



Brand Guidelines

Rapid Relief Mobile IV Brand Guide

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Brand Positioning

Rapid Relief Mobile IV provides prompt, professional, and compassionate mobile IV therapy for symptom relief and wellness support, delivered with medical oversight and real human connection.



MISSION STATEMENT

To deliver prompt, professional, and compassionate IV therapy that helps our community feel better faster, while treating every patient and team member with dignity, care, and integrity.



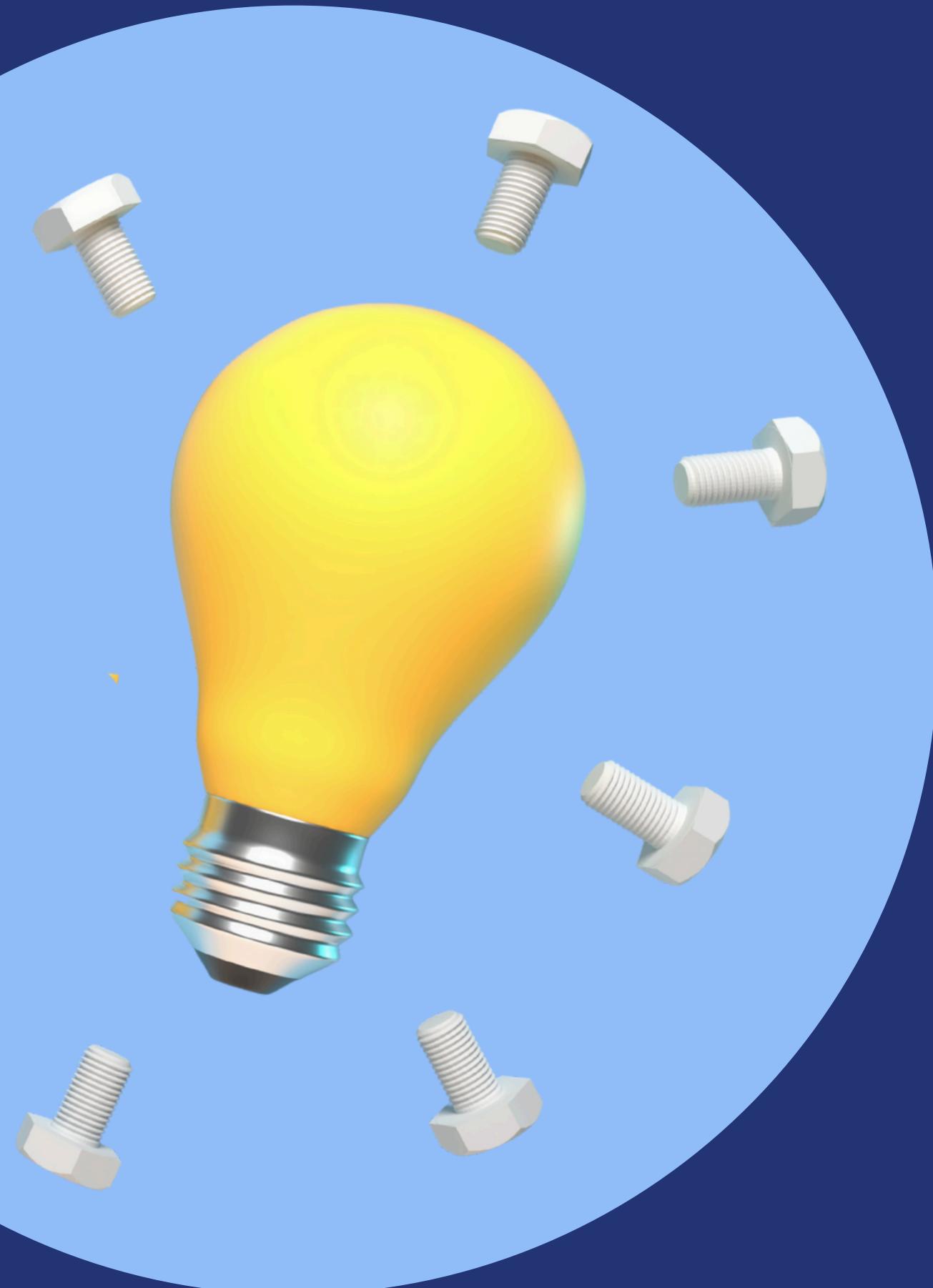
VISION STATEMENT

