

# **BUILDING YOUR BUSINESS BRAND AND IDENTITY**

## **Team # 1**

[Google Drive Folder](#)

**Project Manager**

**Designer**

**Developer**

Wan

Amina

Richard

Business Name: Life Check

Mission Statement:

Life Check's mission is to extend quality health care and knowledge to everyone through accessible and convenient wearable technology that monitors the vitals of customers and detects a wide range of cardiovascular, cardiopulmonary, and oxygen-related health issues.

**What problem is your business solving in the world?**

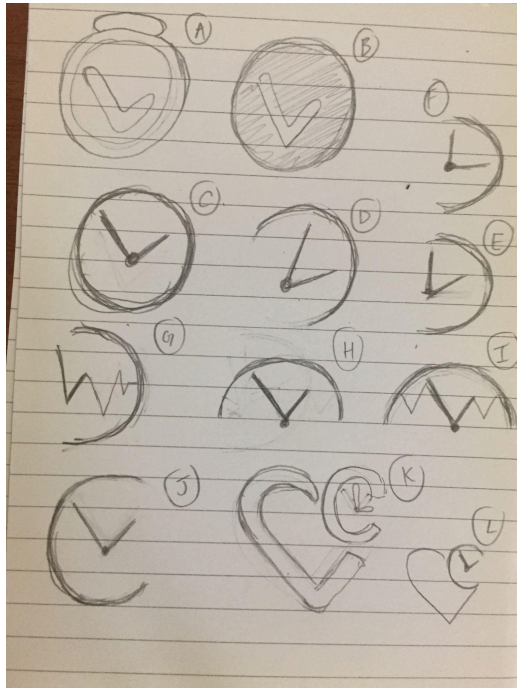
Life Check is dedicated to increasing accessibility to adequate healthcare by improving users' ability to detect and diagnose health issues. Our focus is on extending health care and knowledge to those who lack primary care providers and other vital medical resources.

**Why is your business the best solution for this problem?**

Our products easily, conveniently, and effectively monitor and analyze the vitals of our users to detect a wide range of medical disorders. Users can purchase our hardware health tech or install our software into wearable monitors they already own, allowing our health checks to help a greater population.

# BUILDING YOUR BUSINESS BRAND AND IDENTITY

Two Sketches of your Business Logos



Final Logo

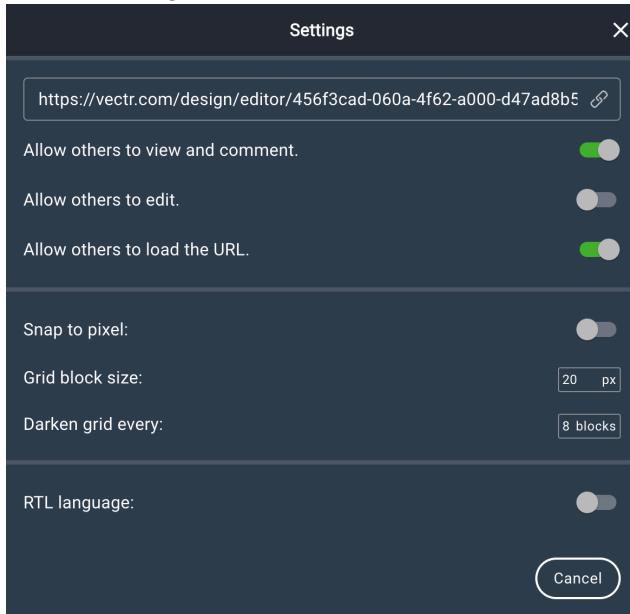


[Downloadable Version](#)  
[Vectr Logo file](#)

# **BUILDING YOUR BUSINESS BRAND AND IDENTITY**

## **How to share Vectr file:**

Press the cog at the bottom of the left menu to open the settings



Click on the switch for 'allow others to edit'  
Copy and paste the Vectr link here

