



# Design Specification Manual

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## Why this guide is important

With the growth of a successful franchise comes the necessity for a common design language unifying all locations. Consistent design is a dialect used to reinforce the brand, establish a signature identity, and ensure the highest possible quality in every Massage Envy Spa.

Franchise owners will benefit greatly by familiarizing themselves with the design standards set forth in this document. The contents of this manual are derived from evidence-based design practices including spatial analysis exercises (how to best use the space) and store design audits (how to best present the space) of existing locations. Every directive is results-driven to guarantee a well-conceived spa environment which best appeals to clients, stimulates immediate recognition of the Massage Envy brand, and promotes a direct increase in sales and growth.

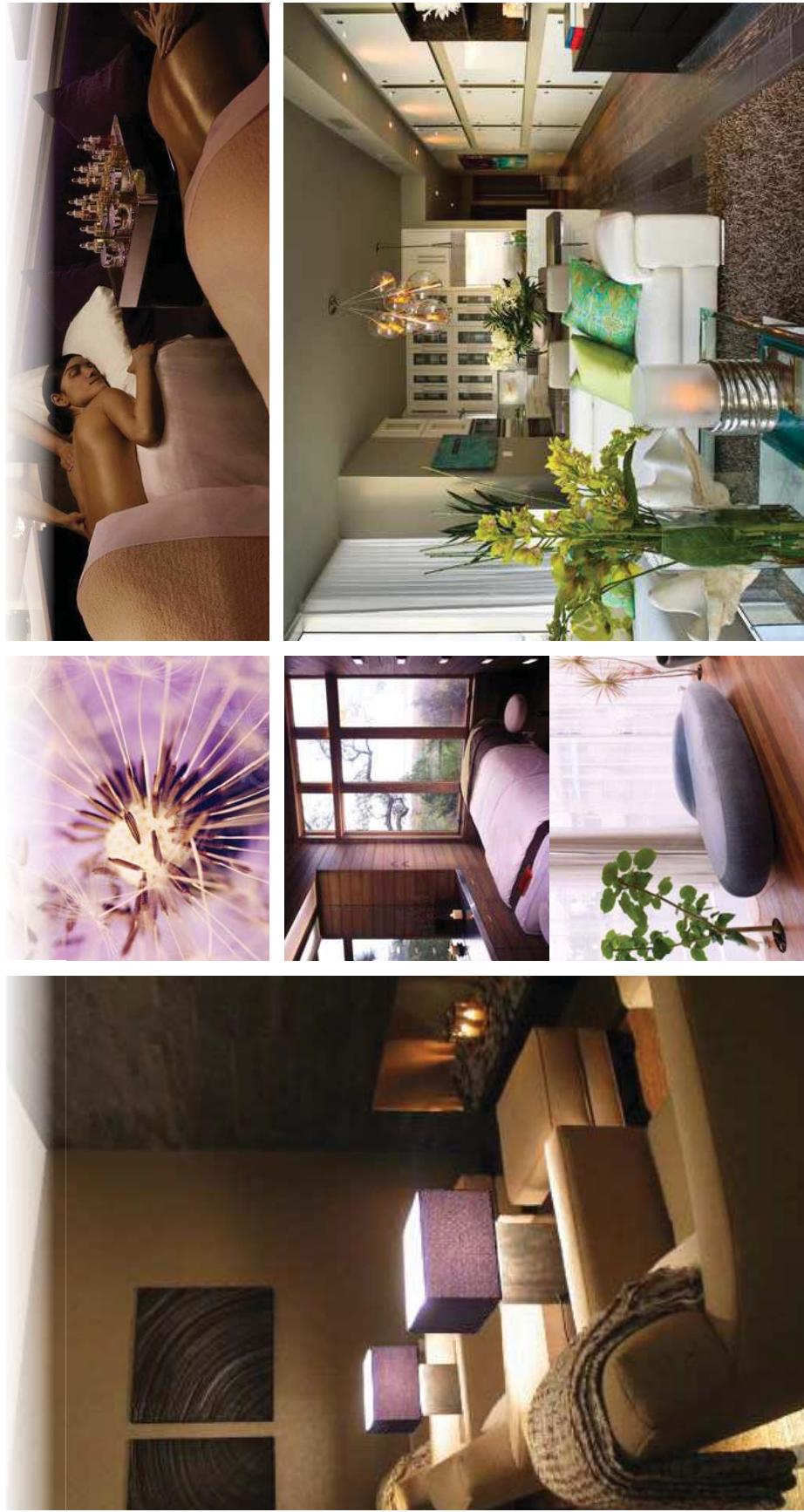
Please use this guide as a tool for proper application of the interior design package; whether it's new construction or a tenant improvement. While vital components of the design are fixed; the finishes section is flexible and entails customization, allowing for your personal touch and preferences within the overarching design standards.

Wellness is a choice and making choices that promote a balance of mental and physical well-being starts with face and body treatments offered professionally, affordably and conveniently at Massage Envy and Massage Envy Spa.

### HOW DO YOU CREATE A LIFE-ENHANCING INTERIOR DESIGN THAT SPEAKS TO A HEALTHY BALANCE OF MIND, BODY, AND SPIRIT AND CONVEY THE BRAND POSITION ?

Creating environments that promote overall well-being starts with creating a total space that both supports and enhances this dynamic process. The purpose of the design is to stimulate all the senses, focusing on the wellness experience by engaging the guest in a conscious process of re-balancing body, soul and spirit.

## Design Inspiration

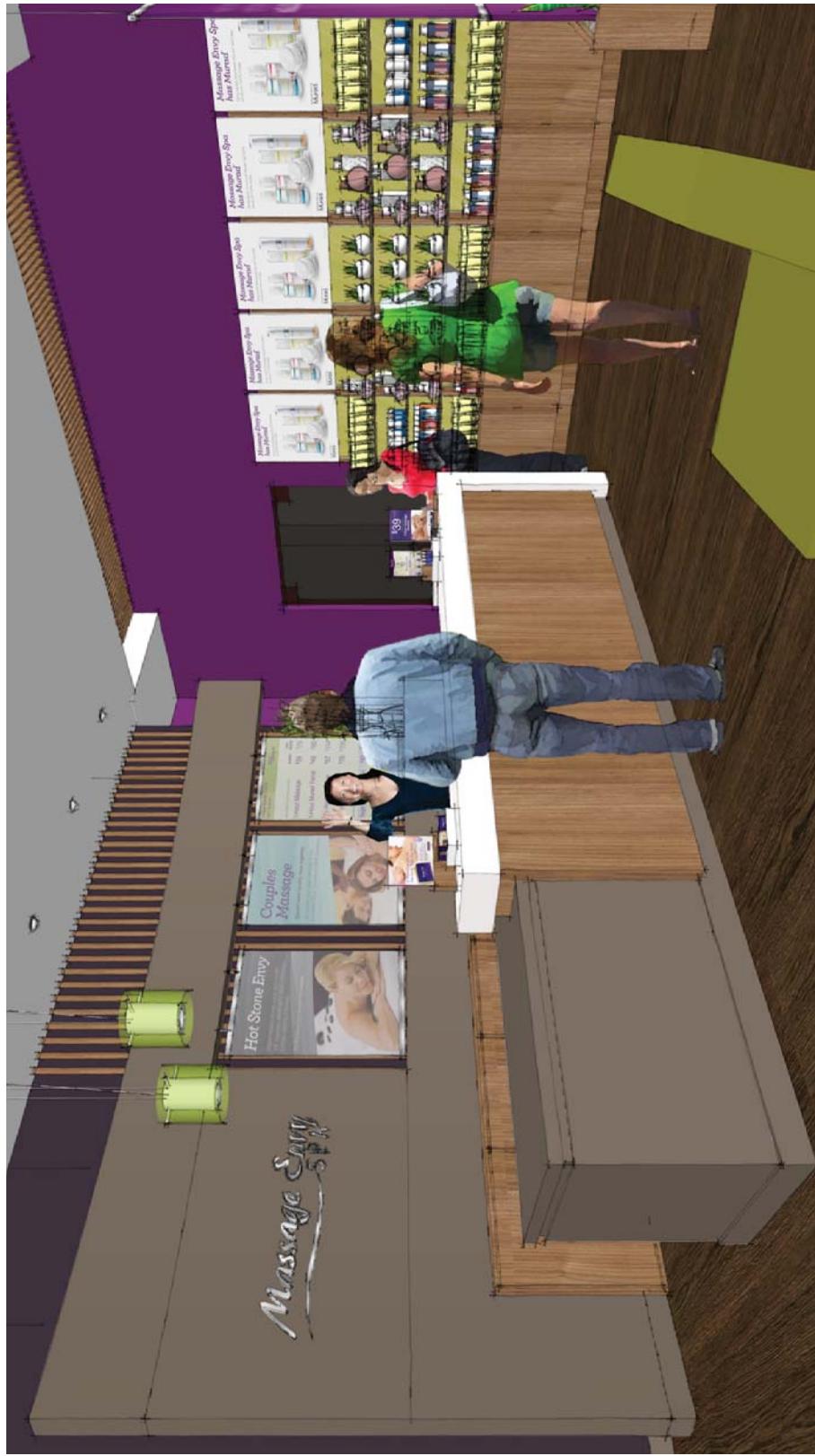


KEYWORDS OF THE BRAND:

warm neutrals, textural, cozy, soft, serene, natural color palette,  
chic, zen, calm, tranquil, relaxing, organic, clean, refresh

## Introduction

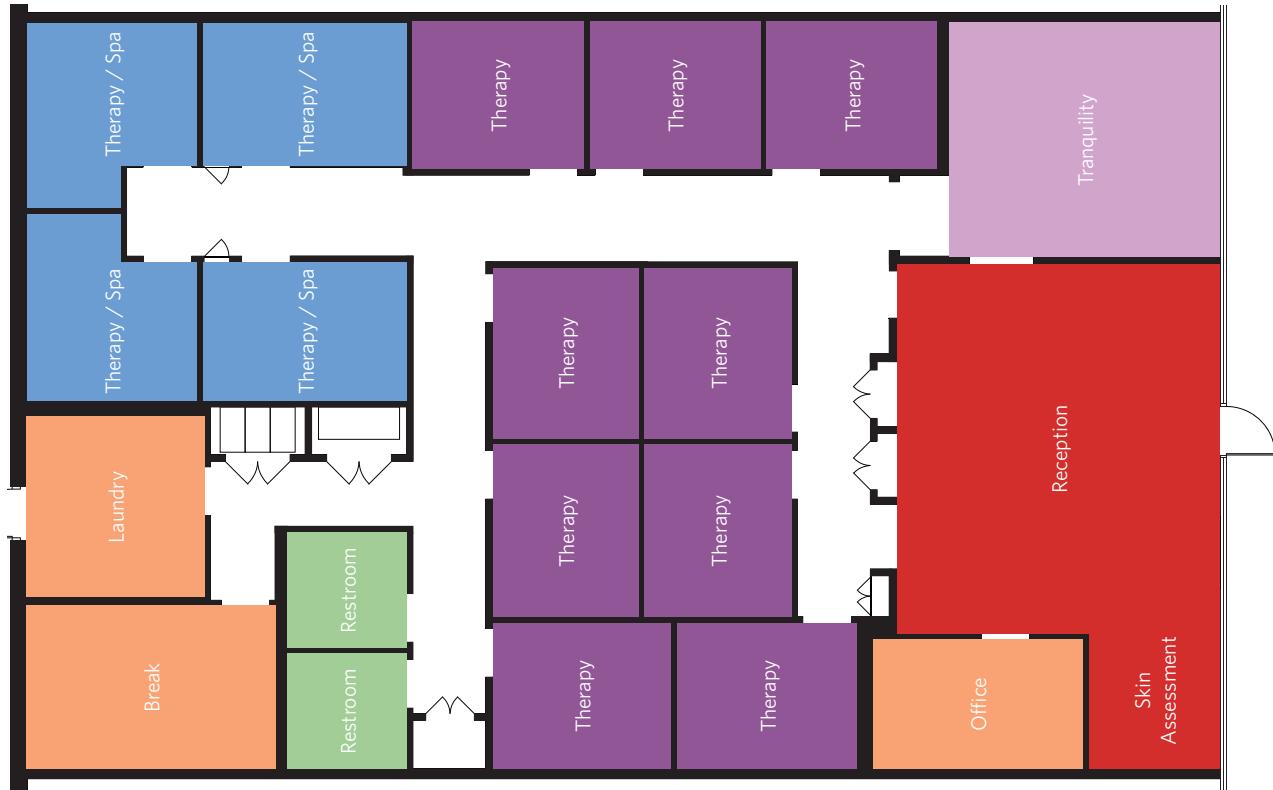
This manual contains the design guidelines for a typical Massage Envy Spa. The information provided in this manual should be used in conjunction with the [Architectural Specifications Manual](#) in order to define the overall facilities and build-out requirements for the Spa model. The prototypical floor plan included in this manual depicts new construction approximately 3,500 square feet. Each individual location will vary from the prototype based upon the actual size and architectural constraints of the space, landlord design criteria and local building codes. Changes to the design, materials and furniture selections shown in this manual must be approved in advance by Massage Envy Corporate Office prior to ordering or commencing the work.



