



# Thrive Therapy Maryland Rebrand Proposal

## **Spark & Summit**

Cara Grazado, Zoe Armstrong,  
Wilson Farlow and Samantha Liu



PRESENTED TO:

**Josee Aumiller &  
The Thrive Therapy  
Maryland Team**

OCTOBER 2024



# *Table of* **CONTENTS**

## **03 — ABOUT US**

Meet the Spark & Summit team. Read about our mission statement and goals for you as a potential client.

## **05 — BRAND CONCEPT**

Learn about our reasoning for creative changes to the Thrive Therapy Maryland brand and strategic design.

## **07 — BRAND KIT**

See the logos, colors and fonts that will represent the new brand in the website, social media posts and any other physical designs.

## **09 — TIMELINE & BUDGET**

An itemized plan for a 6 month process of fully rebranding your organization, with detailed deliverables and KPIs.

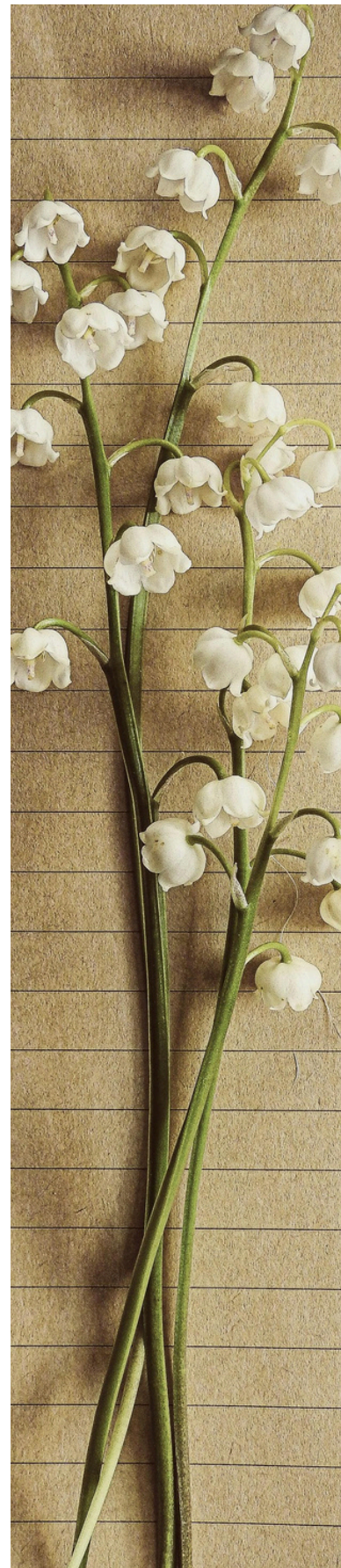
## **13 — APPENDIX**

Additional documents, research and supplemental information from our agency to you.

**SPARK AND SUMMIT**

“We thrive not when we've done it all, but when we still have more to do.”

- Sarah Lewis





# spark & summit

CREATIVE CONSULTING



**Cara Grazado**  
*CEO & Operations*



**Samantha Liu**  
*Marketing Strategy  
Specialist*



**Wilson Farlow**  
*Research and Finance*



**Zoe Armstrong**  
*Digital Marketing  
Designer*

## ABOUT US

**At Spark and Summit, we believe** that effective branding goes beyond the client's immediate requests; it's about discovering opportunities they may not recognize. Our agency exists to provide innovative solutions that elevate their brand and drive growth, positioning us as an indispensable partner in their success.

### Creative

With a diverse background in strategy and design, we offer unique insights on how to highlight your brand's mission, values and goals through visual elements and careful decisions regarding imagery, form, and storytelling.

### Marketing

We're committed to developing a detailed plan tailored to your specific needs. No two brands are alike, and neither are the recommendations that we provide. Through extensive research we are confident in our ability to provide you with the best possible course of action regarding marketing your brand.



