



MIND MUSCLE

A HOLISTIC WELLNESS CENTER

BY GWEN SNYDER

THIS IS TRAUMA.



THIS IS ALSO TRAUMA.



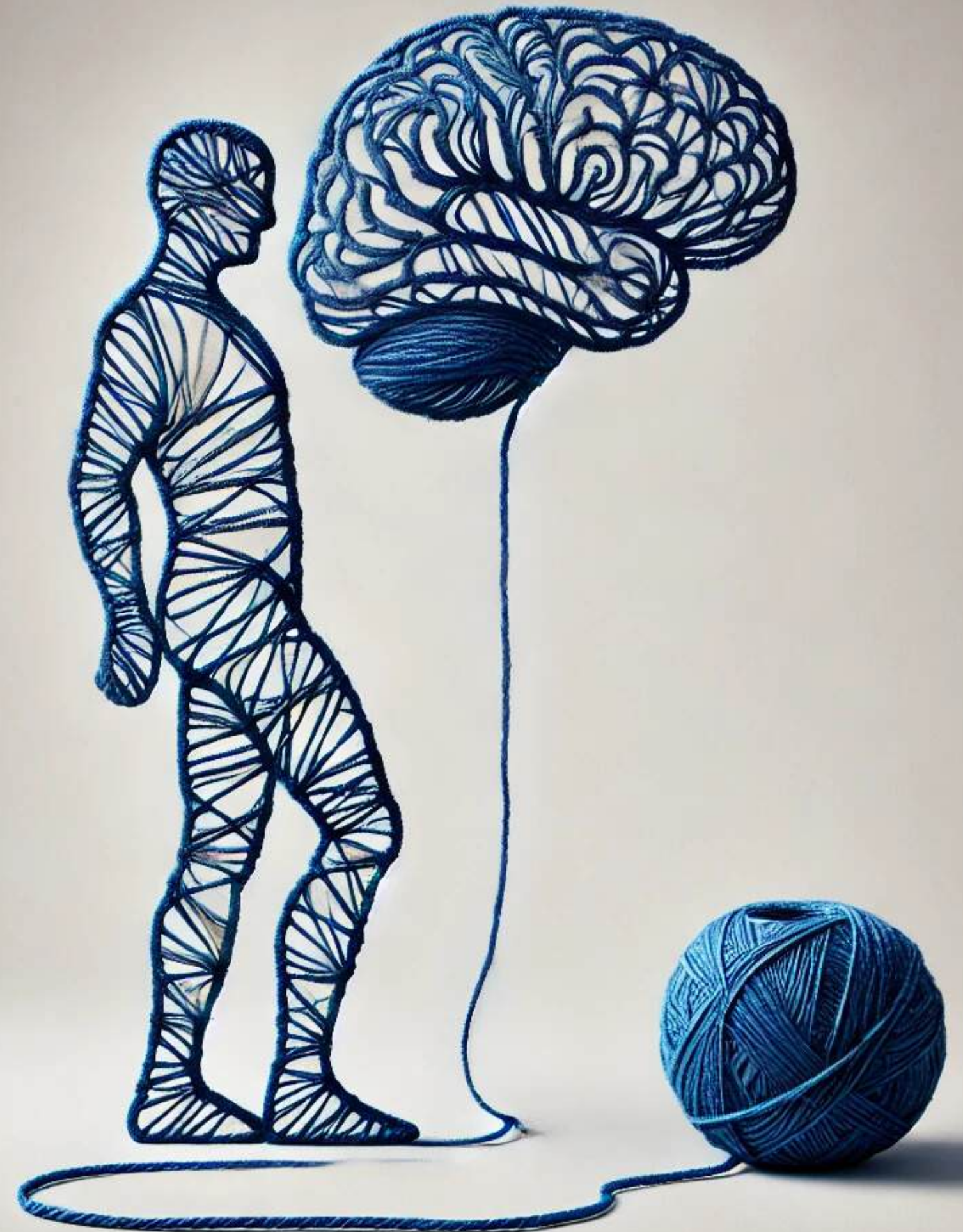
THE PROBLEM

We know how to talk to our mind...so why are we leaving our body out of the conversation?

Talk therapy, while beneficial, focuses on **verbal processing** and cognitive understanding. Trauma **impacts the nervous system**,* so while talk therapy may be great in recognizing a thought pattern, it can still keep it all in the head.

We focus on how changes in the body are reflected in the mind and vice versa, taking a **holistic mind, body, and soul approach**.

*The Body Keeps Score by Dr. Bessel Van Der Kolk



DATA



About **1 in 5 adults** experiences a mental health problem. This is **over 50 million** Americans.

Mental Health America, 2023

In 2021, only **21.6%** of adults received *any type of mental health treatment*.

CDC, 2022

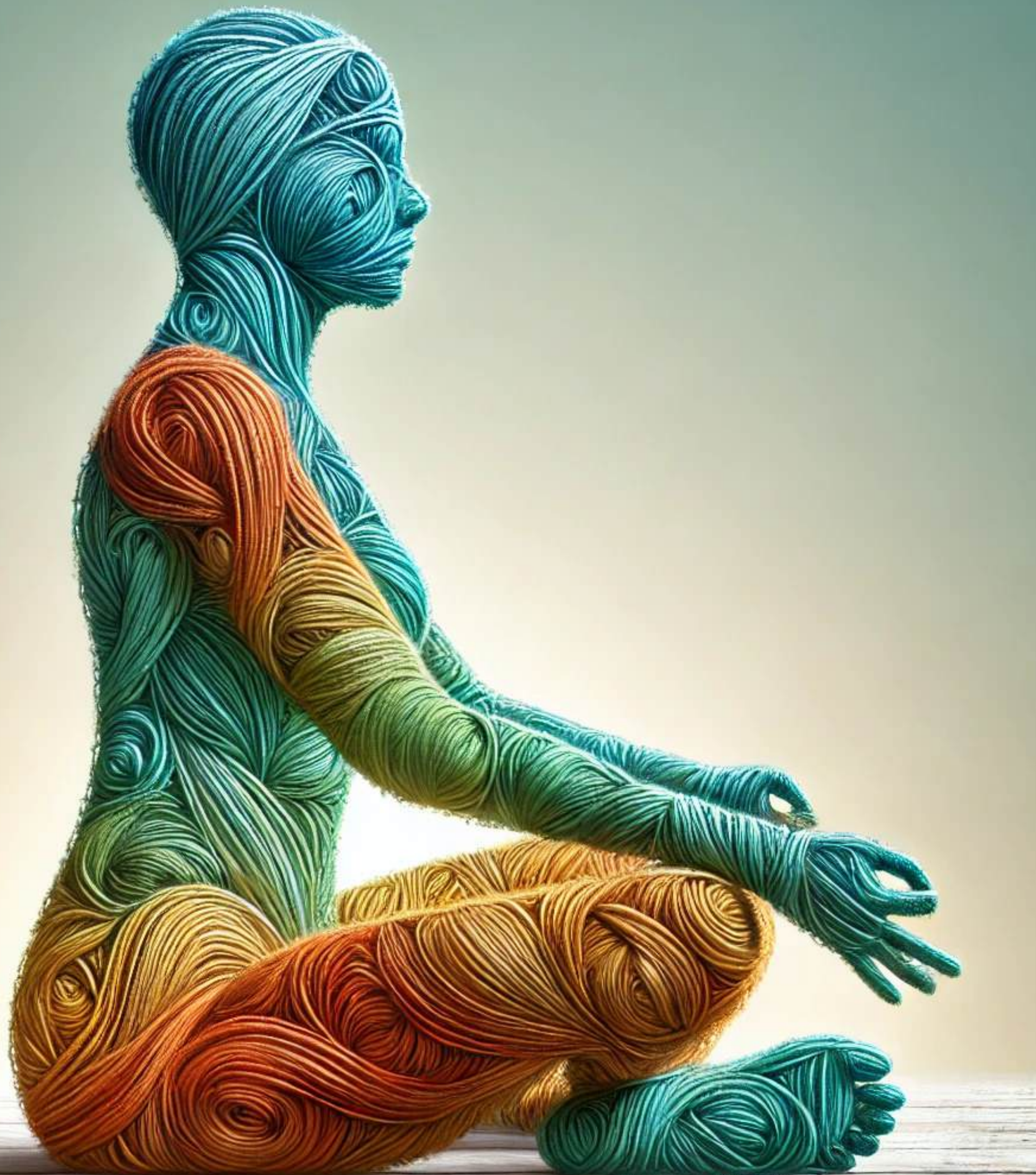
Studies on exercise and mental health show **positive impact** on an individual's wellbeing particularly for *depression, anxiety, and stress*.