# DESIGN OVERVIEW

This section offers a dissected overview of each space within Massage Envy Spa prototype.

## General Flow



The typical Massage Envy Spa is based off a 3,500 square foot prototype floor plan. The configuration of the space, as well as the number of spaces, will vary with each individual location.

### Design Criteria

A) Massage Envy Space space plan should include:

1. Reception
  - Waiting Area
  - Skin Assessment Station
  - Retail Display Wall
2. Office
3. Tranquility Room
4. Therapy Rooms
5. Minimum of 4 Spa Therapy Rooms
6. Break Room
7. Restrooms
8. Laundry/Storage Room (space permitting)
9. Storage Areas (closets and/or rooms)
10. Communications Closet

B) Compliance with federal and local Americans with Disabilities Act (ADA) requirements should be maintained throughout.

C) Refer to enlarged plan details for additional design requirements and information.

# Prototypical Floor Plan

While vital components of the design are fixed; the finishes section is flexible and entails customization according to the franchise owners preferences. The finish schedule is categorized by two options, "A" and "B". Each rendering in this guide was designed using selections from option "A" finish palette only. Option "B" is intended to be used as an alternative for specific aesthetic needs. The palettes may be intermixed. Reference the MATERIAL SCHEDULE

Option "A"

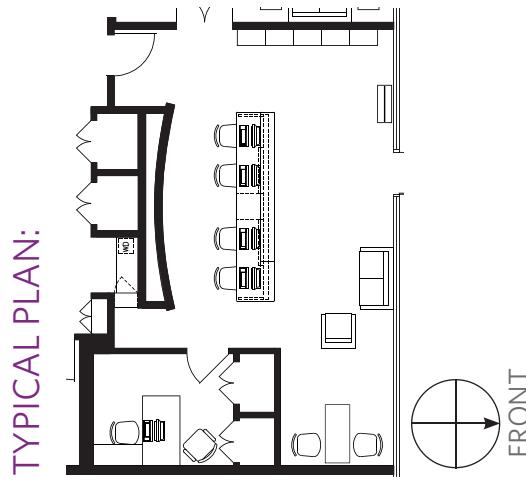


Option "B"

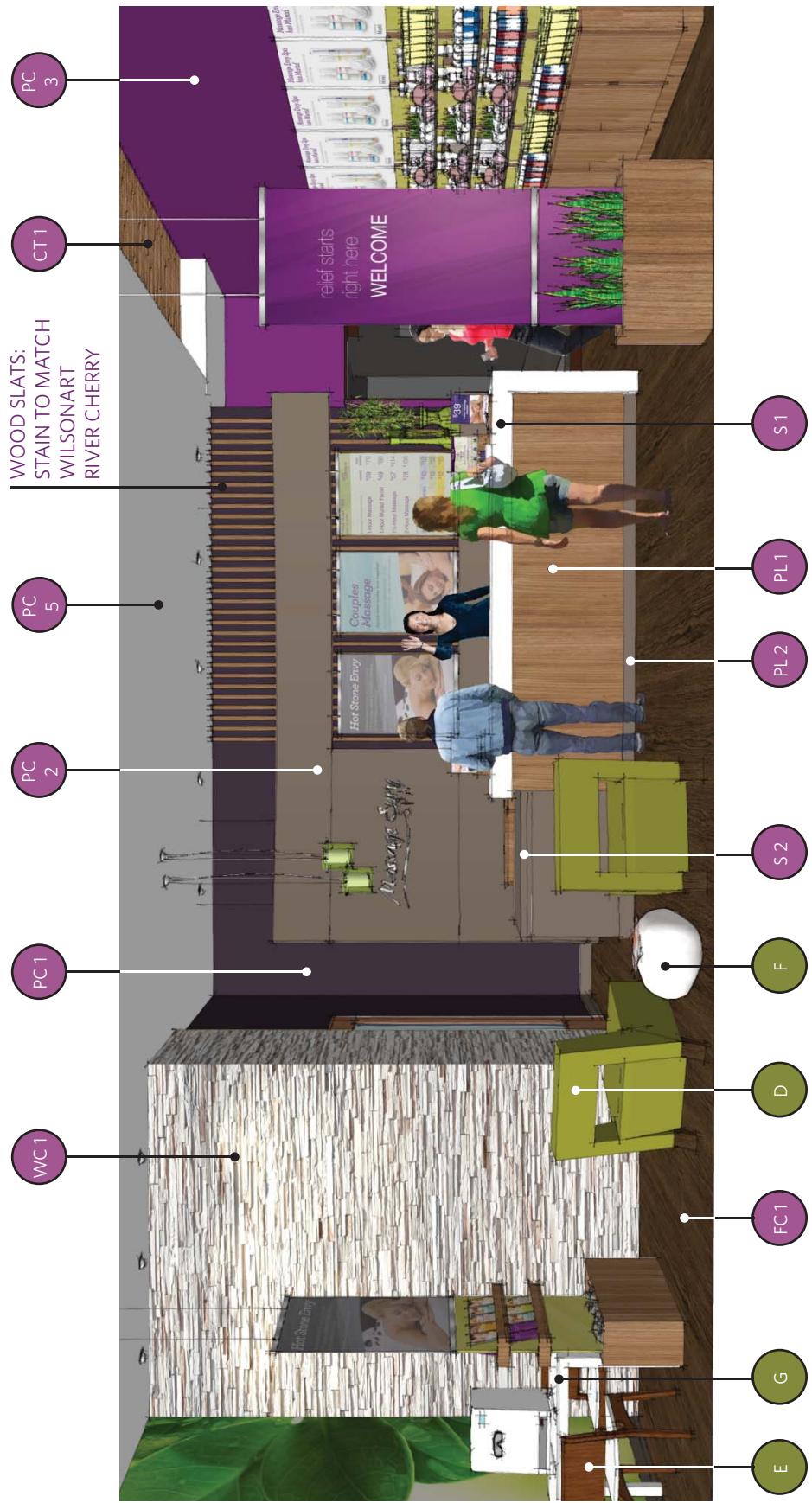


## Reception Overview

- Reception desk should be the first thing that clients see upon entering the clinic
- Above the reception desk there is a lighting element
- Retail displays should be placed against a wall instead of a window
- Skin Assessment shall be separate from waiting area but a part of reception
- Waiting area consists of at least two chairs and an end table, reference SPACE PLANNING
- Windows to receive proper treatment
- Front entry wall with windows to be painted PC-8
- Retail wall to be painted PC-3



## Reception Material & Furniture Placement

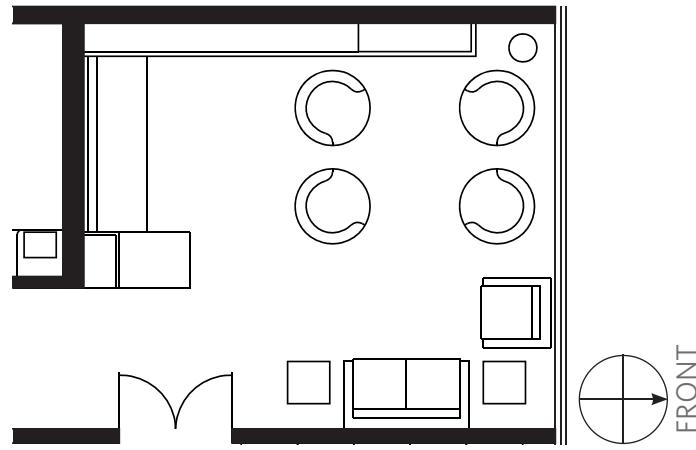


● Materials  
● Furniture

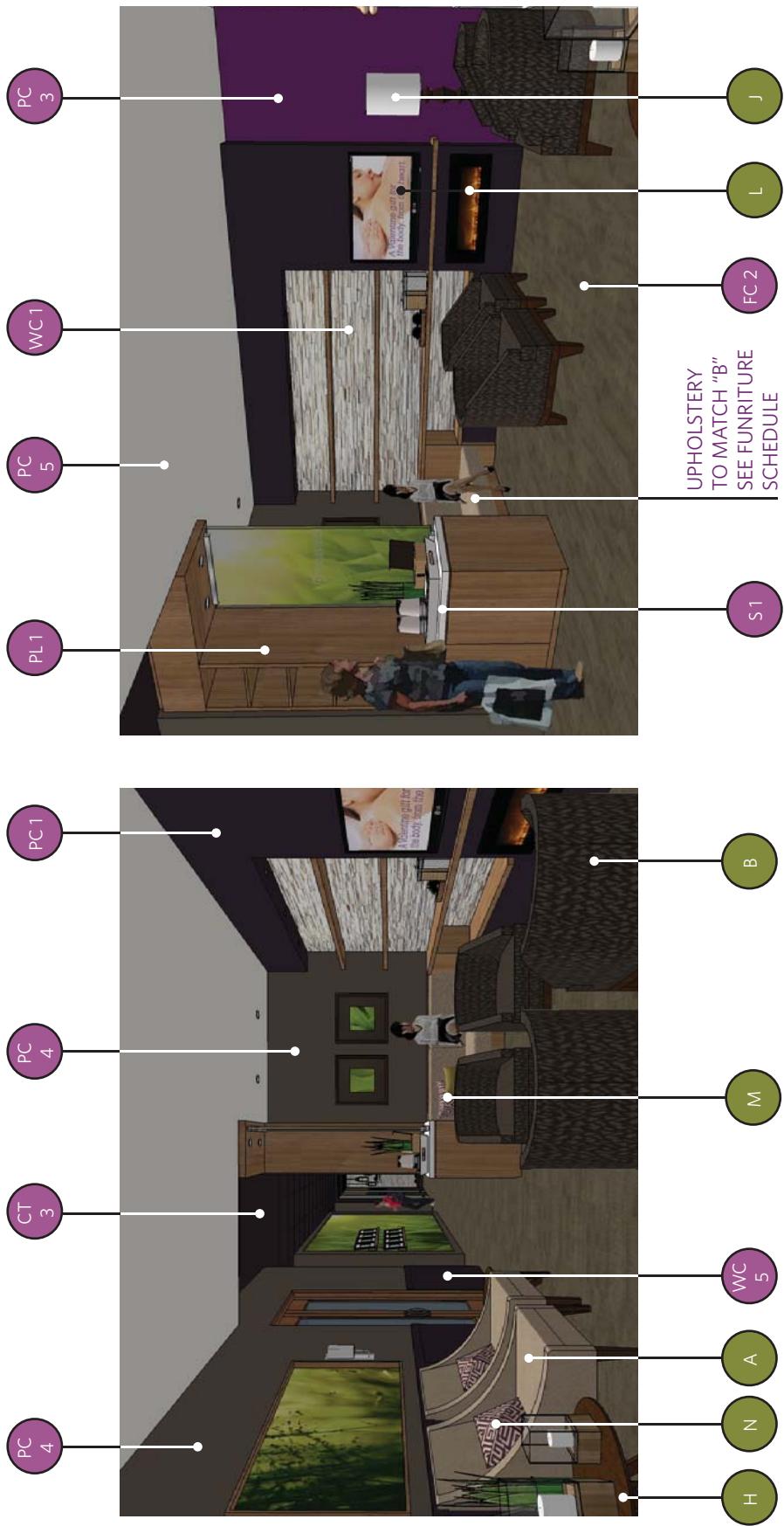
## Tranquility Room Overview

- Serves as a transition from the reception to the therapy rooms
- Windows to receive proper treatment
- Thoughtful placement of marketing elements and artwork
- Pleasant sounds of nature or soft music are permitted
- Seating should be comfortable and welcoming
- Beverage station offers fresh water or tea
- Reference SPACE PLANNING for possible furniture layouts
- wall to be painted PC-4

TYPICAL PLAN:



## Tranquility Room Material & Furniture Placement

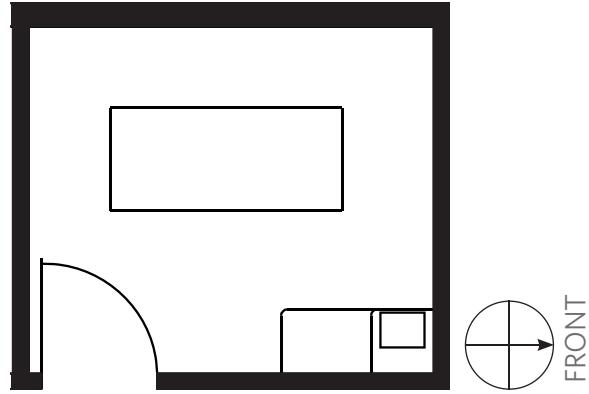


Furniture  
Materials

## Therapy Room Overview

- Designed to feel soothing, relaxing and serene with warm textures, calming music and soft surroundings
- Dimming cove lights used to highlight accent wall (ME-01 C)
- One dry-erase board per room
- Framed Wall Artwork - Small (ME-13) to be mounted opposite of entry
- This room should contain minimal to no marketing materials
- Integrated mirror & shelving unit for guests to place personal belongings
- Comfortable ottoman with easy to clean fabric

