



Brand Playbook



Jon & Daenerys. Lennon & McCartney. Health & beauty.

- Reclamation Room

Xs and Os

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Xs and Os





Being a woman is like teetering on the edge of nostalgia and a new version of yourself you haven't quite identified yet.

As OBGYNs, we know this better than anyone. It's our job to help you maintain optimal health while you court this new, unidentified version of *you*- from puberty to pregnancy to menopause and beyond.

But optimal health doesn't always mean happiness.

Along with the changing biology of our changing bodies, each life stage we pass through is marked by specific aesthetic signs and concerns too: hormonal fluctuations that cause adult acne, hyper-pigmentation or unwanted hair growth; post-baby body changes like stretch marks, C-section scars or stubborn belly fat; or a steep decline in estrogen that obliterates collagen, increases weight gain and accelerates aging.

Consequently, finding happiness with our ever-changing bodies at each of life's main transitions means health *and* beauty, not one or the other. **It doesn't matter how good we feel if we don't also feel we look good.**

Which is why we created the **Reclamation Room**.

Up until now, women have only had two options:

Option 1: Purely aesthetic practices with no experience or expertise managing the underlying *health conditions* contributing to a woman's beauty concerns.

Option 2: Women's health clinics with no experience or expertise treating the *aesthetic concerns* associated with underlying health conditions.

Form *or* function. Look *or* feel. Health *or* beauty. Never both. Until now...

The Reclamation Room gives you a third option- a much-needed bridge between two worlds. A place where look and feel, form and function, and health and beauty walk side by side, not miles apart. A place where beauty is addressed from the inside out, and health is addressed from the outside in. And a place where you can find health *and* happiness with your ever-changing body, all under one roof.

Our story



GYN Aesthetics

We're not a medical spa, women's health and wellness center, or beauty bar. We don't only specialize in aesthetic treatments like skincare or body contouring. We don't only specialize in women's health. And we don't broadly serve all women at every stage of their lives.

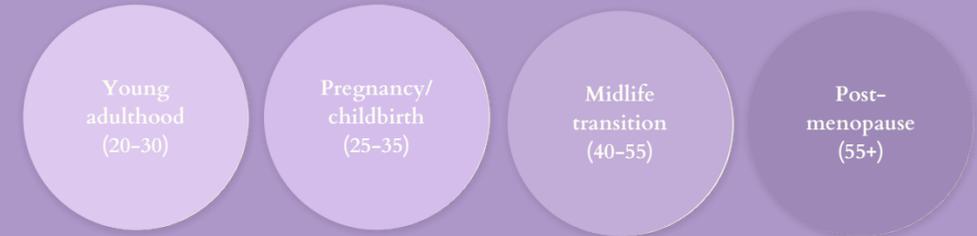
So we're preempting a new position that better describes what we do and who should come to us: GYN Aesthetics.

A traditional OBGYN manages the functional and biological health of women at life's main transitions, from young adulthood to pregnancy/childbirth to menopause and beyond. More specifically, they focus on vaginal health, the female reproductive system, and hormonal health.

As Aesthetic Gynecologists, we bring the same level of functional and biological specialization, only we extend our care to include the aesthetic concerns associated with hormonal decline, pregnancy/childbirth, and vaginal health. GYN Aesthetics puts the health back and beauty. Plain and simple.

Form *and* function. Look *and* feel. Health *and* beauty. Better together.

What's an Aesthetic Gyno?



As Aesthetic Gynecologists, we manage the health *and* beauty of women at each of life's main transitions: young adulthood, pregnancy/childbirth, midlife transition (menopause), and post-menopause. At each life stage, we focus on six key areas of specialization:

- Sex
- Skin
- Hormones
- Vaginas
- Body
- Nutrition (TBD)



As such, the underlying culprits responsible for the health and beauty concerns of our patients include:

- Hormonal transitions
- Pregnancy
- Menopause
- Hormonal aging
- Childbirth
- Lifestyle

Points of difference

In a hyper competitive, highly commoditized market, there are three things we can say about our practice that most can't. These are the primary points of difference we'll use to differentiate our practice from everyone else.

Health & Beauty

We believe in "and," not "or." Form *and* function. Look *and* feel. Health *and* beauty.

The biggest lie ever told? If you look good, you'll feel good. Just ask a woman going through menopause how she *feels*. Or a new mom suffering through stress incontinence.

