



BRAND BOOK  
11.01.21

## Table of Contents

About JIVE Medical .....	02
Brand Beacon Definitions .....	03
Brand Beacon .....	04
Positioning, Key Message, Brand Vision .....	05
Clients / Services .....	06
Competitive Set, Logos .....	07
Competitive Set, Websites .....	08
Logo Rationale .....	09
Primary Logo.. .....	10
Alternative Configurations .....	00
Logo Variations .....	00
Secondary Graphics .....	00
Typography / Color Palette .....	00
General Usage .....	00
Digital Media .....	00
Business Cards / Letterhead .....	00
E-mail .....	00
Power Point .....	00
Website .....	00
Digital Campaign .....	00
Apparel / Tchotchkes .....	00

## About *JIVE Medical*

jIve is a best-in-class supplier of IV health hydration and nutrition therapy that supports the physical well-being of people who desire an active, harmonious, and optimized lifestyle so that they can better realize and maximize their full potential.

The current marketplace is crowded with groups that miss the mark when it comes to the potential of health hydration and nutrition IV therapy, often flippant or unprofessional. Such models will not likely survive long enough to become a part of the permanent functional medicine landscape.

jIve aspires to be a recognized progressive leader in health hydration and nutrition therapy as a leading evidenced-based component of functional medicine—in conjunction with other alternative health practices and traditional health/medical services—as an effective enhancement to a healthy and active lifestyle.

### **DAWN SCHELLE, *Founding Partner***

Dawn's expertise lies in connecting the overall business strategy to the client. The consummate client experience is her forte. Creation and execution of a wellness concept has given her the background and education to drive and support the IV infusion concept. Her experience in new business concept creation and execution is an extreme value.

### **ASHLEE VILLAUME, *Founding Partner***

Ashlee started her Nursing career in the Operating Room and nearly 14 years later continues to deliver professional care as a Circulating Nurse. She is dedicated to delivering professional, organized, detail oriented, and safe care of every patient she encounters. Ashlee strives to leave a lasting impression to her patients by exhibiting a positive attitude, excellent interpersonal skills, creating a calming environment, and setting realistic expectations.

### **DR. PAUL COLLIGAN, DNP, APRN, CRNA, MN, PHN, *Health Director***

Dawn's expertise lies in connecting the overall business strategy to the client. The consummate client experience is her forte. Creation and execution of a wellness concept has given her the background and education to drive and support the IV infusion concept. Her experience in new business concept creation and execution is an extreme value. As a creator in prominent local businesses, her expertise in business to business and business to consumer is ultimate in launching jIve.

## Our Vision

### ***Join the jIve Evolution.***

Welcome to jIve! The jIve Health Evolution is a transformative concept to living vitally and optimally. It's all about the cell at jIve. We focus on the function of the human vessel and how to prevent and change the performance of the body whether in need or fortifying, repair or sustenance. Clients come to extend well living and health optimization. Offering IV supplementation, shot therapy and leading ealthy living amenities—such as cacao, reishi and adaptogen drinks, fresh juice bar, tranquility via meditative virtual reality and easy access to everyday plugging “in” or escaping technologies.

At jIve the client experience drives the model—simple, transparent, guiding and inclusive. The jIve experts will calmly and confidently guide clients—clients will intake a memorable and impressionable xperience free of inhibition. The time at jIve will rejuvenate. Optimizing the client experience with options for micronutrient testing and/or on the spot prescriptive based therapy -pre/post-surgical supplementation, athletic prep and performance boosts and hydration, chronic illness rejuvenation and all the best beautification and immunology mixology for maximized health. Our suite of products are custom prepared. Our clients will experience exclusive offerings, memberships and easy access to professionals for advice and guidance. Ultimately, we will educate, inform and deliver the best possible solution for our client each and every time they walk through the door. jIve is a high-end experience delivered via a concierge service delivery model.