## **Color Scheme Resources:**

<https://healthcaresuccess.com/blog/healthcare-marketing/feelings-colors-convey-marketing-messages.html>

From what I have gathered:

- Purple and white
- Green and white
- Blue and white
- Blue and green
- Blue and yellow
- Purple and yellow



yellow: #EDC912, blue: #1236ED



darker green: #3C6E71, lighter green: #4E8E92

# **BUILDING YOUR BUSINESS BRAND AND IDENTITY**



darker blue: #1795E8, lighter blue: #46AAEC



darker blue: #007EA7, lighter blue: #00A4DA



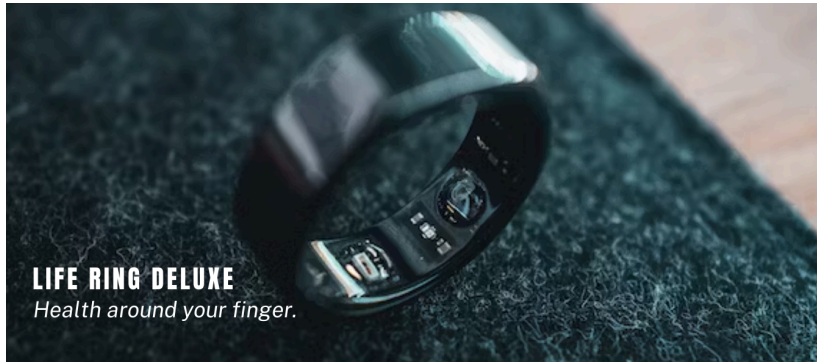
darker blue: #003459, lighter blue: #00528C

\*\*\*try these color combinations and some individual colors with white.  
e. Don't need to send all of the versions, just the best ones

# BUILDING YOUR BUSINESS BRAND AND IDENTITY

## Brochure

Front




**LIFE RING DELUXE**  
Health around your finger.

**Why Us?**

**100K**  
customers reached  
within a month

**98%**  
expressed complete  
satisfaction with products

**What We Offer**

 **Life Check Engine**  
Analysis software  
you can download on  
any non-LifeCheck  
wearable.

**Life Track**

 **Life Watch**

 **Checklace**

**Our Mission**

To extend quality health care to everyone through accessible and convenient wearable devices that monitor vitals and detect a wide range of cardiovascular, cardio-pulmonary, and oxygen-related health issues.


**SIMPLICITY**  
**INTEGRITY**  
**ACCESSIBILITY**



[https://www.canva.com/design/DAFqallUq\\_8/H50yPFo9xfuQqRJ8Q8dSkw/edit?utm\\_content=DAFqallUq\\_8&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFqallUq_8/H50yPFo9xfuQqRJ8Q8dSkw/edit?utm_content=DAFqallUq_8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

Back

# BUILDING YOUR BUSINESS BRAND AND IDENTITY



## OUR CUSTOMERS SAY


"This is next-level tech."

- D. Jones -


"Life check changed my life."

- J. Ward


## CONTACT




+123-456-7890



www.lifecheck.com



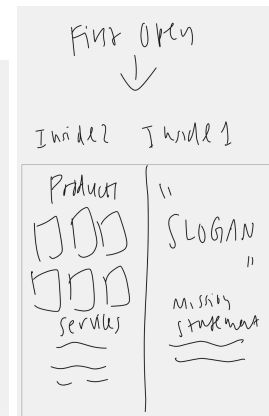
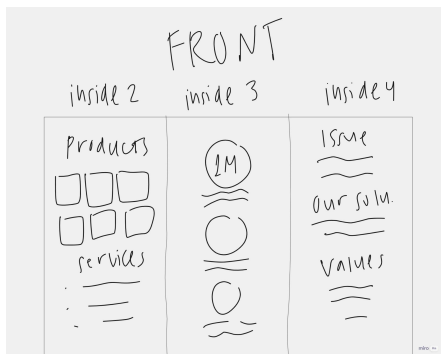
123 Anywhere St., Any City, ST 12345



LIFE CHECK

We make health easy.

