

Branding and Social Media
Gentle Health

Gentle Health Mission Statement: Bringing realistic and attainable goals into other people's fitness and health journey's. Gentle Health wants to make people feel comfortable but also to teach them about the benefits of health and fitness.



Color Scheme:



Logo Ideas:



Reel/TikTok Ideas:

- What I eat in a day (both girls)
- Instructing how to accurately do something (like squats or a pushup)
- Fun ways to get your exercise in (swimming, sports, dance)
- Easy things to think about to keep you healthy throughout the day (drinking water, posture, taking breaks at work)
- Healthy breakfasts/lunches/dinners
- Healthy lunches on the go
- The girls favorite healthy snacks
- Full workout set

Instagram Post Ideas:

- Talk about numbers. Calories and the number on the scale and why it is important/not important.
- Importance of schedules and routines
- Ways to get your body moving

- 3 steps to be more healthy TODAY

Instagram Stories:

- Gym accountability pictures
- A day in the life of the girls
- Polls and questions
- Q&A
- Aesthetic pictures

Instagram Page Layout