TYPICAL PLAN:



## Therapy Room Material & Furniture Placement



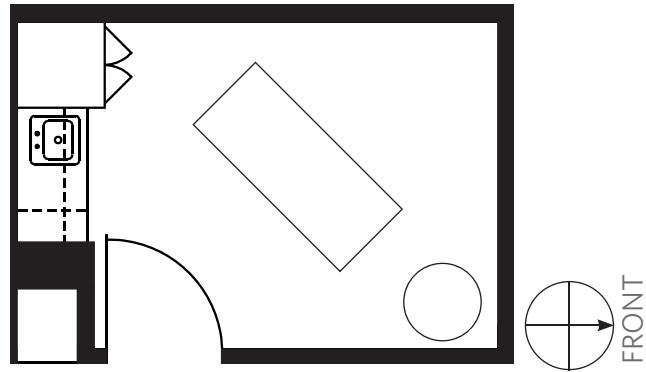
Materials

Furniture

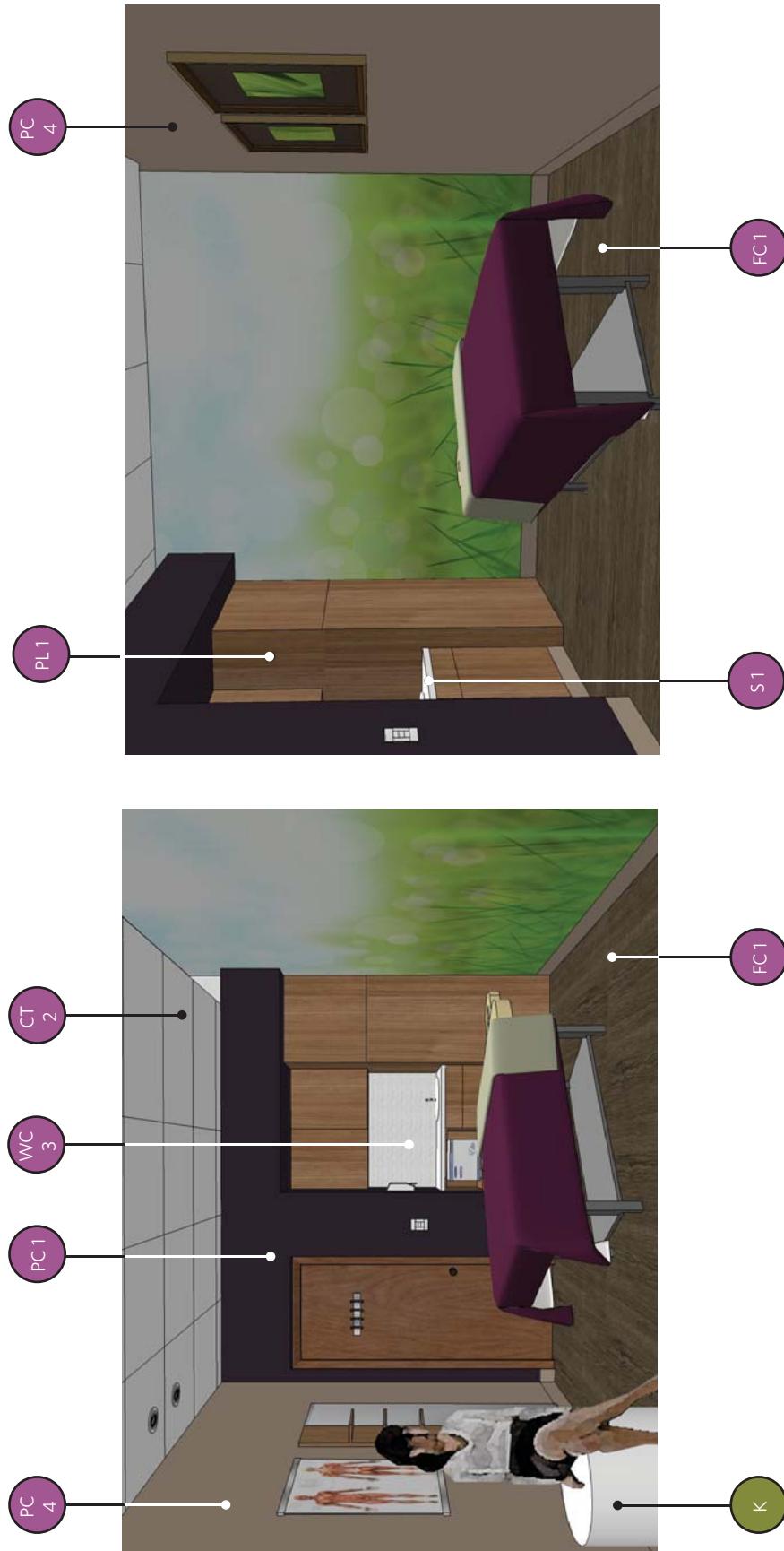
## Spa Therapy Room Overview

- Designed to feel soothing, relaxing and serene with warm textures, calming music and soft surroundings
- Spa rooms are designated for facials and contain a sink
- Dimming cove light used to highlight accent wall (ME-01 C)
- One dry-erase board per room
- Framed Wall Artwork - Small (ME-13) to be hung opposite of entry
- This room should contain minimal to no marketing materials
- Mirror & shelving unit for guests to place personal belongings
- Comfortable ottoman with easy to clean fabric

TYPICAL PLAN:



## Spa Therapy Rooms Material & Furniture Placement



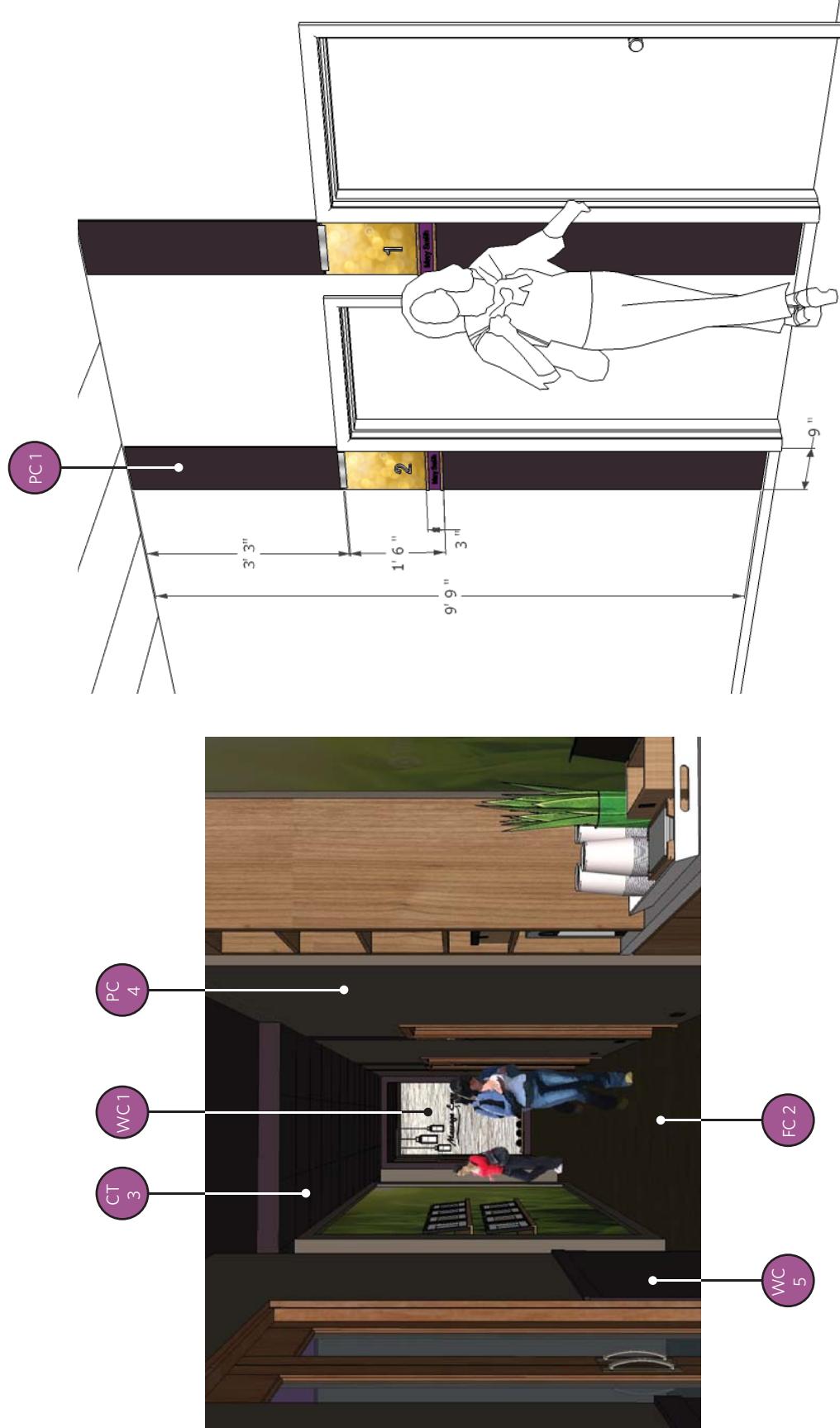
Materials  
 Furniture

## Hallway Overview

- Intended to have a low light level
- Ceiling tiles to be CT-3
- Walls to be painted PC-4 with the exception of designated Spa Therapy area. See CONSTRUCTION DRAWINGS for reference
- Spa Therapy hallway to be painted PC-6
- Pathway lights to be wall mounted at 6" AFF, see ARCHITECTURAL LIGHTING PLAN
- Feature wall to include dimensional logo, WC-1 and cluster canopy pendant (3 pendants). See LIGHTING PLAN
- One wall to receive digitally printed wall cover (ME-01B). To include 6" trim frame
- Wall with digitally printed wall cover shall receive framed certificates if applicable. See DECOR ELEMENTS (ITEM #ME-01B)



