



The Obvious Choice Case Study

PREPARED BY: Fox + Finch Creative

“I cried. I love it.”

– Nancy Stern, Red Heat Wellness Studio



The image shows the exterior of a restaurant named 'Red Heat'. The upper portion features a light-colored, vertically-ribbed facade with five black, adjustable spotlights mounted in a row. Below the lights is a large, rectangular, dark red sign with a decorative, slightly ornate border. The sign contains a gold-colored logo on the left, which is a stylized flame or leaf design, followed by the text 'Red Heat' in a gold, serif font. The lower portion of the image shows the entrance area, which has a ceiling made of horizontal wooden slats. The entrance is framed by large glass panels. To the left of the entrance, there is a large indoor planter box filled with various green plants. To the right, there is a small seating area with a beige sofa and a potted plant. The interior is warmly lit with recessed lighting.

Red Heat

PRIMARY LOGO

Your primary logo is the main face of your brand. It's the go-to symbol that represents your business.

Notes:

The typography has undergone complete customization to perfectly align with the brand's originality. It exudes a playful connecting flow while maintaining a polished look that reflects trust in the business. The design's depth and aesthetic pay homage to the wellness space, directly appealing to the desired target audience and setting Red Heat apart from the competitor space.



Meet Nancy

Nancy spent years as a dental hygienist. She was great at it. But she’d fallen in love with light therapy and decided to bet on herself – leave the career she knew and open her own wellness studio in Rockland County, NY.

The vision was clear. The brand? Not so much.

Where she was stuck.

Nancy came to us knowing what she wanted to build but not knowing how to translate that into a brand. She had a few challenges:

- She knew her audience was “women” but hadn’t gotten specific enough to build around them
- She had colors she personally loved that weren’t right for the brand she was creating
- She was staring down the launch of a brand new business with no visual identity and no idea where to start
- There was already franchises who does the same exact thing but none in her area



