasis on calm, restoration, and presence

Relationship to Simplicity Health

- Renew must visually and emotionally align with Simplicity Health's values
- It should feel like a premium extension, not a separate or disconnected brand

Key Brand Attributes to Communicate Visually

- Personal luxury
- High-end customer experience
- Medical expertise and oversight
- Warmth and approachability
- Affordability without sacrificing quality
- Calm, confidence, and clarity

Mood Board