We strive to elevate the experience by offering private, semi-private and group offerings (serving clients in corporate, professional or validated high-end home environments). A comforting spa like presence for reassurance and peace during therapy is critical in our execution. Our membership programs will offer exclusivity and perks for preventative care and overall health—consistency and dependability—the key pillars for success. Our modality for therapy will provide dependable, easy and swift sessions to fit our clients lives. Additionally, extending the client is critical. At jIve we will reinforce our client experience by meticulously selecting business partners to grow the client experience, like massage therapy, fitness and health testing or beauty enhancement therapies inclusive of spa treatments. Critical to the execution of this is a certified methodology so that our mission and delivery of service does not convolute or overwhelm our clients.



## Brand Beacon Definitions

The definitions for the Brand Beacon diagram are provided here for reference.

**CAPSTONE** Your corporate vision/mission statement. Your highest aspirations about what you hope to achieve by being in business. It should be an amalgam of altruism and pragmatism. Your answer to how the world will be improved by your endeavor?

**PROJECTION** What you want others to see when they look at your brand.

*Rationally:* What others say your brand does for them.

*Emotionally:* How people feel about your brand. (This information is best verified through research and interviews. If anecdotal, every attempt should be made to be as objective as possible.

**BEACON CORE ESSENCE** Your brand as summarized by three words that capture the basic essence of the company. These words are not a slogan, but they are the simplest expression of your mission and the words to bring you home when you begin to drift.

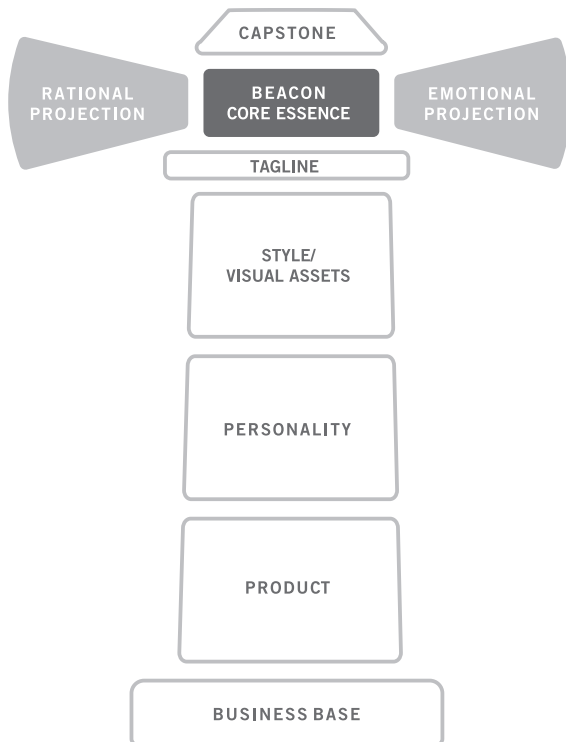
**TAG LINE** A tag line is not essential, but it gives a concise voice to the beacon. It should be unique to your company. A good tag line is memorable, on-target, meaningful and short.

**STYLE / VISUAL ASSETS** All the symbols, colors and images associated with the brand.

**PERSONALITY** This is how you would define your brand as if it were a person: character, behavior, interests, actions.

**PRODUCT** This is what your company does specifically, what it manufactures, what service it provides, uniquely so.

**BUSINESS BASE** This is a definition of the basic business arena in which your company competes. It should define the business climate and provide a list of comparable organizations.



