

# Bellanina

**Beauty, made beautiful.** The founders of Bellanina, a regional spa destination, knew they needed a complete “lift” across their entire brand. Their identity, and offerings, were frankly tired and dated. Beginning with a fresh new logo, focused on the lotus flower (symbolizing beauty and re-birth), we created a beautiful new identity system, befitting of the quality of their products and services. We then created a comprehensive new packaging system for multiple product lines, a print ad campaign, an immersive new e-commerce website, and in-store retail elements for their spa locations.

