



# Big Bold Health

Case Study

# Overview

**Client Name:** Big Bold Health

**Industry:** Healthcare Information & Wellness Supplements

**Business Type:** For-profit Startup

**Timeline:** January to May 2019

**Budget:** \$48,000

**Engagement:** Visual Brand Identity Creation & Product Packaging

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**Synopsis:** In early 2019, the team behind a new Western Washington health and wellness startup, Big Bold Health, approached Allovus for help with the creation of their visual brand identity. This company was starting from scratch—they had a mission and products, but they didn't yet have any solid concepts on logos, colors, brand identity, or other core branding and marketing features. Collaboratively, we were able to create a solid visual brand identity and clear brand guidelines for Big Bold Health and apply that work to the creation of their inaugural line of product packaging. The client continues to use our brand work on their professional practitioner site: <https://pro.bigboldhealth.com/>, even as they explore other designs in their direct-to-consumer channels.

# Big, bold ideas: helping a wellness startup discover its brand identity

In late 2018 a newly formed health and wellness company, Big Bold Health, was established by one of the industry leaders in Functional Medicine, Dr. Jeff Bland, and a team of other health industry experts that included members of the Institute for Functional Medicine.

Dr. Bland was an expert in science-based nutrition. With Big Bold Health, he wanted to create a company with the mission of transforming the way people thought about immunity and their personal health.

The founders of the company had a clear vision about what they wanted to achieve—educating consumers about how nutrition had a direct impact on wellness, immunity, and resilience. Under the brand umbrella of Big Bold Health, they would create a website that would both inform consumers and allow users to understand their own health data by providing personalized health assessment tools.

Additionally, high-quality products created with the specific goal of delivering this scientific understanding of nutrition could help people achieve those results of improved immunity and resilience.

But while the mission and vision of Big Bold Health were clear, the visual brand identity was not. This team of health and nutrition experts had an overabundance of good ideas when it came to what a logo should look like.

Understanding that they needed design experts who understood brand creation as well as they understood nutrition, they turned to Allovus for guidance. With team members who were also passionate about health, the Allovus Design Studio knew we were the right team to help guide Big Bold Health on its own journey of brand identity discovery.

# Discovering the roots of the brand

Helping a wellness startup discover its brand identity

# Discovering the roots of the brand

## Brand attributes

### Vision

Inspire users to utilize data for achieving increased functionality, performance, and longevity.

### Goal

Empower users to take control of their health.

### Objective

Provide users with reliable, accurate, and personalized health data to make better health decisions

### Core

- Inspiring
- Personalized
- Empowering
- Performance

### Secondary

- Intriguing
- Disruptive
- Fresh
- Challenging
- Active
- Engaging
- Performance Functional
- Inclusive Accessible
- Valued International

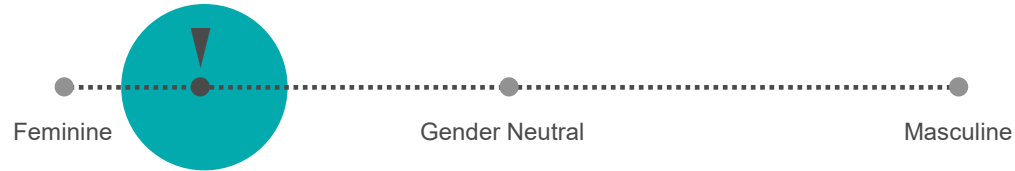
The core challenge with Big Bold Health was one of complexity—the founding team was trying to convey an enormous amount of information with a single logo and brand identity.

Our standard process includes a robust discovery phase, and in this instance, we would need to dig deep to understand the core of what the founding team was trying to achieve.

*Brand takeaways from initial client collaboration*

# Discovering the roots of the brand

Fortunately, the Big Bold Health team had a very clear understanding of the brand attributes they wanted to manifest; they wanted to inspire customers to use health data to take control of their health, by providing them with personalized data that would help them make better health decisions. Additionally, there was a solid perception of their ideal consumer: an active, health-conscious female who was a tech-savvy truth seeker, wanting to feel empowered and in control of her health.



