



Case Study by: **Commence.**

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ABOUT THE CLIENT

Situated on Gary Player's original farm, Blair Atholl Wellness Lounge, located in the prestigious Equestrian Estate in Lanseria, is a natural oasis just a short distance from Johannesburg. With the Crocodile River running through the middle of this lushly treed estate, Blair Atholl offers thousands of acres of common open ground where children can play and adults can enjoy the natural surroundings.

CLIENT BRIEF

The client requested a complete brand revamp to elevate their visual identity and align their image with the premium experience they offer. The objective was to create a cohesive, modern brand presence that would attract new clients while strengthening loyalty among existing customers.

Our scope included a refreshed logo design to establish a strong, recognizable identity; a professionally designed pricing brochure to clearly communicate services and enhance perceived value; a custom loyalty card to encourage repeat visits; and a set of promotional posters to support in-store and campaign marketing efforts.

The overall goal was to create a refined, consistent visual language across all touchpoints—positioning the wellness lounge as sophisticated, welcoming, and competitive within the beauty market on top of their extraordinary location.

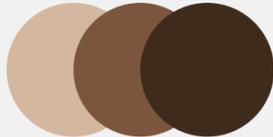
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High-quality images of completed projects

BLAIR ATHOLL WELLNESS LOUNGE

PRICING GUIDE BROCHURE



FACIAL TREATMENTS

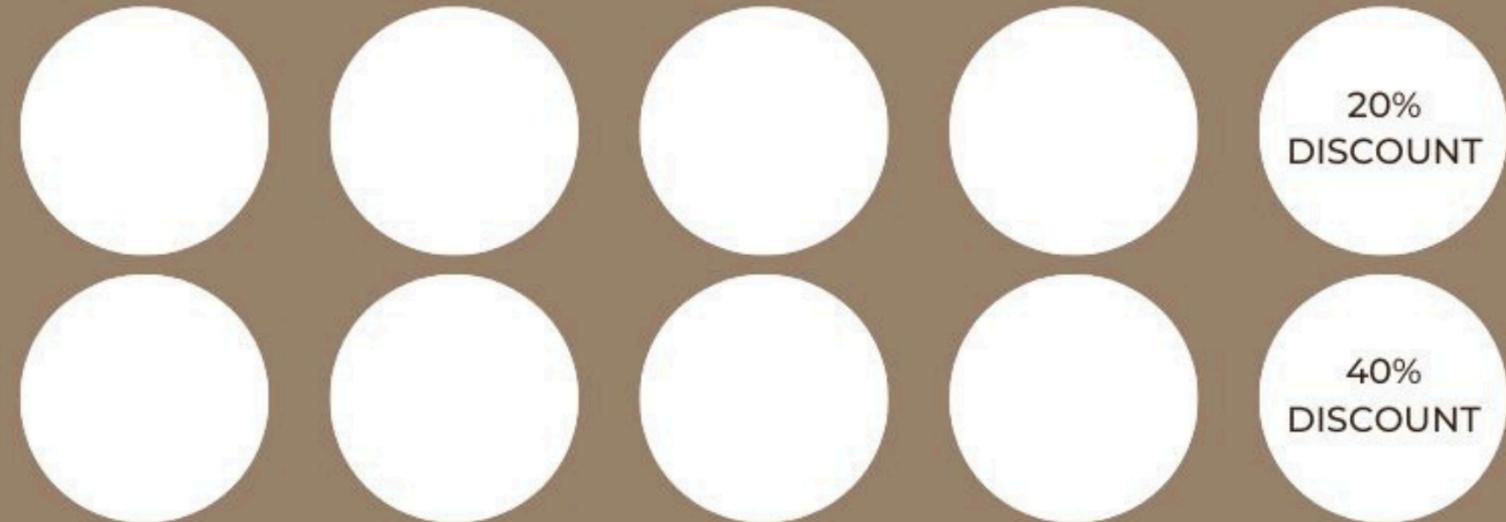
facial treatment designed to cleanse, exfoliate, and nourish your skin. This multi-step process begins with a gentle deep cleanse to remove impurities, followed by exfoliation to slough off dead skin cells and reveal a brighter complexion.

PRICING GUIDE DESIGN

High-quality images of completed projects

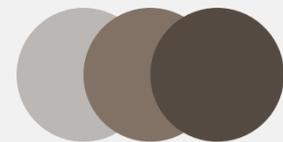
Loyalty Card

GET 20% OFF AFTER 5 VISITS & 40% OFF AFTER 10 VISITS.



