

# Larger Than Lice

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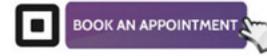
BRAND PRESENTATION

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## Why rebrand?

You've commissioned me to design and build your new website. This is a fantastic opportunity to overhaul your current brand so that you stand out amongst the competition.

# Your current brand.



24/7 Call Us Today  
(646) 838-2011

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Building for a Better Tomorrow by helping Families Today!

Reduce Absenteeism by keeping children Lice-Free!





LICE - FREE

Everything you need to know about Lice Treatment and more

Not only do we personally take care of the lice, we also want to make sure our valued customers understand and are aware of the whole process and how it works. You will find all the details and facts about the treatment described on this website.

### CERTIFIED EXPERTISE



We were educated and trained by Katie Shepherd, Founder of Lice Solutions Resource Network Inc

### Why Lice Treatment?

In-Home Pediculus Humanus Capitis (Head Lice Removal)  
Choosing a Lice Treatment Group will enable your entire family to be checked and treated in one simple visit. We will eliminate your family's head lice in just one visit. We

[Read More >>](#)

### How does it work?

We use the Shepherd Method™ of Strand by Strand Nit Removal which is a technique that ensures every hair has been examined and all lice and nits (eggs) have been removed.  
The only treatment method that works

[Read More >>](#)

### Benefits

- Pricing. We are a competitively priced head lice treatment service in New York City.
- Flexible. Evening hours and weekends.
- Fast. We arrive on time and discreetly for treatment of lice.

[Read More >>](#)



## **Time to freshen up.**

Your current branding is in need of an uplift. You don't have a recognisable style and as a result it's not easy to distinguish you from your competitors.

## You and your competitors.

Having researched your competitors, it's clear that there is a distinct lack of personality in the lice treatment industry.



These logos are generic and lack personality.  
They are not instantly recognisable.

# Your customers love you and your personality.

“

She came in smiling, immediately put the whole family at ease, and turned out to be as professional and competent as she is sweet.

“

Made an insane experience, tolerable. She was very friendly and answered every question we had. Eliana, you are amazing! Gracias!

“

5 stars all the way! Eliana is very professional and has a sweet disposition. My children took a liking to her and she had the entire family lice free.

Clients see you as  
**a positive person.**



You make your  
**clients verry happy!**



Your new logo represents  
your clients' overwhelming joy.  
**It also represents your friendly  
approach as a company.**



Larger Than Lice™



Larger Than Lice™

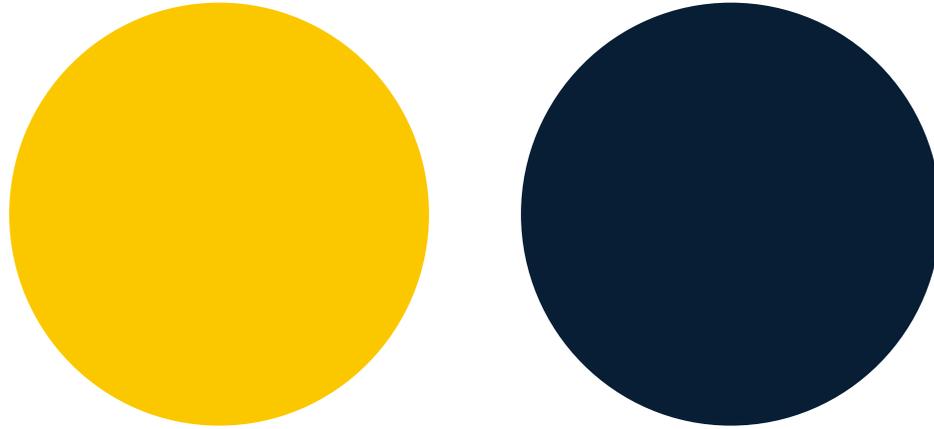


Larger Than Lice™

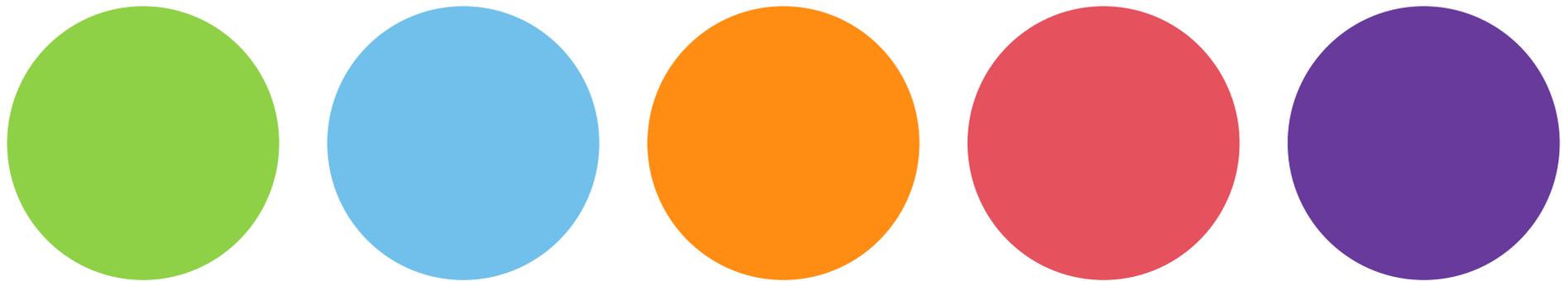
## **Colours are important.**

None of your competitors have an appealing colour palette. They're all very conservative, opting for corporate palettes consisting mainly of blues and greys.