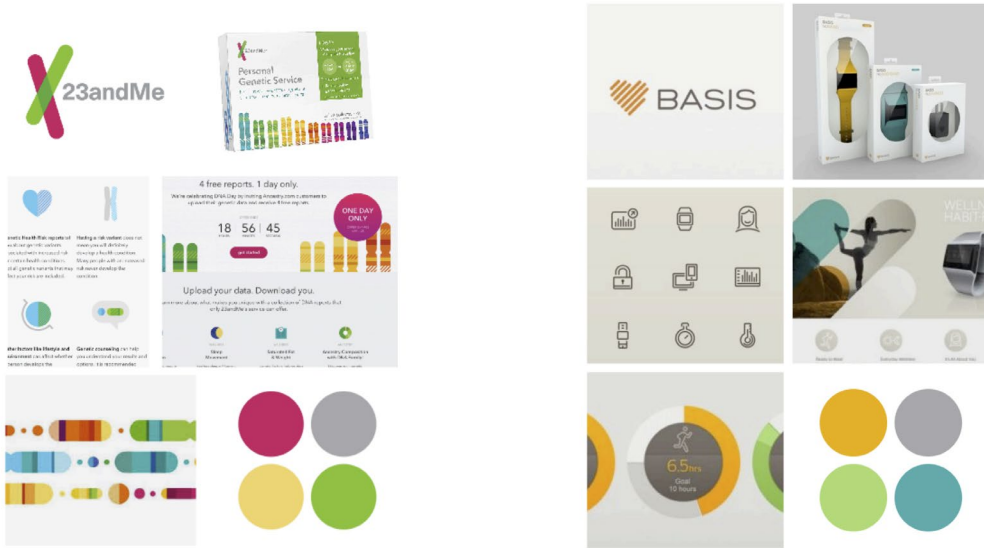
## Active, health-conscious female age 30-54

- Lives life “proactively”
- Part of the “health underserved” population
- Wants to feel empowered and in control of their health
- Tech-savvy and recognizes that information about their health is becoming more accessible
- Feels overwhelmed by choice, where to access information, and what to do once they have it
- Truth seeker



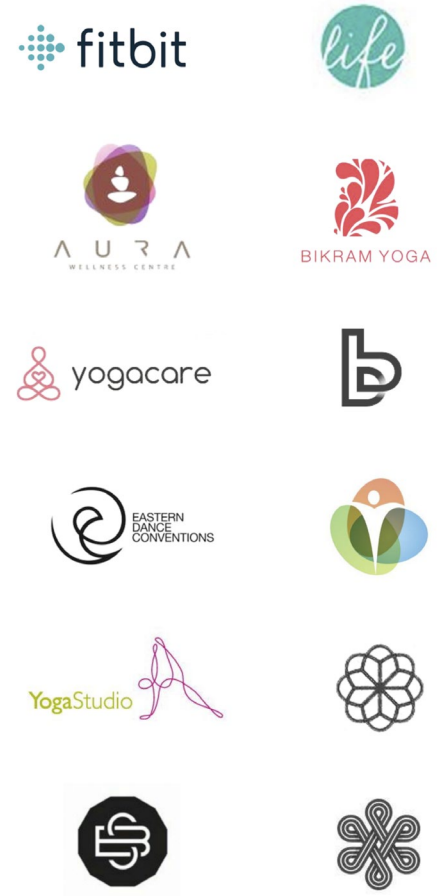
# Discovering the roots of the brand

## Current Landscape



As we continued this exploration of a written description of the brand, we were also undertaking two other key discovery steps: evaluating the competitive landscape and exploring typographic representations of the company name.