# Brand Concept

Based on the information that you have communicated to us, and external research that we have conducted, we've developed a three pronged approach to rebranding Thrive Therapy Maryland. We believe we can establish your group as a leading organization in the area for therapy services, and we have also identified opportunities for growth past a visual identity shift and strategic marketing tactics. Spark and Summit is committed to these three promises for you:



**EXPAND**



**ELEVATE**



**ESTABLISH**



---

*Thrive Therapy Services is dedicated to fostering a supportive environment built on trust and inclusivity. Our mission is to help individuals navigate their unique journeys, and empower them to thrive by trusting the process, overcoming challenges, and realizing their goals.*

---

## THRIVE THERAPY SERVICES

The definition of thrive is “to progress toward or realize a goal despite or because of circumstances”. We truly believe this is a reflection of your mission and what makes your organization so unique; your commitment to finding solutions for your clients.

By changing your name to **Thrive Therapy Services**, you retain the traction that you’ve had before, without the limitations that the word “Maryland” sets. We see the aspirations that you have for your group, and are confident in the potential that it holds.



## OUR VALUES

**Anti Racism**

**LGBTQ+ Equality**

**Spiritual Dignity**



After your indication of an interest in speaking engagements and learning possibilities for clients outside of the office, we identified an opportunity for your organization. Thrive Therapy Services can go beyond helping your clients through appointments with your team.

## INTRODUCING



*Thrive Learning Services* aims to create a supportive learning environment, and promote personal growth and mental wellness for individuals looking to deepen their understanding of mental health and develop the skills needed to navigate life's challenges.

Few local competitors have entered the space of offering learning services through a sub-brand experience for clients. Not only is there space for a new emergent in this industry, the market indicates a need for services that you could provide.

**92%** of employees say mental healthcare coverage is important to creating a positive workplace culture.

*-National Alliance on Mental Health*

Around **80%** of companies have reported an increase in their mental health offerings in the past few years.

*-Mind Share Partners*

Companies are allocating a larger portion of their wellness budgets to mental health initiatives, with some reporting increases of **20-30%** in spending.

*-International Foundation of Employee Benefit Plans*



# Brand Kit

Tagline:

***“Nuture Your Mind”***

Our approach emphasizes compassion and support, encouraging individuals to explore their thoughts and feelings in a safe space. By nurturing your mind, you can cultivate resilience, enhance self-awareness, and foster personal growth.

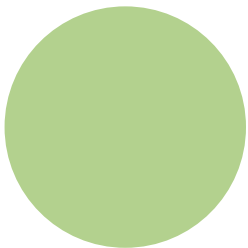
Fonts:

**Noto Serif Display Extra Condensed**

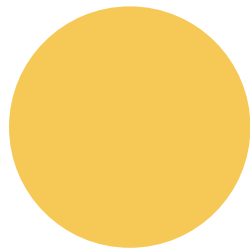
Norto Serif Display Extra Condensed

**Garet Garet Garet**

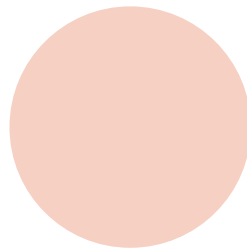
Colors:



