

Alleviare

A spa for the soul

A new development has taken place in the city of Mendiolaza, province of Córdoba (Argentina) and FutureBrand Buenos Aires was assigned to this project. This would be a spa different from the others known in the region, but with the same comfort and technology as the best complexes in main cities.

A strategic phase was made in order to get a defined brand positioning, besides the creation of the brand's verbal and visual identity.

Alleviare comes from the Latin word that means "relief" and links to wellness for the body as well as for the soul. In Spanish, by sounding, this word results easily linked with its actual meaning (aliviar). It is a rediscovery that promotes the inner self-growth reflected in the outside of a person.

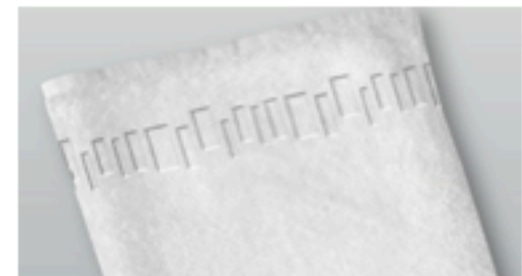
The brand visual identity represents a tower that raises. The symbol refers to equilibrium and elements; its colors were inspired both in earth and sky and in the delicate balance between them, needed to achieve harmony.

The development counts with the collaboration of professionals in wellness area, and has the infrastructure needed to strongly position this spa in the local market.

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A L L E V I A R E



FutureBrand

