



Meagan Davies Therapy and Powerhouse Planning: Crafting the Best Brand Identity

After serving over 20 years in the nonprofit sector, Meagan Davies made the bold choice to pursue her passion to help people as a mental health clinician. With a deep firsthand understanding of the difficulties professional women face in juggling both successful careers and family needs, Ms. Davies focuses her practice on helping others navigate through anxiety, depression, imposter syndrome, and other mental health challenges using cognitive behavioral therapy. Meagan Davies Therapy, whose counselors have all worked in other vocations before transitioning to clinical counseling, provides a unique approach to mental health that focuses on mixing therapeutic practices with business acumen, empowering those they serve to make the changes necessary to become “the very best version of themselves.”



Challenge

Meagan Davies Therapy desired to create a logo and brand standards to increase awareness and build their brand. Recognizing they did not have the necessary skill set to create what they needed quickly and efficiently, they partnered with Powerhouse Planning and its proven total remote team solution. This partnership allowed Meagan Davis Therapy to focus on the important work of serving their clientele while meeting their own work-life balance needs.

Case Study



Business Name: Meagan Davies Therapy

Website(s): meagandavies.com

Industry or Business Type: Mental Health

Powerhouse Services:

- Project Lead
- Content Writer
- Graphic Design Specialist/Website Designer and Developer
- Social Media Graphics Designer
- Brand Standards Designer
- Quality Assurance Specialist

Benefits: Meagan Davies Therapy needed to create brand standards aligned with the desire to grow awareness of their business. In addition, they wanted brand standards that would grow with them, allowing for flexibility and refreshment as they grow into their identity. By partnering with Powerhouse Planning, Meagan Davies Therapy was able to harness the skills and expertise of a total remote team solution at a fraction of the cost of more traditional avenues.



Powerhouse

Solution

In July 2022, Powerhouse Planning and Meagan Davies Therapy partnered on a six-week project contract to provide creation of a logo and brand standards, social media graphics, and a redesigned custom website capable of being updated and maintained by the client. Focused on the goal of increasing awareness and building the Meagan Davies brand, Powerhouse ensured the designs would allow for comprehensive, recognizable, and expandable growth well into the future.

Over the course of a six-week, project-based contract, Powerhouse delivered

- Six fully redesigned and revised website pages
- Mood board to determine brand colors, font, and logo design
- New logo and brand standards
- More than 10 website graphics to raise brand awareness
- Detailed user guide so the client can update and edit the website as needed

By trusting the Powerhouse total remote team solution, Meagan Davies Therapy received a complete brand package, allowing them to increase awareness of their organization in a consistent and cohesive way, without the need to budget for a more expensive, less efficient solution. The resulting product allows them to expand and grow with flexibility, providing a level of confidence designed to bolster their focus on their important mission of building “the very best version” of themselves and their clients.

“I started working with Powerhouse several years ago for marketing support for another company. I was immediately impressed with their work and the speed at which they got me deliverables. So, I knew when the time arrived to take my branding for Meagan Davies Therapy to a new level that Powerhouse was the company to call. During the project, they hit all deliverables on time and on budget. Their communication was clear, and they brought recommendations and solutions to projects as they were needed. I’m certain this isn’t the last time I will use Powerhouse.”

- Meagan Davies, Founder, Meagan Davies Therapy

Results

The Powerhouse/Meagan Davies Therapy partnership highlights the fast, efficient, cost-friendly results a remote team solution can achieve. The Powerhouse process excels in accelerating the trust relationship necessary to create marketing brand standards and collateral that truly highlight the heart of a client’s mission in a timely and successful manner—all at a fraction of the cost of more traditional solutions.

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

Visit powerhouseplanning.com to learn more.



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