### CONFIDENTIAL

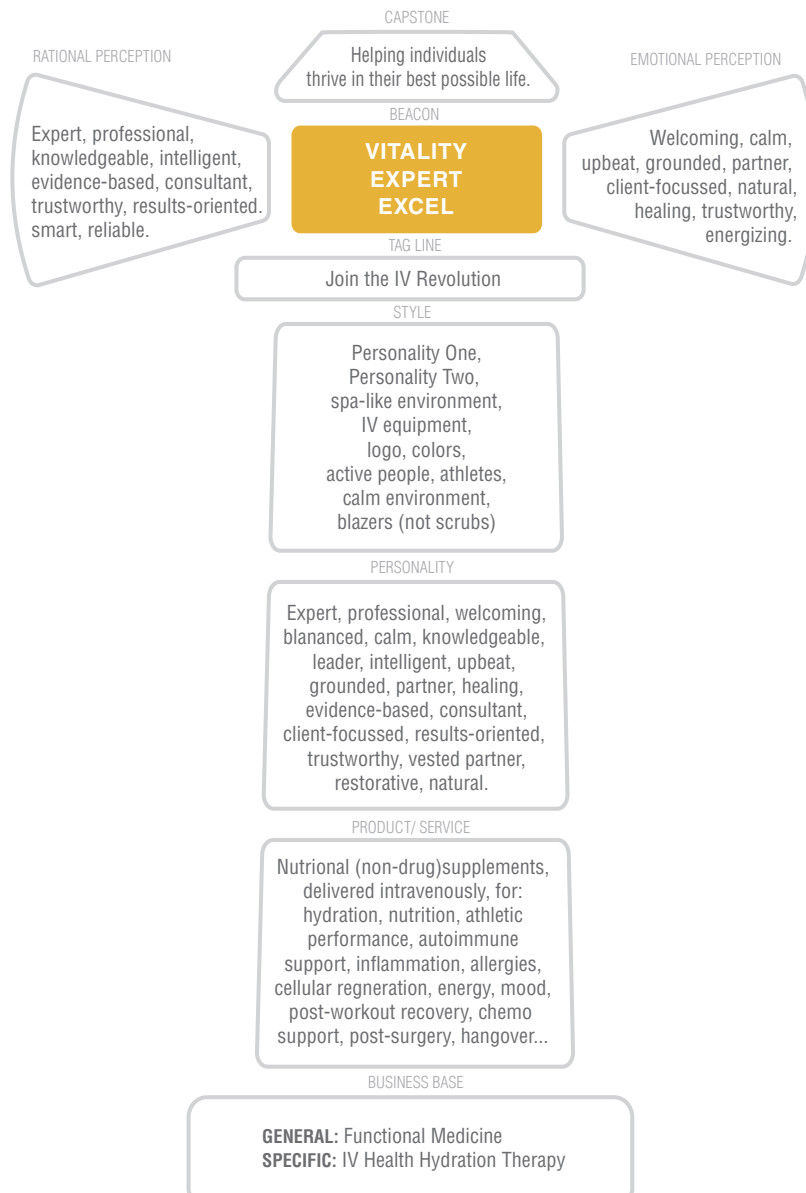
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## JIVE Medical Brand Beacon

### VITALITY

Although nutrition and hydration are the specifics of what the JIVE Medical brand delivers, what lies at the heart of the business is helping people flourish in their best possible lives. Vitality is the sine qua non of an individual's well-being, physically, mentally and spiritually. A person can only achieve their true potential when they are healthy and vigorous. By helping people understand and balance their body's unique chemistry, JIVE Medical helps set them up for success in all of their life pursuits.

### EXPERT

A primary way JIVE Medical strives to set itself apart from its competition is through professional expertise, backed up by evidence based and technical competence. JIVE Medical strives to be a leader in establishing health and hydration IV therapy as an essential part of the growing field of functional medicine. With such aspirations, JIVE Medical seeks out highly respected medical directors and employs only the most qualified technical staff to interview, consult with and administer to clients.

### EXCEL

The ultimate aim of the therapy JIVE Medical offers is to inspire people to feel great and do better. Appropriate hydration and nutrition helps with both physical and mental performance. While the sense of physical well-being is evident immediately after IV therapy, the ultimate result is a pervasive satisfaction in what gets done as a result of feeling good and the ability to go beyond ordinary expectations, to be joyfully vigorous, to feel so good you want to dance, to feel in tune with the universe.





## Global Positioning

<b>FOR</b>	Active, health-conscious people...
<b>WHO</b>	realize that their ordinary diet may not have all the nutrition and hydration needed for maximum performance in daily life and/or athletics...
<b>JIVE IS</b>	a functional medicine service...
<b>THAT</b>	delivers health hydration/nutritional IV therapy in a highly professional, spa-like setting.
<b>UNLIKE</b>	A myriad of faddish upstarts who may not be fully grounded by evidence-based science or supported by a capable staff...
<b>WE</b>	offer expert consultation and best-in-class administration from medically qualified staff, as a vested partner in the clients' well-being.