Second biggest lie? Aesthetic medicine is sustainable without addressing underlying health issues like diet, nutrition, or hormones. *It's not.*

Finding happiness with your ever changing body means addressing both health *and* beauty.

Microtreatments

Look and feel like the best version of you at your age, not like someone else. Simple.

Microtreatment is a philosophical approach to aesthetic medicine, and an alternative to invasive procedures. Instead of treating one area in isolation, we use all the tools at our disposal to attack aesthetic concerns from multiple angles, providing a more comprehensive, more balanced, more sustainable result customized to the individual.

Quick treatments. Subtle results. Little to no downtime.

Specialization

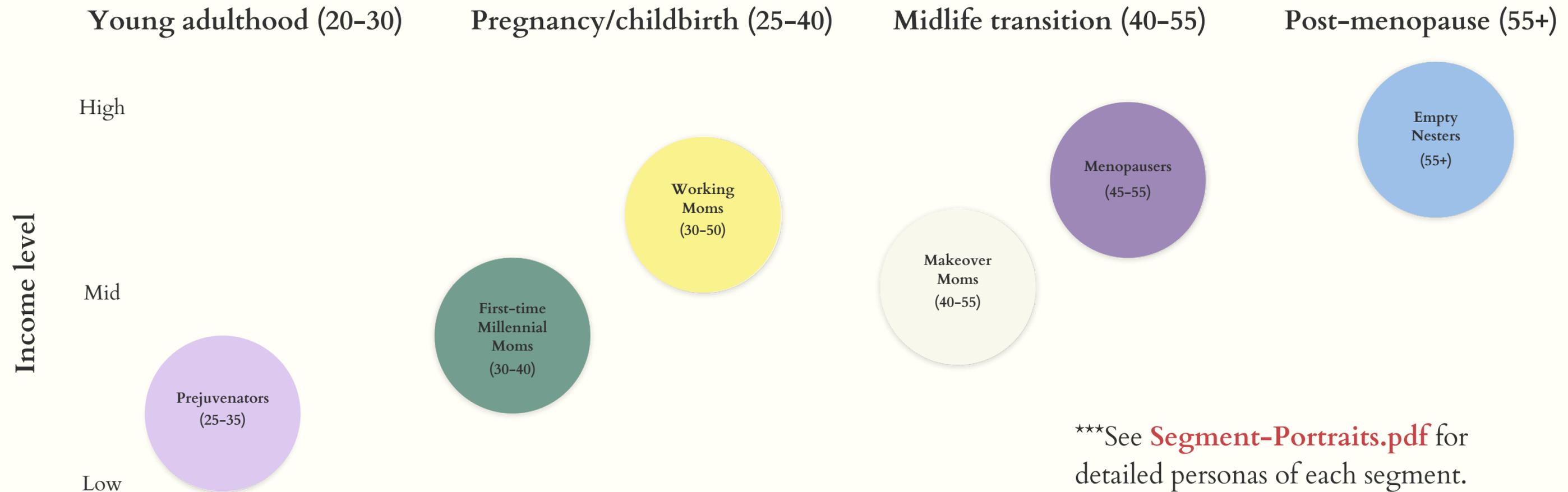
As Aesthetic Gynecologists, we own an arena of medicine that no one else can claim:

1). **Transitions:** we're specifically setting out to deliver health and beauty at four distinct stages of a woman's life: young adulthood, pregnancy/childbirth, menopause, and post menopause. As OBGYNs, *this is already our space.*

2). **Six areas of health and beauty:** And at those main crossroads, we're addressing a unique mix of concerns: sex, vaginas, hormones, skin, body, and nutrition (TBD).

Target patients

Target segments represent the different groups of people that fit our ideal patient profile. When building marketing communications programs, we'll concentrate our resources on reaching and influencing these people first. Also, we'll use the pain points of each segment as a springboard for developing new products, services and treatments.



***See [Segment-Portraits.pdf](#) for detailed personas of each segment.

Target cities

Target segments represent the different groups of people that fit our ideal patient profile.

When building marketing communications programs, we'll concentrate our resources on reaching and influencing these people first.

Also, we'll use the pain points of each segment as a springboard for developing new products, services and treatments.



Newport Beach



Huntington Beach



Laguna Beach



Costa Mesa



Irvine



Fountain Valley



Newport Beach

Newport Beach is our backyard, making it the most obvious target. But Newport is also teaming with competition, and despite being our backyard, it's a smaller city with fewer female residents. Newport trends older because of the cost of living, so it's a great target for **Menopausers, Empty Nesters and Makeover Moms**.

