



Business Card Studies

Sixteen directions for Kelly Mortazavi

AVINA Wellness . Round 1 + Round 2

What I did, and why

Round 1 . Ten studies, gravitas register

Built from your AVINA Brand Pack v0.1: graphite, ivory, ochre, classical serif, generous whitespace, single-accent layout. The calling-card register that Sienna Charles, Knightsbridge Circle and family-office firms use.

Why: this is the positioning sentence "the private office of your life" expressed visually. Quiet, anchored, premium-by-restraint.

Strength: communicates seriousness, discretion, gravitas. Reads like a private bank or law firm, not a wellness studio.

Risk: too austere. May read as too corporate / too male for the actual client warmth Kelly delivers in person.

Round 2 . Six in your watercolor aesthetic

Built from the directions you sent through: blush + dusty grey watercolor washes, bronze typography, your portrait in an arched frame matching the logo emblem, decorative cross dividers, soft and personal.

Why: this is the warmth Kelly actually brings. The brand pack underweighted this. Your reference is closer to where the brand should land.

Strength: feminine, approachable, recognisably you. Translates trust.

Risk: a touch close to wedding / boutique stationery. The bronze type and discipline of the layout pull it back to professional.

Two rounds because the right card sits somewhere between the two registers, and you need to see both to choose.

Sources reviewed before designing

AVINA Brand Pack vo.1

Graphite/ivory/ochre palette. Classical serif. "Never Playfair, never Didot." Generous whitespace. Single accent per layout.

AVINA-BOOK assets

Interior photography (drawing room, library, terrace). On-brand. Used for Card 5 photo back.

Avina Wellness website assets

27 site images including portraits and brand ground textures.

Kelly's reference cards

Watercolor washes, bronze type, arched portrait, cross dividers. Clear visual direction from you.

PLAUD strategic transcripts

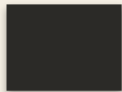
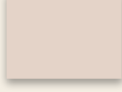
"Strategic Pivot for Avina Wellness: HNW Clients" + "Stabilizing Avina Home Detox". Tone and positioning context.

Industry benchmark

Sienna Charles, Knightsbridge Circle, The Well, Sollis Health, Hermes calling cards. What wins in HNW concierge: minimum ink, max whitespace, single accent.

Brand foundation applied to every card

Palette

	Graphite	#2B2A27	<i>Headings, type</i>
	Ivory	#F4EEE3	<i>Card ground</i>
	Cream	#F2EBE2	<i>Round 2 ground</i>
	Ochre	#A87E3F	<i>Round 1 accent</i>
	Bronze	#8C6A3F	<i>Round 2 type</i>
	Blush	#E4D3C8	<i>Watercolor wash</i>
	Dusty Grey	#C7C3BB	<i>Watercolor wash</i>

Typography

Hoefler Text

Display + headings. Classical serif, sober, not fashion-magazine.

Baskerville Italic

Roles + body. Quiet, humanist, professional.

OPTIMA SMALL CAPS

City marks, modes, supporting copy.

Layout principles

Generous whitespace, never more than 40% of the card inked.

Single accent rule per layout (one ochre line, one bronze cross).

Logo never tilted, washed, or reimagined; placed with one cap-height clear space.

Left or centered alignment, never justified.

Round I

The gravitas register

Built straight from the AVINA Brand Pack v0.1.

Graphite, ivory, ochre. Classical serif. No photography. No watercolor. No embellishment.
Discretion expressed visually. The cards a private banker would carry.

Each direction below is a different way of saying the same thing: AVINA is serious, quiet, and expensive.