Looking at the full spectrum of brands also involved in the health and wellness space, we focused on a wide range of companies and brands, from DNA analysis and biometric monitoring to yoga, skincare, and clothing. We were particularly interested in color palettes, shapes, patterns, and trends in the brand identity space for this industry.





# Discovering the roots of the brand

Typographic representations of brand names are called logotypes, and for Big Bold Health, with its unique three-word name, there were interesting explorations that included mixed typefaces and stacked words.

Throughout this process, we kept the lines of communication with the client open and engaged. Fun, fractious, and fruitful conversations around this deep dive into the roots of the Big Bold Health brand framed what was coming next: the synthesis of this thinking into our design ideation round.

## Name Configuration

A convenient place to start when designing a logo is to consider how the name is best represented, taking into account the brand attributes and desired personality.

An immediate challenge can be seen in the name Big Bold Health given its use of 3 words. Some initial configuration studies are presented below.

BigBoldHealth

Big**Bold**Health

Big Bold Health

**Big.**  
**Bold.**  
**Health.**

**Big**  
**Bold**  
**Health**

**BIG.**  
**BOLD.**  
**HEALTH.**

Big  
Bold  
Health

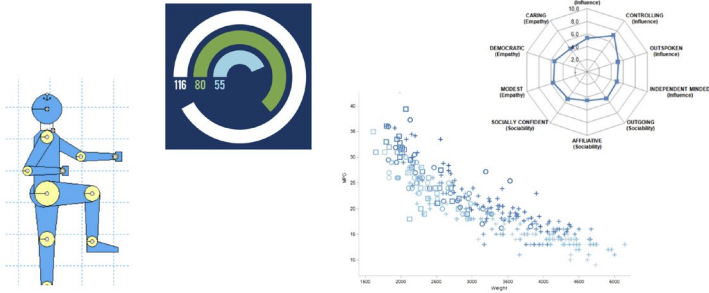
**BIG**  
**BOLD**  
**HEALTH**

# Cornerstones for ideation

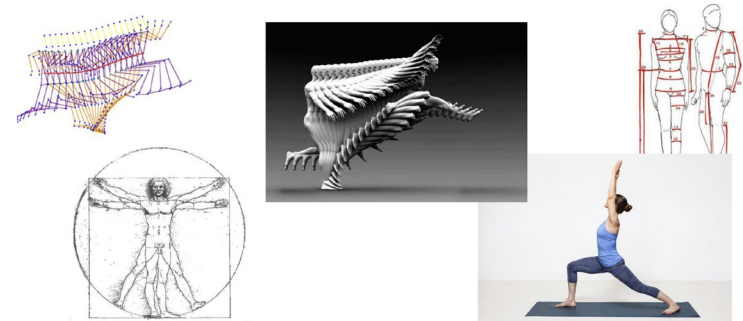
A healthy start for our design process

# Cornerstones for ideation

## 1. M&Ms (metrics/measurement)



## 2. Vitruvius (function/movement)



## 3. Heroine (feminine/empowerment/human)



## 4. Organic (nature/healing/wellness)



We began the design process by identifying key aspects of the brand that could be used to develop appropriate conceptual directions for the logo. From this, four conceptual cornerstones emerged: metrics &

& measurement, function & movement, feminine empowerment, and nature, healing & wellness.

# Cornerstones for ideation

## 1. M&Ms (metrics and measurement)



a.



b.



c.

## 2. Vitruvius (function and movement)



a.



b.



c.

## 3. Heroine (feminine/empowerment/human)



a.



b.



c.

## 4. Organic (healing/nature/wellness)



a.



b.



c.

We sought to compile visuals that aligned with these concepts and would inspire our designs. We searched for symbols, styles, textures, icons, colors, photos, found imagery, and more. This expansive search

for inspiration was collected, sorted, and collated into something akin to mood boards for each concept.

# Cornerstones for ideation

Initial explorations in round one included three options for each of our four “cornerstone” concepts and several wildcards that represented out-of-the-box thinking to generate “what if?” conversations. From this, the team selected one of the “organic” designs—a stylized line-drawing of a plant, which they felt connected deeply to the origins of the products the website would be offering.