## Hallway Material & Furniture Placement

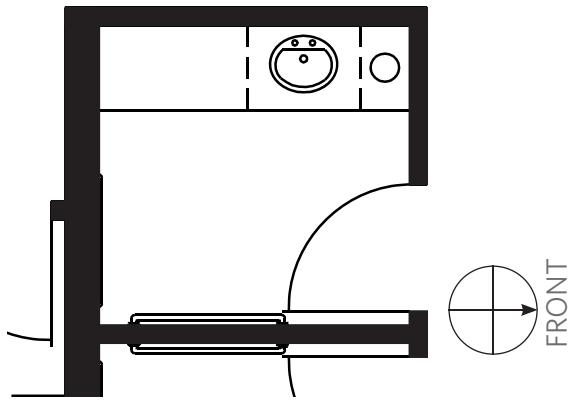


● Materials  
● Furniture

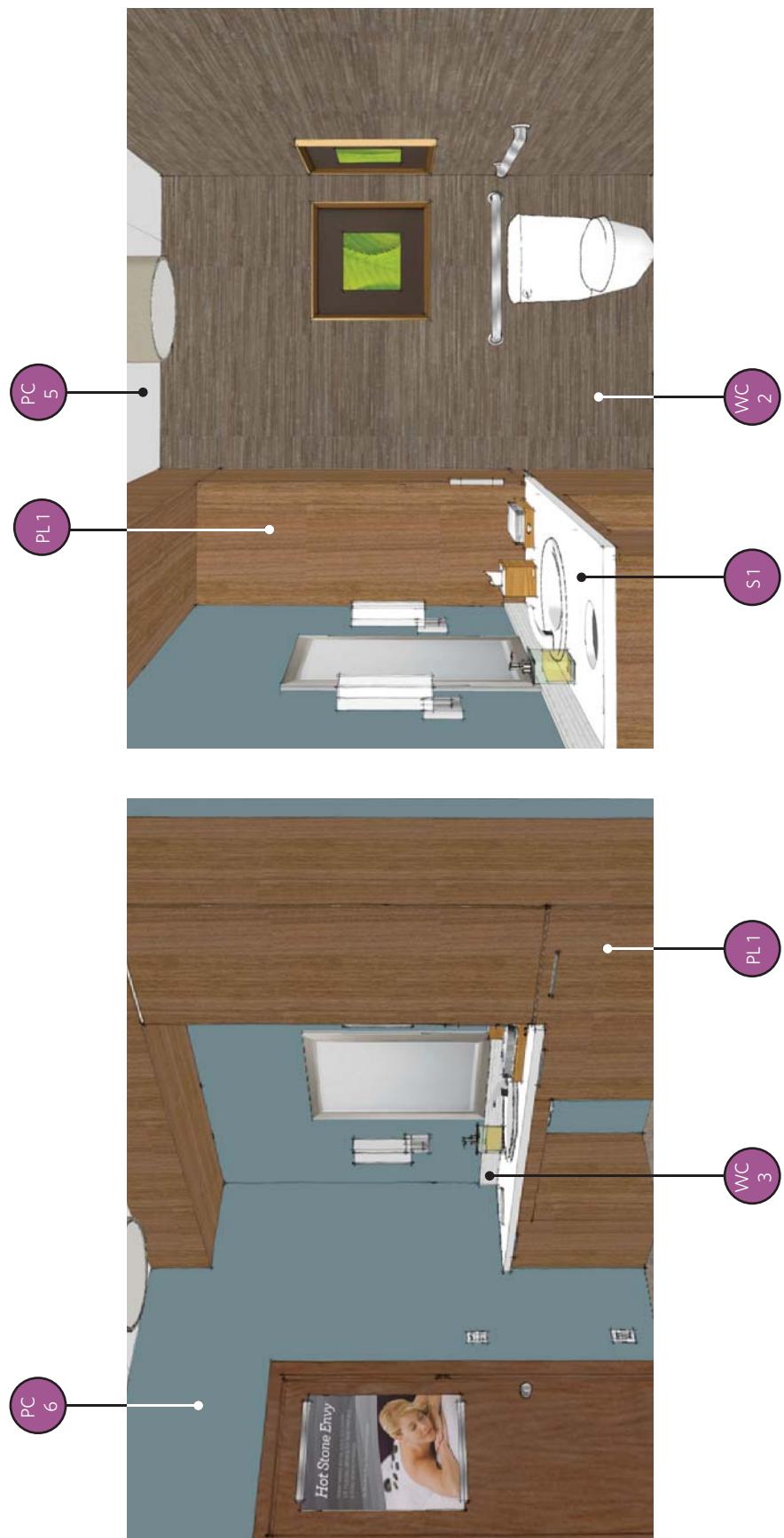
## Restrooms Overview

- Stylish restrooms create a seamless look that complements the brand
- Thoughtful placement of marketing elements and artwork
- Symmetrical placement of sconces
- Some jurisdictions may require wainscoting, See WAINSCOT OPTION

Typical Plan:



## Restrooms Material & Furniture Placement



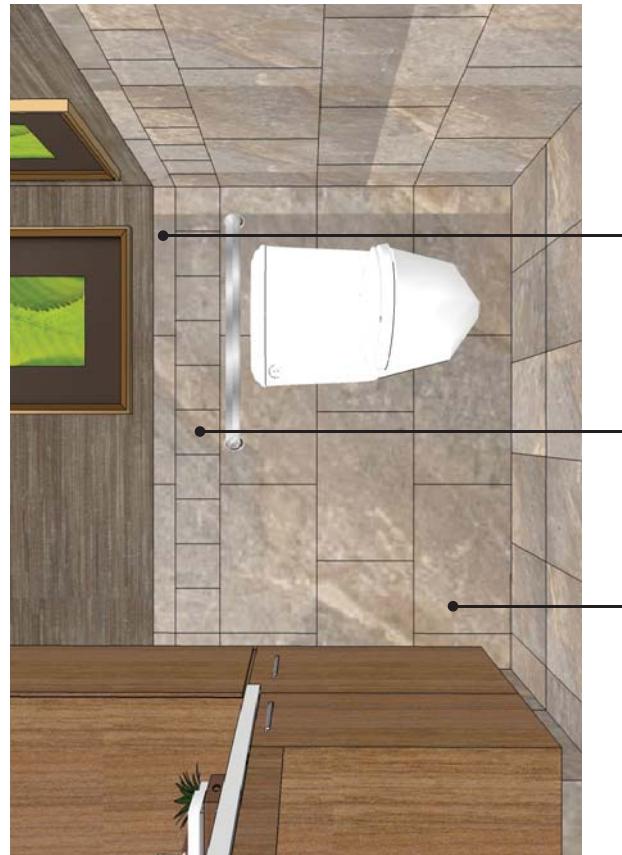
Materials

Furniture

## Restrooms: Wainscoting Option



Specification may change depending on the project's jurisdiction



# Material Schedule

## Key

## Area

## Option "A"

The finish schedule is categorized by two options, "A" and "B". Each rendering in this guide was designed using selections from the option "A" finish palette only. Option "B" is intended to be used as an alternative for specific aesthetic needs. These palettes may be intermixed.

Key	Area	Option "A"	Option "B"
FC-1	-Reception -Spa/Therapy	LVT Centiva Contour plank X2750 4"X 36"	LVT Shaw Quiet Cover Black Walnut - 00790 7"X 48"
FC-2	-Tranquility -Therapy -Office -Hallway	Carpet: Tandus Powerbond 05362 Sandcasting 59006	Carpet: Tandus Powerbond 05363 Landfall 39308
FC-3	-Break Room -Laundry	Porcelain: Daltile Fidenza - Café Fd02 18"X 18" Grout - Quartzlock 235 Champagne	Porcelain: Daltile Fidenza - Café Fd02 18"X 18" Grout - Quartzlock 235 Champagne
FC-4	-Restrooms	Porcelain Tile: Daltile Ayers Rock - Ay04 13"X 20" Grout - Quartzlock 370 Raincloud Gray	Porcelain Tile: Daltile Invoke - Mystic Way ID02 12"X 24" Grout - Quartzlock 320 Silvergray
FC-5	-Reception	Carpet: Tandus Abrasive Action II - Cork Powerbond	Carpet: Tandus Abrasive Action II - Cork Powerbond
WC-1	-Reception	Stacked Stone: Emser Stacked & Corner Set White Quartzite 6"X 24"	Porcelain Tile: Emser Perspective - White 6"X 24" Grout - Quartzlock 320 Silvergray
WC-2	-Restrooms	Vinyl Wallcover: Vycon Casbah Silk - Agadir	Paint: Benjamin Moore Whitall Brown HC-69
WC-3	-Restrooms -Spa/Therapy	Glass Tile: Emser Lucente Linear Blanc 13"X 13" mesh Grout - Quartzlock 120 High White	Glass Tile: Emser Lucente 1x1 Blanc 12-1/2"X 12-1/2" mesh Grout - Quartzlock 120 High White
WC-4	-Restrooms	Porcelain Tile: Daltile Ayers Rock - Ay04 13"X 20", 6"X 6", 3"X 13"BN Grout - Quartzlock 370 Raincloud Gray	Porcelain Tile: Daltile Invoke - Mystic Way ID02 12"X 24" Grout - Quartzlock 320 Silvergray

FC=Floor Covering, WC=Wall Covering, S=Solid Surface, CT=Ceiling Tile, B=Base/Trim PC=Paint Color, PL=Plastic Laminate

# Material Schedule

Key	Area	Option "A"	Option "B"
WC-5	-Tranquility -Hallway	FRL: Panolam # F5656 Royal Burgundy - Suede	FRL: Panolam # F5656 Royal Burgundy - Suede
S-1	-Reception	Quartz: Cambria White Cliff	Quartz: DuPont Zodiaq Snow White
S-2	-Reception -Tranquility -Spa/Therapy -Hallway	Quartz: Cambria Sussex	Quartz: DuPont Zodiaq Antique Pearl
CT-1	-Reception	Ceiling: Armstrong Woodwork Grille Light Cherry	Ceiling: Armstrong Natural Variation Light Cherry
CT-2	-Tranquility - Spa/Therapy - Breakroom - Laundry - Office	Ceiling: Armstrong Dunes	Ceiling: Armstrong Dunes
CT-3	-Hallway	Ceiling: Armstrong Ultima Create Color: 9H	Ceiling: Armstrong Ultima Create Color: 9H
B-1	-Reception -Tranquility -Hallway	Wall base: Johnsonite Millwork - Mandalay Color: Fawn 80 4-1/2" tall	Wall base: Johnsonite Traditional Color: Fawn 80 4" tall
B-2	-Spa/ Therapy - Office	Wall base: Johnsonite Traditional Color: Fawn 80 4" tall	Wall base: Johnsonite Traditional Color: Fawn 80 4" tall

FC=Floor Covering, WC=Wall Covering, S=Solid Surface, CT=Ceiling Tile, B=Base/Trim PC=Paint Color, PL=Plastic Laminate

# Material Schedule

Key	Area	Paint Colors
PC-1	-Reception -Tranquility -Spa/Therapy -Hallway	BM 2072-20 Black Raspberry
PC-2	-Reception	MDC Paint- Ceramic ALPHA5267/4495
PC-3	-Reception -Tranquility	BM 2073-30 Passion Plum

Key	Area	Laminates
PL-1	- All Spaces	Laminate: Wilsonart River Cherry
PL-2	-Reception -Laundry	Laminate: Wilsonart Shadow

Key	Area	Approved Alternatives
FC-1	-Reception -Spa/Therapy	Porcelain Tile: Emser Alpine - Espresso 4"X 36" Grout: Quarterlock 290 - chestnut
FC-1	-Reception -Spa/Therapy	LVT: Centiva Countour plank X2745 4"X 36"
FC-1	-Reception -Spa/Therapy	LVT: Centiva Countour plank Stand Bamboo 4"X 36"
FC-1	-Reception -Spa/Therapy	Porcelain Tile: Emser Country - Hampton 4" X 24" Grout: Quarterlock 224 - chambignon
WC-1	-Reception	Stacked Stone: Emser Stacked & Corner Set Tan Sandstone 6"X 24"

FC=Floor Covering, WC=Wall Covering, S=Solid Surface, CT=Ceiling Tile, B=Base/Trim PC=Paint Color, PL=Plastic Laminate

## Furniture Schedule

KEY	PRODUCT IMAGE	MANUFACTURER	AREA	QUANTITY	SHIPPING INFO	FABRIC FINISH
A		PALLISER CONTRACT 30w 35d 38h 90022-02 Theia Chair	Tranquility Room	02	6 to 10 weeks	Fabric: Grade 4 Echoueude, Stone 100,000 double rubs 
B		PALLISER CONTRACT 28w 30d 29h 90038-02 Jules Chair	Tranquility Room	04	6 to 10 weeks	Fabric: Grade 4 Rain, Charcoal 77,000 double rubs 
C		PALLISER CONTRACT 25w 18d 18h 93026-04 Rectangular Ottoman	Therapy Room	13	6 to 10 weeks	Fabric: Grade 4 Champion, Bone 50,000 double rubs 
D		PALLISER CONTRACT 28w 30d 33h 90030-02 Othello Chair	Reception	02	6 to 10 weeks	Fabric: Grade 4 Bela, Apple 100,000 double rubs 
E		CALLIGARIS Any wooden chair # CS1080 - P201 - 344 Walnut - Gummy Optic White 18w 20d 29h	Reception Skin Assessment	02	6 to 10 weeks	

## Furniture Schedule

KEY	PRODUCT IMAGE	MANUFACTURER	AREA	QUANTITY	SHIPPING INFO	FINISH
F		WEST ELM Pebble Side Table 23w 15d 14h	Reception	01	6 to 10 weeks	
G		WEST ELM Parsons Desk with Drawers - White 48w 24d 30h	Reception - Skin Assessment	01	6 to 10 weeks	
H		CRATE & BARREL Twist Table # 236899 20dia. 20h	Tranquility	02	6 to 10 weeks	
J		CRATE & BARREL Notti Floor Lamp 42W CFL lamp 18 dia. x 59h	Tranquility	01	6 to 10 weeks Made in US	Textured resin column in aged black matte finish Off-white linen shade
K		PALLUSER CONTRACT Medium Round Ottoman # 90925 23w 23d 17h	Spa Therapy Room	04	6 to 10 weeks	Fabric: Grade 4 Champion, Bone 50,000 double rubs

## Furniture Schedule

KEY	PRODUCT IMAGE	MANUFACTURER	AREA	QUANTITY	SHIPPING INFO	FINISH
L		MODERN FLAMES Slim Fire - Linear Series SF40BILV 40" w 15" h 5" d	Tranquility	01		
M		PALLISER CONTRACT Pillow Pair (fiber) # 99000-25 15" knife edge	Tranquility	02	6 to 10 weeks  	Fabric: Grade 4 Bela, Apple 100,000 double rubs  (1) pair
N		PALLISER CONTRACT Lumbar Pillow (fiber) # 99000-24 23" x 11"	Tranquility	02	6 to 10 weeks  	Fabric: Grade 4 Bela, Pewter 100,000 double rubs  (1) pair
O		HUNTER DOUGLAS Designer Screen Shades # RLSTR435	Reception	N/A	1. Visit <a href="http://www.hunterdouglas.com">www.hunterdouglas.com</a> 2. Locate the "Where to buy" (bottom-left corner of homepage) 3. Insert ZIP and call vendor directly  <b>WHERE TO BUY</b> <a href="#">Enter US ZIP</a>  <b>ADVANCED DEALER SEARCH</b> 	Color: Antique Bronze  Pattern: Striae 3%
P		HUNTER DOUGLAS Vignette Modern Roman Shades # FLB-339	Tranquility	N/A	1. Visit <a href="http://www.hunterdouglas.com">www.hunterdouglas.com</a> 2. Locate the "Where to buy" (bottom-left corner of homepage) 3. Insert ZIP and call vendor directly  <b>WHERE TO BUY</b> <a href="#">Enter US ZIP</a>  <b>ADVANCED DEALER SEARCH</b> 	Fabric: Heather  Color: Fair Isle  Fold Size: 6" Tailored

## Approved Accessories

NOTE: Take care to display accessories as intended in this design document. Overloading a single area with too many objects will result in clutter and deviate from the serene spa atmosphere.