- Population: 87,000 (51% Female (44K); 49% Male)
- Median Age: 47
- Ethnicity: 80% White
- Married: 59%
- Moms with kids under 18: 17,500
- Median household income: \$116,000

Population by age/gender

- In 30s: 11% (5000K women)
- In 40s: 12% (5300K women)
- In 50s: 17% (7500K women)
- In 60s: 14% (6200K women)
- In 70s: 15% (6650K women)
- Under 30: 30% (19% under 20)

Menopausers

Empty Nesters

Makeover Moms



Costa Mesa

Costa Mesa is a nice mix of younger, first-time moms who are hip and trendy and older, upper-middle class families with kids in their teens. Costa Mesa is also home to hundreds of boutique fitness centers like cycle, pilates, hot yoga, lightning fitness, and more.

- Population: 112,439 (49% female (55K); 51% male)
- Median Age: 34.5
- Ethnicity: 70% White
- Moms with kids under 18: 23,792
- Median household income: \$70,438
- Still working: 55%

Population by age/gender

- In 30s: 12.7% (12,700K women)
- In 40s: 14.7% (14,700K women)
- In 50s: 15% (15,000K women)
- In 60s: 11.9% (11,900K women)
- In 70s: 11.1% (11,100K women)
- Under 30: 34.6% (21.5% under 20)

Prejuvenators

First-time Moms

Working Moms

Makeover Moms



Huntington Beach

With a much larger population than Newport, and with a high birth rate (new moms every year), Huntington is a great target for all our segments. Lots of people. Lots of mothers. Lots of older women. Lots of income.

- Population: 200,415 (50% Female (100,200K); 50% Male)
- Median Age: 41.4
- Ethnicity: 63% White; 20% hispanic
- Birth rate: 4% in last 12 months (roughly 4K new moms in 2018)
- **Moms with kids under 18: 50,000**
- Median household income: \$85,300

Population by age/gender

- In 30s: 12.7% (12,700K women)
- In 40s: 14.7% (14,700K women)
- In 50s: 15% (15,000K women)
- In 60s: 11.9% (11,900K women)
- In 70s: 11.1% (11,100K women)
- Under 30: 34.6% (21.5% under 20)

All Segments



Laguna Beach

Laguna Beach has a population of only 23K, but the median age is 50 and median household income is above 100K. Older women with disposable income. Over 40% of the population is above 55. Though it's still competitive, it's an ideal target for Empty Nester.

- Population: 23,000 (49% female (12K))
- Median Age: 50
- Ethnicity: 84% white
- **Median household income: +\$100,000**
- Moms with kids under 18: 4,000 (1/3 of women)

Population by age/gender

- 35-54: 29% (3,200 women)
- 55-65: 20% (2,500 women)
- 65 and over: 21% (2,500 women)
- ***70% of population is over 35**

Empty Nesters

Menopausers

Makeover Moms



Irvine

Irvine is massive. Even though 41% are Asian (who don't spend a lot on aesthetics), the city still offers the largest market for every age group. There's an opportunity to target offerings to Asian community, too.

- Population: 257,000 (52% Female (130K); 48% Male)
- Median age: 34
- Foreign born: 40% (80% from Asia)
- Ethnicity: 42% White-only; 41% Asian
- Language: 49% speak non-english language (Chinese, Korean, Persian)
- Moms with kids under 18: 36,000
- Median household income: \$97,000

Population by age/gender

- In 30s: 15% (20K women)
- In 40s: 15% (20K women)
- In 50s: 12% (16K women)
- In 60s: 8% (10K women)
- In 70s: 8% (10K women)
- **Under 30: 40% (26% under 20)**

All Segments



Fountain Valley

Aside from being one of Dr. Moore's OBGYN locations, roughly 50% of the women in Fountain Valley have kids under 18, and the median household income is high at \$86/annually. Not a huge opportunity, but considering it's Dr. Moore's backyard (and a lot of her patients live there), it's worth targeting.

- Population: 55,000 (49% female (28,000K))
- Median Age: 42
- Ethnicity: 64% white; 25% Asian
- Median household income: \$86,000
- Moms with kids under 18: 15,000 (55%)

Population by age/gender

- 25-34: 13.4% (3500K women)
- 35-44: 17% (4500K women)
- 45-54: 15% (4000K women)
- 55-59s: 7% (1900K women)
- 60-64: 5.5% (1500K women)
- 65-74: 6.6% (1800)

First-time Moms

Working Moms

Makeover Moms



Target treatments

There's **four** ways we will categorize our treatments to make it easier for future patients to discover what they're looking for.