**#92B865**  
Cucumber



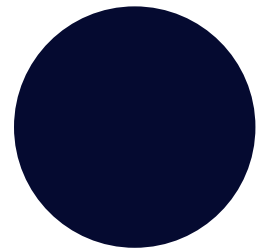
**#F6C957**  
Honey Bee



**#F6D1C3**  
Peach Beige



**#F6F3EA**  
Alabaster



**#050A30**  
Sea Serpent

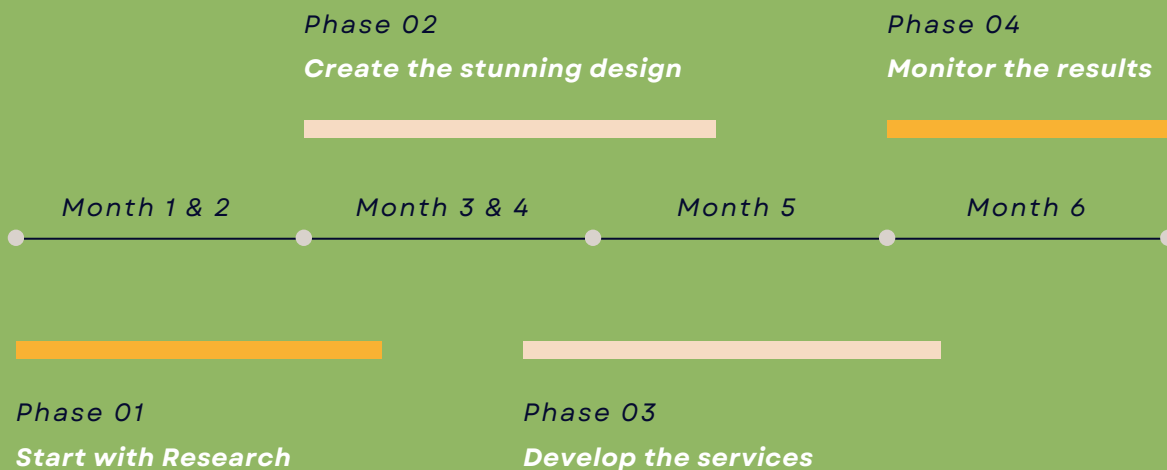
# Logos and Icons



# TIMELINE

---

This rebrand is not a project that we as Spark & Summit will complete *for* you as much as *with* you. Through the 6-month plan that we have developed, we'll provide support and frequent updates to ensure that the direction that we are going in fits with your vision for your organization.



## 01 Research

We'll dive into the market and pick our best course of action to set the plan up for success.

## 02 Design

With your support, we'll develop a design that works for you and your clients, prioritizing user experience and preserving your welcoming environment.

## 03 Development

Here we will create change, setting Thrive Therapy Services up for a full launch of the rebrand, backed with strategic research and design.

## 04 Execution

Following the live rebranding, we'll monitor success and uncover areas that need improvement, while delivering real results.

## MONTH 1

### Research and Strategic Development

The first stage is setting our plan up for success. Conduct thorough research on competitors and industry trends. Create target audience personas. Define key demographics and user needs. Clearly define brand identity guidelines. Establish tone, message and visual elements.

#### Deliverables

- Market Analysis Report
- Target Audience Personas
- Brand Identity Guidelines

## MONTH 2

### Website Design

As our research suggests, a clean and functional website is important to those seeking mental health services. Present initial designs for feedback. Outline website content, including SEO keywords. Define structure and navigation of the new site.

#### Deliverables

- Wireframes & Mockups
- Content Strategy Document
- Site Map

## MONTH 3

### Website and Learning Development

While the approved site is developed, we pivot our focus towards the creative colateral for Thrive Therapy Services. Social content and physical ad creation. Plan out SEO and other paid ad methods. Begin to develop curriculum for Thrive Learning Services courses.

#### Deliverables

- Functional Prototype
- Content Creation
- SEO Optimization Plan
- Learning Course Creation





## MONTH 4

### Social and Ad Setup

While the approved site is developed, we pivot our focus towards the creative collateral for Thrive Therapy Services. Social content and physical ad creation. Plan out SEO and other paid ad methods. Begin to develop curriculum for Thrive Learning Services courses.

### Deliverables

- Social Media Content Calendar
- Ad Campaign Strategy
- Social Media Profiles Update

## MONTH 5

### Launch and Marketing Initiatives

During this month we see a full launch of the newly rebranded site. Supplemental ads online and social media to promote rebrand. Weekly reporting of website performance.

*Focus on two **Key Performance Indicators (KPIs)**; website analytics and click-through-rate.*

### Deliverables

- Website Launch
- Social Media Launch Campaign
- Initial Ad Campaigns

## MONTH 6

### Monitoring and Feedback

Assess traffic from launch and other paid search ad campaigns. Conduct micro-surveys. Implement changes from feedback and reporting.