01 The Calling Card

FRONT

BACK



KELLY MORTAZAVI

Founder

los angeles

Kelly@avinawellness.com

(310) 919-9100

avinawellness.com



AVINA WELLNESS

What it does

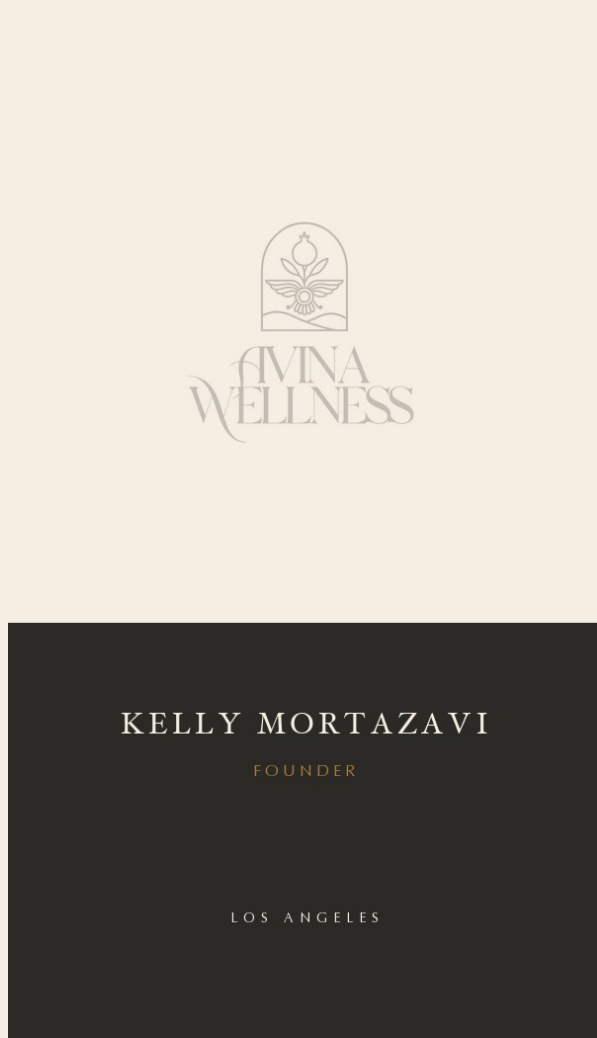
Pure ivory ground. Logo centered. Name in tracked small caps with role in italic. Single ochre rule. No phone or email on the front; flip for that.

Why

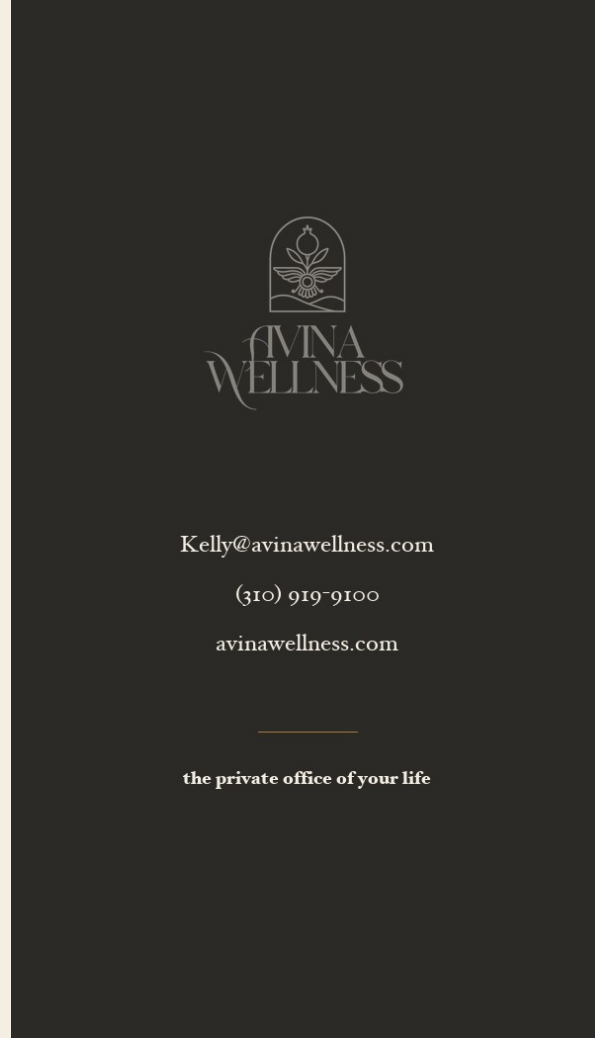
The quietest direction in the set. This is what a private banker, a Beverly Hills lawyer, or a private-office principal would carry. Communicates: I do not need to advertise. Risk: too sparse if you want to convert a chance encounter into a call.

02 Tonal Split

FRONT



BACK



What it does

Top 60% ivory with the logo, bottom 40% graphite block holding name + role. Reverse fully graphite for full contact. Two-tone, editorial.

Why

More confident than 01 without losing restraint. The graphite block reads as 'this person is serious.' Good for HNW male clients (the Post-Exit Founder archetype). Slightly more masculine than the rest.

