



case study

# SIMPLY SKIN

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case study

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medical spa for women and men

## customer

### Simply Skin Medical Spa

Simply Skin is a local clinic specializing in medical cosmetic enhancement for women and men.

## project

Branding and identity. Market placement strategy. Logo, stationery, collateral, advertising, website.

## objective

Our objective was to establish effective communication to the targeted customer base of Simply Skin as a premiere medical spa focusing on medical beauty enhancement which began with a professional logo that was restful yet precise. Further work focused on maintaining their image with collateral that reflected their core customer base that was both refreshing and classic.

## challenge

The challenge was to ensure customers recognize it as a spa focusing on medical beauty and skin enhancement procedures. Other challenges included custom web development applications that helped the clinic with client scheduling and other office communications.

## solution

Mary & Ferrari graphic design helped Simply Skin Medical Spa achieve immediate optimal market placement to quickly communicate in the local environment. We also enhanced the function of their clinic with web development applications. Simply Skin Medical Spa features award winning logo design. Simply Skin Medical Spa has an established presence precisely reflecting their values and our business collaboration continues.



recent work

## Seger's Industrial Radiator



Logo design, stationery, collateral, website.

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## DuBois Central Catholic



Logo design, brand strategy, creative direction consultation, stationery, collateral.

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# about me

## education

2001-2005  
Graphic Design/Branding/Logo Design  
Sessions College Of Professional Design  
2018-2019  
Graphic Design/InDesign  
CalArts/Adobe

## work experience

2003-present  
Partner  
Mary & Ferrari Graphic Design  
Ferrari Graphic Design  
Espresso Press Media©  
Ferrari Web Development

## applications

..... Photoshop  
..... Illustrator  
..... InDesign  
..... Other Design Software

## skills

Print Design  
Desktop Publishing  
WordPress  
Ad Design  
Social Media

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