Alexandra Larcom, RD, LDN, MPH, 2021

The background features decorative wavy lines in orange and brown, framing the text on the left and right sides.

CREATIVE BRIEF

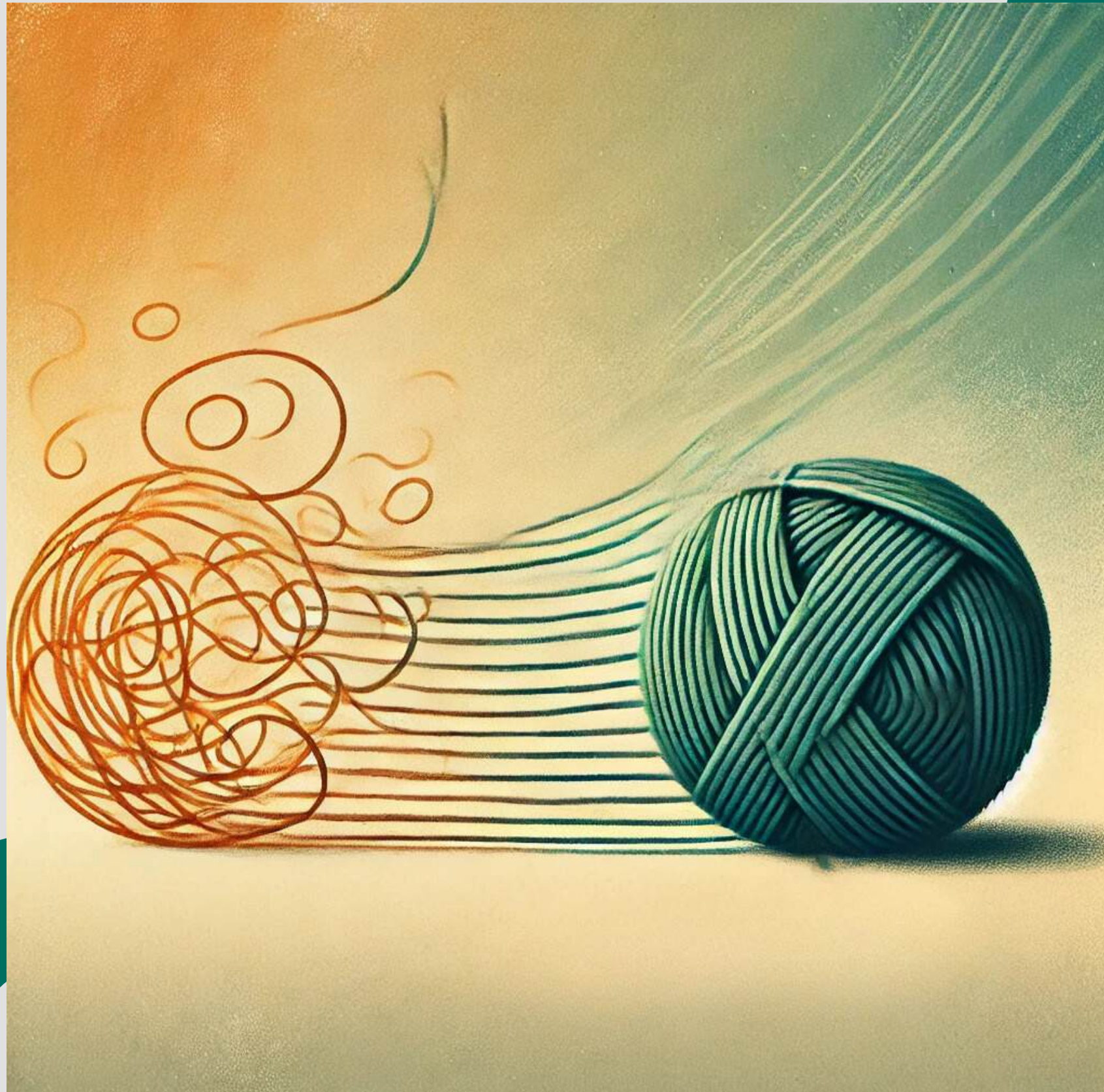
MindMuscle creates a balance of mental wellness and physical fitness. We are a *revolutionary holistic wellness center* that features a gym and therapy center **all under one roof**. We believe wellness is achieved when the mind and body are in *harmony*. We have licensed professional therapist, social workers, somatic healers, and personal trainers to create a supportive environment to help you navigate stress, anxiety, trauma, depression and **live your most empowered life**.



OUR MISSION IS TO MAKE YOUR
BODY AS STRONG AS YOUR
MIND

**We bring your body back into the
mental health conversation.**

OUR CORE BELIEFS



01.

MOVEMENT

Movement is a language in and of itself.

02.

TIME

Time is a privilege.

03.

HEALING

Healing is an ongoing mind, body, and soul process.

