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## PRESS RELEASE

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### **The Phoenix to develop Brand Identity for Modern Henry**

The team behind award-winning visual designs to bring male grooming brand to life

The Phoenix was selected to develop visual identity for Modern Henry, is an emerging male grooming company that uses CBD as a key ingredient. Modern Henry's formulated products target a particular area in a self-care regimen, only delivering beneficial ingredients to that area once. Therefore, eliminating searching through tons of products that serve the same purpose wasting valuable time.

The Phoenix created the color palette, logo, and website for Modern Henry that reflects the brand's contemporary, lifestyle personality. The design work is representative of The Phoenix's award-winning creative services. To learn more about Modern Henry, please visit their website at [www.modernhenrys.com](http://www.modernhenrys.com).

Phoenix Lifestyle Marketing Group is a full-service marketing agency specializing in insights-driven Brand Development, Brand Strategy, Campaign Design and Program Execution. We leverage our expertise in iconic Brand Architecture and our network of strategic partnerships to cultivate meaningful connections that unite Brands and their audiences. At The Phoenix, we pride ourselves on delivering on time, every time and on brand, every day to exceed our clients' expectations and deliver results.

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