



Melissa King's Portfolio



BRAND

MANTRA

Here's to you...
For wearing those 5 inch heels to work
You chose fashion over comfort
Showing that you know the importance of looking good
And you have the brains to back up your wardrobe

Here's to you...
For dining at nice restaurants and having nice clothes
You don't accept anything less than the best
Proving that quality is better than quantity
And you make the money to support your lifestyle

Here's to you...
For commanding the room
Your social butterfly nature helps you effortlessly carry a conversation
Providing entertainment for you and those around you
And you carry yourself well with grace and charm

But when all is said in done, you still need some time for you.

That's why we are here. We are Slightly High Maintenance Day Spa, and we're awesome! Don't believe it? Then check us out, and we're sure you'll agree. Want to know why we're awesome? Because we understand your need to be the center of attention, and respect your desire to have things your way. We know you like to be taken care of, but still want your independence, and who are we to stop you? We value your opinions and want to hear your stories of long nights and early flights. We are here to serve you and want you to have the best spa experience possible because we, like you, care about your relaxation needs and more.

We are for the wannabe divas, the charismatic queens, the ones who need more than one piece of luggage for a weekend trip, and everyone in between.

We are for those who are slightly high maintenance.

But really, who isn't?



BRAND

EXPERIENCE

Stepping into Slightly High Maintenance Day Spa is like stepping into a new world. When you walk through the doors, you are greeted with the scent of lavender and a sense of calm pervades and voices fall to a melodic whisper. The natural subdued colors help to relax your soul, but the splashes of hot pink let you know this isn't your typical spa. As soon as you walk in, personnel greet you warmly, and they take your belongings and lead you to where you need to be. The openness of the spa and the hot pink lights and accents call you to explore its warm, relaxing depths. Sink into a luxurious chaise lounge and drift into a peaceful slumber or get entangled in a web of relaxation and calm. At Slightly High Maintenance, you don't have to worry about a thing because the staff is 3 steps ahead of you as far as what you need or could want.



LOGO &
TYPE TREATMENTS



Tagline: Spoil Yourself

Customers do so much everyday, but they don't take care of themselves so we are encouraging them to treat themselves right.

AHJ Bodoni

Captures the "Sex in the City" feel the brand embodies; it demands attention and respect without being too powerful
Used in logo and ad headlines

AHJ Arizona

Conveys the softer, playful, girly side of the brand
Used in logo and tagline

Abadi MT Condensed Light

Embodies the youthful charm and grace of someone who is slightly high maintenance
Used in body copy

Abadi MT Condensed Extra Bold

Commands attention like someone who is slightly high maintenance
Used in body copy to make words stand out

COLOR

PALETTE

Primrose

Green

Chocolate Brown

Hot Pink

The natural, earth tones create a sense of calm and relaxation while the hot pink adds character, personality, and vivaciousness.

SAMPLE INTERIOR DESIGN PALETTE

Flooring and Fabric Swatches



Pine Hardwood Floor



Colorwashing Wall Technique



Raised Plaster Aspen trees
on faux finished walls
with Metallic Paint



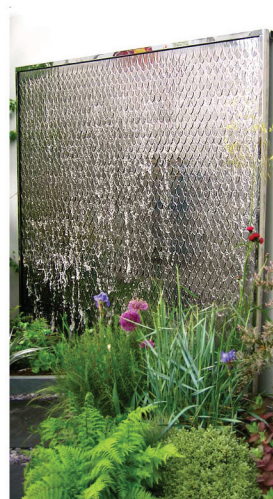
Coloring



Earth Tones and Hot Pink

SAMPLE INTERIOR DESIGN PALETTE

Sample Furniture
and
Lighting Fixtures



MASSAGE

PRINT AD

If you can't stand someone
walking all over you.
Get over it, darlin.

Swedish Massage

Long, flowing, connecting strokes
are used to relax muscle tension,
free the mind and reduce stress.

324 5th Avenue, 4th Flr New York City, NY 10001 • www.shmdayspa.com • 555-814-6295



4-color double page magazine spread in Vogue

MUD

PRINT AD

If your idea of playing in the dirt involves an aesthetician, we're here for you, sister.

Exfoliating Mud Mask

Based on carefully sifted Dead Sea black mud, helps skin feel supple and firm.



324 5th Avenue, 4th Flr New York City, NY 10001 • www.shmdayspa.com • 555-814-6295

4-color double page magazine spread in Cosmopolitan

HOT STONE
PRINT AD

If you thrive on rocky times, we've got you covered girlfriend.

