

64GridSet

Strategic Brand Partnership

Elevating [Wellness Brand] Through Strategic Design

A Partnership for Exponential Growth

PRESENTED BY

64GridSet

CLIENT

[Client Brand]

Why *Design Matters* for Wellness Brands

Transform Your Visual Identity into a Competitive Advantage

The wellness industry is experiencing unprecedented growth, with consumers increasingly seeking brands that align with their holistic health values.

However, many emerging wellness brands struggle to communicate their unique value proposition effectively through design—leaving potential growth on the table.

***"Design is not just what it looks like.
Design is how it works."***

The Opportunity

Strategic design transforms brand perception, builds trust with health-conscious consumers, and creates lasting competitive advantage in a crowded marketplace.

64GridSet's Role

We help wellness brands cut through the noise with distinctive visual identities that integrate brand strategy, communication, and performance.

Partnership Structure

Where strategic design meets authentic wellness expertise.



64GridSet Leads

Brand Strategy — Positioning, visual language, brand architecture

Identity Design — Logos, color systems, typography

Communication — Messaging, collateral, digital presence



Client Provides

Industry Expertise — Deep knowledge of wellness space

Authentic Story — Brand history, values, mission

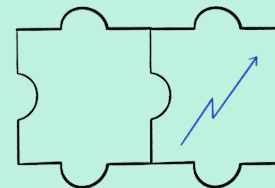
Customer Insights — Feedback, preferences, needs



Together We Create

A wellness brand that truly stands out.

The synergy of strategic design excellence meets authentic industry knowledge.



"Companies that invest in design outperform their peers by 32% in revenue growth."

— McKinsey Design Index Study

2x

Revenue Growth

1.5x

Brand Premium

3x

Market Speed

40%

Retention

70%

of consumers say design quality influences their trust in a brand

30%

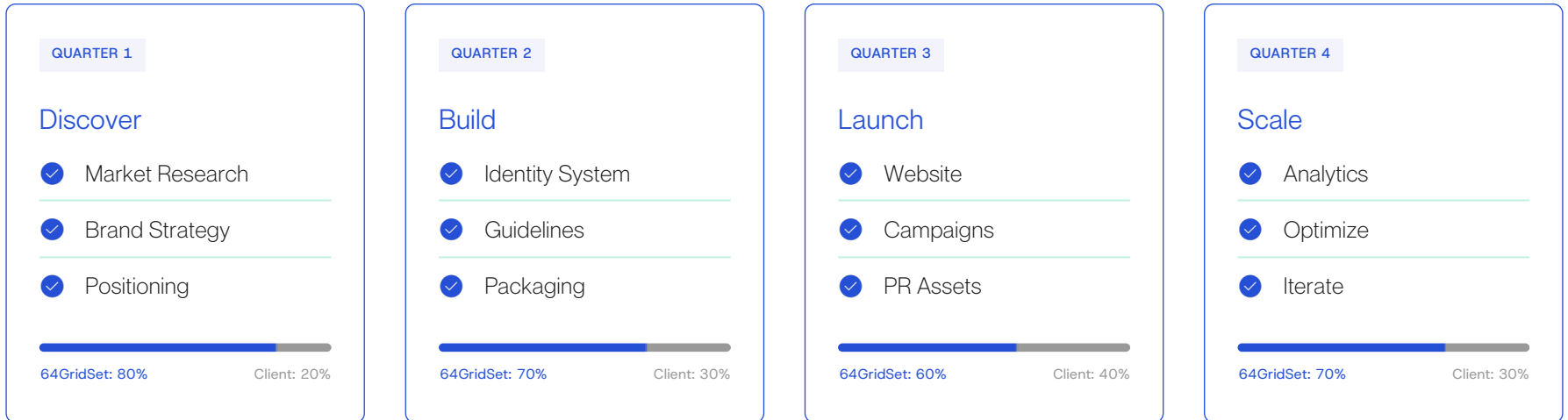
higher customer retention for wellness brands with cohesive visual identities

20–30%

reduction in CAC through strategic branding and improved recognition

12-Month Collaborative Journey

From Vision to Market Leadership



64GridSet leads throughout — [Client Brand] participates strategically

PHASE 1

64GridSet Deliverables

Month 1 Brand Audit, Market Research, Competitor Analysis

Month 2 Target Research, Positioning Workshop

Month 3 Strategic Roadmap, KPI Framework

Your Role

- ✓ Provide existing brand assets
- ✓ Share market insights
- ✓ Participate in workshops
- ✓ Provide strategic feedback

Phase 1 Outcomes

- ✓ Brand audit report
- ✓ Competitor positioning map
- ✓ Strategic roadmap
- ✓ Defined success metrics

Key Milestone: Approved brand strategy and visual direction

PHASE 2

64GridSet Deliverables

Month 4 Logo Design, Color System,
Typography

Month 5 Brand Guidelines, Visual System

Month 6 Packaging Concepts, Applications

Your Role

- ✓ Share brand preferences
- ✓ Provide input on direction
- ✓ Review and give feedback
- ✓ Approve final concepts

Phase 2 Outcomes

- ✓ Logo variations
(primary & secondary)
- ✓ Complete brand guidelines
- ✓ Color & typography system
- ✓ Initial packaging concepts

PHASE 3

64GridSet Deliverables

Month 7 Website Design & UI/UX Development

Month 8 Social Templates, Campaign Assets

Month 9 Campaign Launch, PR Materials

Your Role

- ✓ Provide content & requirements
- ✓ Approve content direction
- ✓ Plan launch strategy
- ✓ Execute with our support

Phase 3 Outcomes

- ✓ Fully functional website
- ✓ Social media brand presence
- ✓ Marketing campaign assets
- ✓ Launch-ready brand package

PHASE 4

64GridSet Deliverables

Month 10 Analytics Setup, Performance Dashboard

Month 11 Optimization Recommendations, A/B Testing

Month 12 Growth Report, Future Roadmap

Your Role

- ✓ Provide data access

- ✓ Define business goals

- ✓ Implement recommendations

- ✓ Review and plan next phase

Phase 4 Outcomes

- ✓ Performance analytics dashboard

- ✓ Optimized brand touchpoints

- ✓ Comprehensive growth report

- ✓ 2 year strategic recommendations

What 64GridSet Brings

Strategic Design Thinking

Clear, measurable brand outcomes

Proven Brand Frameworks

Faster time-to-market

Data-Driven Approach

ROI-focused execution

Cross-Industry Experience

Fresh perspectives on wellness

Together we create a
wellness brand that
truly ***stands out.***

What [Client Brand] Contributes

Deep Wellness Expertise

Authentic brand story

Market Insights

Targeted positioning

Customer Relationships

Real-world feedback

Industry Authority

Credibility boost

-
- 01** **Discovery Workshop**
Schedule a 2-hour strategy session
 - 02** **Proposal Refinement**
Customize this roadmap for your needs
 - 03** **Contract Agreement**
Formalize the partnership
 - 04** **Launch**
Begin Phase 1 of the 12-month roadmap

Let's *grow* together.

Visit 64GridSet

Design. Strategy. Growth.