**DREAM PAGE ….. BRANDING, ONLINE PRESENCE, WEBSITE & IMAGES**

Rachael Bradford

**Nutritionist and Dietitian**

**Eat and Enjoy Nutrition**

**Theme:** modern, stand-out but simple, earthy, natural

**Stationery that I need:**

* Business card (2 sides)
* Digital letterhead
* A4 letterhead – two versions – one for white paper and one for option of recycled paper
* With compliments slip
* A5 notepad – two versions – one for white paper and one for option of recycled paper
* Like the incorporation of fonts within logo if it can be matched?

**Information needed on business card:**

**On front:**

Rachael Bradford

Eat and Enjoy Nutrition

Nutritionist and Dietitian

Mina Medical Centre

821 Old Cleveland Rd, Carina Q 4152

Phone: (07) 3398 4552 Fax: (07) 3843 6500

Mobile: 0400 783 481

[www.eatandenjoynutrition.com.au](http://www.eatandenjoynutrition.com.au)

rachael@eatandenjoynutrition.com.au

**on back:**

next appointment

……………………….. at ……………………… (possibly 4 times)

If you are unable to keep your appointment, please contact us as soon as possible (small font)

**Information needed on letterhead:**

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**information needed on A4 notepad**

**at top:**

from the desk of your Nutritionist

**footer:**

Rachael Bradford

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**Colours I love ….**

Brown, wood, recycled paper, earthy

Red

Black, white

Food photography colours on earthy, dark wood, slate, crisp, bold colours

**Words that I love ….**

|  |  |  |
| --- | --- | --- |
| Eat | Enjoy | Thrive |
| Nourish | Nurture | Replenish |
| Restore | Revitalise |  |

**What I don’t like …..**

Stereotypical weight graphics for Dietitians – tape measures, **apples, oranges**, cheesy shots of Dietitians holding food, scales, body shapes