



Brand Guidelines

2023

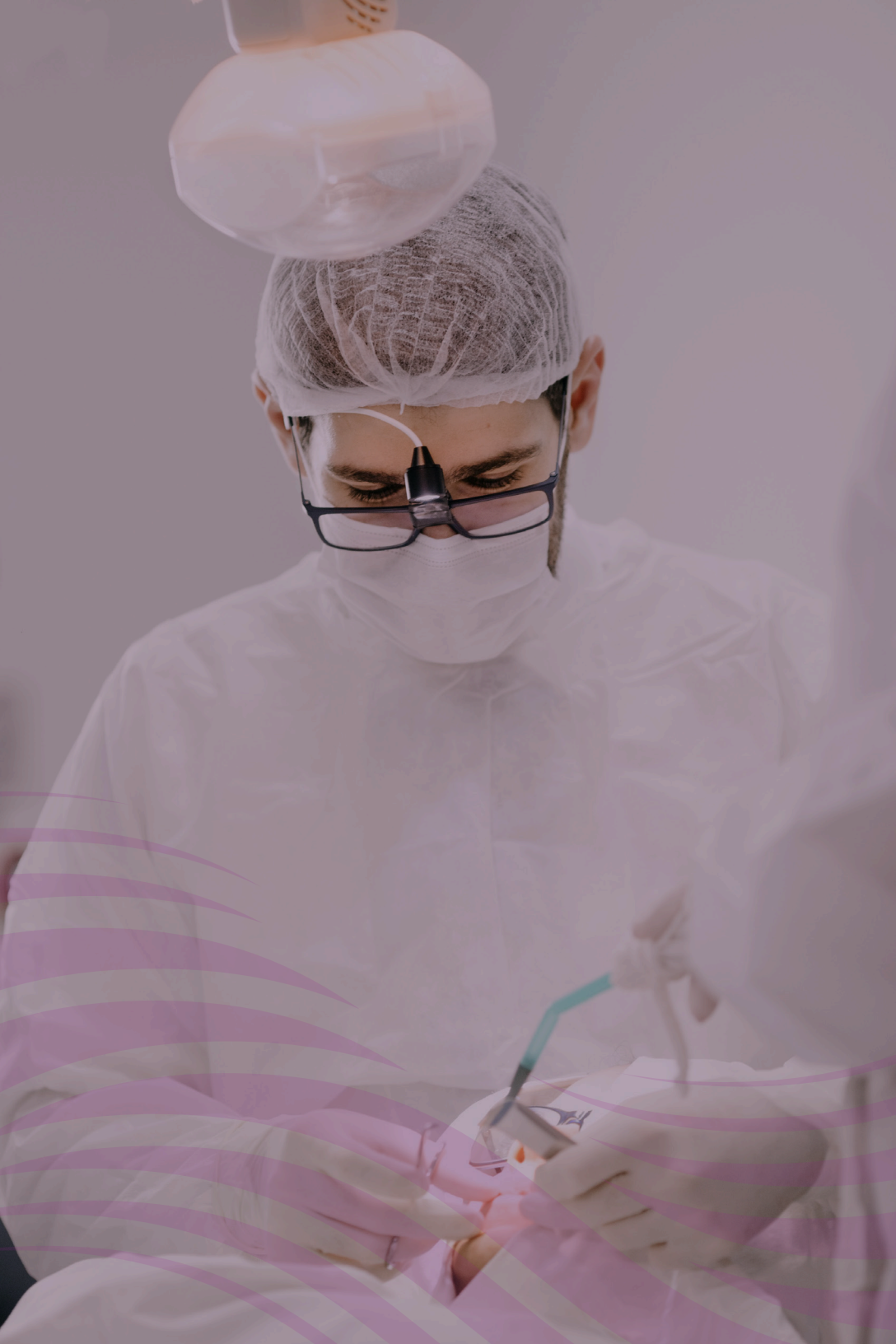


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Brand Messaging

A woman with voluminous, curly brown hair is smiling broadly, showing her teeth. She is wearing a light blue collared shirt. The background is a light blue wall with horizontal wooden planks. In the lower-left corner, there are decorative, wavy purple and blue patterns. The text 'Brand Messaging' is overlaid in white, bold, sans-serif font.