## General Design



<https://webwhiteboard.com/board/G49eel3lYQF1WgKhZNJijAwPQJv109wa/>

**BUILDING YOUR BUSINESS BRAND AND IDENTITY**

Flyer

**18**  
August  
10AM - 8PM

408 Broadway, New York, NY 10013

Free Admission

**LIFE  
CHECK**

**PRODUCT SHOWCASE**

LEARN MORE ABOUT OUR HEALTH PRODUCTS AND SERVICES!

We make health easy.



# BUILDING YOUR BUSINESS BRAND AND IDENTITY

## Order Form

### Mock Business Order Form

To order our latest wearable health tracking devices, please fill out the form below with your personal and shipping information. Additionally, choose your preferred payment method for the health tracking device. We will process your order quickly and ship the device to you. With our sleek and comfortable device, you can start tracking your fitness and achieving your health goals.

jennifer@mwardonline.com [Switch account](#)



\* Indicates required question

Email \*

Record jennifer@mwardonline.com as the email to be included with my response

Name

Your answer

Email

Your answer

<https://forms.gle/uvDEhozAyyVDLkqt6>



# BUILDING YOUR BUSINESS BRAND AND IDENTITY

## Promotional Event

### Event Information: Life Check Promotional Event/Product Showcase

#### Attendees

Potential customers  
Passersby  
Potential partners

#### Date

August 18, 2023

#### Time

10 A.M. - 8 P.M.

#### Location

408 Broadway, New York, NY 10013

#### Cost

Free to enter

### Inspiration



### Likes and Dislikes Chart

Likes	Dislikes
<p>(A)</p> <ul style="list-style-type: none"> <li>• Simplistic design</li> <li>• Creative way of showing date and relevant information</li> <li>• Emphasizes certain important text</li> </ul> <p>(B)</p> <ul style="list-style-type: none"> <li>• Enough space for basic information</li> <li>• Basic design</li> </ul> <p>(C)</p> <ul style="list-style-type: none"> <li>• All information centers around the product</li> </ul>	<p>(A)</p> <ul style="list-style-type: none"> <li>• Background image could be changed to a product image (or colors can be changed)</li> </ul> <p>(B)</p> <ul style="list-style-type: none"> <li>• Color schemes could be changed to the logos color</li> </ul> <p>(C)</p> <ul style="list-style-type: none"> <li>• Text is a bit small and hard to read</li> </ul>

#### Flyer Notes

- Abstract background with logo colors
- Product image as a main focus
- Title

#### Sketch



If there are no images of ring/watch shaped like that, move the title, "learn more about our products," and "We make health easy" on top of the ring/watch. Mess around and experiment with different formats

#### Feedback for Flyer

- Capitalize everything in "Life Check" and add "product showcase" in all caps underneath it but with smaller font size
- Remove the periods in "A.M."
- Change "Learn more about our products at our upcoming event" to "Learn more about our health products and services!"
- Add a period after "easy"
- Mess around with the fonts a little (although the ones in Pixlr are kinda bad)

[https://docs.google.com/document/d/1pksqOe-YZtdyeCiJK2FGEQSc\\_BOGeSC1SnK72\\_-9ZEY/edit?usp=drive\\_link](https://docs.google.com/document/d/1pksqOe-YZtdyeCiJK2FGEQSc_BOGeSC1SnK72_-9ZEY/edit?usp=drive_link)

# BUILDING YOUR BUSINESS BRAND AND IDENTITY

Build Your Business Online Presence	
SiteMap	<p><a href="https://www.figma.com/file/l1XUDYW2infEIEoD1VRtkp/Life-Check-Site-Map?type=design&amp;node-id=0%3A1&amp;mode=design&amp;t=yLi1n7FUMNQ1rvU-1">https://www.figma.com/file/l1XUDYW2infEIEoD1VRtkp/Life-Check-Site-Map?type=design&amp;node-id=0%3A1&amp;mode=design&amp;t=yLi1n7FUMNQ1rvU-1</a></p>
Wire Frame	<p><a href="https://www.figma.com/file/fszbkPCLPPZHxHmBbhdFMe/Life-Check-Wireframe?type=design&amp;node-id=579%3A1345&amp;mode=design&amp;t=Kykhrbz8lhU0RpTV-1">https://www.figma.com/file/fszbkPCLPPZHxHmBbhdFMe/Life-Check-Wireframe?type=design&amp;node-id=579%3A1345&amp;mode=design&amp;t=Kykhrbz8lhU0RpTV-1</a></p>

## Potential Templates:

Templates	Comments
<a href="https://html5up.net/story">https://html5up.net/story</a>	<ul style="list-style-type: none"> <li>• Gallery aspect can be used for the quotes from critics and customers</li> <li>• Only one page (home)</li> </ul>
<a href="https://html5up.net/alpha">https://html5up.net/alpha</a>	<ul style="list-style-type: none"> <li>• Has a contact page (can be used for contact us and adjusted for log in/sign up page)</li> <li>• Has little card divs which can be used for Catalog and parts of home page</li> <li>• Don't like the big margin on the sides of the main content</li> </ul>
<a href="https://html5up.net/twenty">https://html5up.net/twenty</a>	<ul style="list-style-type: none"> <li>• Has a variety of formats</li> <li>• left/right sidebar format can be used for FAQ and Settings pages</li> <li>• Also has a contact us page</li> </ul>

# BUILDING YOUR BUSINESS BRAND AND IDENTITY

<a href="https://www.w3schools.com/w3css/tryw3css_templates_clothing_store.htm">https://www.w3schools.com/w3css/tryw3css_templates_clothing_store.htm</a>	<ul style="list-style-type: none"> <li>• When hovering over the products, there is a “Buy Now” button, It can be changed to an “Add to Cart” option</li> <li>• The option for people to “Subscribe” to get special offers</li> </ul>
<a href="https://html5up.net/massively">https://html5up.net/massively</a>	<ul style="list-style-type: none"> <li>• The menu bar is somewhat transparent until you click on one of the page options, that specific page’s button on the bar then becomes completely white.</li> </ul>
<a href="https://html5up.net/helios">https://html5up.net/helios</a>	<ul style="list-style-type: none"> <li>• The menu bar design is really nice</li> <li>• dropdown option when you hover over the button labeled “dropdown”, the idea can be used with the “Shop Now” option of our project</li> </ul>

Business Website Link	
Code	<a href="https://replit.com/join/tyeiadcozd-wanyw128">https://replit.com/join/tyeiadcozd-wanyw128</a>
Visit	<a href="https://life-check.wanyw128.repl.co/">https://life-check.wanyw128.repl.co/</a>

Resources
<a href="#">Project Overview</a> <a href="https://www.quora.com/How-do-I-start-a-smartwatch-company">https://www.quora.com/How-do-I-start-a-smartwatch-company</a> <a href="https://www.instructables.com/Make-your-own-smart-watch/">https://www.instructables.com/Make-your-own-smart-watch/</a>

# **BUILDING YOUR BUSINESS BRAND AND IDENTITY**

<https://watchbranding.com/custom-smart-watches/>

<https://elitacwearables.com/sciencesuit-haptic-feedback-hardware/>

<https://www.linkedin.com/pulse/how-do-i-make-money-healthtech-startup-business-models-a-mit-garg/>

[Sitemap Template](#)

[Figma Wire Templates](#)

<https://html5up.net/>

[https://www.w3schools.com/w3css/w3css\\_templates.asp](https://www.w3schools.com/w3css/w3css_templates.asp)

<https://w3layouts.com/>

<https://www.themevault.net/>

<https://www.freewebtemplates.com/>