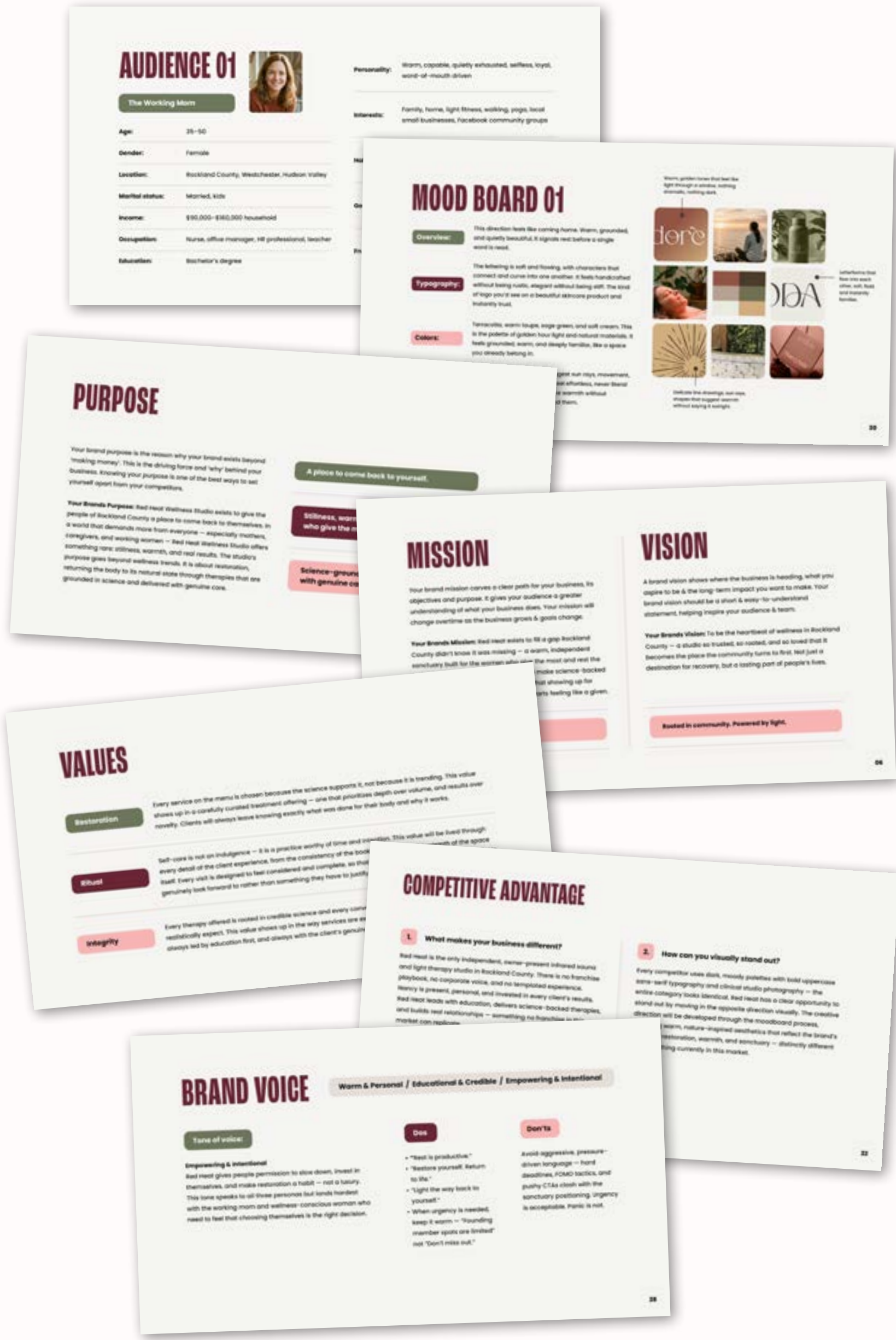
The Strategy

Red heat therapy wasn't a new idea. Franchises already offered it, just not in Nancy's area. That gap was an opportunity, but it was also a trap. Copy the franchise model and Red Heat becomes a smaller, local version of something that already exists.

We looked at how the competition shows up. Dark, moody palettes. Clinical photography. A red light room that feels more like a treatment center than a place you'd want to spend time in. None of them tell a founder story. None of them feel like anyone is actually there.

Nancy isn't running a franchise. She's building a studio where she knows your name. So we built the brand around that difference. Warm instead of dark. Personal instead of corporate. Even the logo carries it, the letterforms connect and flow into each other on purpose, a small design choice that echoes the bigger one: this is a community, not a chain.

That's the gap the competitors left open. Red Heat is built to fill it.



LOGO MARK

Logo marks are simplified versions of your main logo, typically consisting of either letters or an icon. These simple representations work effectively in confined spaces where a more streamlined design is necessary.

Notes:

Crafted as a standalone representation of the brand, the logo mark maintains consistency with the primary logo while offering an iconic visual element. Inspired by the words “Sanctuary” “Community” and “Light”, the mark exudes an artisanal feel, enhancing the brand’s visual presence with a cohesive and memorable symbol.



What we built together

We started with strategy. We got crystal clear on who Red Heat Wellness Studio actually serves: moms, athletes, and wellness-conscious women who want science-backed treatments in a space that feels personal, not clinical.

From there, everything flowed. We built a full strategic brand system from the ground up including:

- Fully customized logo suite with modified letter forms
- Warm earthy color palette (5 named brand colors)
- Font pairings and brand typography system
- Brand assets and design elements
- Photography direction
- Business cards, social graphics for launch, and flyers

The logo typography was fully customized, not just a font picked off a list. The letter forms were modified to carry a connecting, flowing quality that reflects the community feel of the studio. Warm without being soft. Distinct without being loud.



Ember Heat

The brand's signature color, a deep terracotta that directly evokes the warmth and intensity of red light therapy while feeling grounded and skin-toned rather than clinical.

Desert Dusk

A soft, sun-bleached neutral that brings calm and breath-ability to the palette, reflecting the quiet stillness of a body at rest and recovery.

Charred Oak

A deep, almost burnt brown that anchors the palette with earthy strength, nodding to natural healing traditions and setting Red Heat apart from the sterile whites of typical wellness brands.

First Light

A barely-there warm white that mimics the soft glow before sunrise, representing renewal and a fresh start — the feeling after a session, not before.

Golden Sun

Captures the golden wavelength of therapeutic light at peak intensity, adding energy and optimism while reinforcing the science behind the brand.

The Color Story

Every color was chosen with intention. The signature terracotta (Ember Heat) directly evokes the warmth of red light therapy while staying grounded and skin-toned, not clinical. The palette works across digital, print, and the physical space itself.

The Detail That Says Everything.

Nancy’s interior designer and I never spoke once. We worked entirely from her brand strategy to determine the visual direction. When the space came together, it aligned completely with the brand. That’s what a strong foundation does. It makes every decision easier, even the ones happening in a completely different room.

In Her Own Words

"I cried! I love it! Yes, I'm very excited about the direction!"

"The logo mark is adorable. I love the arch, curved lines and the star. Everything looks so cohesive!"

"Yes, I'm happy you brightened it up... looks more lively without being too much."

"It looks beautiful."

– Nancy Stern, Red Heat Wellness Studio

Red Heat Wellness Studio soft launches in October 2026.

“Become the
Obvious Choice.”



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