Plants: Small silk potted plants in grass and succulent varieties ok.



Bowls: Can be decorated with natural objects like moss, stones or shells.

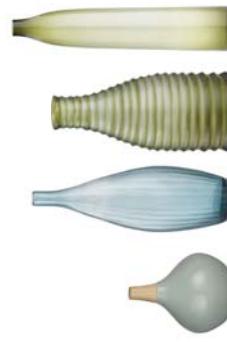
natural - zen-like - peaceful - tranquility - calming - relaxation



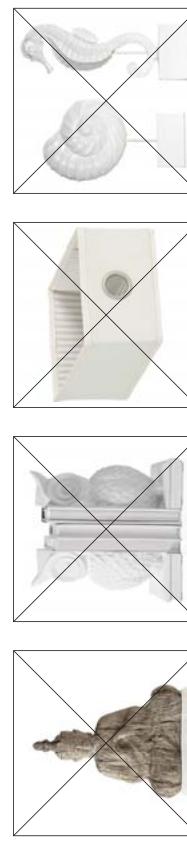
Objects: Botanical and nature inspired. Picture frames to be white, silver or wood and can only contain botanical images in green tones. Candles to be white.



Baskets: Natural weave only, lids ok. No fabric or paper with prints.



Vases: ceramic or glass in pastel tones only. Range includes blue, green, gray, cream (natural) and whites.



All objects shall be:

- non-secular
- non-religious
- non-spiritual
- no animals
- no human figures

Approved Accessories:

- botanical representation
- natural objects and colors
- wood
- stone
- Pastel & muted colors only

## Asymmetrical Accessory Placement

Feature Wall - Tranquility Room



## Symmetrical Accessory Placement

## Feature Wall - Tranquility Room



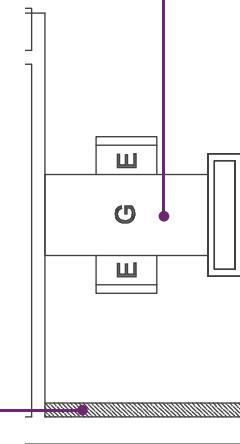
# SPACE PLANNING

The following section has floor plans from existing locations and demonstrates how they can be redesigned to utilize the new decor package outlined in this manual.

# Reception Analysis

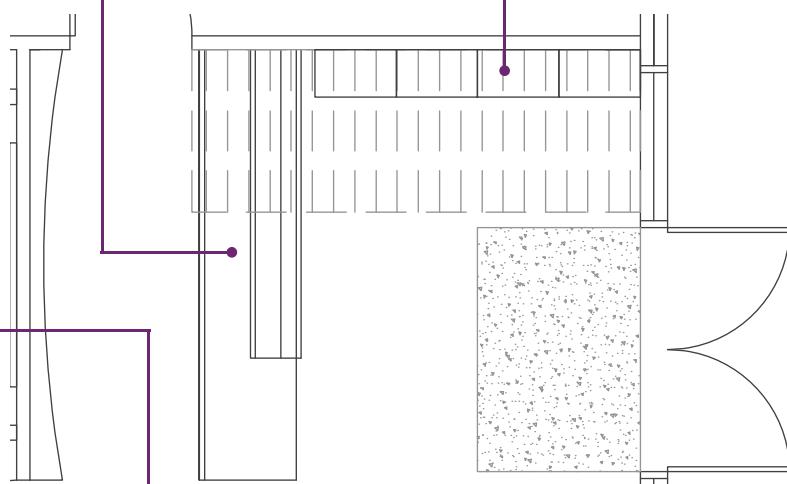
## FEATURE WALL (WC-1)

The feature wall creates a subtle focal point through modern materials. To be place on a wall larger than 48" wide. Seating may be arranged in front of the feature wall.



## SKIN ASSESSMENT

Skin assessment should be separate from the seating area and retail displays. Must allow a 36" minimum from brochure display (ME-04) to wall or other elements. Needs to be accompanied by digitally printed wall cover (ME-01A) whenever possible. Never block an aisleway. To comply with ADA minimum standards.



## RECEPTION DESK & CURVED WALL

This is the first element clients see when entering the clinic and should be strategically placed in front of the entrance doors; Also needs to be near the clinic office whenever possible. The desk must always be accompanied by the curved reception wall. If space allows, built-in cabinets may be used. Reception desk to include a lighting element above ADA transaction surface and three counter top decor elements if space allows (ME-06, ME-07 & ME-08). Curved reception wall to include one menu board, two marketing posters (ME-02) and a metallic dimensional logo (ME-05).

## RETAIL DISPLAY WALL

Typically needs to be placed near reception desk against and secured to a flat wall. Never place in front of windows or other elements such as stone feature wall or digitally printed wall cover (ME-01A). Ceiling element \*(CT-1) should always be used above the retail display. Wall behind retail to be painted PC-3.  
\*CT-1: To be used above retail displays and sized according to the space. It shall not interfere with other elements such as the curved reception wall.

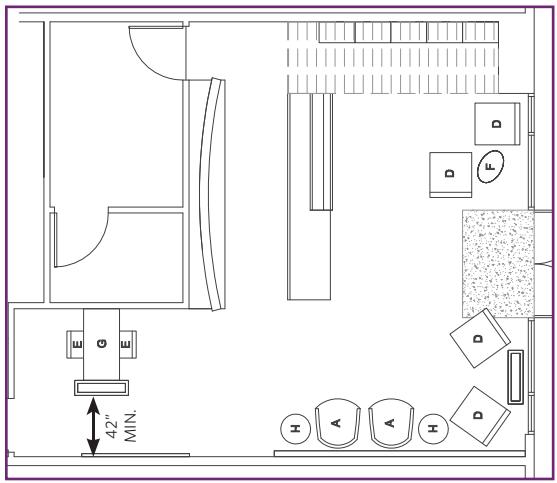
## SEATING ARRANGEMENT

A comfortable area to sit, wait, and relax. If the clinic has a tranquil room, then two "D" seats minimum and an "F" end table are required. Seating should be arranged according to one of the reception analysis examples.

## LARGE POSTER DISPLAY (ME-09)

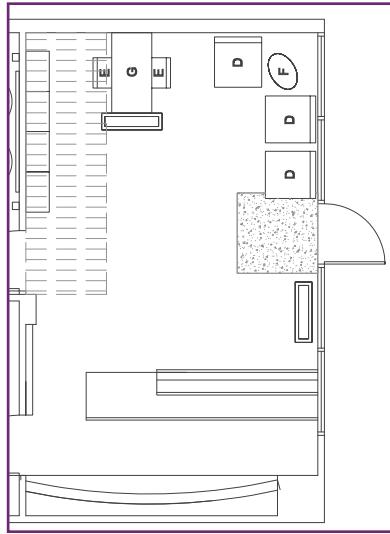
Double sided marketing element used to greet and advertise promotions. This should be placed in front of a window near the entrance doors.

## Reception Examples



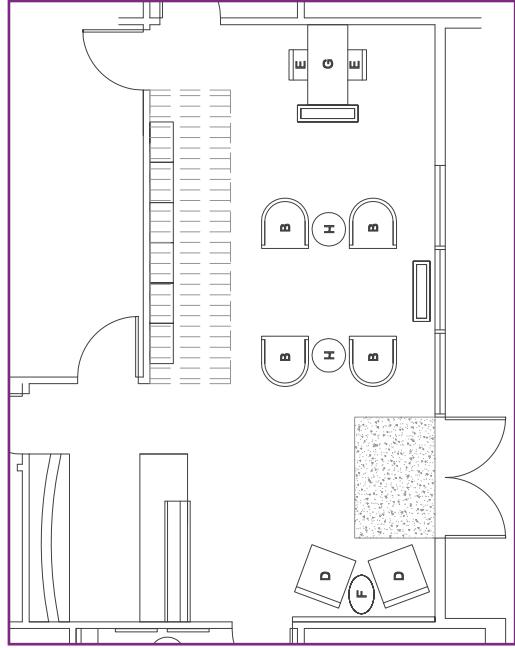
EXAMPLE ONE

- 1) **Reception Desk & Curved Wall:** Adequate space allows for reception elements to be placed directly across from the clinic entrance. Reference MILL WORK DETAILS.
- 2) **Retail Display Wall:** Locate near reception desk against a flat wall to be painted PC-3. Display should never block a window or interfere with other elements. CT-1 should always be used above the retail display wall whenever possible.
- 3) **Skin Assessment:** Separate from all other elements in reception. Must allow 36" minimum from brochure display to wall and 42" minimum circulation for major aisle ways.
- 4) **Seating:** This particular clinic doesn't have a tranquility room so reception needs a minimum of four chairs. A mix of "A" and "D" chair styles may be used with "H" and "F" end tables. Never use more than four chairs of one style.
- 5) **Feature wall (WC-1):** Provides a focal point to the reception area. May be applied behind seating arrangements



EXAMPLE TWO

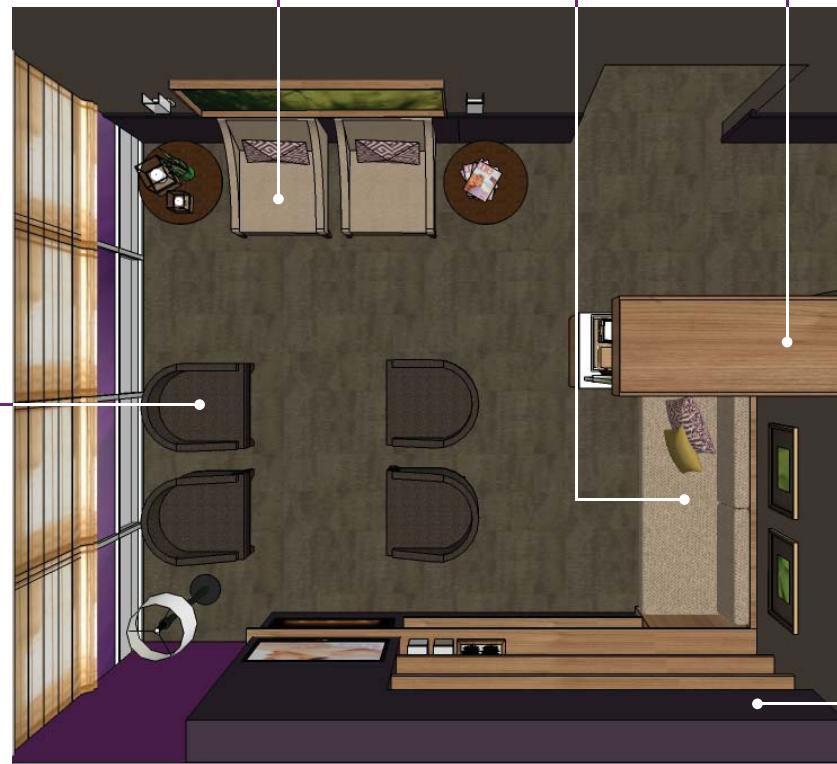
- 1) **Reception Desk & Curved Wall:** The wall directly across from clinic entrance was too short for the reception desk and curved wall so it has been relocated.
- 2) **Retail Display Wall:** Placed near a high traffic area against a wall.
- 3) **Skin Assessment:** Due to a small area, this was the best option for placing the skin assessment station; allowing proper circulation to occur.
- 4) **Seating:** A minimum of two "D" chairs are required with one "F" end table.
- 5) **Feature wall (WC-1):** Located behind a small seating wall wider than 48" across; highly visible arrangement on a wall larger than 48" wide.