1. **Problems solved:** We always want to think about treatments as solving a problem first. E.g. "C-Section Shelf" or "Vaginal Dryness."
2. **Life stage:** Second, we can categorize treatments based on life stage. E.g. Young adulthood or Midlife Transition.
3. **Area:** Third, we can categorize treatments based on area. E.g. "Skin" or "Hormones" or "Sex" or "Vagina" or "Body."
4. **Modality:** Last, we can categorize treatments by device or modality. E.g. "RF Microneedling" or "IPL" or "Labiaplasty" or "Morpheus 8" or "Laser Genesis."

Target treatments

Young adulthood (20-30).

Hormones

- Birth control
- Hormone imbalance

Skin

- Hormonal acne
- Acne scars
- Laser facial (Laser Genesis)
- Laser hair removal
- Cellulite reduction

Vagina

- Labiaplasty alternative (Aviva)

Body

- Stubborn fat (CoolSculpting, BodyFx, TruSculpt)
- Butt rejuvenation (stretch marks + cellulite + fat removal)

Pregnancy/childbirth (25-40).

Hormones

- Birth control
- Hormone imbalance

Skin

- Tired eyes
- Spider veins
- Hormonal hyper-pigmentation
- Loose stomach skin
- Dryness/texture
- Wrinkles/fine lines

Vagina

- Incontinence
- Vaginal tightening
- Vaginal dryness
- Painful intercourse

Body

- Baby belly (fat + loose skin)
- C-section shelf
- C-section scar
- Stretch mark reduction

Midlife transition (40-55).

Hormones

- Peri/Menopause

Skin

- Hormonal aging (wrinkles, fine lines, texture/tone, dryness)
- Pigmentation (age spots, freckles, port wine stains, sun damage)
- Skin tightening (neck, eyes/brow, crepe, chest)
- Rosacea
- Sun damage (face and chest)

Vagina

- Incontinence
- Vaginal dryness
- Painful intercourse

Body

- Unwanted facial hair
- Stubborn fat (arms, belly, legs, inner thighs, bra strap, love handles)
- Double chin

Post-menopause (55+).

Hormones

- Post-menopause

Skin

- Hormonal aging (wrinkles, fine lines, texture/tone, dryness)
- Pigmentation (age spots, freckles, port wine stains, sun damage)
- Skin tightening (neck, eyes/brow, crepe, chest)
- Rosacea

Vagina

- Incontinence
- Vaginal dryness
- Painful intercourse

Body

- Aging hands

Messaging

Point of view

Point of view is the single most important element of any successful marketing communications program. We're going to stand for something meaningful so we can galvanize a community of future patients. Use the following six pillars of POV to infuse our marketing with meaning. What are we communicating again? Look below...

Honesty

Women feel misrepresented in advertising, especially moms and older women. And more often than not, it's imagery that sends the strongest message. There's no better example of this than right here in the aesthetic industry with the portrayal of older women using stock photography. (The plastics are great at making women feel insecure and excluded.) We're saying no to photoshopped images, perfect looking models, or hiding blemishes. **Instead, let's show real women and all their beautiful imperfections. Inclusive, diverse, real.**

We're not selling perfection. We're selling reality: you're not getting your pre-pregnancy body back; you're not going to look ten years younger; and perfect skin doesn't exist. **But you can gradually close the gap between how you look and how you feel. *That's possible.***



Beauty

We believe that beauty is not one thing; it's many things. It's health, happiness, experience, love, family, confidence, and appearance all rolled into one.

Above all, the real beauty of a woman's nature isn't in being a wallflower or being perfect; it's being **perfectly imperfect.**

Menopause, motherhood, aging... These are all, at times, completely chaotic and imperfect, yet real and beautiful.

We're not going to hold our tribe to an unattainable, idealistic, stereotypical version of 21st century beauty. **We're going to celebrate them how they are, however they want to be. *That's beauty.***

Messaging

Point of view

Cont'd

Aging

Our beauty-is-defined-by-youth culture teaches us that as you grow into the more mature, confident, and powerful part of your life, it's all downhill from here.