WHAT WE OFFER

A **one-stop shop** for your mental and physical wellbeing! Reclaim your commute time and save that energy to *invest in you*.

It's like a regular gym membership...but SO much more as your membership fees go towards:



01

Sessions with a **licensed mental health professional** who specialize in IFS, CBT, Narrative, Somatic Therapy, Creative Therapies, Accupuncture



02

Physical Fitness trainers and **personalized** fitness routines



03

Group therapy classes and group fitness classes



04

Access to the gym at **anytime**



TARGET AUDIENCE

01.

PRIMARY

Women 18+ who want to include their body in their mental health healing journey

02.

SECONDARY

Female Identifying Athletes 18+ desiring to add mindfulness and work through perfectionism



CAMPAIGN

UNRAVEL THE TENSION.
RELEASE THE KNOTS IN YOUR LIFE.

Life is like a tangled ball of yarn. Challenges and life can seem impossible but step-by-step, we can gently and gradually relieve the tension to live a more connected and empowered life.





MOODBOARD

FOR HEADINGS AND LOGO



KIONA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FOR BODY COPY/PARAGRAPHS



Raleway

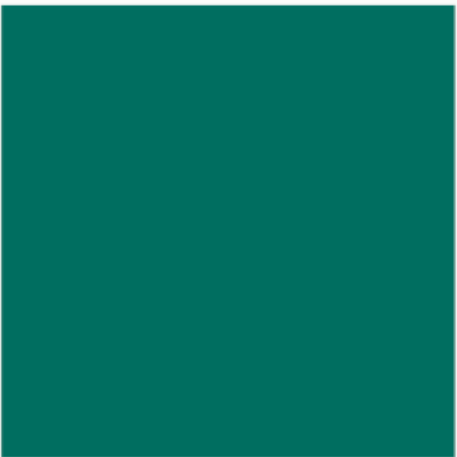
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abcdefghijklmnopqrstuvwxyz



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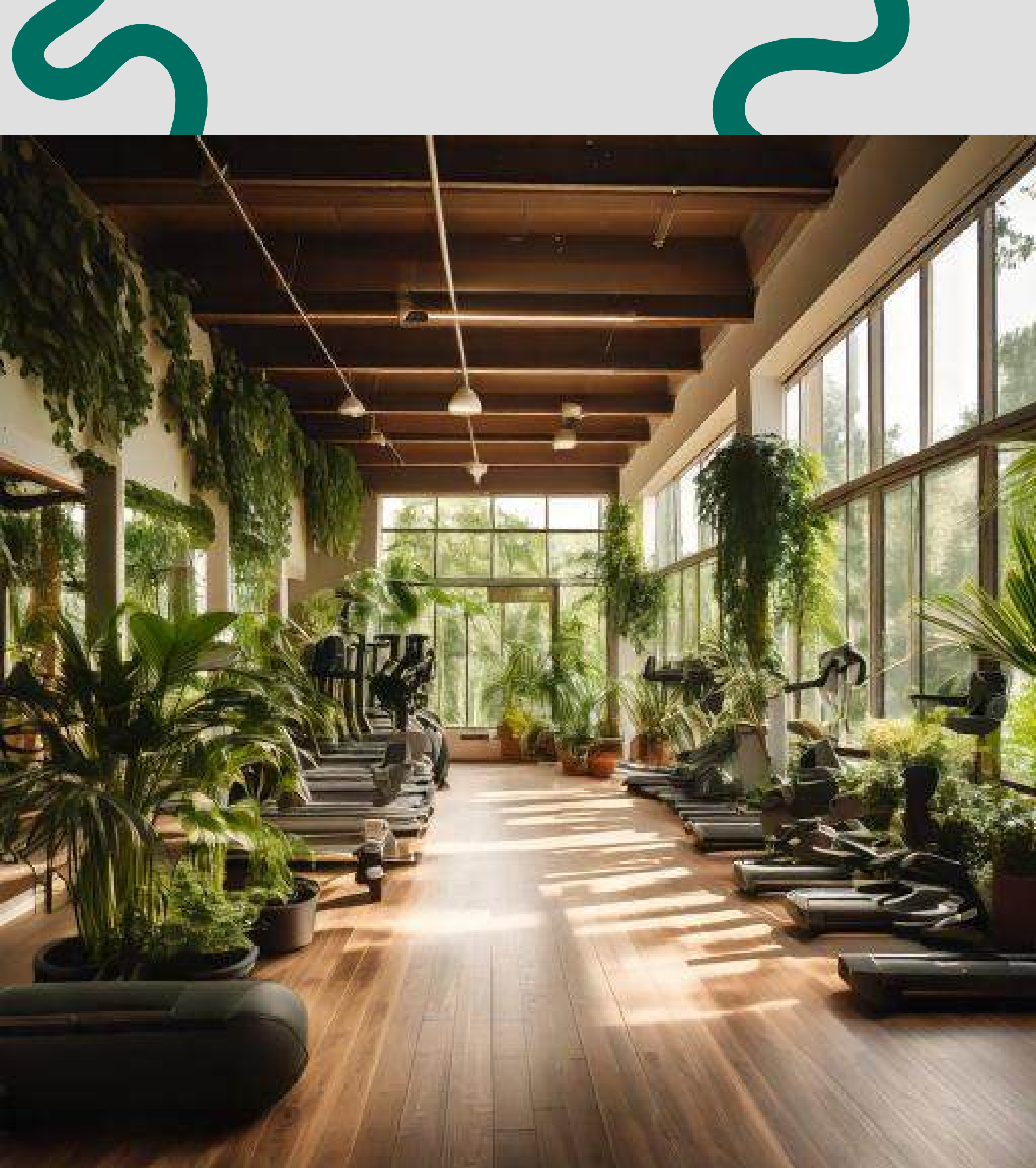
TYPE AND COLOR