**Let's be different.**



Secondary Palette





**A positive, energetic,  
& flexible colour palette.**

## **Evolving your photography style.**

Nearly all of your competitors use cheesy stock photography. These type of photos are unprofessional and aren't authentic.



**We can use better photos.**



**Bringing your brand to life.**

# Charlie can now focus on what he loves and does best!

We got rid of Charlie's head lice super fast. Not quite as fast as him running the 100 metres though.



Speak to the experts today

☎ (646) 838-2011   ➔ [largerthanlice.com](https://largerthanlice.com)



Larger Than Lice™



A billboard advertisement for 'Larger Than Lice' is displayed on a street. The billboard has a white background with a yellow and dark blue graphic design. At the top left, there is a yellow smiley face icon followed by the text 'Larger Than Lice™'. Below this, the headline reads 'Like father, like son.' in a bold, black font, with the subtext 'Head lice is no more in the Roberts household.' underneath. The central image shows a muscular man and a young boy, both wearing boxing gloves and headbands, standing back-to-back in a boxing stance. A dark blue circle on the right side of the image contains the text 'Book online anytime' and the website 'largerthanlice.com'. The billboard is set against a blurred city street background with brick buildings and a cobblestone sidewalk.



Larger Than Lice™

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Larger Than Lice™

Visit [www.largerthanlice.com](http://www.largerthanlice.com)

We make our clients smile!



### Lice Treatment Group

@LiceGroup FOLLOWS YOU

In-Home Pediculosis (Lice Removal)  
Natural, Organic, Guaranteed. Enjoy the  
convenience and privacy of in-home lice  
removal.

New York, NY

[licetreatmentgroup.com](http://licetreatmentgroup.com)

Joined February 2015

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TWEETS **38** FOLLOWING **3,576** FOLLOWERS **538** LIKES **65**

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Lice Treatment Group @LiceGroup · 13h  
Happy Women's Day! 🌹👶

Lice Treatment Group @LiceGroup · Feb 5



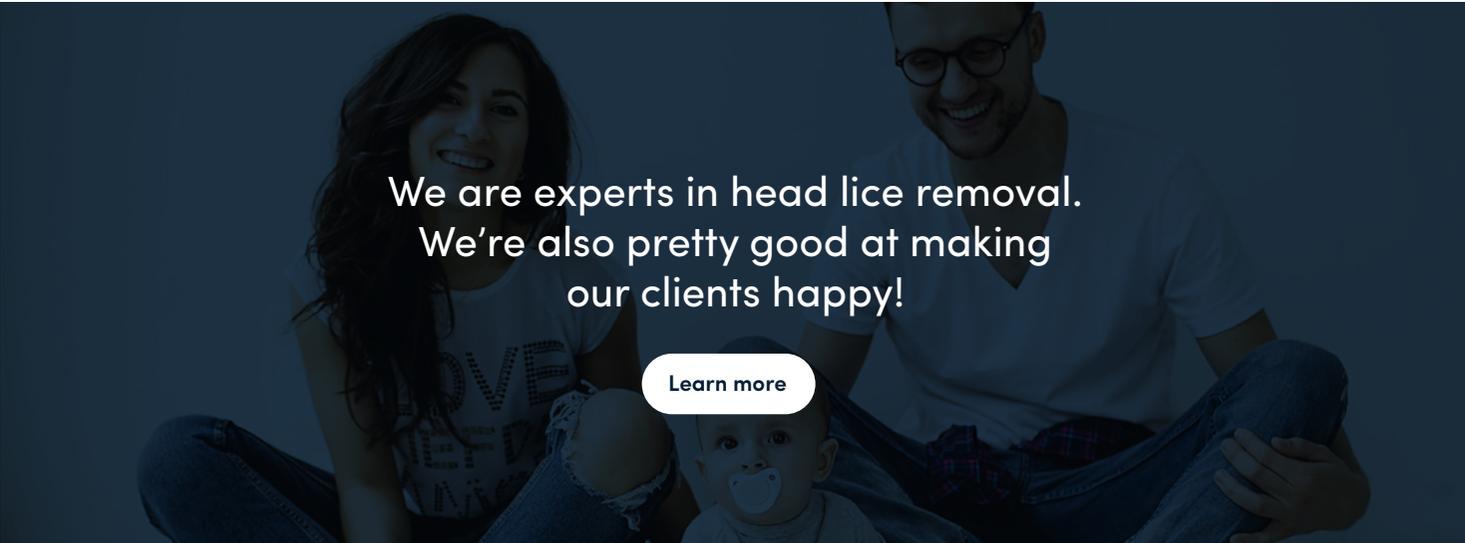
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We are experts in head lice removal.  
We're also pretty good at making  
our clients happy!

[Learn more](#)



### Why lice treatment?

Choosing a Lice Treatment Group, will enable your entire family to be checked and treated in one simple visit. We will eliminate your family's head lice in just one visit.

[Learn more](#)



### How does it work?

Choosing a Lice Treatment Group, will enable your entire family to be checked and treated in one simple visit. We will eliminate your family's head lice in just one visit.

[Learn more](#)



### Why are the benefits?

Choosing a Lice Treatment Group, will enable your entire family to be checked and treated in one simple visit. We will eliminate your family's head lice in just one visit.

[Learn more](#)



**Thank you!**