



BRIGHTEN UP YOUR BRAND THIS SUMMER

REVISIT YOUR CORE MESSAGE

UPDATE MESSAGING ACROSS ALL CHANNELS TO REFLECT
SUMMER'S ENERGY AND YOUR BRAND'S SEASONAL GOALS.

- ☐ Identify key summer events, campaigns or services.
- ☐ Build a content calendar tied to those initiatives.
- ☐ Update website headers to reflect seasonal offerings ("Your Summer Wellness Starts Here").
- ☐ Post summer-specific social media content (patient stories, program spotlights).
- ☐ Include seasonal stories or tips in email newsletters.
- ☐ Pitch timely stories to media ("Local Firm Offers Summer Travel Legal Tips").



TIP 1:

INFUSE YOUR VOICE WITH WARMTH, CLARITY AND SEASONAL
OPTIMISM – WITHOUT LOSING PROFESSIONALISM.

REFRESH YOUR BRAND TONE

- ☐ Rewrite key web copy to feel more conversational.
- ☐ Create social content using light, friendly language and emojis where appropriate.
- ☐ Add playful or positive tone to newsletter subject lines and intros.
- ☐ Humanize your brand with fun Q&As, "staff picks" or behind-the-scenes content.
- ☐ Draft seasonal headlines for news releases ("Making Waves in Community Wellness").



TIP 2:

ALIGN VISUALS & LANGUAGE

LET YOUR VISUALS SUPPORT YOUR REFRESHED TONE –
BRIGHT, PEOPLE-FIRST AND VIBRANT.

- ☐ Swap dark or corporate imagery for photos with natural light and seasonal scenes.
- ☐ Refresh homepage banner and social templates with summer colors and icons.
- ☐ Use themed visuals in newsletters.
- ☐ Add seasonal calls to action like "Get Summer-Ready" or "Join Our Summer Challenge."



TIP 3: