

## NATURAL CONCIERGE MEDICINE



## THE STORY

### A Growing Practice

During the COVID-19 pandemic in early 2020, Dr. Ellis shifted to virtual telemedicine for all patients in order to protect each patient's health and wellness. This shift in her delivery of services sparked a new vision. She desired to grow her practice and expand her service areas to include her home country of Barbados.

She needed to create a unique brand identity that would not only attract local patients but attract international clients. As a practitioner that focuses on lifestyle and genetics, she not only aims to decrease medication dependence but also strives to reverse the aging process allowing her patients to live the best life they can.





# THE GOAL

## *Develop a Strong Brand Identity*

**As a growing practice, Natural Concierge Medicine wanted to develop a strong brand identity that was easily recognizable. They also wanted to be identified within international markets. Dr. Ellis wanted a domain URL and brand name that would stand out and be recognized as having trademark capabilities.**

**She needed a logo and other marketing collateral that represented the brand and encompassed her home country of Barbados, as well as her goals and visions for the future.**





# THE SOLUTION



## LOGO & COLLATERAL

Dark purple and greens evoke feelings of wisdom and health. This combined with the sharp edges of the Barbados flag's trident creates a unique brand icon. Partnered with an elegant classic serif font and accompanying cursive italics the Natural Concierge Medicine logo takes on a vintage chic look.

Not only did the Cyberlicious® branding team create a logo and business icon, but we also developed business cards and other collateral design pieces.







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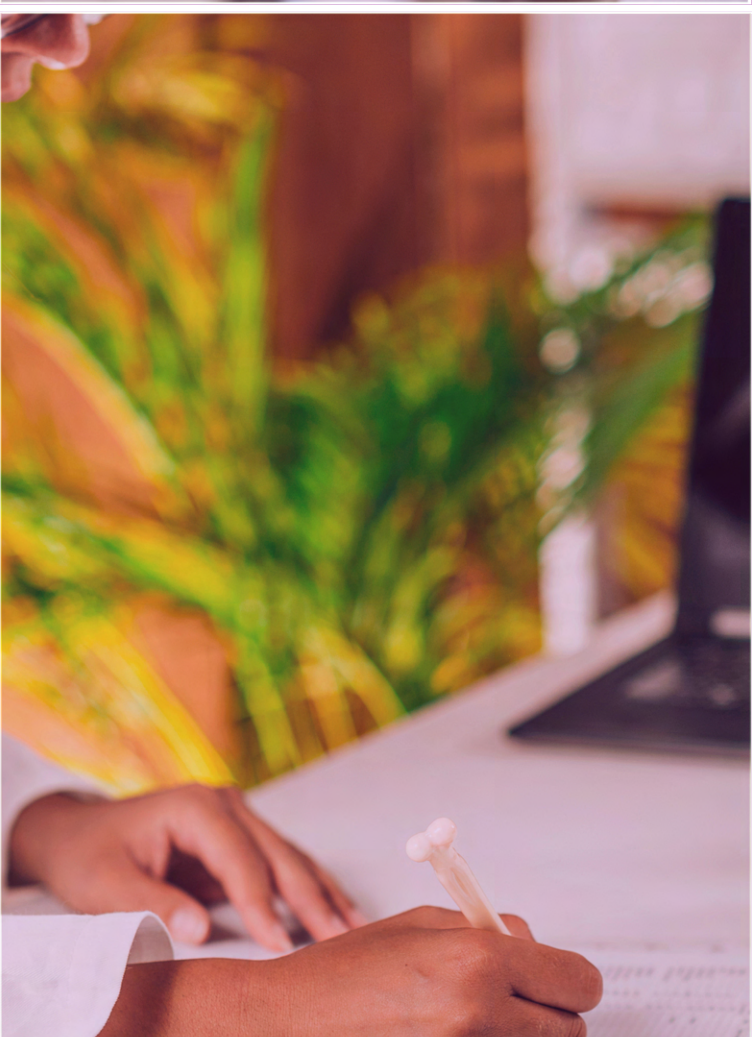
[naturalconciiergemedicine.com](http://naturalconciiergemedicine.com)



*Natural  
Concierge Medicine*

Holistic Healing & Personalized Wellness

*Natalie Ellis, MD and Associates*



# EXCEEDING GOALS