03 Editorial Horizontal

FRONT



KELLY MORTAZAVI

Founder

Kelly@avinawellness.com

(310) 919-9100

avinawellness.com

What it does

Landscape orientation. Logo locked left. Vertical ochre hairline divides. Name + role + contact stacked right. Reverse holds the brand sentence in italic.

BACK

**the private office
of your life**

AVINA WELLNESS

Why

Magazine-spread feel. Reads like a feature article byline. Good if you want clients to take a moment with the card rather than file it. Landscape is also more memorable in a stack of portrait cards.

04 The Crest

FRONT



KELLY MORTAZAVI
Founder

PERSONAL OPERATIONS . CASE MANAGEMENT . COMPANION

BACK



Kelly@avinawellness.com
(310) 919-9100
avinawellness.com

What it does

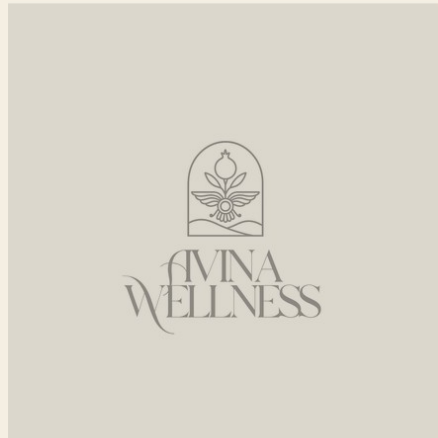
Front gives the logo more space than any other layout. Reverse is graphite with logo in ivory plus contact details. The card carries the brand mark, not the person.

Why

When the firm is the asset, lead with the firm. Useful at events where you are introducing AVINA before introducing yourself. Lower personal warmth, higher institutional weight.

05 Photo Back

FRONT



personal operations . case management
los angeles

BACK



KELLY MORTAZAVI

Founder

Kelly@avinawellness.com

(310) 919-9100

avinawellness.com

AVINA WELLNESS . LOS ANGELES

What it does

Front: ivory with a soft warm-grey gallery block holding the logo. Reverse: a real on-brand interior photograph (drawing room, evening light) with name and contact below.

Why

The reverse is the seduction. Whoever flips the card sees a quiet, warm, residential interior, not a corporate abstraction. This signals: AVINA happens in homes, not offices. Closest of the ten to the warmth register.

06 Ochre Line

FRONT

BACK



KELLY MORTAZAVI

Founder

Kelly@avinawellness.com

(310) 919-9100

avinawellness.com



**the private office
of your life**

What it does

Single ochre vertical rule down the left edge, front and back. Logo top center, name + role + contact stacked. Reverse carries the same rule with the tagline in ivory on graphite.

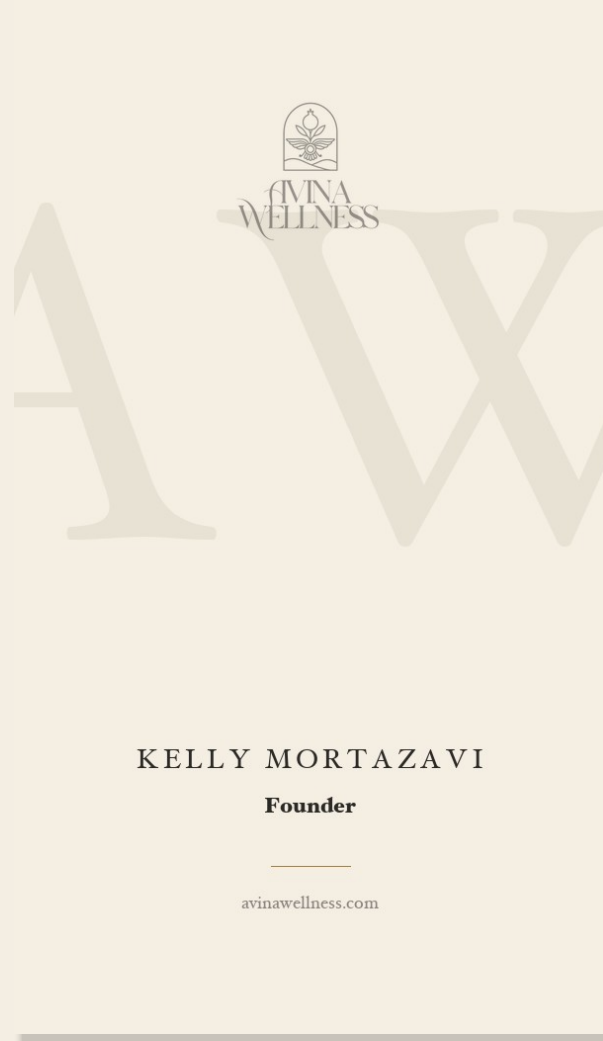
Why

Discipline through restraint. The rule does the heavy lifting; everything else is content. This is what a Hermes letterhead would look like if Hermes did wellness. Subtle but unmistakable.