*Focus on two additional **KPIs**; Social Media Growth and Client Experience Feedback.*

### Deliverables

- Analytics Report
- Social Media Insights Report
- Client Feedback Collection



# Proposed Budget

## Website Redesign

**\$20,000**

Web Design

(40%)

Thrive Learning Integration

Technical Planning

## Advertising, SEO

**\$20,000**

SEO Optimization

(40%)

Social Media Ads

Tracking and Analytics

## Content Creation

**\$7,500**

Video Learning Creation

(15%)

Written Content

Graphic Design

## Miscellaneous Materials

**\$2,500**

Print Materials

(5%)

Resource Organization

---

**Total**

**\$50,000**

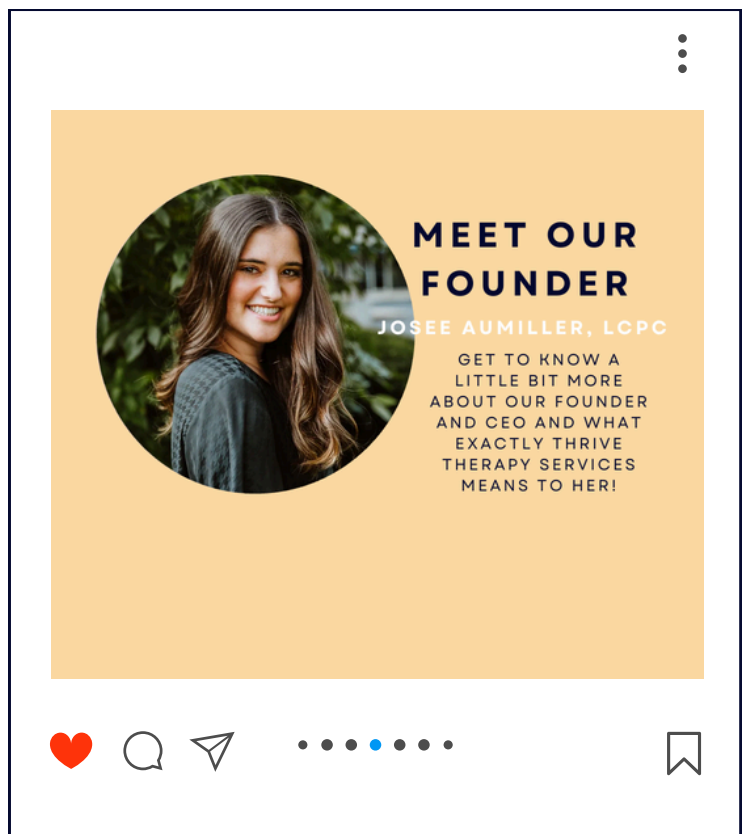
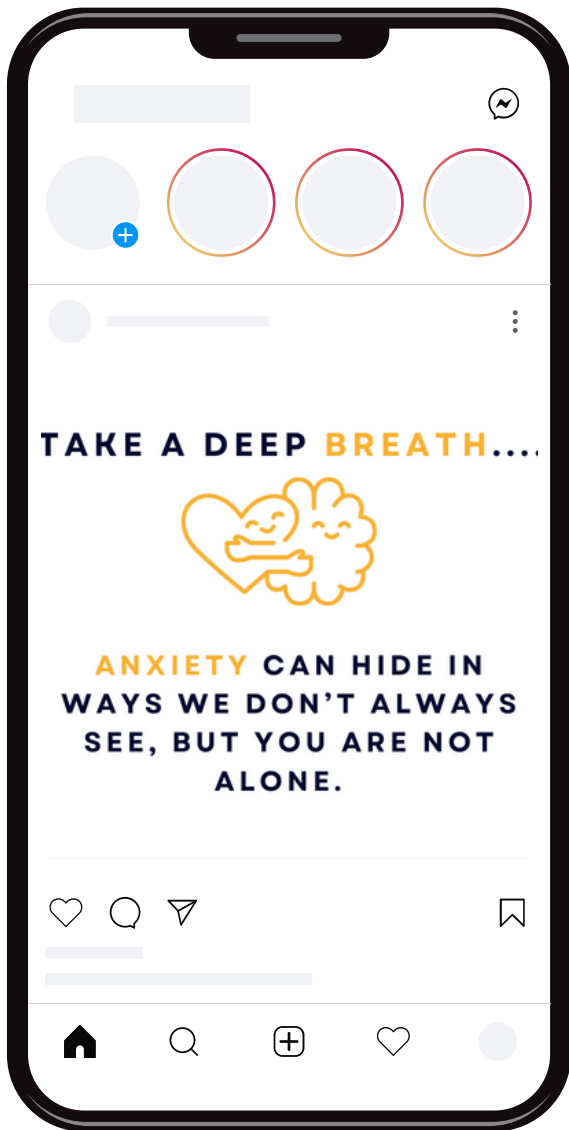
(100%)

