

# Aventive Studio

## Brand Strategy & Design for the Health and Wellness Industry

**Aventive Studio**, a branding agency founded by brand strategist and designer **Kady Sandel**, helps health and wellness businesses cut through the noise and create strategic, memorable, and long-lasting brands that attract their ideal customers.

Ms. Sandel and her team have created a suite of resources to help entrepreneurs grow beyond their current levels of sales and revenue. Aventive Studio's offerings show health and wellness businesses how to:

- Express the unique traits of their brand with the book *BrandFix: A Brand Strategy Guide for Busy Entrepreneurs*
- Differentiate from the competition so ideal customers choose them every time in the *Brand Clarity* online course
- Grow their audiences using tips from the Aventive Studio educational blog
- Turn their brand strategies into visuals that keep customers coming back for more with custom brand strategy and design services
- Develop a content strategy that speaks to their target audience using online products and trainings

### Our Process



### Our Clients

Aventive Studio works with companies that create game-changing products in the health and wellness industry such as Earth's Organics, Aventus Pharmacy and Fusionetics.

*"From the very beginning, Aventive Studio put a lot of effort into helping our business from finding the right target, competitor research, to making our wellness brand visually stand out. The whole rebranding process was simply great! We had an amazing experience working with Aventive." Taneisha Philips*



### Our specialties include:

- » Vitamins & Supplements «
- » Beauty & Personal Care Items «
- » Snacks & Beverages «
- » Yoga & Fitness Supplies «
- » Pet Food & Accessories «
- » Fashion & Workout Wear «
- » Natural Household Products «
- » Sleep Aids & Accessories «

# KADY SANDEL

CEO & Brand Strategist, Aventive Studio

## Contact

Kady Sandel is available for media inquiries and speaking opportunities related to branding, networking, graphic design, and the health & wellness industry. **Get in touch via email at [kady@aventivestudio.com](mailto:kady@aventivestudio.com)**



Kady Sandel is the CEO & Brand Strategist of Aventive Studio, a **health and wellness branding agency** based in Austin, Texas. She is the author of the book BrandFix: A Brand Strategy Guide for Busy Entrepreneurs and creator of the Brand Clarity online course. Kady has over a decade of experience designing logos, visual identities, and brand strategies for a wide range of business clients.

Kady moved from her home at age 15 to launch a career in graphic design. In her time as a designer, she developed a passion for helping health and wellness businesses attract more customers by pairing brand strategy concepts with memorable visual designs.

Ms. Sandel regularly speaks to professional audiences about effective branding and networking strategies, she has been featured in various designer interviews, and she has created a suite of online tools to help health and wellness businesses grow their brands. Get in touch or book an interview with Ms. Sandel at [www.aventivestudio.com](http://www.aventivestudio.com)

## Notable Engagements

- Presenter at **Small Business Festival** 2019
- Speaker for **The Freelance Conference** 2018 at Austin's Microsoft Headquarters
- Regular speaker at **Austin Startup** Meetup
- Her book "BrandFix" was the **#1 New Release** in the Branding & Logo Design category
- Named 2018 **Entrepreneur of the Year** by the Austin Business Owners Networking Group
- Featured in acclaimed **Designer Interviews**

Kady runs an educational blog at [AventiveStudio.com](http://AventiveStudio.com) that helps health and wellness entrepreneurs grow their businesses and attract more customers. On the Aventive Studio website, readers can find articles, products, and trainings on brand strategy, visual design, content strategy, common branding questions, and more.