HOT STONE THERAPY

Melts away stress and muscle tension. Smooth, heated basalt stones are used to warm muscles, relieve pain and induce relaxation.



324 5th Avenue, 4th Flr New York City, NY 10001 • www.shmdayspa.com • 555-814-6295

4-color double page magazine spread in Allure

IMC
BUS SHELTER



A decorated bus shelter in New York City with part of a chaise lounge like the ones in the spa

If those cute little Manolo peep toes are killing you right about now, take a load off, girlfriend.

But after that, we expect to see you for a well-deserved pedicure.

Reflexology

Pressure points on the feet are manipulated to reduce tension and fatigue creating balance, harmony, and energy throughout the body.



Slightly HIGH Maintenance Day Spa
Spoil Yourself.

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IMC

IPHONE APP



iPhone application for the customers and non-customers alike to use to find relaxing places to go in the city they are in or schedule a visit to the spa. People can add their own content and share it with others, as well. They can also save their favorite places so they can visit it again.

IMC

SPA MENU



Let The Pampering Begin

SWEDISH MASSAGE

Long, flowing, connecting strokes are used to relax muscle tension, free the mind and reduce stress.
30/60/90 minutes

PRENATAL MASSAGE

Swedish massage strokes on a table prepared for the expectant mother.
60 minutes

AROMATHERAPY MASSAGE

Swedish massage strokes are used with aromatherapy oils to relax the muscles and the mind. Consult your therapist to create an aroma blend that works best for you.
30/60/90 minutes

DEEP TISSUE MASSAGE

Deep, strong, invigorating massage designed to ease muscle soreness and tired joints from overuse or extensive exercise.
60 minutes

REFLEXOLOGY

Pressure points on the feet are manipulated to reduce tension and fatigue creating balance, harmony, and energy throughout the body.
30/60 minutes

COUPLES MASSAGE

Choose from Aromatherapy, Deep Tissue, or Swedish massage techniques.
60 minutes

Treat Your Body Right

DETOXIFYING BODY WRAP

Deeply cleanses, exfoliates, nourishes and soothes. A choice of aroma essences is used to detoxify, energize, tone, or relax to further enhance your experience. Refresh with a Swiss shower and an application of hydrating lotion.
60 minutes

HYDRATING WRAP

Unwind, rejuvenate, and soothe your senses with this exclusive blend of essential oils used to create harmony between body, mind, and spirit. Includes a Swiss shower and a hydrating lotion.
60 minutes

EXFOLIATING BODY GLOW

An in-depth exfoliation eliminates dead skin cells while an application of body moisturizer will leave the skin soft and smooth. Rejuvenate with a Swiss shower and a hydrating body lotion.
60 minutes

HOT STONE THERAPY

Melts away stress and muscle tension. Smooth, heated basalt stones are used to warm muscles, relieve pain and induce relaxation.
60/90 minutes

NAP

Fall asleep in the warm comfort of our chaise lounges.
30/60/90 minutes

Facials and Nails

RENEWAL FACIAL

The skin will look and feel younger immediately.
60 minutes

PURIFYING FACIAL

Increase hydration, clears unflattering breakouts, repairs sun damage and fine lines.
60 minutes

GENTLEMAN'S FACIAL

Re-balances and purifies the skin. (Please shave 2 hours before treatment).
60 minutes

FACIAL WAXING

Add to any facial
15 minutes

EYEBROW SHAPING

30 minutes

BODY WAXING

Bikini *30 minutes*
Leg (full) *60 minutes*
Leg (half) *30 minutes*
Back *60 minutes*

CLASSIC/SPA* MANICURE AND PEDICURE

Manicure *30/50 minutes*
Pedicure *30/50 minutes*
Manicure & Pedicure *60/100 minutes*

*Includes hand or foot hydrating mask with extended massage

Packages

THE SHOWSTOPPER

Swedish Massage, Detoxifying Body Wrap, Purifying Facial, Nap, Classic Manicure and Pedicure

THE DIVA/DIVO

Deep Tissue Massage, Exfoliating Body Glow, Nap, Renewal Facial/Gentleman's Facial, Facial waxing, Eyebrow Shaping, Spa Manicure and Pedicure

THE ATTENTION GRABBER

Aromatherapy Massage, Hydrating Wrap, Nap, Renewal Facial, Body Waxing, Spa Manicure and Pedicure

THE PRINCESS/PRINCE PACKAGE

Reflexology, Hot Stone Therapy, Nap, Purifying Facial/Gentleman's Facial, Facial Waxing, Eyebrow Shaping, Classic Manicure and Pedicure

SUGAR SPICE, & EVERYTHING NICE

Prenatal Massage, Hydrating Wrap, Nap, Renewal Facial, Spa Manicure and Pedicure

PERFECTION

The VIP Package
Customize your own spa experience



A menu of all the different treatment options available at the spa. Patrons even have the option to design their own treatment packages.