To be the most trusted mobile IV therapy provider in our region by combining medical excellence, personal service, and accessibility.



CORE VALUES

Compassion First, Medical Integrity, Personal Connection, Prompt & Reliable Care, Faith-Guided Service.



BRAND PERSONALITY

Professional, Approachable, Reassuring,
Warm, Trustworthy.



BRAND VOICE

Medical but not clinical. Friendly, not
casual. Confident, not salesy.
Educational without overwhelming.



TARGET AUDIENCE

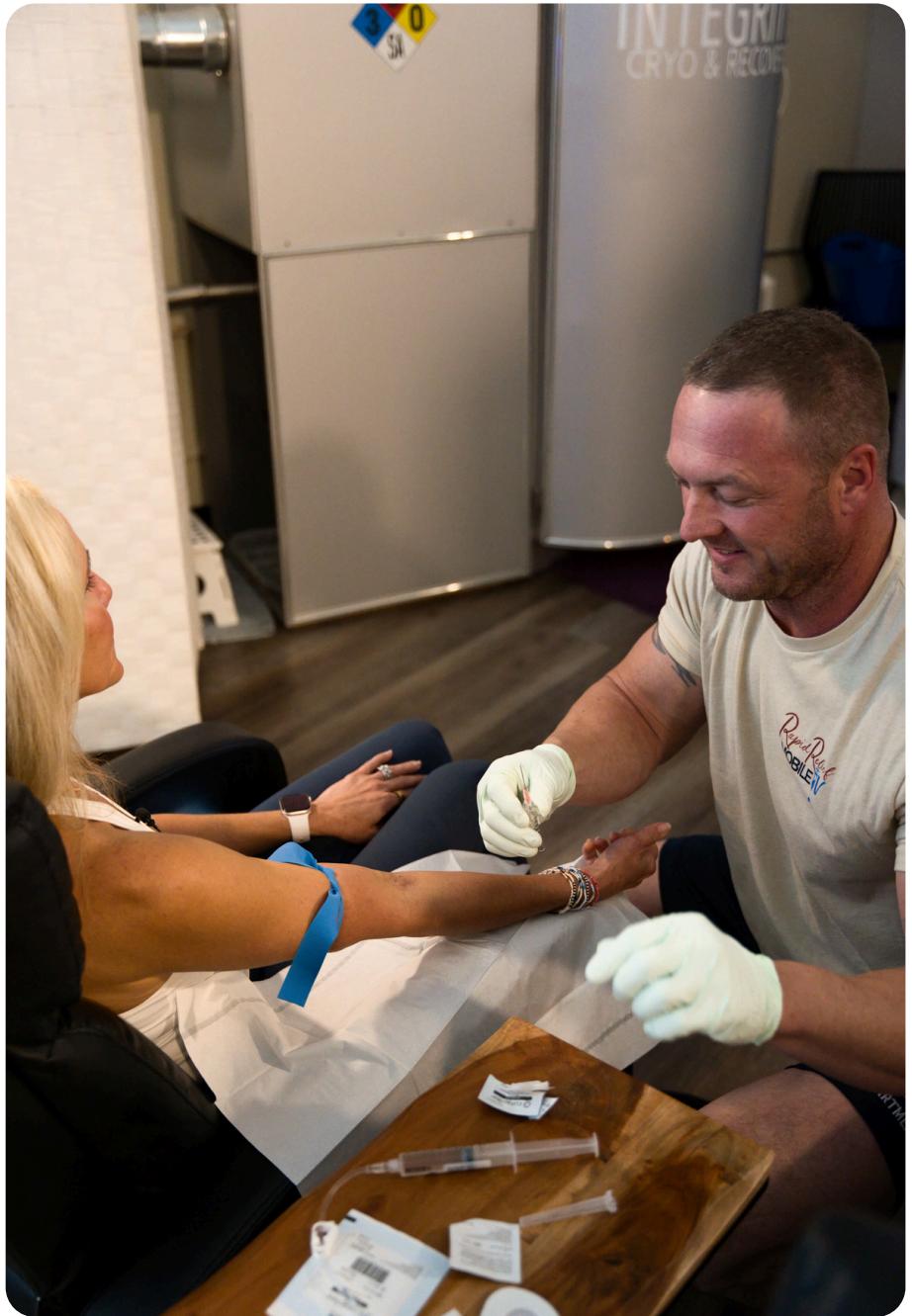
Adults 25–55 including busy professionals, parents,
and active individuals seeking symptom relief.
They value trust, speed, safety, and convenience.