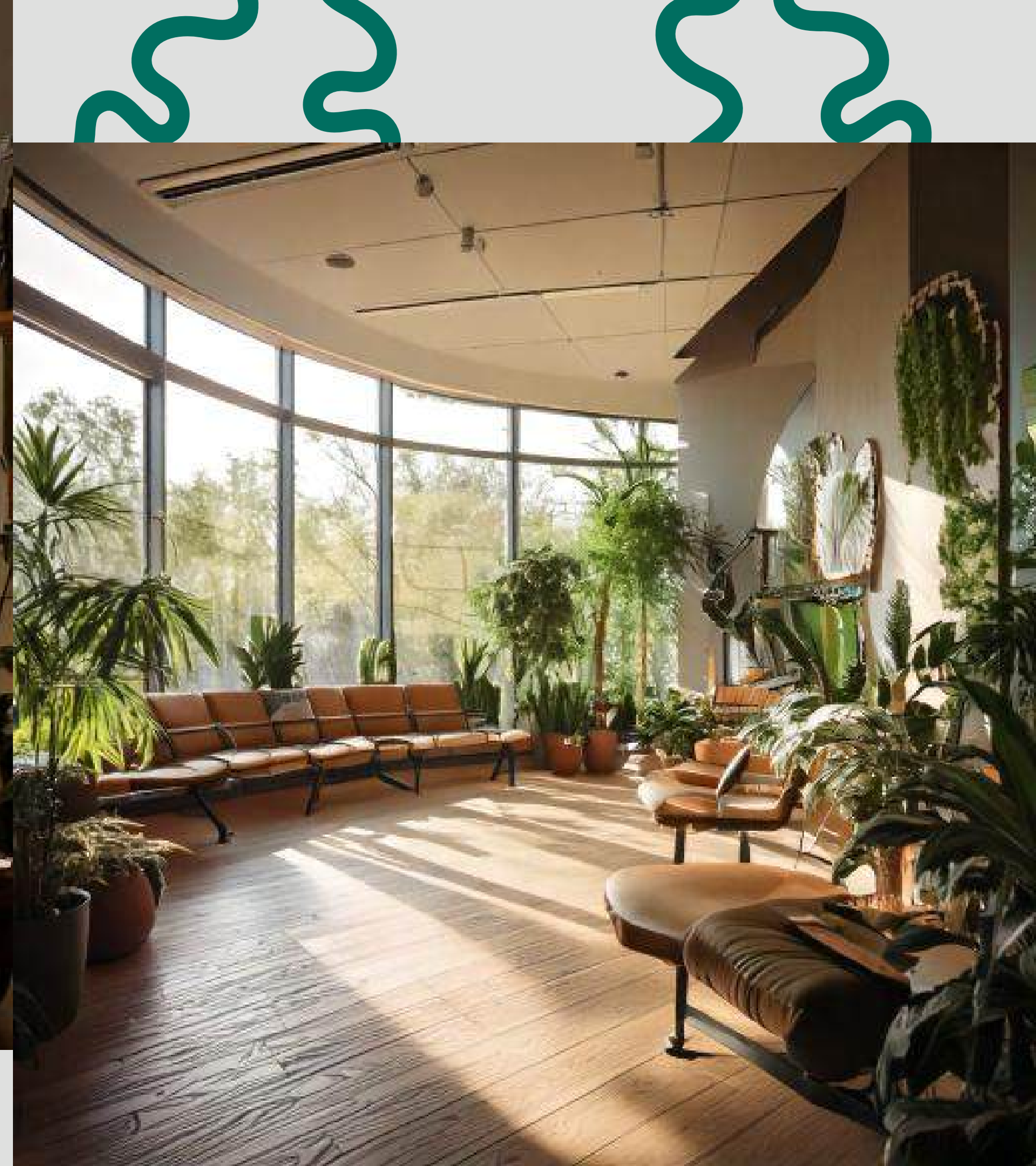
ABOUT THE LOGO



An abstract take on a dumbbell, that might take a little brainpower to see. The logo represents strength and empowerment. After all the goal is to make your body as strong as your mind!