## Key Message

***JIVE Medical is a best-in-class supplier of IV health hydration and nutrition therapy that supports the physical well-being of people who desire an active, harmonious, and optimized lifestyle—including athletes—so that they can better realize and maximize their full potential.***

## Brand Vision

***JIVE Medical is a recognized progressive leader in health hydration and nutrition therapy as a leading evidenced based component of functional medicine—in conjunction with other alternative health practices and traditional health/medical services—as an effective enhancement to a healthy and active lifestyle.***



## Offerings / Products

### OFFERINGS

Offerings at jIve include the following general categories. (Basis for the categories – hydration, performance, recovery, immunity, energy, beauty, mood, pregnancy/breastfeeding supplementation as well as overall supplementation for disease and illness.)

- Ultimate vitamin therapies for immune health—preventative supplementation for COVID / viral outbreak
- Cell rejuvenation for energy boosting—for all (jet-lag and life-lag hydration)
- Anti-aging—hydration, collagen boosts, hair, nails and skin health
- Hydration and energy supplementation for athletes
- Supplementation and therapies for auto-immune, chronic illness, surgical and medical support
- Sub-cutaneous shots for fat soluble therapies—Vitamin D, the suite of B Vitamins as an example

### PRODUCTS

Alpha lipioc acid	Vitamin C 10g mini (chemo/cancer support)
Antioxidant Deluxe	Mitochondrial support
Athletic performance roadrunner	Methylene Blue IV
Energy rocket booster	Pregnancy Nutrition IV Infusion
Glow and grow hair skin nails	Iron Replenish IV Infusion
Glutathione stand alone Hangover	IV Infusion—Everyday Health Boost
Immunity boost with hydration	Cancer Support IV Infusion
Myers cocktail	Migraine Buster IV Infusion
Myers high-dose	Gut Health IV Infusion
Mini Myers	Iron Replenish IV Infusion
Post workout recovery	Peak Performance IV Infusion
Allergy	Far Infrared Sauna (FIR) Therapy
Post surgery	Hyperbaric Oxygen Chamber Therapy
Pre / post surgery	Nebulizer Inhalation Therapy
Taurine stand alone	Cryotherapy



## Target Clients / Rationale / Experience

- Health-conscious individuals intending to make IV therapy a recurring option (monthly membership)
- Clients performance oriented and competitive in life – whether executive business persona, professional athlete, triathlete, marathon runner, etc.
- Offer infusion packages to corporations/companies by appointment (Ex: high-end concierge services for corporate or groups),
- Men/Women with disposable income.
- Individuals focused on keeping the human vessel in optimal shape with a preventative health mind-set, aware of nutrition, physical health and overall wellness.
- Clients that are choosing functional medicine over western medicine therapies for assistance in anti-inflammatory treatments, immunity and cell function boosting, auto-immune disorders, along with preventative measure.
- Men/Women pre-post operation for healthy swift recovery.
- Women pre-pregnancy, pregnant and post-partum.



The reasoning, logic and market approach will be based on the common sense of the human experience. IV supplementation is important “to me” because...

- |   |                                    |
|---|------------------------------------|
| ... happy hour was way to fun.                          | ... kids are taking all my energy. |
| ... waking up with headaches sucks.                     | ... my 10k race is coming up.      |
| ... mission critical business presentations are taxing. | ... have/had Covid.                |
| ... don't have time for downtime.                       | ... dehydrated.                    |
| ... smart people hydrate.                               | ... triathlete.                    |
| ... have a photo/movie production.                      | ... rundown by Chron's.            |
| ... having a baby and want to keep my cells fortified.  |                                    |

Clients will experience a boutique/spa-like feel. Clean, fresh, modern, but not “sterile” space. Clients need to feel like they're having an experience that can stimulate yet calm all the senses. Amenities consist of:

- High-end water/alkaline OZONE water and sparkling labels.
- Adaptogen drinks/ hot and cold—reishi, cacao, turmeric to name a few.
- Juice bar offerings —freshly curated juices vegetable and fruit juices.
- All technology to offer virtual escape (meditation) or connection to life IPADs, headphones, plug-ins for computers, TV.
- Weighted/heated blankets and hot / cold packs.