From here, we moved into round two explorations, in which we refined the selected logo to ensure that it was balanced and harmonious and worked well in black and white as well as reversed.



*“What if?” ideas to generate discussion*

*Round 2 ideation begins with the selected logo*

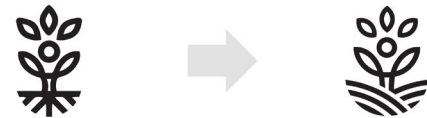
## Option 1.

The following concept was selected as a finalist. We then asked ourselves, how can we evolve this design to make it even better?

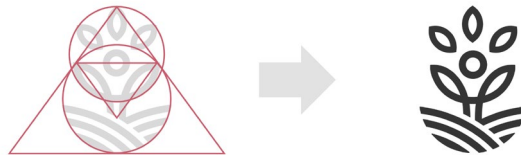


## New and Improved

Here we can see that the original design has been dramatically improved. Key elements have been reshaped, and the line weight has been altered to achieve better [visual] balance.

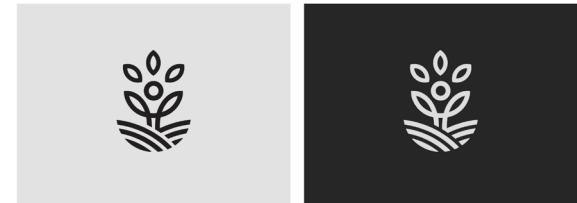


## Logo Architecture



## Inverse

A logo should also work well in both positive and negative.

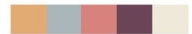


# Cornerstones for ideation

## Secondary Versions

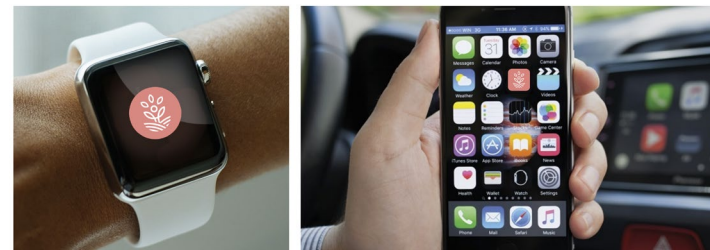


## Color



## Scale

To be effective, a logo must scale well and be easily recognizable.



We delved into additional typography, color and scale explorations which included placing the logo into mobile and watch face mockups to ensure that it represented well in real world applications.

And then, something happened...

# Hitting the reset button

Sometimes, even in the best-run projects, outside influences will conspire to shift the design direction.

In this instance, recent scientific publications had moved the founding team to reconsider the positioning of the brand as nature and plant-based, and more into a scientific and genomic focus. But this is part of the design process, too.

Executive leadership insisted that this change in scope was necessary, and so with a project change order in hand, we began again...



*The time had come to shift our focus.*

# Hitting the reset button

A shift in focus



# Finding the DNA of the brand

*Heart + helix*



*Color block*



*Exclamation!*



*Cartesian + Helix*



*Helix + Leaf*



Fortunately, at this stage of the project, we had a deep understanding of Big Bold Health and the myriad of ideas that inspired its founding. From this, we were able to conduct a design ideation that produced fresh logo concepts, keeping the warmth and approachability, but now combined with a scientific foundation.

Our twelve new logo ideas were split across five conceptual areas this time: heart+helix, colorblock, exclamation!, Cartesian+helix, and helix+leaf.

# Finding the DNA of the brand

*Symbol + text*



*Color block*



*Heart + helix*



*Leaf + helix*



*The selected logo*

Based on client feedback, deeper explorations and refinements were considered. Symbols were refined, and font options were tested for feel and presence.