07 Monogram

FRONT

BACK



What it does

A pale 'AW' watermark monogram fills the front, with the actual logo small at top. Reverse is the logo at full size with contact stacked beneath.

Why

Heritage register. Reads like a hotel calling card or a family-office signature. The monogram is the subtle stamp, the full logo on the reverse is the receipt. Best printed on heavier stock so you can feel it.

08 Modernist Line

FRONT



KELLY MORTAZAVI

Founder

Kelly@avinawellness.com

(310) 919-9100

avinawellness.com

LOS ANGELES

What it does

Landscape. Logo small left, vertical hairline, name + role + ochre rule + contact right. Reverse all graphite with logo in ivory and the brand sentence centered.

BACK



Kelly@avinawellness.com

(310) 919-9100

avinawellness.com

Why

Like 03 but tighter and more architectural. The hairline replaces emphasis. This is the most contemporary direction in Round 1, useful if you want to feel current rather than traditional.

09 Folded Statement

FRONT

BACK

**the private office
of your life.**



KELLY MORTAZAVI
Founder



A V I N A W E L L N E S S

PERSONAL OPERATIONS
CASE MANAGEMENT
COMPANION SERVICES

Kelly@avinawellness.com

(310) 919-9100

avinawellness.com

L O S A N G E L E S

What it does

Top of card: large italic tagline 'the private office of your life.' Logo middle. Name + role beneath. Reverse: AVINA wordmark, service categories, full contact.

Why

Tagline-led. The card opens with a sentence, not a name. Good when you want the brand promise to land before the contact details. Risk: the tagline becomes the card; if it changes, the card has to change.

10 Engraved Classic

FRONT

BACK



MS . KELLY MORTAZAVI

Founder

AVINA WELLNESS

LOS ANGELES . NEW YORK . ASPEN



BY APPOINTMENT



Kelly@avinawellness.com

(310) 919-9100

avinawellness.com



What it does

Decorative hairlines top and bottom with an ochre dot center. 'MS . KELLY MORTAZAVI' in spaced caps. 'Founder' in italic. Cities listed at the foot. Reverse: 'BY APPOINTMENT' header, logo, contact.

Why

Old-world calling card. The format predates business cards by a century. Best of the set for the Failure-to-Launch Heir archetype: their parents will recognise this register instantly. Print on heavyweight cream cotton stock for the full effect.

Round 2

Your aesthetic, refined

Built from the directions you sent through.

Watercolor washes (blush + dusty grey). Bronze typography. Your portrait in an arched frame matching the logo emblem. Decorative cross dividers. The warmth register.

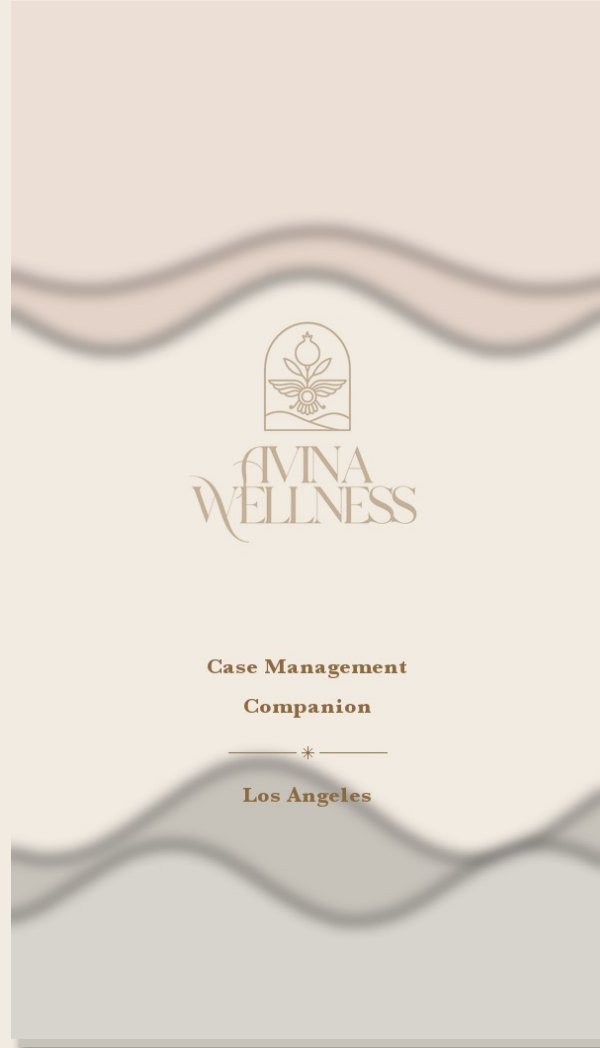
Each of the six takes the same DNA in a different direction. Round 2 is the brand as you already see it.