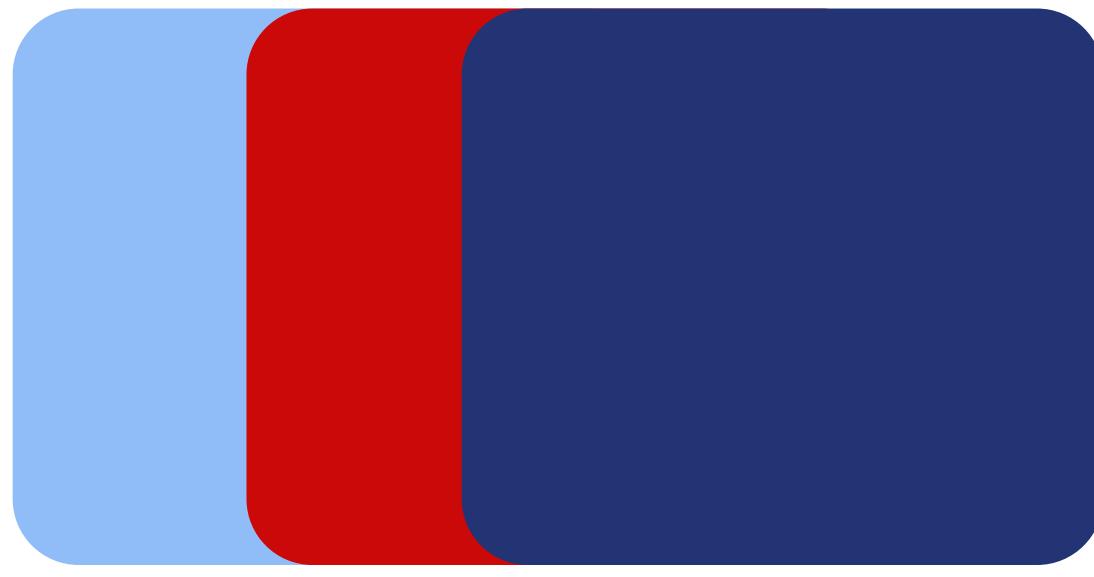
Services

- IV Hydration Therapy
- Vitamin Infusions
- IV Infusions
- Symptom Relief IVs (migraines, nausea, fatigue, body aches)

Visual Direction



Color & Typography



HEX: #90BDF8

HEX: #CB0909

HEX: #223474

Heading

Montserrat

Medium

Bold

Aa

abcdefghijklmn
opqrstuvwxyz
12345&%\$#@!~

Body

Soin Sans Pro

Medium

Bold

Aa

abcdefghijklm
opqrstuvwxyz
12345&%\$#@!~

LOGO USAGE

Primary and Secondary Logos



Logo Don'ts