# Appendix

Here is how we envision Thrive Therapy Services utilizing their new logo



# INSTAGRAM MOCKUPS





# LINKED IN MOCKUPS

 **Thrive Learning Services**  
900 followers  
Promoted

Is Your Organization Thriving? 🌟

Invest in your team's well-being with Thrive Learning Services—bringing impactful mental health initiatives directly to companies and corporations in the DMV area.

Our services include:

- 1.) Engaging Lunch-and-Learns 🧠
- 2.) Dynamic Guest Lectures 🎤
- 3.) Transformative Workshops 🌟

Equip your employees with practical tools to enhance resilience, reduce stress, and cultivate a positive workplace culture. Join the movement toward healthier, happier workplaces.


Ready to prioritize mental health? Let's talk!



**We Can Thrive Together Today!** [Learn More](#)  
thrivetherapyservices.com

👍 25 8 comments

👍 Like    💬 Comment    ➦ Share    ↗ Send

 **Thrive Learning Services**  
900 followers  
Promoted

Feeling Overwhelmed? Let's Change That.

Introducing Thrive Learning Services' Interactive Stress Management Modules—designed to help employees manage stress and regain control, even during the busiest workdays.

Our engaging, self-paced modules offer:

- ✅ Practical tips for managing workplace stress
- ✅ Techniques to stay grounded in challenging moments
- ✅ Tools to create a healthier work-life balance

Whether it's a quick mindfulness exercise or a deep dive into resilience strategies, these modules empower your team to thrive, not just survive.

Invest in your team's well-being today! 🌟 Start building a supportive work environment where everyone can bring their best selves to the table.





**Stress Management Shouldn't Be Stressful** [Learn More](#)  
thrivetherapyservices.com

👍 25 8 comments

👍 Like    💬 Comment    ➦ Share    ↗ Send

# WEBSITE MOCKUPS

Introducing Thrive Learning Services | Book Today!

Search  



Home New Clients Services Our Staff Patient Portal Thrive Learning Services About Us

## Why Thrive Therapy?

If you're reading this, the chances are that you have been considering Therapy for a while; something has been holding you back. It's vulnerable. It's intimidating. It's unpredictable. At Thrive Therapy, we believe that you are fully capable of becoming the version of yourself you want to be. The resources to grow and heal from your symptoms, trauma, and struggles are here.

[SCHEDULE NOW](#)


Introducing Thrive Learning Services | Book Today!

Search  

Home New Clients Services Our Staff Patient Portal Thrive Learning Services About Us

## Welcome to Thrive Learning!

Designed to offer individuals and organizations with flexible, self-guided mental health resources that extend beyond traditional therapy.



### Self-Guided Courses

Interactive course library created by the Thrive team that spans a range of topics for every stage of mental wellness.


### Workshops & Seminars

Available on-demand or via live sessions, designed for organizational and business development.