II Kelly Anchor (refined)

FRONT



BACK



What it does

Closest direct refinement of your reference. Watercolor blush + dusty grey washes. Photo in arched frame matching the logo emblem shape. Bronze typography. Cross-and-line dividers. Full service copy and contact.

Why

Your aesthetic, polished. Same DNA as the cards you mocked up but with tighter type alignment, cleaner photo cropping, and the dividers locked to a consistent rhythm. The safest yes if you want to honour the direction you have already chosen.

I2 Watercolor Monochrome

FRONT



BACK



What it does

Single-tone refinement: only blush at top, only dusty grey at bottom, no overlapping mid-tones. Logo above the photo so the brand reads first. More restrained washes.

Why

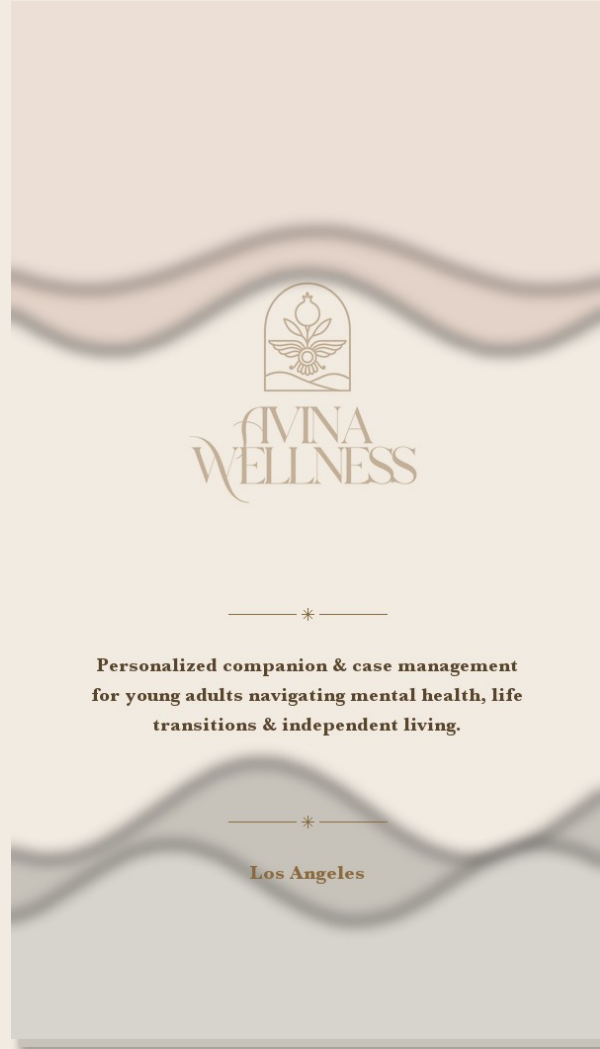
If 11 is a touch too colourful, this pulls it back without losing the warmth. The single-tone discipline is what makes premium feminine brands (Aesop, Loewe) feel premium rather than busy.

I3 Photo Hero

FRONT



BACK



What it does

The photo is the largest element on the card. Minimal text below: name, role, phone, email. Reverse holds logo, service description, and the city.