Let's flip the narrative of anti-aging and trying to "recapture lost youth" made popular by plastic surgeons and dermatologists to one that celebrates the undeniable beauty of maturity: diversity, independence, self-awareness, honesty, and wisdom.

Aging doesn't scare us. We don't want to prevent it (nor believe we can). And we have no magic creams. The truth is you're not getting the younger you back—and that's ok. **But you can close the gap between the way you look and the way you feel, and you shouldn't feel shame for that.**

Age smarter (not anti-age). Look better (not younger).
Liver healthier.

Motherhood

Mothers want to be real women, with interests that include and extend beyond their role as caregiver, provider and nurturer. **They're women with children, not just "mom."**

Let's undercut the idea that a woman can't be both independent and a successful mother. **Let's invite moms to pursue independence, identity, and purpose, unapologetically.**

And moms are tired of all the superficial self-care advice. They're not skipping yoga, manicures, hair salons and long hot baths because they don't want them; they don't have time!

They know it's important to take care of themselves. And they want to. **Let's use marketing to help them bridge the gap between desire and action.**



Messaging

Point of view

Cont'd

Unapologetic

Society has always been quick to shame women and mothers for the choices they make regarding their own self and well being. It's no wonder they feel a tremendous amount of guilt all the time.

If a women wants to take steps to find happiness with her new body, you can be sure there's a group of men and women shaming her for not embracing her tiger stripes. And when an aging woman wants to look younger, she's met with hostility by pro-agers.

The result? **Women are always looking for permission to do what's in their best interest to find happiness.**

The truth is finding happiness with your aging body is complicated beyond belief.

We're going to confront all the haters (in every direction) and **empower women to reclaim their agency**, to not give in to outside influences that seek to limit her potential.

No shame. No permission required. Do you!



Unmentionables

There's something incredibly terrifying and vulnerable about confronting the *real* you. **But it's incredibly liberating when you do.**

The problem is that women don't feel like they can talk about all their intimate truths, as much as they may want or need to.

So we're going to destigmatize the "unmentionables" like vaginal dryness, menopause, stress incontinence, motherhood, divorce, insecurities, sexuality, post-baby bodies, and everything in between.

We're going to "talk about it" so we can create community where women feel safe to speak their truth. **Because someone on the other end needs to hear it.**



Brand Identity

Primary logo

Emblem Logo

The Reclamation Room **Emblem Logo** includes our distinct brand mark (RR) surrounded by our brand name and category name. The back-to-back RR represents the marriage of health and beauty, along with our founders initials (Roya R. and Meagan M.). The typeface/font used is Samford Solid. And the inside of the emblem is transparent. Position, size, and color, along with the spatial and proportional relationships of the Emblem Logo elements, are predetermined and should not be altered.



Black (#303030) version for light backgrounds



White (#FFFFFF) version for dark backgrounds



Minimum size

Print: 2 inches 72dpi

Digital: 200px

Our secondary logo (**Wordmark Logo**) uses the same font (Samford) as our primary logo, along with our brand mark and category name. It's our primary logo, only horizontally instead of circular. And it should only be used in scenarios where our primary logo won't perform well (i.e. super small print; possibly emroidery).

Secondary logo

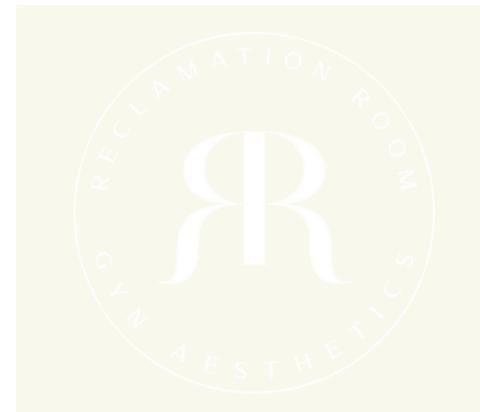
Wordmark logo



Our logo is the first impression every future patient will have with our brand. And it's also a mental shortcut we can create in the mind of customers. Always use our logo like it's displayed above, never like it's displayed below. Consistency is everything.

Incorrect usage

Don't do any of this...