THE GYM



COUNSELING ROOMS

MERCHANDISE



OUT OF HOME ADS

SUBWAY



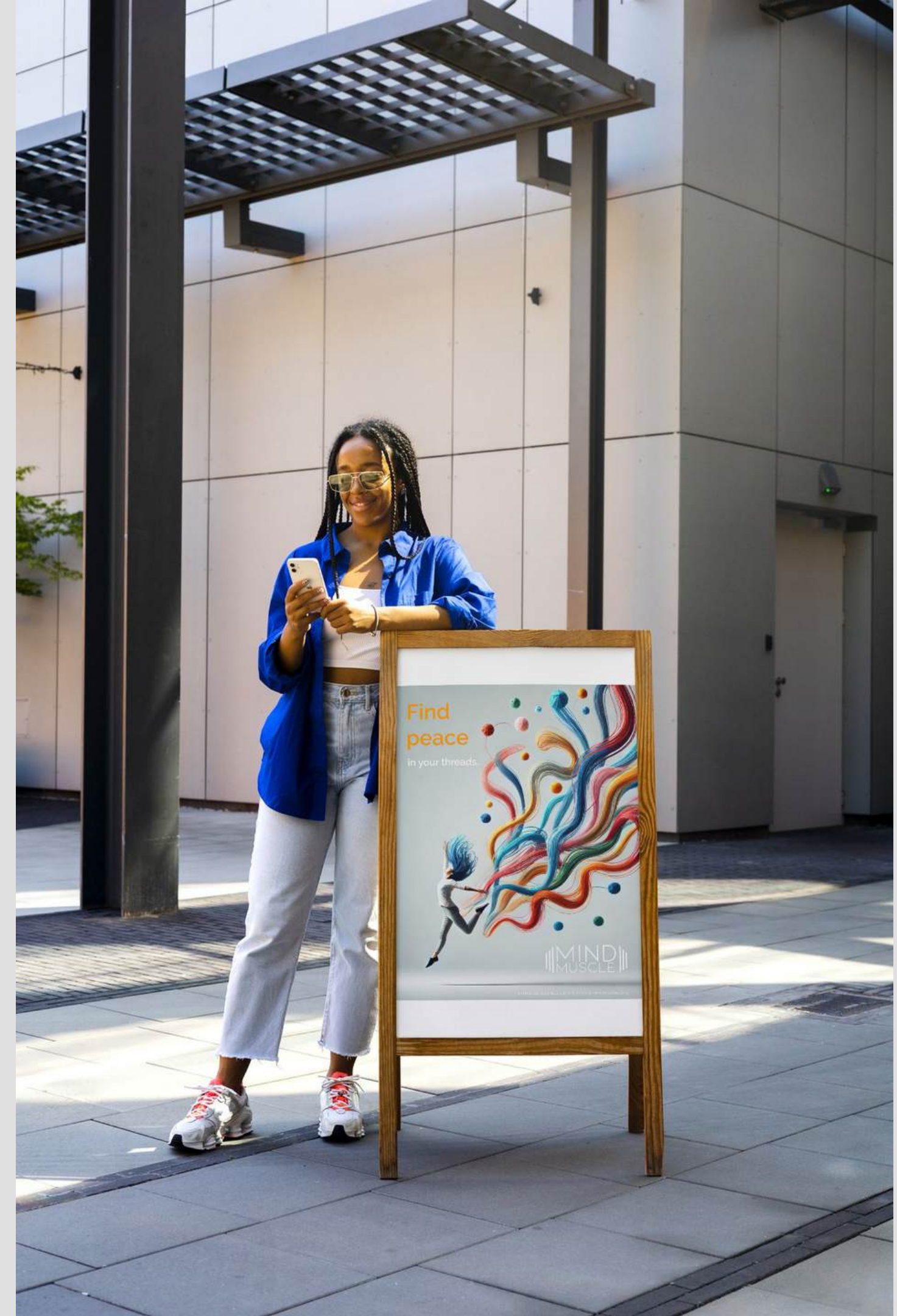
BUS STOP