Stakeholders agreed that the refined version of the heart+helix logo was the winner. After multiple rounds and a direction change, we successfully encapsulated the core concepts of the Big Bold Health brand into a simple, elegant, warm solution.

# Refinement and extension

With the concept approved, we shifted into our last stage of refinement: honing the shape into its true final form, examining each little detail with a critical eye. We also leveraged our previous thinking on color palettes, experimenting with shades, tones, and variations, looking for the exact right combination.

The final iteration of the logo selected by the team was beautiful—a bold dark blue heart with an embedded helix represented with colorful tones. A stacked logotype of the company name and a tagline inspired by our earlier explorations completed the final product.



A



B



C



D



E



F

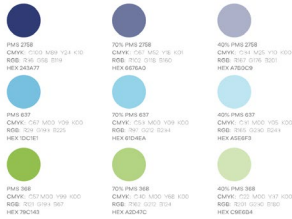


Making Health Personal

# Refinement and application

## Big Bold Health Palette

Primary Colors



Secondary Colors



## Big Bold Health Identity Assets

Primary Identifier



Pattern Light



Pattern Dark



Typeface



Patterns are a fun and useful tool for creating texture and evoking feelings of order and visual stability. Here, columns of DNA are methodically arranged to deliver a comforting, almost hypnotic effect.

## Big Bold Health Logo Use

Logo Configuration



Icon Use



The primary logo for Big Bold Health features an asymmetric configuration and should be the default logo for most applications. This logo's proportions—the size and position of the icon relative to the type—must remain fixed in all professional uses and without exception.

However, the icon by itself and without the name can be used on its own as a brand identifier, such as with a favicon or application button, or creatively in a more artistic light to build brand recognition.

Once the logo was identified, Allovus proceeded to build the brand identity and official brand guidelines to help define future use of the color palette, font, and logo. Applying Big Bold Health's brand to its products and marketing was critical to building awareness of the company's mission and goals.

# Refinement and application



Company letterhead and business cards reinforce the brand.

# Refinement and extension



A



B



C



D



Finally, the Allovus Design Studio team extended the new brand into the product packaging for Big Bold Health's line of immunity and wellness-boosting supplements. In this exercise, we had the opportunity to take the DNA helix concept and expand upon it, while also using secondary colors from the palette we had created in the brand guidelines.

# Refinement and extension

## Thank you for your order.

We're confident you will love your purchase. As our way of saying, "Welcome to the family" here's a **code for 10% off** when you're ready to order again. Or consider using it to try one of our other Big Bold Health products.

Your code for 10% off: **JDRA3498KWC**  
bigboldhealth.com



Front

## Discover the healthier, bolder you with our full product line.

- HTB Rejuvenate™  
Supports Rejuvenation of the Immune Response\*
- HTB Rejuvenate Superfood™  
Advanced Protein Shake Mix\*
- Dutch Harbor Omega™  
Supports Healthy Immune Function\*
- Fire and Ice™  
Supports Healthy Skin and Eyes\*

Learn more at [bigboldhealth.com](http://bigboldhealth.com)

\*These statements have not been evaluated by the Food and Drug Administration. They are intended to supplement a diet and are not intended to diagnose, treat, cure, or prevent any disease.

Back

## You just made a healthy decision.

Now, make another. Pop out that cell phone or laptop and get connected with Big Bold Health online to stay up to date on all the best health trends and healthy tips.

#BigBoldHealth #BigBoldHealthPodcast  
bigboldhealth.com



Front

## What does HEALTH mean to you?

- "Health means being able to say YES to life. Feeling well in body, mind, and spirit means life can be full of greatness and opportunity at all times." (Liam)
- "Health, to me, is holistic—caring for your entire self—physical, mental, and social well-being." (Becky)
- "Vibrant, present, connected, joyful living!" (Mitchell)
- "Thriving today to 70, and beyond. Active, brain, body, but quiet mind." (Darlene)
- "Health isn't a destination. It's a journey of a lifetime... consciously building resilience and cultivating happiness in mind, body and spirit." (Isabella)
- "More energy, better cognitive function, sound sleep." (Ishai)
- "Strong body, sane mind, sound spirit!" (Amanda)
- "It means waking up with the energy to do whatever you want!" (Susan)

Share your answer at [bigboldhealth.com](http://bigboldhealth.com)

Back

Packaging inserts were created for additional consumer education and engagement.