EXAMPLE THREE

- 1) **Reception Desk & Curved Wall:** Placed directly across from the entrance. Ample floor space allows for the curved wall to have built-in file storage.
- 2) **Retail Display Wall:** This floor plan offers the perfect area for a large retail wall. Displays and ceiling feature (CT-1) to be centered on the wall.
- 3) **Skin Assessment:** Located away from the main circulation of the clinic, centered on the wall.
- 4) **Seating:** This clinic has a very large reception space, in addition to a tranquility room. Due to the size of this space, tranquility room seating styles "A" and/or "B" may be used along with "D" style seating.
- 5) **Feature wall (WC-1):** Located behind a small seating area.

# Tranquility Room Analysis



## "B" CHAIR SEATING ARRANGEMENT

Four "B" chairs arranged in a group as pictured, centered on the fireplace. Typically "B" style chairs are only used in the tranquility room unless that particular clinic doesn't have one. "J" floor lamp to be used in the corner of the room near a chair and the feature wall. Chairs should be placed at a distance of about 42" apart. Reference furniture schedule and decor elements.

## "A" CHAIR SEATING ARRANGEMENT

Two "A" chairs side by side with one "H" table on each end. Seating to be grouped with framed wall artwork - Large and two sconces, one on each side of artwork. Artwork typically mounted at 46" A.F.F. and sconces at around 57" O.C A.F.F. Reference furniture schedule and decor elements.

## BUILT IN BENCH

Built in benches are a great way to add extra seating if space allows. Cushion to be upholstered in Grade 4 Echosuede, Sone, reference FURNITURE SCHEDULE and MILL WORK DETAILS.

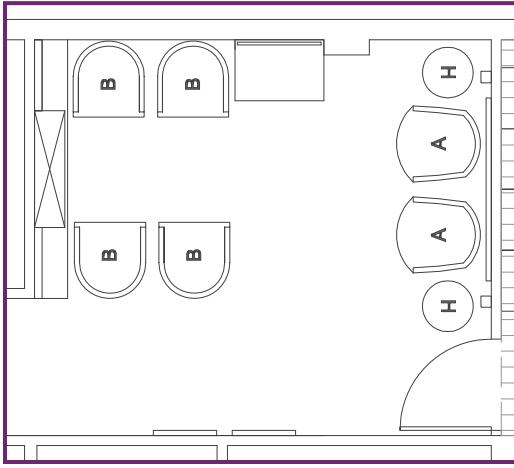
## BEVERAGE STATION

Beverage stations are primarily used in the tranquility room offering fresh water and tea options. Custom built to fit each plan specifically and may integrate clinic storage. Utilize niches and alcoves for station placement and include translucent artwork (ME-13) whenever possible. Reference MILL WORK DETAILS.

## FEATURE WALL

Feature wall is a focal point in the room and consists of a fireplace, wall mounted flat screen television, stacked stone (WC-1) and if space allows, a mantel with shelving. Typically located on the opposite wall of the entrance into the tranquility room. To be placed where the "B" chair seating arrangement may occur with ease. Reference MILL WORK DETAILS.

# Tranquility Room Examples

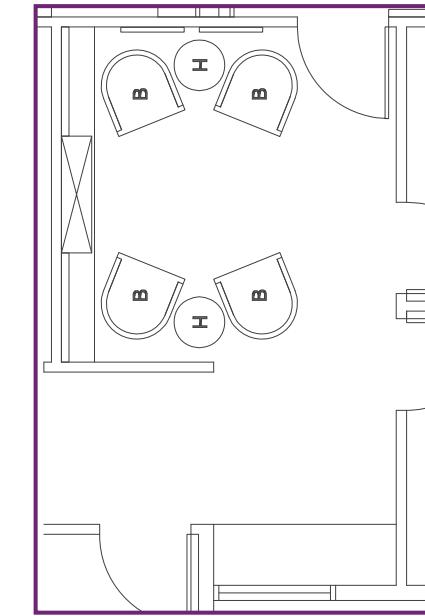


EXAMPLE ONE

- 1) **Feature Wall:** Typically placed opposite of the entrance into the space. To be placed where "B" chair seating arrangement may occur with ease; at a distance of about 42" apart. Reference MILL WORK DETAILS. Omit "j" floor lamp.

- 2) **Seating:** Determine where "A" chair seating arrangement will be placed; typically opposite of feature wall (as pictured above). Needs to be 42" minimum distance from "A" to "B" chair groupings. To include framed wall artwork - large (ME-10) and two sconces.
- 3) **Beverage Station:** Built specific to each plan and may incorporate storage, if space allows. Never place in a path of egress or obstruct primary circulation.

- 4) **Art:** Framed wall artwork - small (ME-13) typically mounted at 54" A.F.F behind "B" chair seating arrangement. If unable to pair with seating arrangement then place on the wall that appears most bare.



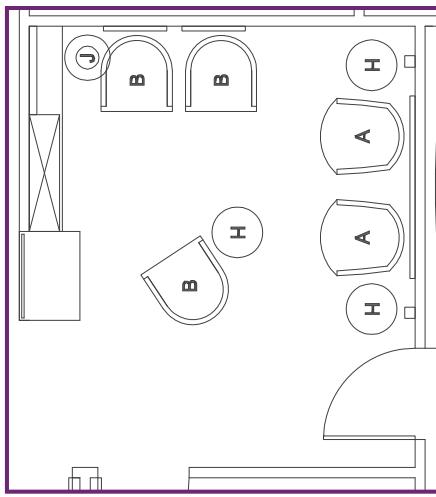
EXAMPLE TWO

- 1) **Feature Wall:** Unable to be placed opposite of the entrance into the space; identify the next best location that allows "B" chair seating arrangement to occur with ease. Reference MILL WORK DETAILS. Omit "j" floor lamp.

- 2) **Seating:** Due to a lack of space omit "A" chair seating arrangement. Break up "B" chair seating arrangement with "H" end tables.

- 3) **Beverage Station:** Utilize niches whenever possible for built-in cabinetry and beverage stations.

- 4) **Art:** Framed wall artwork - small (ME-13) typically mounted at 54" A.F.F behind "B" chair seating arrangement.



EXAMPLE THREE

- 1) **Feature Wall:** Typically placed opposite of the entrance into the space. To be placed where "B" chair seating arrangement may occur with ease; at a distance of about 42" apart. Reference MILL WORK DETAILS.

- 2) **Seating:** Determine where "A" chair seating arrangement will be placed; typically opposite of feature wall (as pictured above). Needs to be 42" minimum distance from "A" to "B" chair groupings. To include framed wall artwork - large (ME-10) and two sconces.
- 3) **Beverage Station:** Utilize partition wall for placement of beverage stations; integrated with feature wall design.

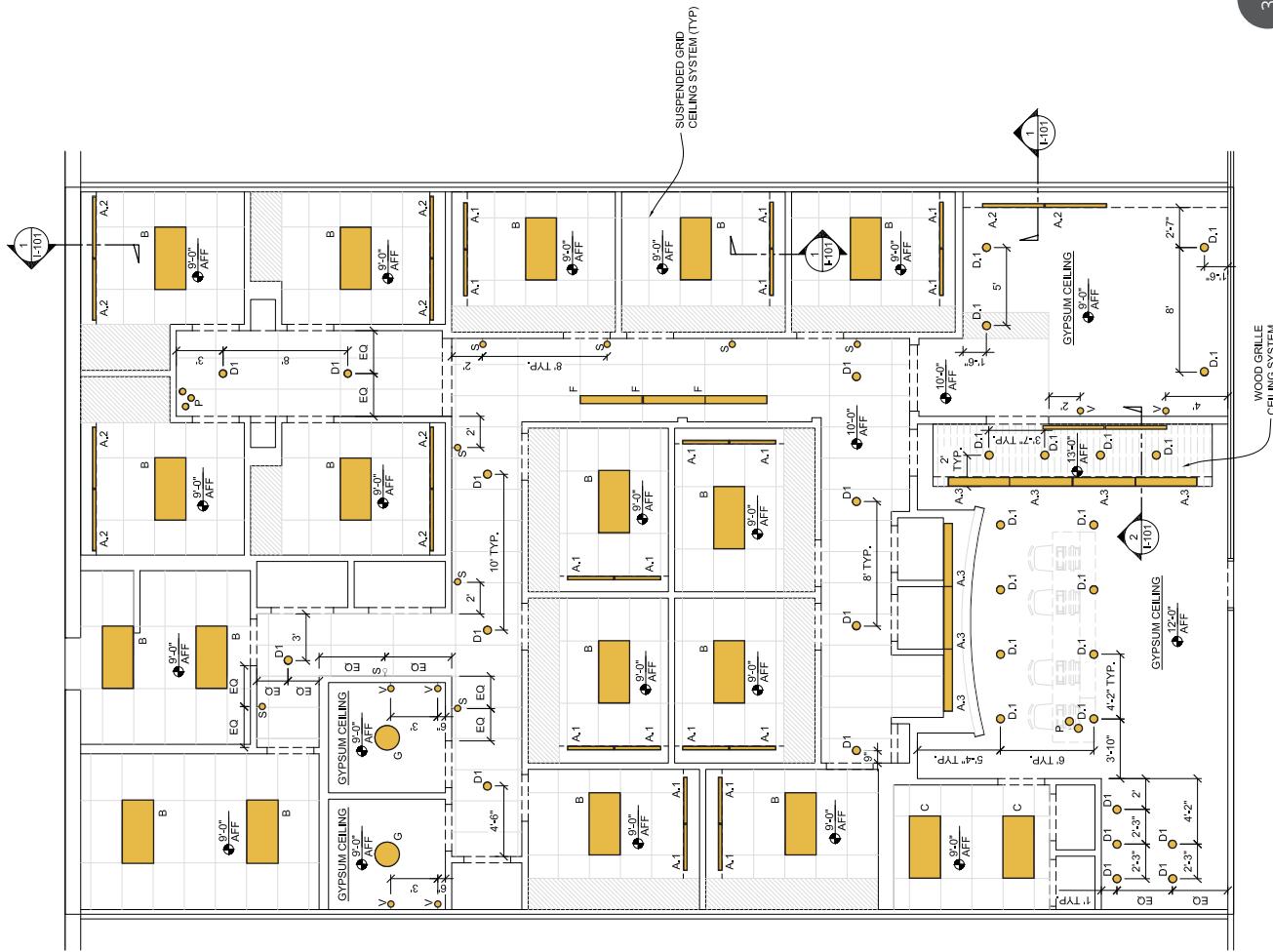
- 4) **Art:** Framed wall artwork - small (ME-13) typically mounted at 54" A.F.F behind "B" chair seating arrangement. If unable to pair with seating arrangement then place on the wall that appears most bare.

# LIGHTING PLAN

As you move throughout the spa, light levels gradually reduce from bright public to dim private spaces. Every light fixture will be connected to a commercial dimming system and set according to the desired light levels.