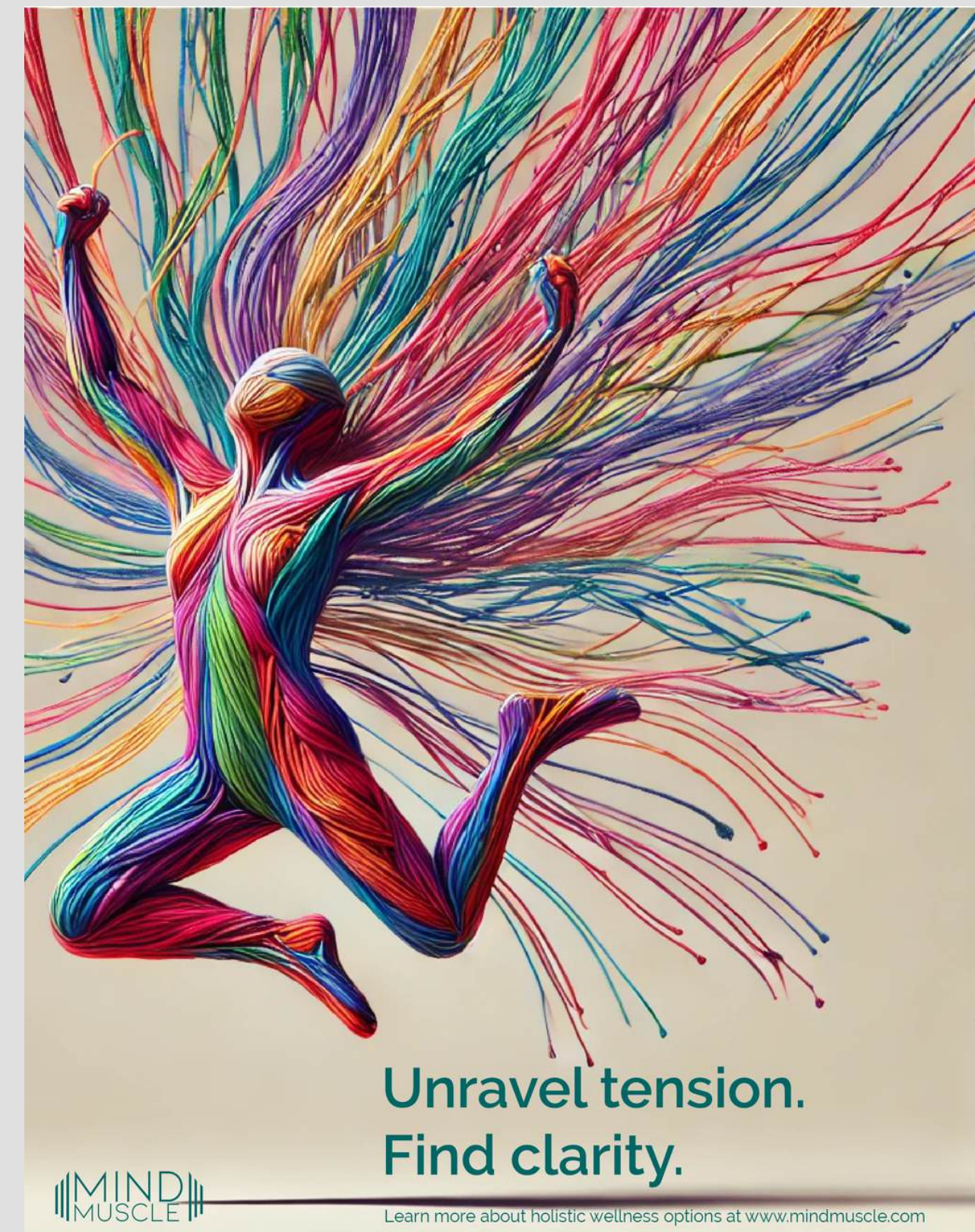
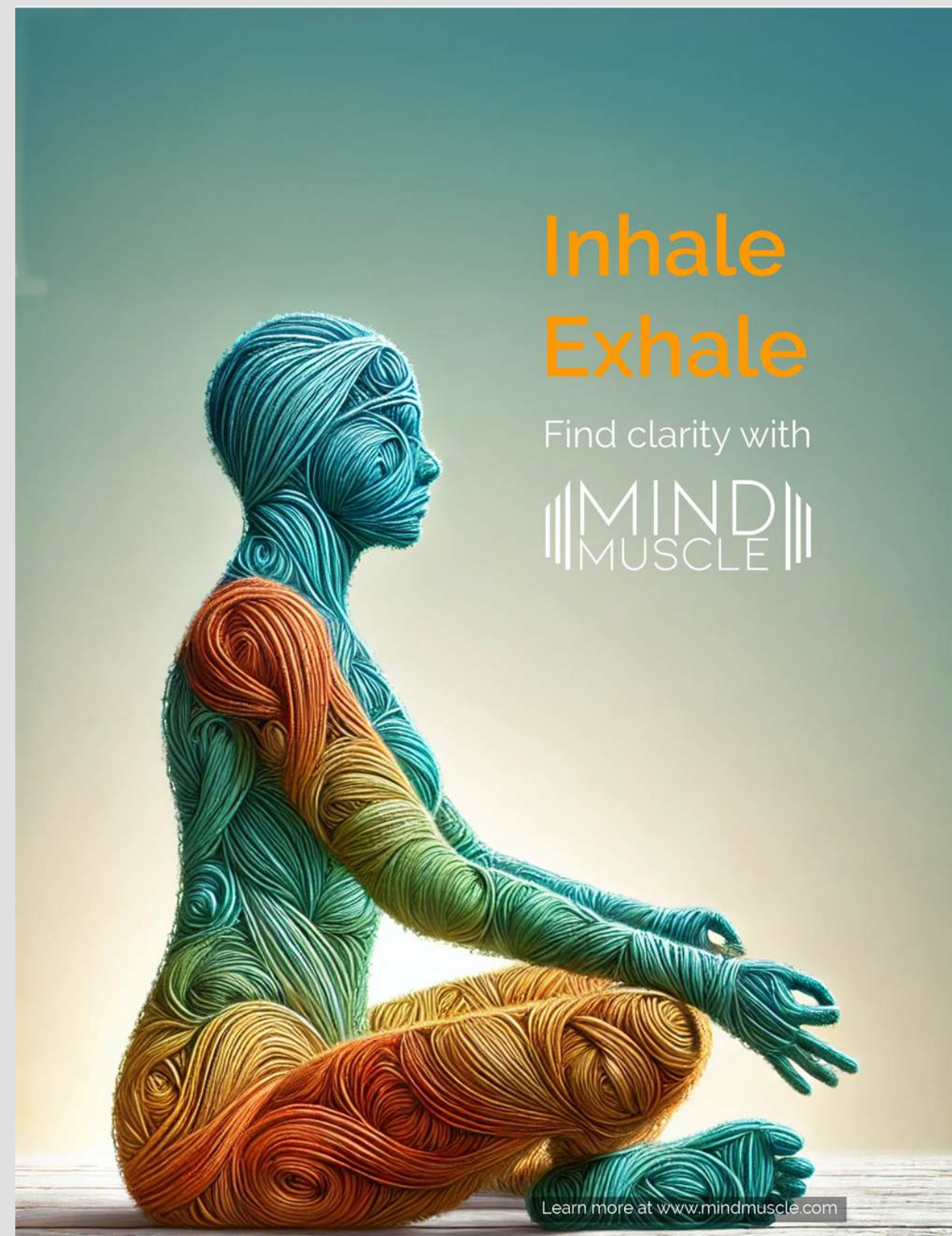
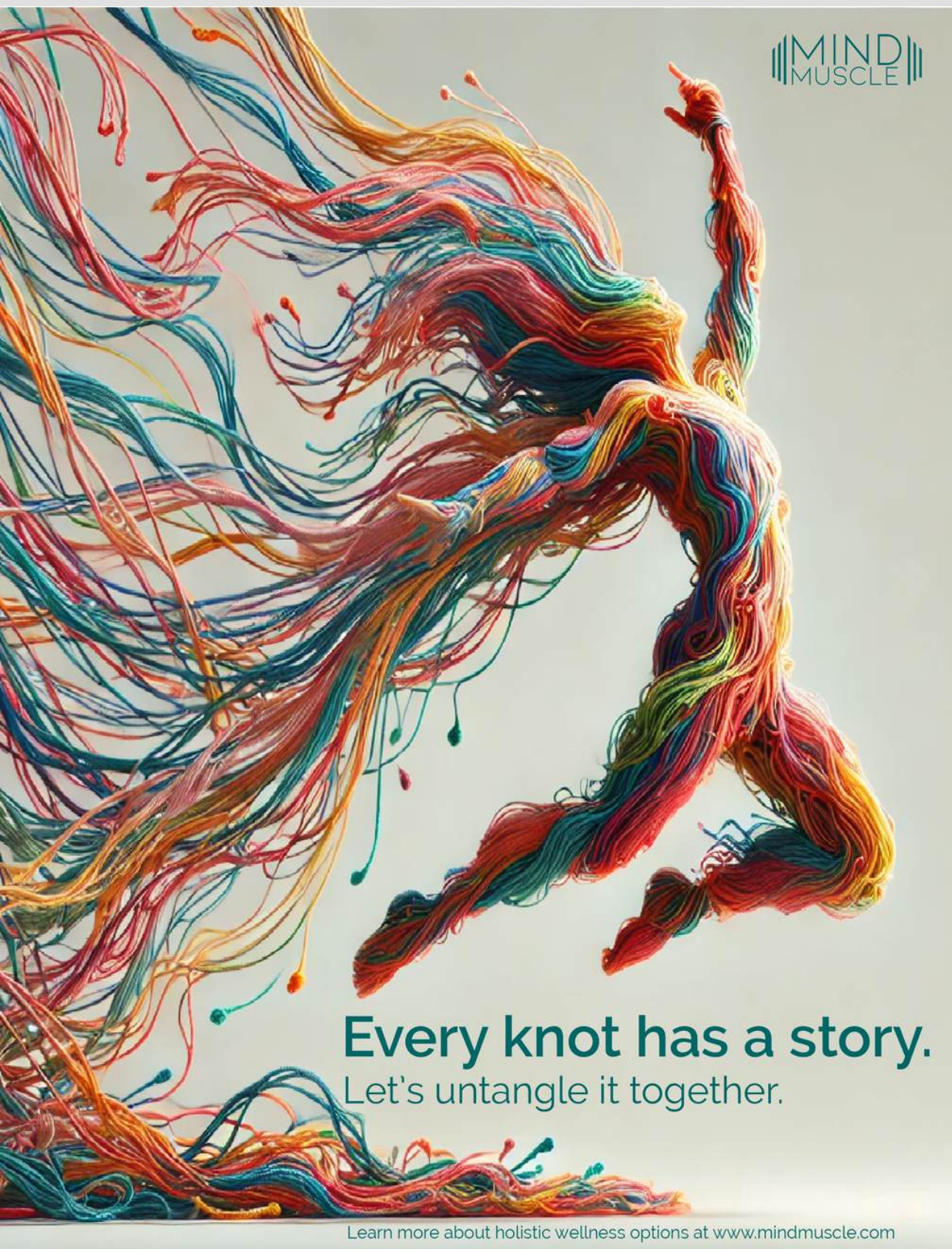