Why

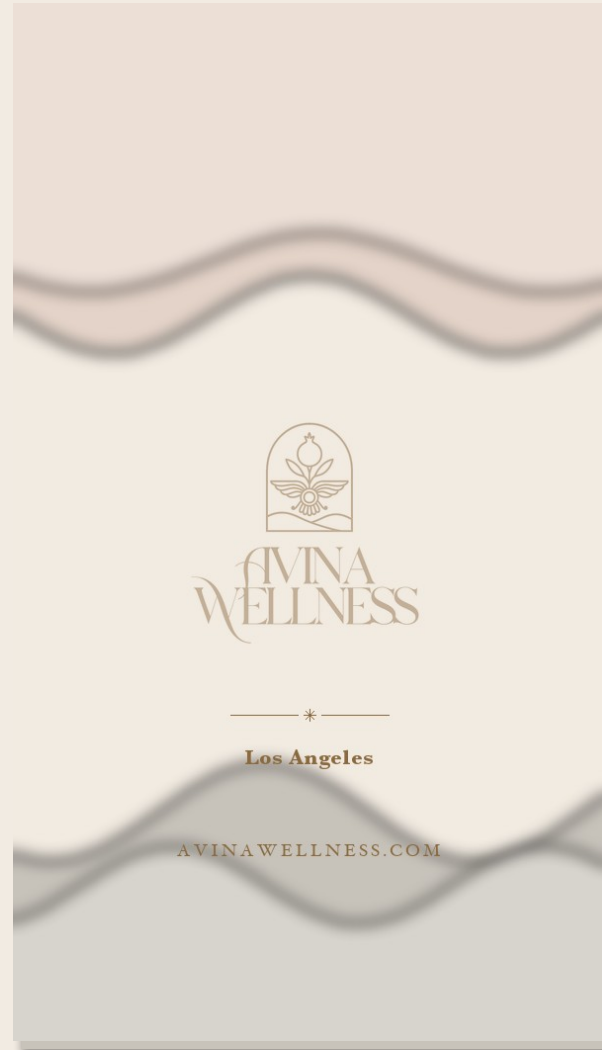
When you are doing the introducing in person, the card just needs to remember your face. This is the most personal direction. Best if your network grows by warm referral rather than cold pitch.

I4 Arch Motif

FRONT



BACK



What it does

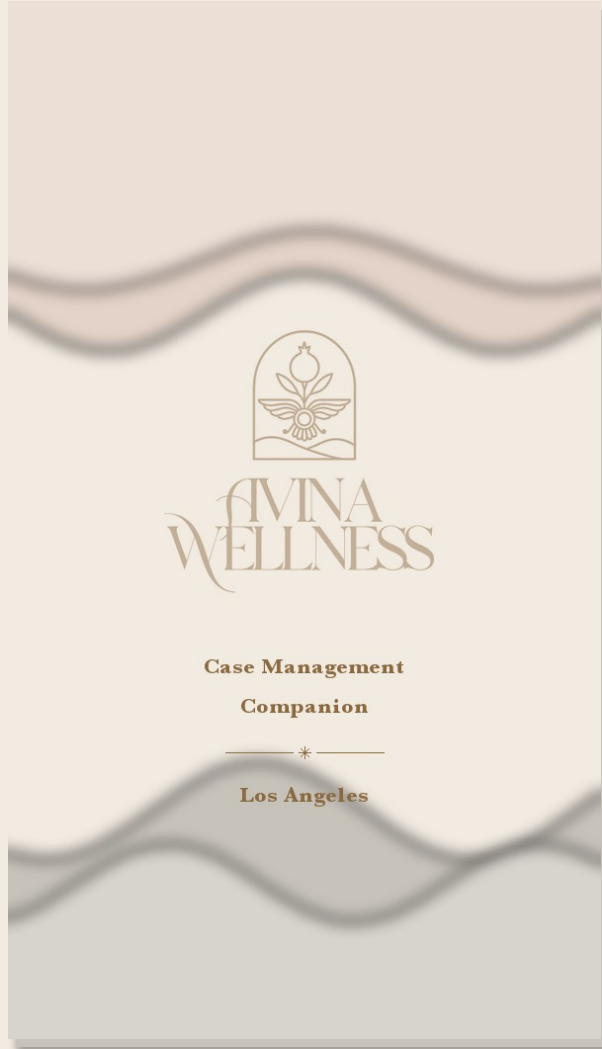
The arch shape from the logo emblem becomes the whole card's frame. Inside the arch: small photo, logo, name, service description, contact. The motif becomes ownable.

Why

Most distinctive direction in the entire set. Nobody else's card is shaped by their logo. This is the one that gets photographed by clients and shared. Risk: the arch is a strong commitment; you cannot unsee it once you choose it.

