



case study :: ESANA Med Spa

## WHERE SCIENCE AND NATURE MEET



ESANA is an aesthetic medical care and plastic surgery center run by two well-known and highly respected board-certified plastic surgeons. What distinguishes ESANA from their competitors is their level of expertise, cutting-edge technology, and commitment to the care of their patients.

### THE OBJECTIVES

To evolve ESANA's dated identity and materials so that they communicate their core elements: the center's dedicated, expert-level, credible medical care and their spa-like sensibility, customer attention, and commitment to the beauty and care of their patients.



### THE SOLUTION

Elements' first task was to thoroughly research all other plastic surgery and med spa practices in Connecticut. In doing so, we found that ESANA is unique in its ability to fulfill all its clients' cosmetic needs in one location by board-certified physicians. To communicate this uniqueness, we drew a new custom geometric mark, combining components of a flower, representing the beauty of nature, and a geometric shape, representing science. The juncture of the two ideas—nature and science—is the precise place where ESANA is positioned and where their philosophy as a practice sets them apart. We then used warm and inviting colors, which added personality and sophistication to the mark, paired with a straightforward, elegant, custom typeface for the name itself.



### THE RESULTS

The multiple projects that have been completed have met with positive feedback and success after the new brand strategy, logo, print collateral and advertising campaign were completed. The new website has just launched and will bring more analytics and results to come.

### SERVICES UTILIZED

- > Brand Review & Analysis
- > Corporate Identify
- > Consumer Marketing
- > Interactive & Digital Media
- > Public Relations
- > Print Collateral
- > Social Media
- > Strategy & Positioning
- > Websites