SIDE OF BUILDING

FOR POP-UP SIGNS



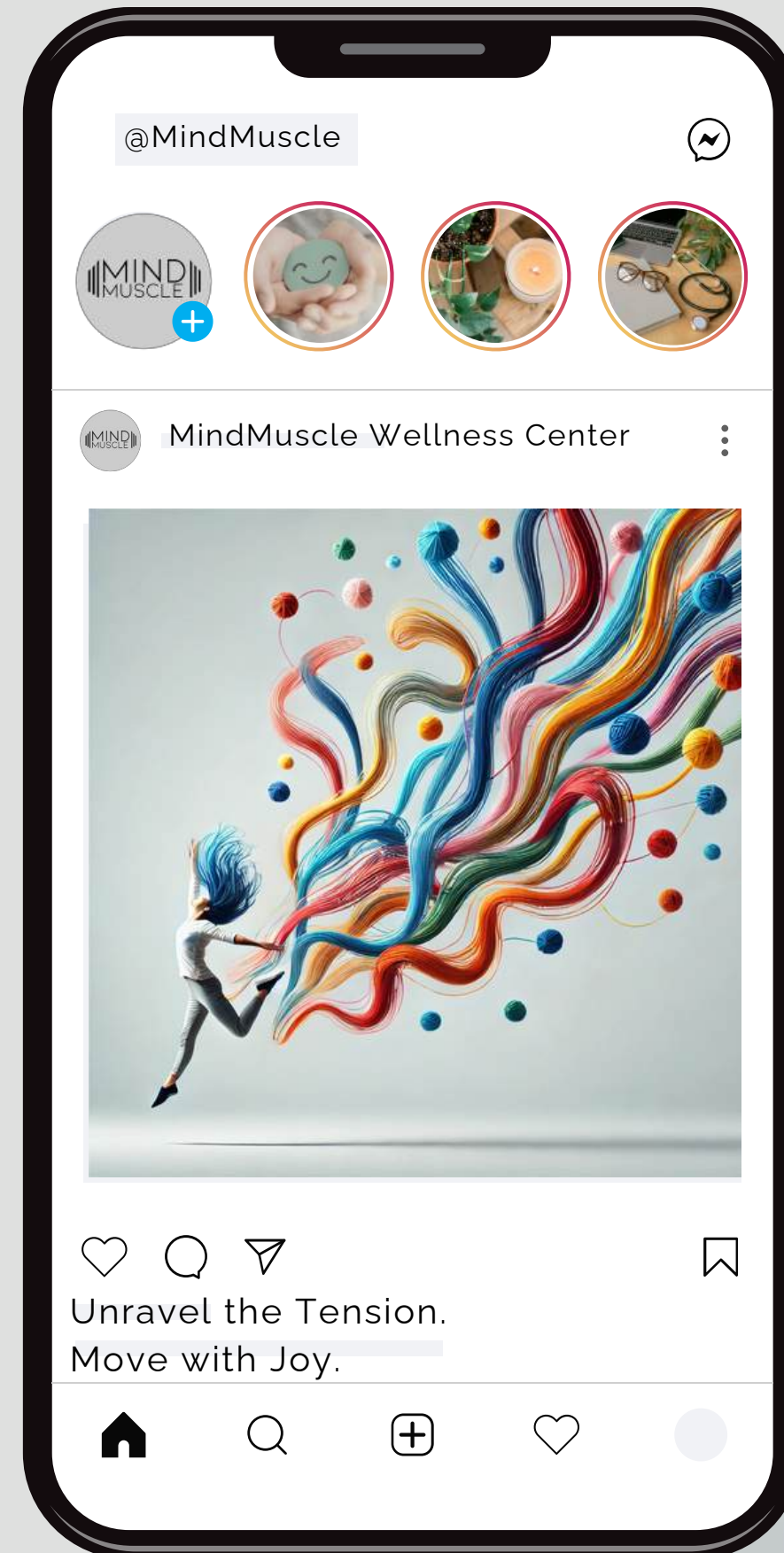
CLOSE-UP OF POSTERS



SOCIAL MEDIA



AD WHILE SCROLLING



INSTAGRAM

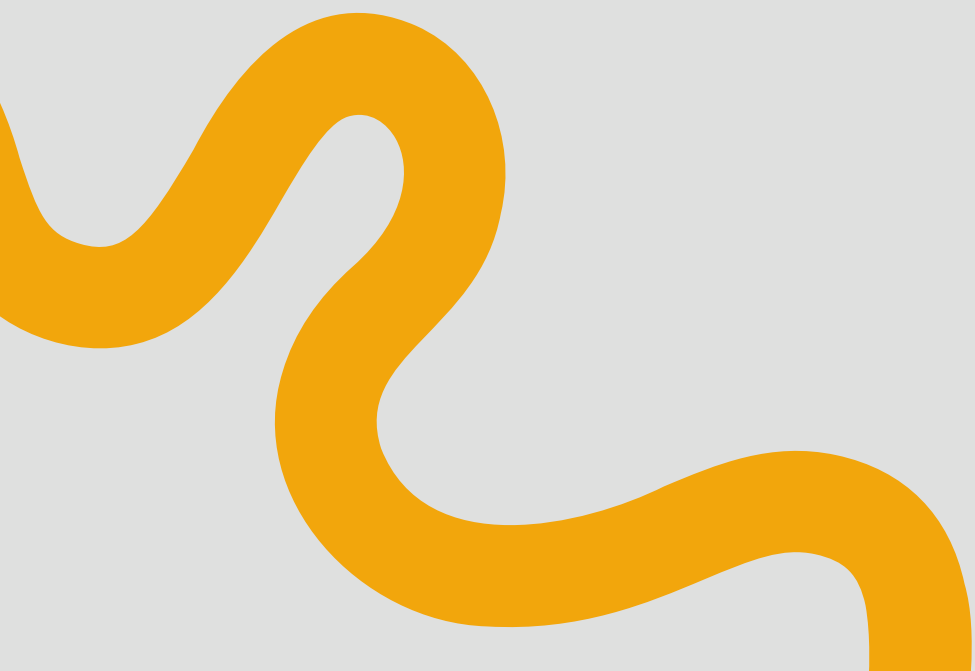


PODCAST



Podcast topic samples:

- 5 ways to unravel tension in your body
- What is your body telling you?
- 3 ways to identify stress in your body
- Mindfulness techniques when in public

