



Brand Exploration & Identity Development



In our intensive Brand Discovery Workshop with Dreaming Tree Alternative Wellness Solutions, we delved deeply into the essence of their brand through personal discussions, creative brainstorming, and strategic planning with the Owner and staff. This collaborative process enabled us to develop multiple brand identity options that authentically captured their unique values, passion for holistic wellness, and vision for the future. The outcome was a Tru embodiment of Dreaming Tree's distinctive identity in the wellness industry.



Brand Identity Workshop Outputs

- 3-hour in-person workshop with brand exploration, brand goals and objectives, and competitive analysis.
- Post workshop review and ideation
- 3 custom brand identities options that include logo, logo variations, color pallet, mission, tagline, imagery, typography.
- Custom brand guidelines + all digital assets

Brand Identities



Logo



UNWIND YOUR MIND

Typography

Henny Penny

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Avenir Next Condensed

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Color Palette



Imagery



Edibles



Flower



Brand Implementation

Ultimately, Dreaming Tree Alternative Wellness Solutions chose a brand identity that they felt resonated with their customers and purpose. With the brand identity selected, Tru Marketing collaborated with the Dreaming Tree to add the finishing touches before a formal brand roll-out. The formal brand roll out includes social media rebrand, website rebrand, SEO Optimization, blog, email newsletter, storefront concepts, and merchandise.