Too small



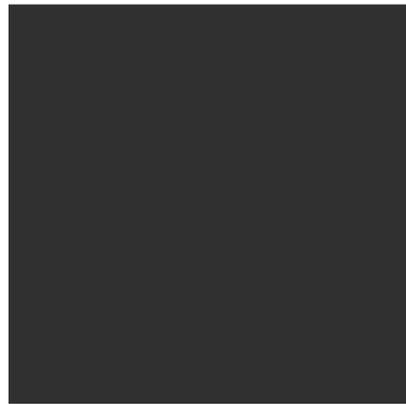
RECLAMATION ROOM

GYN AESTHETICS

Primary brand colors

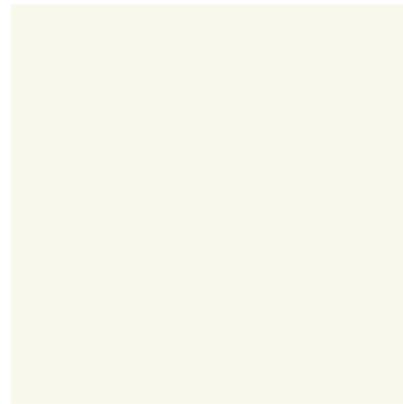
Our primary brand colors will function as the cornerstone of our visual identity. They'll give our brand the visual distinctiveness it needs to stand apart from competition and to be remembered by customers.

Black should be used in the logo and as text, never as a background or dominant color. Seashell should function primarily as a background, in place of white. And Sand, Lavender and Mint should take center stage as often as possible, as accents or backgrounds.



Black

Pantone - Black 7 CP
CMYK - C0 M0 Y0 K81
RGB - R48 G48 B48
HEX - #303030



Seashell

Pantone - 9224 U
CMYK - C0 M0 Y5 K2
RGB - R249 G248 B236
HEX - #F9F8EC



Sand

Pantone - 910 U
CMYK - C0 M3 Y43 K1
RGB - R250 G242 B140
HEX - #FAF28C



Lavender

Pantone - 9344 U
CMYK - C9 M19 Y0 K7
RGB - R212 G189 B235
HEX - #D4BDEB

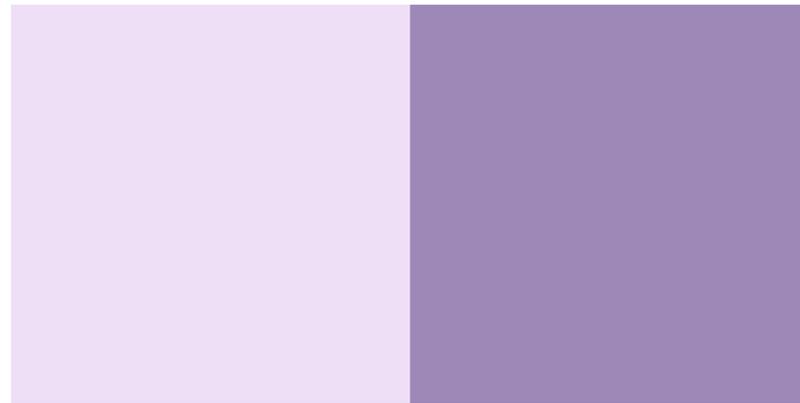


Mint

Pantone - 317 CP
CMYK - C12 M0 Y3 K11
RGB - R197 G225 B217
HEX - #C5E1D9

Secondary colors

Our secondary colors are either darker or lighter shades of our primary colors. Use them as accents to make our primary colors pop or when you need to add some depth or contrast.



Lavender contrast

Pantone - 9341 U

CMYK - C3 M9 Y0 K3

RGB - R238 G223 B247

HEX - #EEDFF7

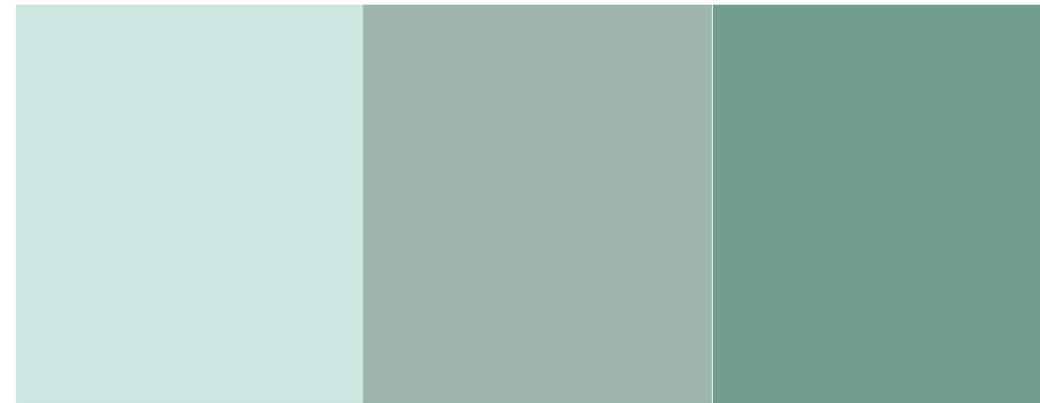
Pantone - 265 UP

CMYK - C14 M25 Y0 K28

RGB - R157 G136 B183

HEX - #9D88B7

[More LAVENDER shades \(click here\)](#)