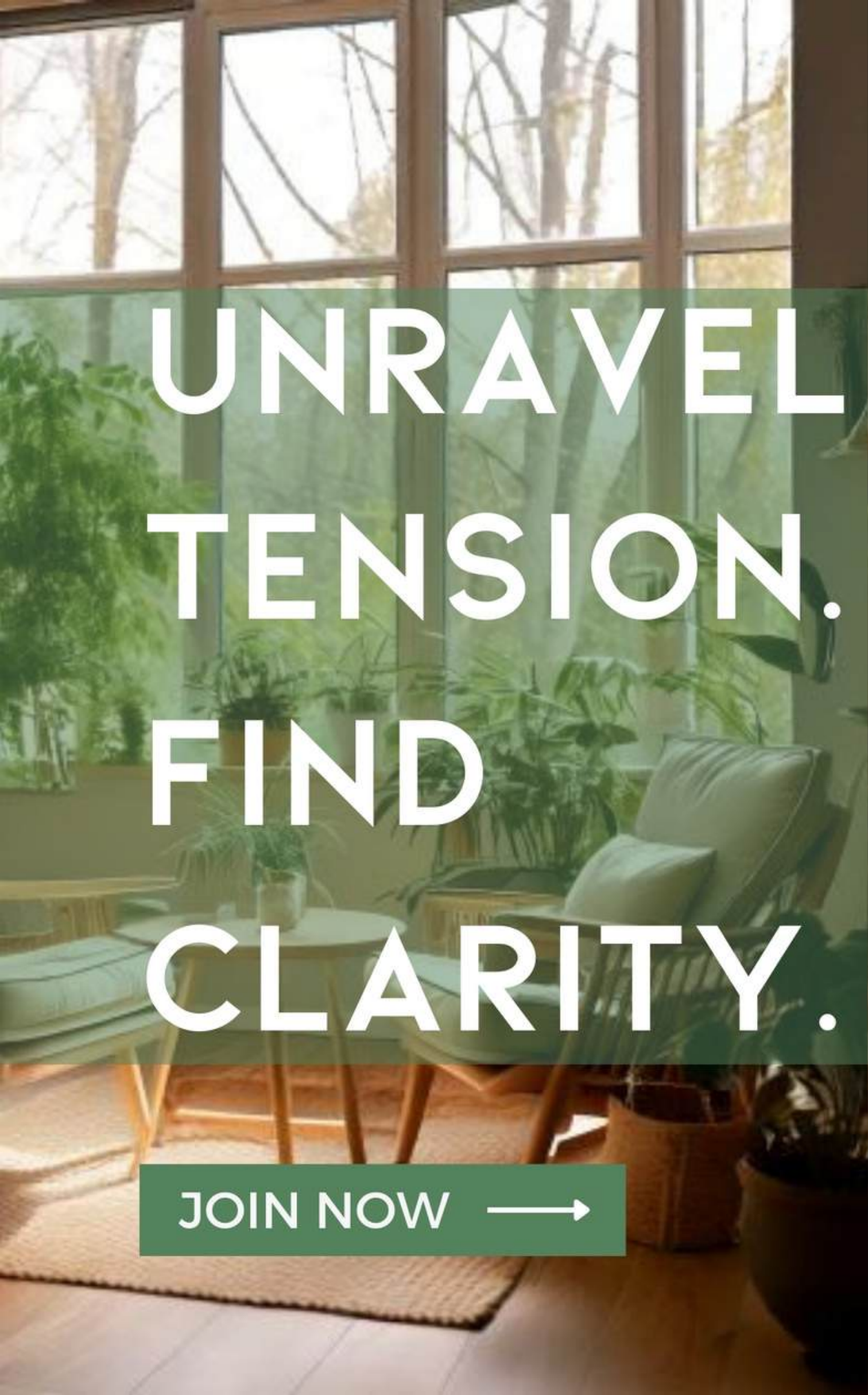


LISTEN TO THE PODCAST



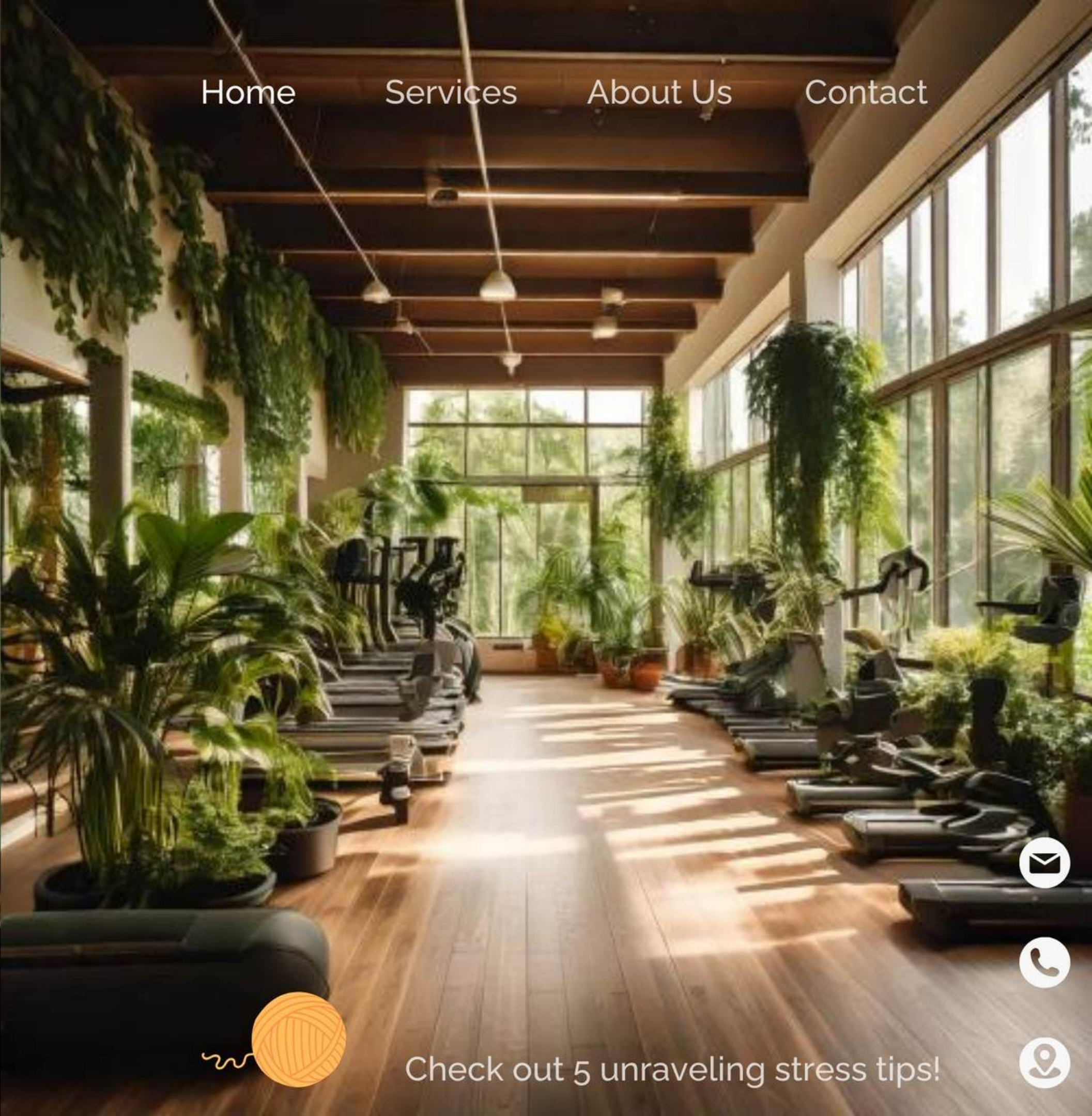
New episode now available.

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Check out 5 unraveling stress tips!



LANDING PAGE

PARTNERSHIP

WHOOOP

WHOOOP is a company that creates a product to track what is going on in your body! It monitors **heart rate, blood oxygen levels, breathing rate, stress, sleep, strain** and so much more!



WHOOOP®

WHOOOP.COM

EVENTS



01.

MINDFULNESS POP-UPS

For college athletes/former athletes in the community

02.

MENTAL HEALTH MAY

Community fitness classes and journaling held in a local park

03.

SPOKESPERSON

Simone Biles/Professional Athlete led workout followed by Q/A on mental health and fitness

INTERACTIVE AD



An interactive piece! Ride the stationary bike which is hooked up to a knitting machine. As you peddle you will create a knitted scarf!
Option to keep the knitted scarf or donate it to a charity organization.



THANK YOU VERY
MUCH!