## Marketing Vocabulary / Language

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

### RELATED WORDS

**Live:** to be, exist

**Alive:** the feeling of being, animation

**Thrive:** to flourish, happily prosper

**Jiva:** a living sentient substance akin to an individual soul, our physical selves

### OUR DEFINITION OF JIVE

**Jive:** a) to be joyfully vigorous, to feel so good you want to dance, to feel in tune with the universe

b) to replenish/hydrate/nourish yourself at JIVE Medical

### TAG LINE AND COPY USES

Join the IV Revolution!

Get your JIVE on!

What's your IV IQ?






What's your JIVE IQ?

I choose to JIVE.

JIVE changes everything.

I JIVE because...

## Other Entities Using Jive Name

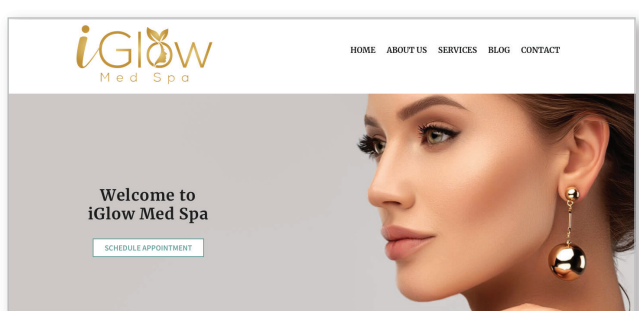
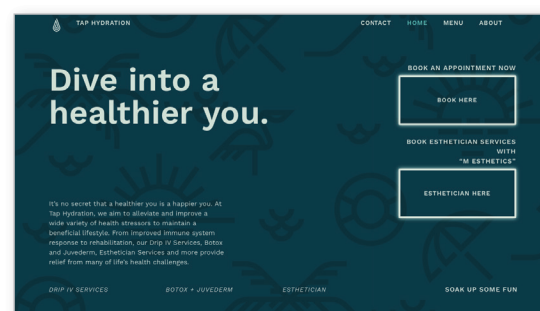
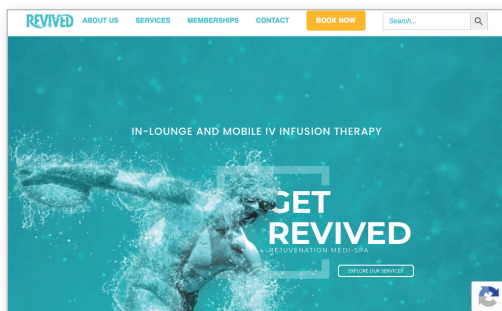
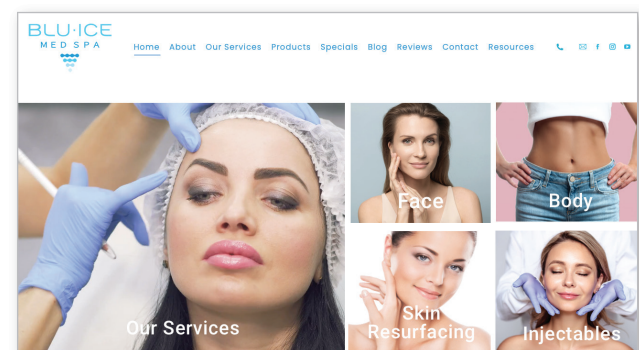
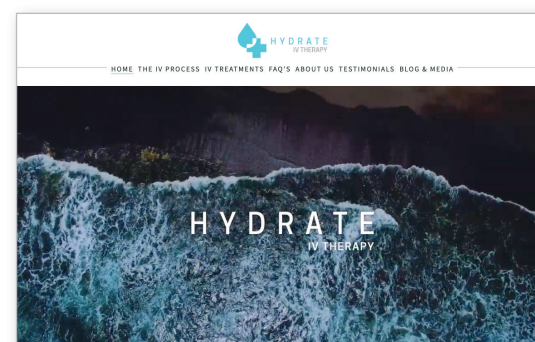
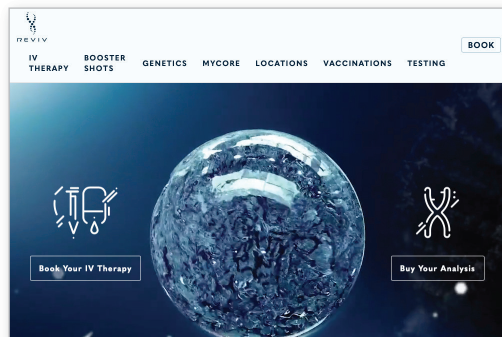
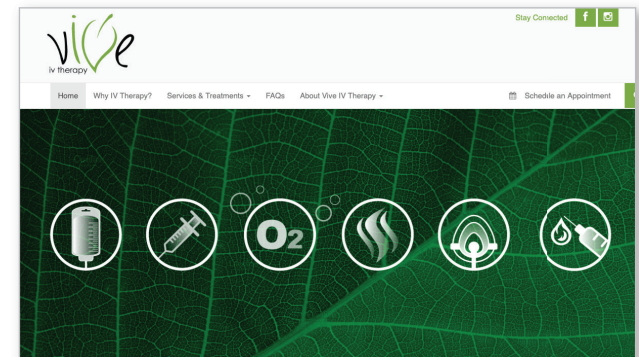
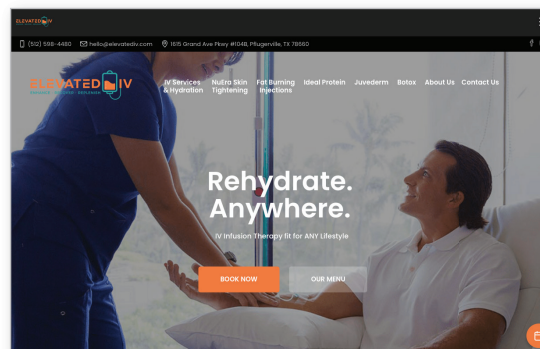
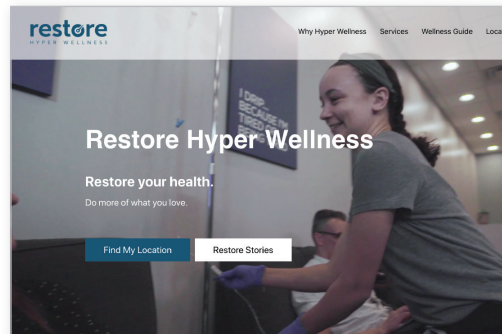
					