Mint contrast

Pantone - 9521 C

CMYK - C11 M0 Y2 K9

RGB - R204 G231 B225

HEX - #CCE7E1

Pantone - 5575 U

CMYK - C13 M0 Y4 K28

RGB - R158 G182 B174

HEX - #9EB6AE

Pantone - 624 C

CMYK - C26 M0 Y8 K38

RGB - R115 G157 B143

HEX - #739D8F

[More MINT shades \(click here\)](#)



Sand contrast

Pantone - 9285 C

CMYK - C0 M0 Y3 K0

RGB - R255 G255 B47

HEX - #FFFFFF7

Pantone - 7404 C

CMYK - C0 M11 Y86 K5

RGB - R241 G213 B32

HEX - #F1D520

[More SEASHELL shades \(click here\)](#)

Primary typeface

Our primary typeface is Recoleta. The primary font from that typeface is Recoleta Bold. Use this font for headings, always.

Recoleta combines fluid, angled strokes with soft and gentle shapes. It's familiar yet fresh, and the bold font style brings energy, confidence and fun.

Recoleta

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&*()+

Font style

Recoleta Bold

A large, bold, black 'A' and 'a' are displayed side-by-side. The 'A' has a thick, slightly curved top bar and a wide, stable base. The 'a' is also thick and bold, with a rounded, bowl-like shape and a small tail at the bottom right.

Cardo is the ying to Recoleta's yang. It's a classic font typeface that pairs perfect with any strong, bold font.

Use Cardo Regular, Italic, and Bold as subheadings and body text.

Secondary typeface

Aa

Cardo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()+

Font styles

Cardo Regular/*Italic*/Bold

Typeface in use

Reclamation Room's colors and typeface should be used consistently throughout marketing communications materials to project a consistent visual identity.

**This is a 48pt.
headline.**

32pt. Subheading here.

14pt. Body copy goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum *suspendisse ultrices* gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

**This is a 48pt.
headline.**

32 pt. Subheading here.

14 pt. Body copy goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et **dolore magna aliqua**. Quis ipsum *suspendisse ultrices* gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

The Rules

- Use #FFFFFF7 CREAM for text on darker backgrounds.
- Use #303030 BLACK for text on lighter backgrounds.
- Never use #303030 BLACK as a background color. Use one of our secondary colors for dark backgrounds.
- Use #FFFFFF7 CREAM or #F9F8EC SEASHELL as our light backgrounds. You can also mix in #FFFFFF WHITE.
- Use Recoleta Bold as our headline font.
- Use Cardo Regular as our subheading font.
- Use Cardo Regular/Bold/Italic as body copy font.
- Use these proportions. 48pt. headline. 32pt. Subheading. 14pt. body copy. Size up or down using same proportions.



**Look better.
Live healthier.
Age smarter.
But by all means, age.**

**Jon & Daenerys.
Lennon & McCartney.
Health & beauty.
Better together.**





Aesthetic-OBGYNs.

Health and beauty, from the inside out.

Form and function. Look and feel. Health and beauty. Plain and simple. Better together.

Imagery

Real women, with all their imperfections and blemishes. We're celebrating the perfectly imperfect. We're celebrating the undeniable beauty that comes with age. We're celebrating women in real life.

That means using imagery that is inclusive, diverse, honest, accurate, and without shame. Moms in real life. Menopause in real life. Hormones in real life. Everything in real life.



No fly zone...

We should never use stock photography that depicts pie in the sky perfection, or, worse, tries to capture the emotion of menopause with a scowl. We're celebrating truth and vulnerability. And that's empowering. The garbage below is not.

Also, plastic surgeons and medical spas are notorious for using stock images that wreak of male stereotypes about women. Our imagery will serve as a fresh reminder that we don't want to change you. Avoid the below at all cost.