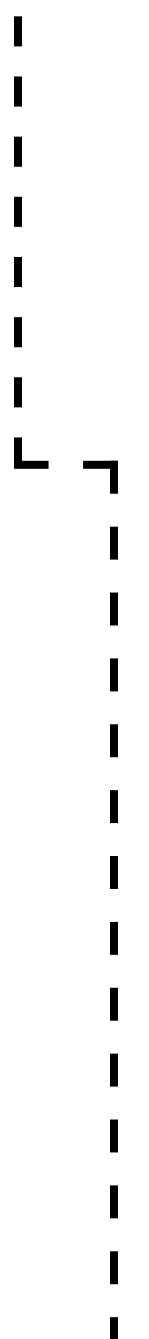
BRAND

MANTRA

We're not your average lollipops. We may look like them, but guess what?! We're not! (Gasp) We know we're dressed the part, but we're way funner than a plain, old lollipop. We're too cool to be that boring.

Take a bite and you'll see why we're so cool. We're cake!...on a stick! Can a snack be any better?! And you want to know the best part? Since we're cake on a stick, we're not as messy as normal cake. That means you won't get dirty so your mom's not embarrassing you by cleaning your face. Awesome, right? We thought you'd like that.

We bet your wondering what we're called; We're Cakefetti! and we're for sunny days on the playground with friends, eating in the car, and going on Easter egg hunts! We're for spending time with your family and having sleepovers. We're for celebrating and living each day to the fullest! And when all is said and done, we like to make big moments special in a little way.





BRAND EXPERIENCE

Once you bite into these delicious, candy-coated goodies, you won't want to stop. Don't let the size fool you. These small cakes on a stick pack a lot of punch. Every nibble is filled with yummy flavors. Whether it's chocolate, strawberry or red velvet cake, it's sure to be moist and tasty. Their candy covers add to the explosion of sweetness in your mouth. Call over your best friends and race through some car cake pops or pick through a bouquet of flower pops. Present them out at your birthday party or hide them for others to find at Easter. Having these little treats is always a special moment you'll want to share with someone else.

LOGO & TYPE TREATMENTS



Cakopetti!
cake pops

Tagline: Sprinkling around little bites of joy

Unites the concepts of cake on a stick and confetti, which is often used during celebrations, and ties back to the brand name

aHj Josie

Captures the youthful, unique experience of cake pops
Used in logo

Kids First Print Font

Conveys the fun, child-like essence of the brand
Used in logo

Marker Felt

Creates playful, friendly image
Used in tagline

Chalkduster

Embodies childhood and fun
Used in headlines and subheads

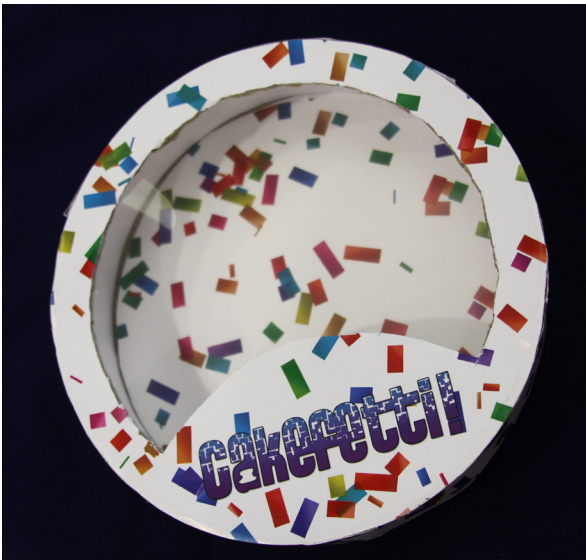
COLOR

PALETTE



Different colors are used for the logo depending on the type of cake pops that are in the box. The rainbow of colors appeals to children.

SAMPLE PACKAGE DESIGN



The simple design is eye catching, but doesn't overpower the goodies inside. With a solid white bottom and colorful top, it mirrors the design of the cake pops and their colors.