 065 643 1267

 blairatholl.wellnesslounge



LOYALTY CARD DESIGN



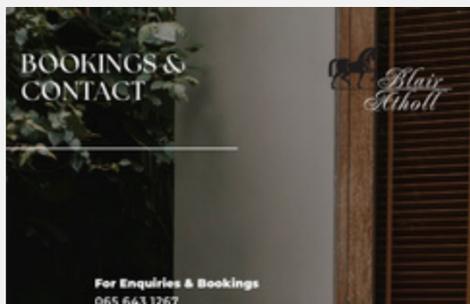
High-quality images of completed projects



MONTHLY MEMBERSHIP TIERS

(Payable upfront | Monthly Curated Memberships)

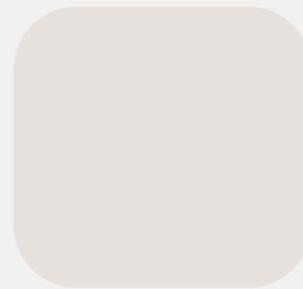
All memberships are payable upfront
on a monthly basis.



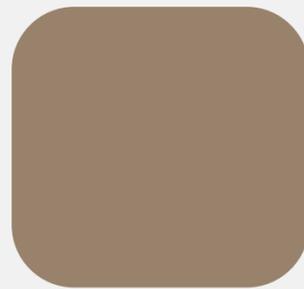
MEMBERSHIP INVITE DESIGN

TAILORED COLOR PALETTES

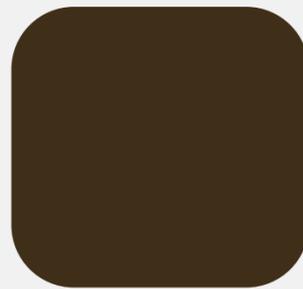
We carefully selected the perfect color palette for the client, ensuring harmony with their location, lifestyle, and space. Every detail is customized to create a unique atmosphere that reflects individuality



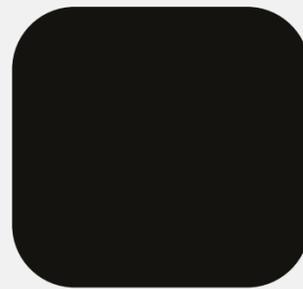
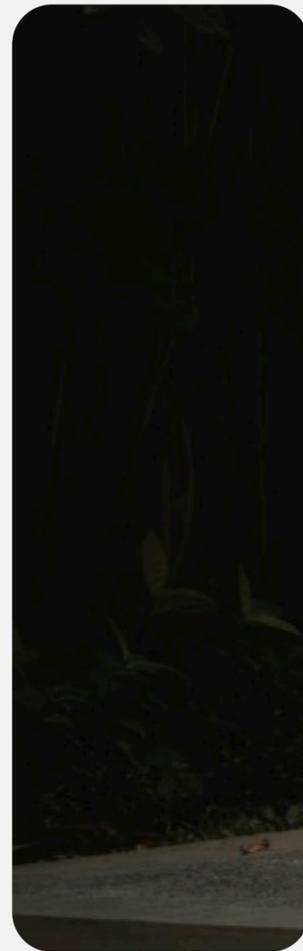
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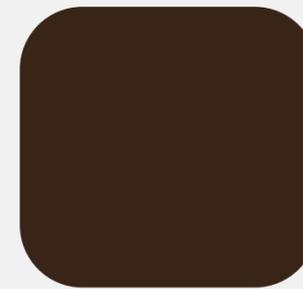
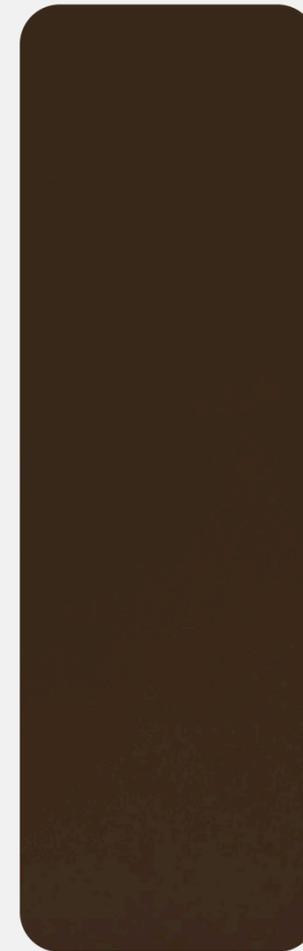
#ddd9d0



#482a1d



#1d1d1d



#d3cec5



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