## Lighting Schedule

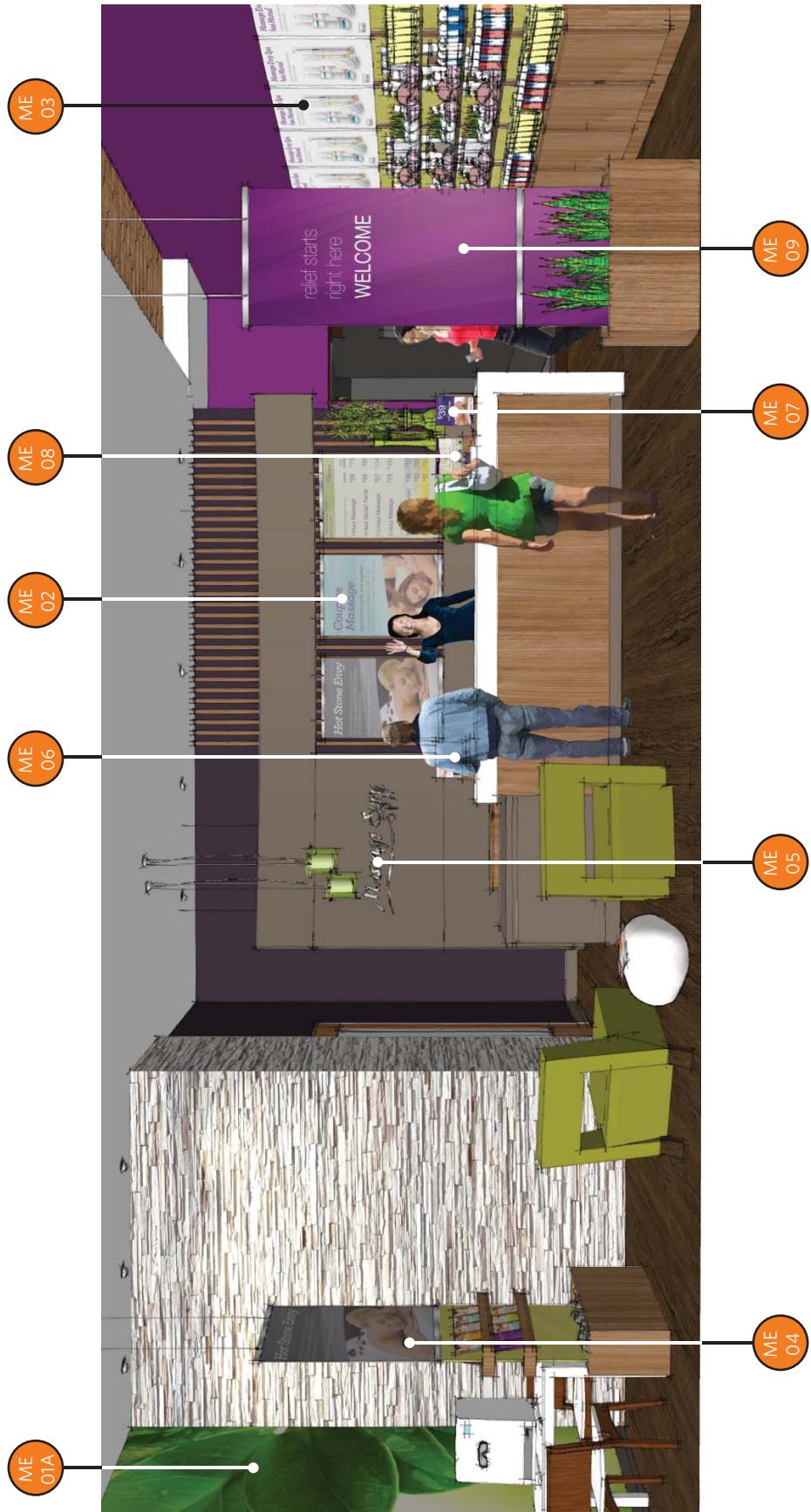
Type	Description	Area	Image
A1	36" 2 Fluorescent lamp strip light with dimming ballast	Therapy Rooms	
A2	48" 2 Fluorescent lamp strip light with dimming ballast	Therapy/Spa & Tranquility Rooms	
A3	48" 1 Fluorescent lamp strip light, program start ballast	Reception	
B	24"x48" Recessed fluorescent lamp, program start ballast	Therapy Rooms	
C	24"x48" Recessed fluorescent lamp with acrylic lens, program start ballast	Office	
D1	4" Recessed LED down light with integral dimming driver	Reception & Hallway	
F	Recessed 1 lamp fluorescent wall washer with dimming ballast	Hallway	
G	14.5" surface mounted CFL drum with glass diffuser, satin nickel finish	Restrooms	
P	5"x16" pendant mounted CFL with transparent shade over white case glass cylinder, satin nickel finish	Reception & Hallway	
S	5" surface mounted LED wall luminaire with discus shaped acrylic diffuser, satin nickel frosted lens	Hallway	
V	5"x16" surface mounted CFL wall sconce with glass diffuser and die cast housing, satin nickel finish	Tranquility Room & Restroom	



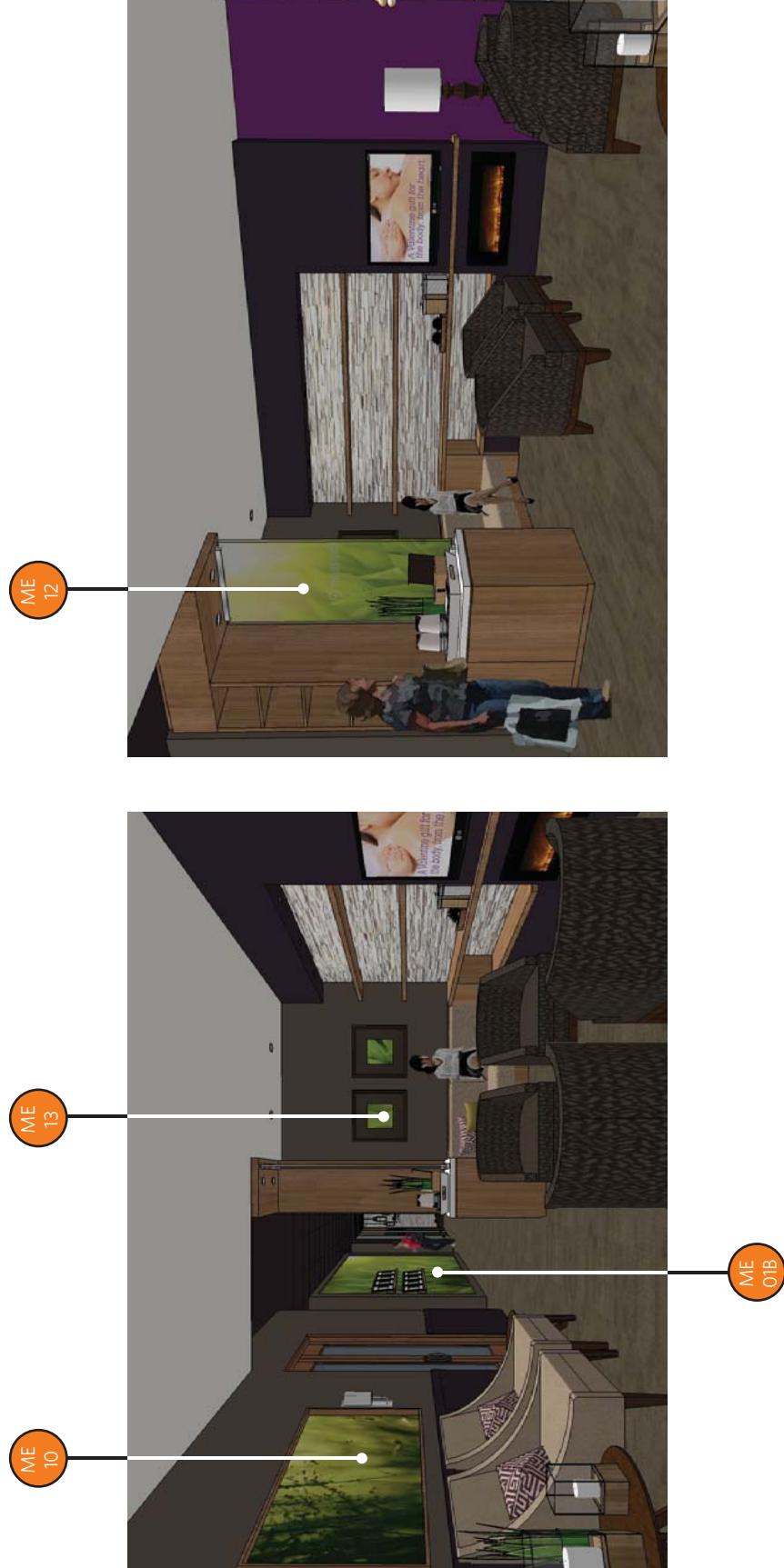
# DECOR ELEMENTS

Components are designed to create a cohesive spa interior and maintain the integrity of the brand style. The proper use and placement of these items is imperative, as they directly relate to the end user experience.

## Reception Decor Elements



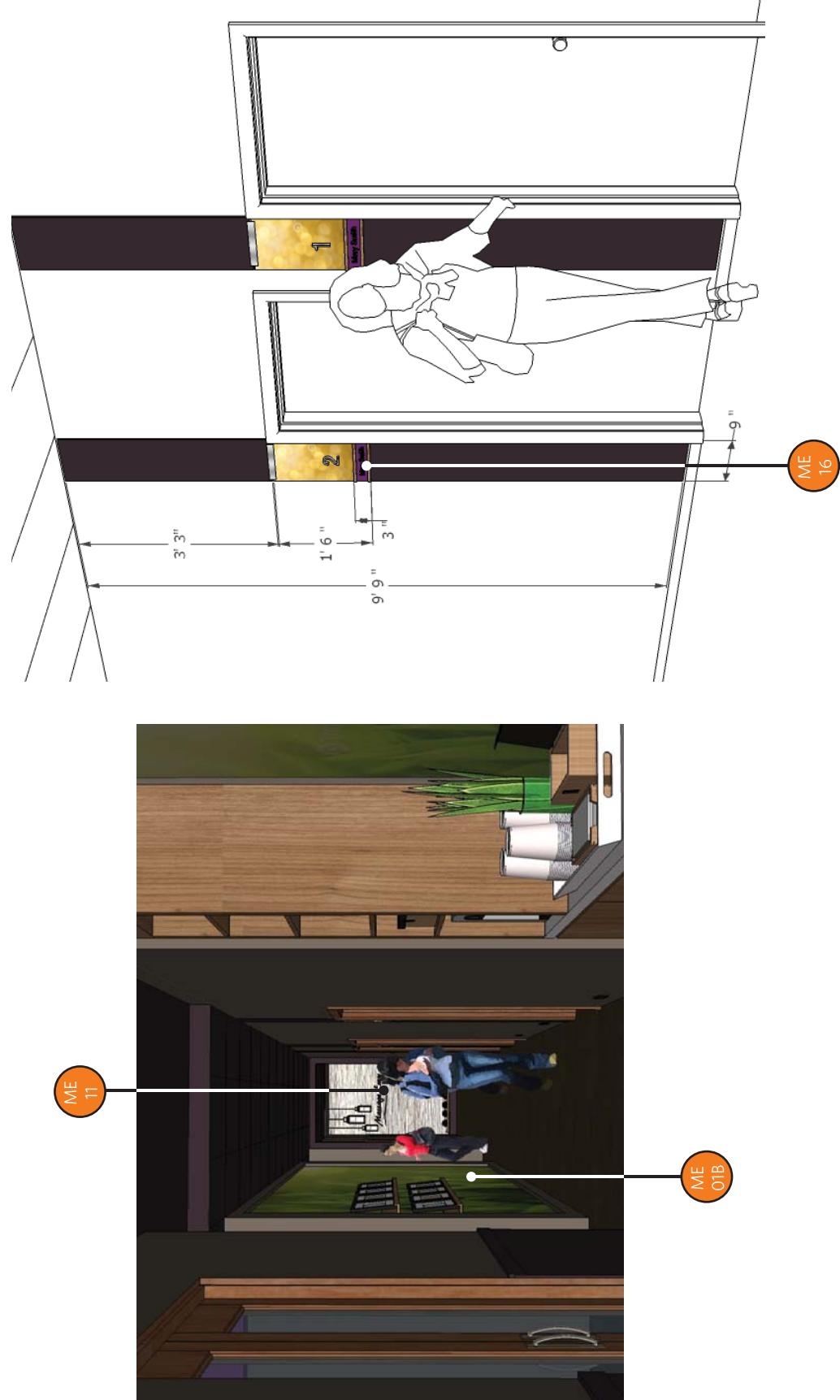
## Tranquility Room Decor Elements



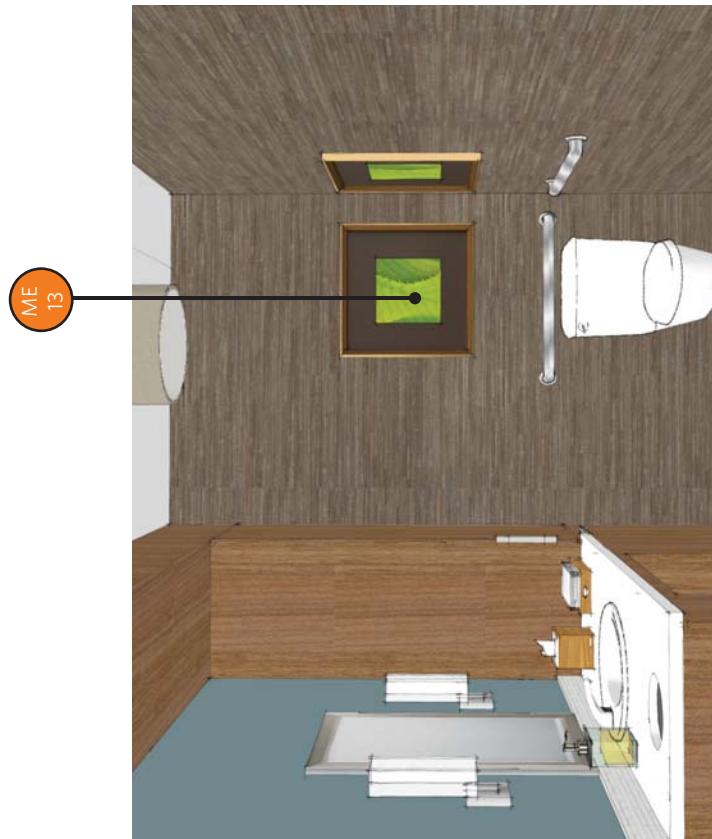
## Therapy Room Decor Elements



## Hallway Decor Elements



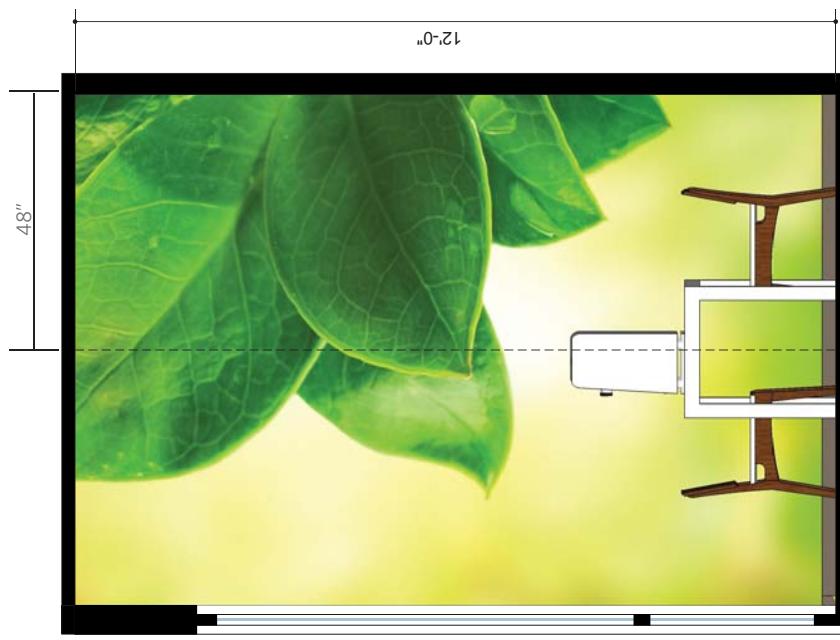
## Restroom Decor Elements



## ITEM # ME-O1 A

ME  
O1A

Digitally Printed Wall Coverings - 1 unit, "Fresh Green Leaves"  
Reception (near skin assessment station)