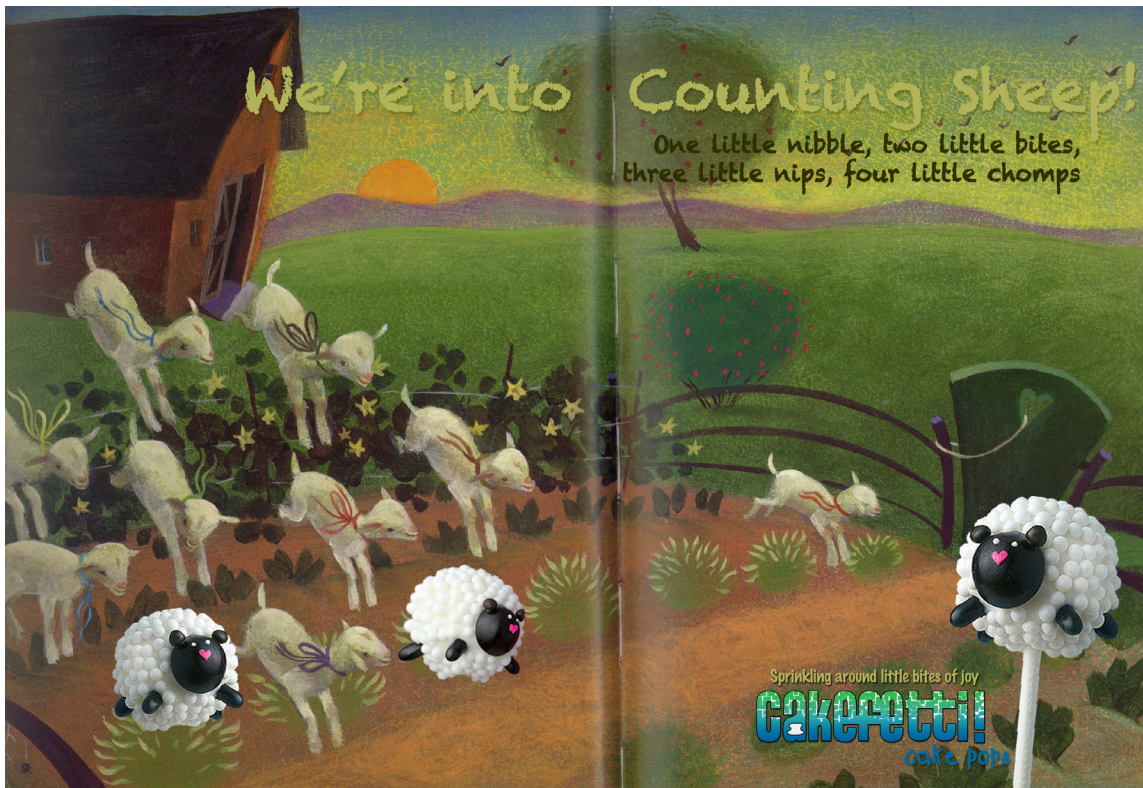
SESAME STREET
PRINT AD



4-color double page magazine spread in Highlights

SHEEP

PRINT AD



4-color double page magazine spread in Nick Jr.

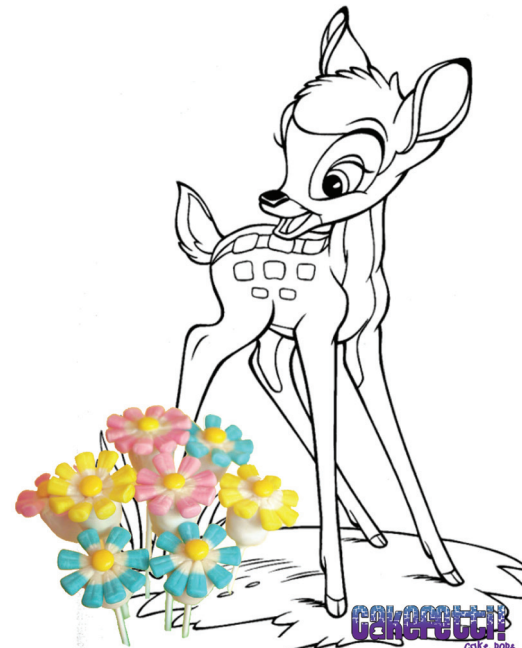
SANTA

PRINT AD



4-color double page magazine spread in Disney's FamilyFun

IMC TEAR-AWAY POSTERS



Samples of tear-away posters that will be placed in parks and grocery stores

IMC

POINT-OF- PURCHASE



Point-of-Purchase display
that will be placed in grocery
stores