15 Brand-Mark Forward

FRONT



BACK



What it does

Front carries only the logo and 'Case Management . Companion . Los Angeles' on the watercolor wash. The full personal card (photo, name, contact, service description) is on the reverse.

Why

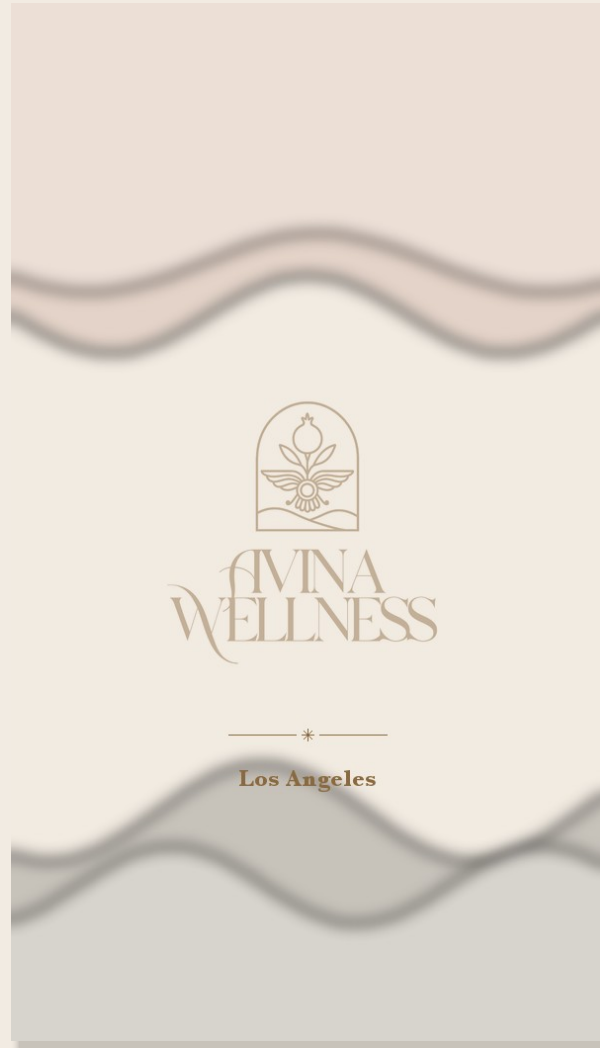
The brand introduces itself; you introduce yourself second. Useful when you want clients to know the firm before they know the founder. Pairs with the Round 1 Crest direction in spirit.

I6 Editorial Portrait

FRONT



BACK




What it does

Larger photo top-center. Name as a strong serif statement below. Service copy, contact, and web stacked vertically. Reverse: logo + city only.

Why

Most magazine-cover of the six. Reads like an interview byline rather than a business card. Best for events where you are positioned as the speaker / the expert in the room.

Two registers, side by side




KELLY MORTAZAVI
Founder

los angeles

GRAVITAS REGISTER

Discretion. Calm. Premium-by-restraint.



MS . KELLY MORTAZAVI
Founder

A V I N A W E L L N E S S
LOS ANGELES . NEW YORK . ASPEN

WARMTH REGISTER

Personal. Approachable. Recognisably you.



KELLY MORTAZAVI
Founder

**Personalized companion & case management
for young adults navigating mental health, life
transitions & independent living.**

In-Person & Virtual Services

(310) 919-9100
Kelly@avinawellness.com

AVINAWELLNESS.COM



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Kelly@avinawellness.com

Recommendations and next steps

Top picks if you want to lock one in today

- | | |
|------------------------|--|
| 11 Kelly Anchor | Closest to your reference. Photo + service copy + bronze typography. The safest yes. |
| 14 Arch Motif | Most distinctive. The arch from the logo emblem becomes the whole card. |
| 13 Photo Hero | Largest photo. Lets you do the introducing without having to read copy. |
| 01 Calling Card | If you want the gravitas register: the quietest, most private-office of the ten. |

Once you choose

1. I prep print-ready files at 3.5" x 2" with 0.125" bleed, CMYK, 300 dpi.
2. We refine: photo, wash colour, type weight, anything you want adjusted.
3. Recommended printers: Moo (Luxe stock, soft-touch), VistaPrint Premium (US), or a local LA letterpress shop for the Round 1 directions.
4. All sixteen are also live as an editable Canva design so you can play with text, swap photos, change wash tones yourself.



Take your time

Tell me which direction feels right and we will refine from there.