### Speaking Engagements

Book Thrive experts for mental wellness-focused events and discussions.

Introducing Thrive Learning Services | Book Today!

Search  

Home New Clients Services Our Staff Patient Portal Thrive Learning Services About Us

### Popular Courses

#### Overcoming Anxiety 101

By: Josee Aumiller

#### Cultivating Self-Esteem

By: Josee Aumiller

#### Managing Workplace Stress

By: Josee Aumiller

**Find Your Path**

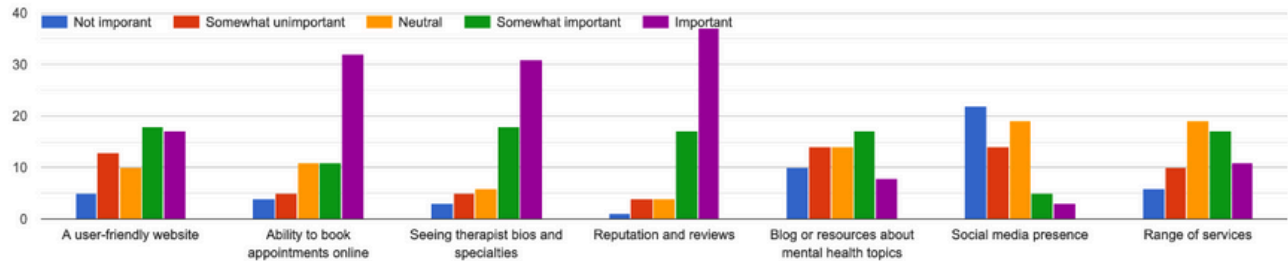
Unsure of where to start? Take our short quiz to help select the most relevant course based on your mental wellness needs.

[TAKE THE QUIZ](#)

# Survey Responses

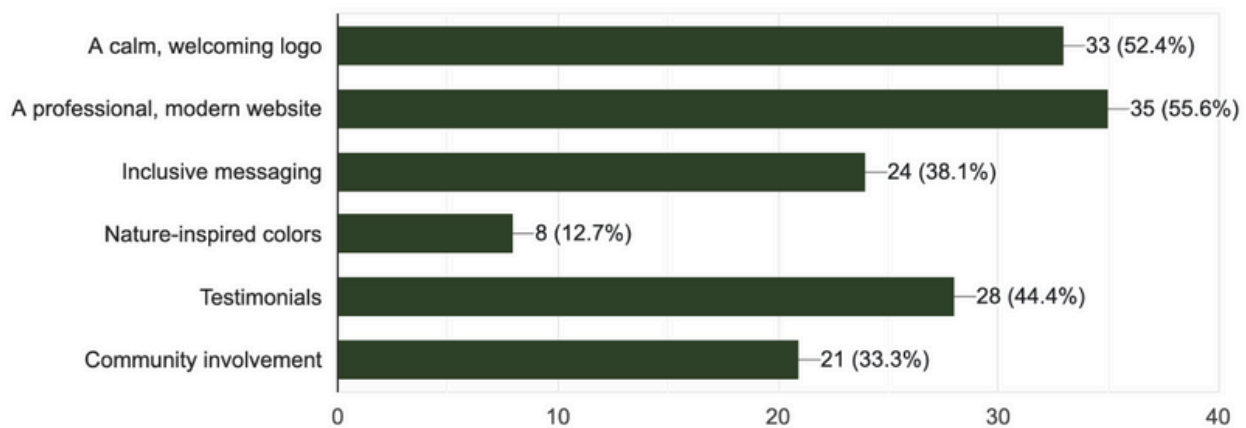
We conducted research from a diverse pool of people aged 18 to over 50, who represent male, female and non-binary respondents.

If you were looking for a new therapy provider, how important are the following factors in your decision?



Which of the following would make a therapy provider's brand appear more appealing to you?

63 responses



Which type of content would you find most helpful from a mental health provider online?

63 responses