					
					
					
					

## Competitive IV Therapy Landscape (Logos)



## Competitive IV Therapy Sites (Websites)





## Primary Logo



# Primary Logo



## Typography & Color Palette

### PRIMARY FONT

The primary font for Carole Hyder Feng Shui is Trade Gothic, a clean, san-serif typeface that evokes mid-century Modernism. Though simple, it has great character and evokes sturdiness. It is a very common typeface, is highly legible and offers a wide selection of fonts. It was designed in 1948 by Jackson Burke, a book and type designer from California.

Trade Gothic Light

*Trade Gothic Light Oblique*

Trade Gothic Medium

*Trade Gothic Medium Oblique*

**Trade Gothic Bold**

***Trade Gothic Bold Oblique***

**Trade Gothic Bold No. 2**

### ALTERNATE FONTS

Helvetica, Frutiger, Arial, Times Roman

### PRIMARY COLORS



CMYK 0 / 0 / 0 / 80  
RGB 88 / 89 / 91  
HSB 224 / 3 / 36  
58595b



CMYK 30 / 0 / 40 / 22  
RGB 145 / 173 / 145  
HSB 114 / 20 / 70  
93b38f

### SECONDARY COLORS



CMYK 15 / 100 / 90 / 10  
RGB 190 / 30 / 45  
HSB 354 / 84 / 75  
be1e2d



CMYK 15 / 35 / 65 / 15  
RGB 189 / 147 / 95  
HSB 33 / 50 / 74  
bd935f

# Ads



## Apparel / Tchotchkes





## Store Front



## Store Fronts





## General Usage





## Banners



Business Card / Letterhead

Email

## Power Point Template

Website