### Ancient Wisdom Through the Lens of Modern Science

**HTB Rejuvenate™** is a proprietary blend of phytochemicals and bioactive ingredients that naturally occur in medicinal fungi and mushrooms, including an exclusive ingredient called 2-hydroxybenzylamine (2-HOBA). 2-HOBA has a special relationship with substances in the body, such as in brain cells, DNA, muscles, enzymes, nerves, and chemical messengers. This product also features calcium salt of β-Hydroxy β-methylglutaryl acid (HMG) for muscle support.\*

Non-patented uses of 2-HOBA are licensed from Molecular Technologies LLC to Big Bold Health under U.S. Patent #7,725,044 and #7,822,248.

**Directions:** Take two capsules daily.

**WARNING:** Excess alcohol may be toxic and may increase the risk of birth defects. Pregnant women and women who may become pregnant should not exceed 100 mg of alcohol intake per day. Not for consumption by children under 9 years of age.

**Caution:** Consult your healthcare practitioner if pregnant, nursing, or taking other nutritional supplements or medications. Keep out of reach of children.

**Storage:** Refrigerate after opening and use within 90 days. This oil may become cloudy when refrigerated, which is normal and does not affect efficacy.

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## Dutch Harbor Omega Rejüv™

Wild Salmon + Alaskan Cod  
Pure Fish Oil

NON-GMO  
GLUTEN-FREE

DIETARY SUPPLEMENT 120 SOFTGELS

### Supplement Facts

Serving Size 2 Capsules  
Servings Per Container 60

Amount Per Serving	% Daily Value
Calories	45
Total Fat	5 g 8%*
Saturated Fat	1.9 g 3%*
Cholesterol	30 mg 10%
Vitamin A (naturally occurring in Cod Liver Oil)	1,800 mcg 110%
Vitamin D (naturally occurring in Cod Liver Oil)	5.8 mcg 25.0%
Total Omega-3 Fatty Acids	1,186 mg †
EPA (Eicosapentaenoic acid triglyceride)	617 mg †
DHA (Docosahexaenoic acid triglyceride)	377 mg †
DHA (Docosapentaenoic acid triglyceride)	93 mg †
Pre-Resolving Mediators (Including 17-Hydroxy-EPA, 17-HDPA, and 18-HEPE)	275 mcg †

† Percent Daily Values are based on a 2,000 calorie diet. † Daily Value not established.

Ingredients: Alaskan Cod Liver Oil, Natural Lemon Flavor, Contains Fish (cod)

DISTRIBUTED BY: BIG BOLD HEALTH • 115 HALL BROTHERS LOOP #107 BARRINGTONE CLAND, WA 98114 • 206-393-4329 • BIGBOLDHEALTH.COM To report adverse events call 833-224-2010

This product comes from a fishery that has been independently certified to the Responsible Aquaculture Program (RAS) Certification Program.

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# The journey to wellness continues...



Every project is different, and each one has its own joys of discovery and paths not taken. With Big Bold Health we were able to surprise and delight our clients while guiding them through the discovery of a brand identity that truly represented their vision and mission.

Big Bold Health continued its journey to educate and inform in the areas of immune wellness and physical resilience, using our brand work on their professional practitioner site: <https://pro.bigboldhealth.com/>. We learned valuable lessons in stakeholder management and ensuring that the true decision makers were represented in critical design decisions as we continued our journey into bringing brand identities to life.

How can we help you discover your true identity? Reach out, and let's connect!



**Thank you!**

**AIMEE HAYES**

Studio Services Director

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