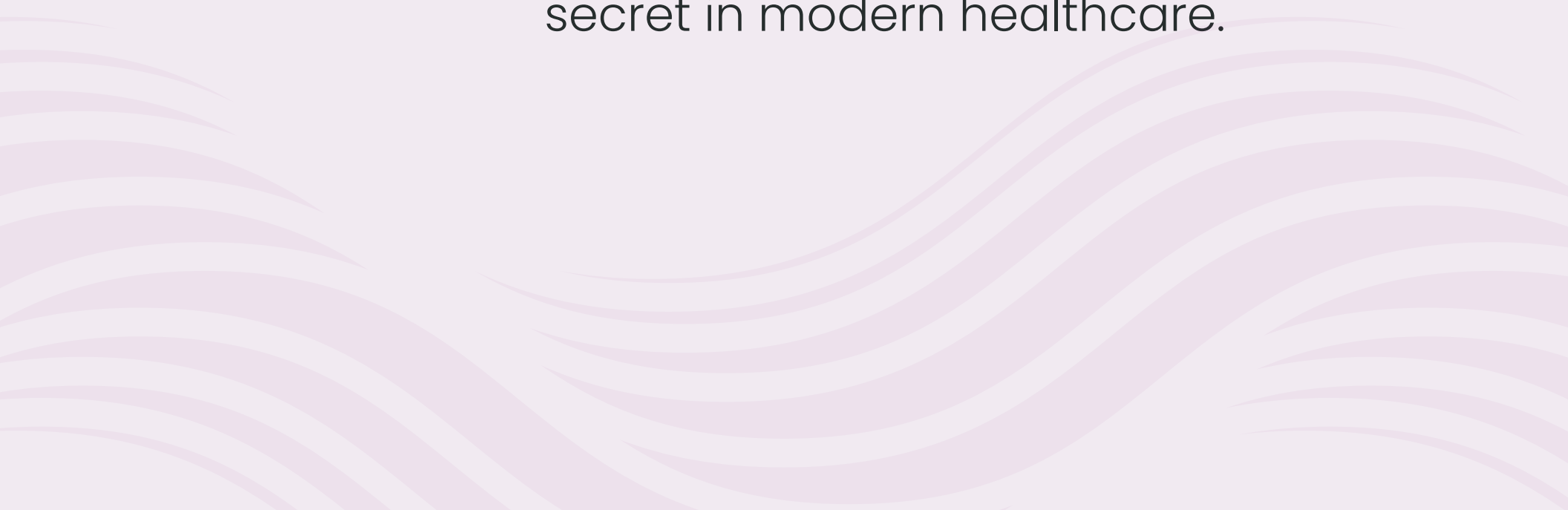
PURPOSE STATEMENT

Empower healthcare professionals to improve patient care and regain career fulfillment.

Decorative wavy lines in a light purple color at the bottom of the page.

MISSION STATEMENT

Provide accessible,
high-quality myofunctional
therapy education to expand
the impact of the best kept
secret in modern healthcare.

Decorative wavy lines in shades of light purple and pink at the bottom of the page.

CORE VALUES

Leadership.

We are leaders in the field of myofunctional therapy, providing the most up-to-date, streamlined, and comprehensive education.

Accessibility.

We lift the fog around myo and make it easy for our students to learn and apply.

CORE VALUES

Innovation.

We approach myofunctional therapy education with the latest clinical techniques.

Practicality.

Healthcare professionals and patients alike are busy. We streamline the learning experience to include the most effective exercises and practical applications.

CORE VALUES

Community.

We can help more patients together than alone. We have built a community of professionals that benefit from continued learning and support.

Success.

We are fueled by the success of our students. We provide a high-quality learning experience and ongoing support to train the best myofunctional therapists in the industry.

BRAND VOICE

Professional.

We offer the best customer service by responding promptly and prioritizing student satisfaction.

Friendly.

We make myo easy in an approachable, non-intimidating environment and treat our students with kindness and compassion.

Credible.

We are respected leaders in the field. We practice what we preach and share only the most up-to-date information.

TARGET AUDIENCE ONE

Hygienists.

Hygienists feel dispensable to doctors and physically burnt out while having no upward mobility in their job. They are ready to ditch the daily grind and start their own business. Myofunctional therapy education provides a realistic path for them to launch a new career. It is quick to learn, much more affordable than a degree, and fits into busy schedules.

TARGET AUDIENCE TWO

Dentists & Therapists.

Dentists, SLPs, and other therapists feel frustrated that their treatments are not providing patients with the desired results. They are starting to understand that they are treating the symptoms as opposed to the underlying problem. Myofunctional therapy education provides the missing link between structure and function, helping practitioners stand out in their industry by offering significantly better care to patients.

VALUE PROPOSITION

Launch and scale your practice with the most valuable myofunctional therapy education to escape the grind and make a bigger difference in your patients' lives.

MESSAGING PILLARS

Highest Quality Education.

- Latest clinical techniques
- Only the most effective exercises
- Applicable to the real world
- Taught by industry leader
Sarah K. Hornsby

Success.

- Weekly study groups
- Private Facebook group
- Ambassador opportunities

MESSAGING PILLARS

Effective Treatment.

- Address root problems rather than treating symptoms
- Improve patient quality of life
- Bigger impact in fewer sessions

Career Fulfillment.

- Accessible option to launch a new career path
- Stand out in your industry by offering myofunctional therapy
- Make a difference by providing life-changing treatment

Brand Identity



OUR LOGO

Primary Logo.

This is the primary color logo for MyoMentor.
Do not alter elements in any way.



OUR LOGO

Primary Logo.

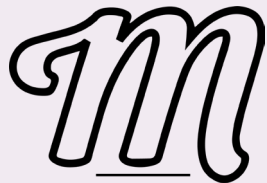
These are the black and the white versions of MyoMentor's primary logo. Do not alter elements in any way.



OUR LOGO

Submark.

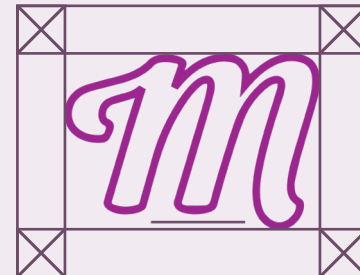
The submark is to be used when the primary logo is not applicable. Do not alter elements in any way.



OUR LOGO

Clear Space.

To ensure legibility, always have a minimum amount of clear space surrounding the logo and submark.



COLOR PALETTE

Consistent use of the established color palette will ensure cohesiveness across all platforms.

CMYK 45 | 100 | 11 | 0

RGB 154 | 37 | 142

HEX #9A258E

CMYK 58 | 74 | 38 | 20

RGB 108 | 75 | 103

HEX #6C4B67

CMYK 0 | 72 | 67 | 0

RGB 241 | 109 | 86

HEX #F16D56

CMYK 4 | 7 | 11 | 0

RGB 241 | 234 | 241

HEX #F1EAF1

TYPOGRAPHY

Poppins
Font Family

Ad

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

**This is an example
of heading text.**

This is an example of
subheading text.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna ali
dolor sit amet. Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet
dolore magna ali dolor sit amet.

BRAND IMAGERY