NOTES:

- Install according to specifications
- Wall to be smooth and primed prior to installation
- Never install behind STAND ALONE - MODULAR RETAIL DISPLAY
- To be installed with skin assessment station
- Reference SPACE PLANNING for proper placement

ITEM # ME-O1 B

ME  
01B

Digitally Printed Wall Coverings - 1 unit, "Gardens Grass"  
Hallway



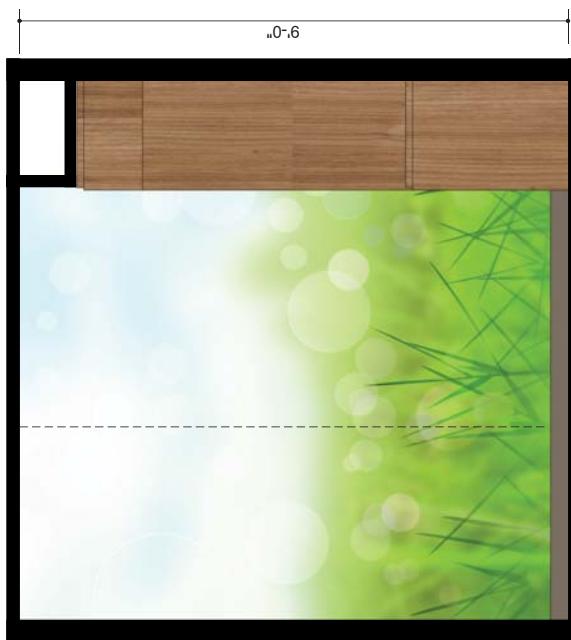
NOTES:

- Install according to specifications
- Wall to be smooth and primed prior to installation
- Framed with 6" trim, stain to match PL-1
- Reference SPACE PLANNING for proper placement

ITEM # ME-O1C

ME  
01C

Digitally Printed Wall Coverings - 1 unit, "Spring Abstract"  
Therapy & Spa Therapy Rooms



..0.6

NOTES:

- Install according to specifications
- Wall to be smooth and primed prior to installation
- Install adjacent to entry, never directly across from entry
- Reference SPACE PLANNING for proper placement
- Dimming cove lights accent the wall cover

## ITEM # ME-02

Clinic Poster Holders - 3 units  
Reception

ME  
02



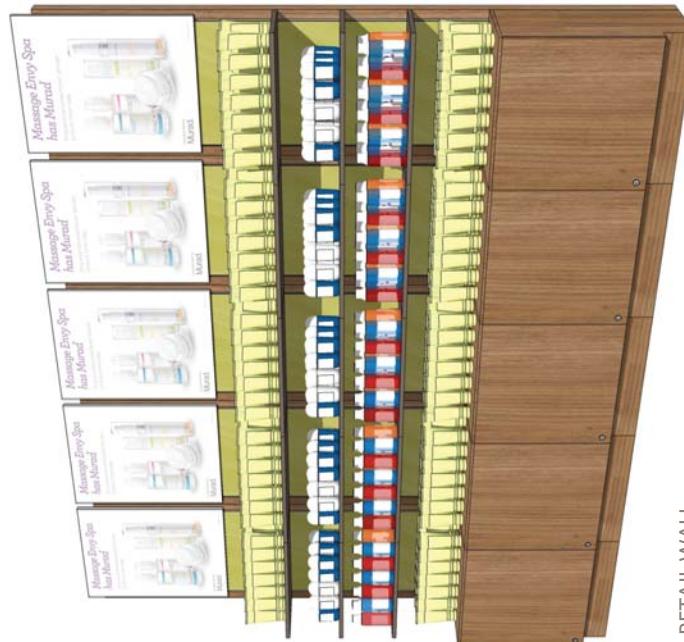
NOTES:

- Use behind reception desk
- Acrylic insert is changeable, content provided by Massage Envy
- In clinics that don't require a menu board, the 3rd insert shall become marketing collateral

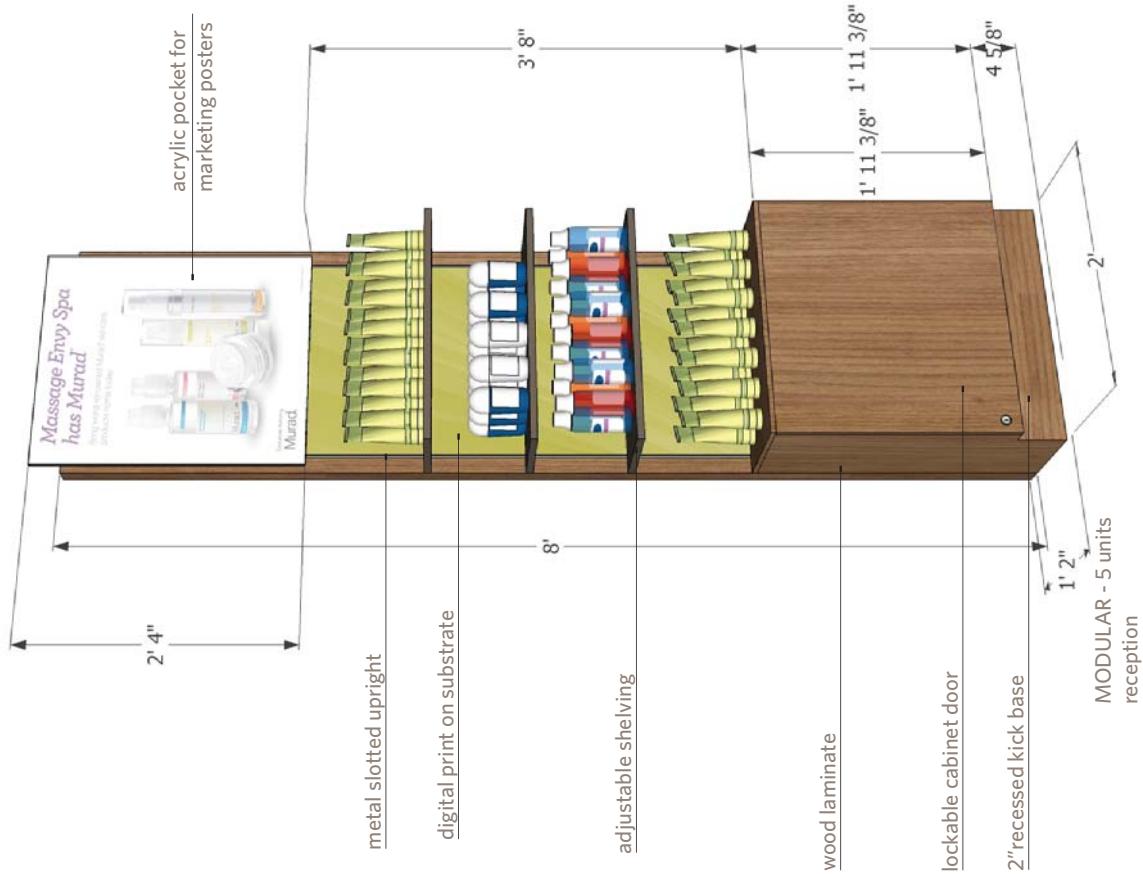
## ITEM # ME-03

ME  
03

Stand Alone - Modular Retail Display - 5 units  
Reception



RETAIL WALL



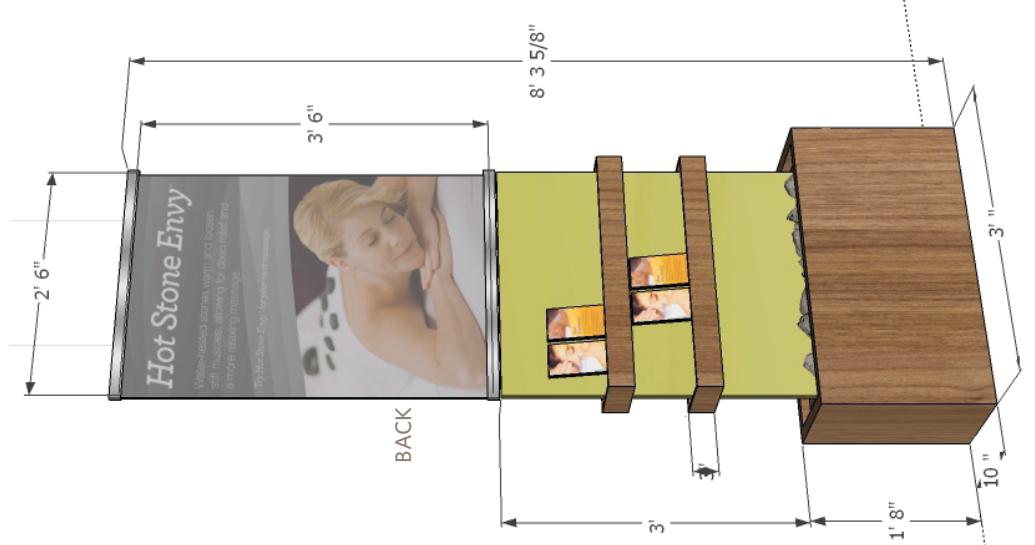
NOTES:

- Place near the reception desk against a flat wall
- Never place in front of windows or other elements such as digital wall cover or stacked stone
- Ceiling element to use above the retail display (CT-1) whenever possible
- Typically wall behind retail to be painted PC-3
- Reference SPACE PLANNING - RECEPTION ANALYSIS for proper placement

## Item # ME-04

ME  
04

Stand Alone - Brochures Floor Display - 1 unit  
Reception



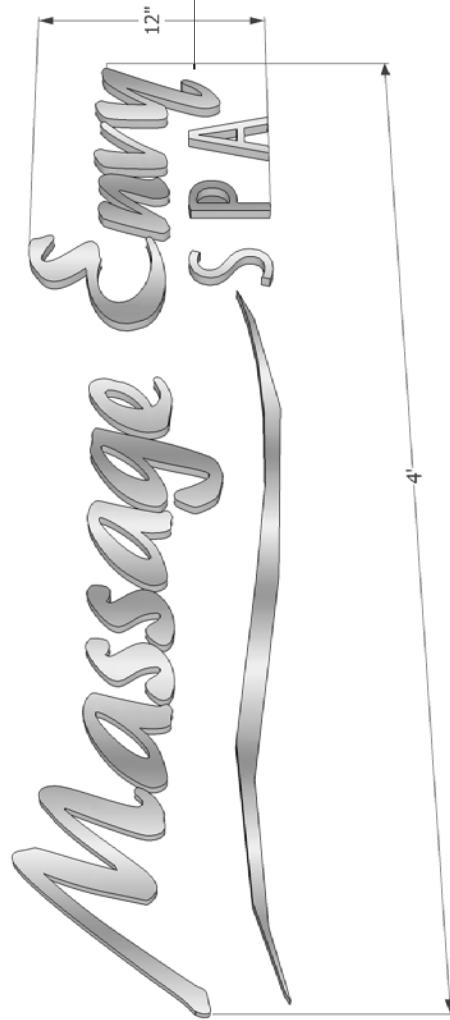
**NOTES:**

- Place near the reception desk against a flat wall
- Never place in front of windows or other elements such as digital wall cover or stacked stone
- Reference SPACE PLANNING
- Acrylic insert is changeable, content provided by Massage Envy

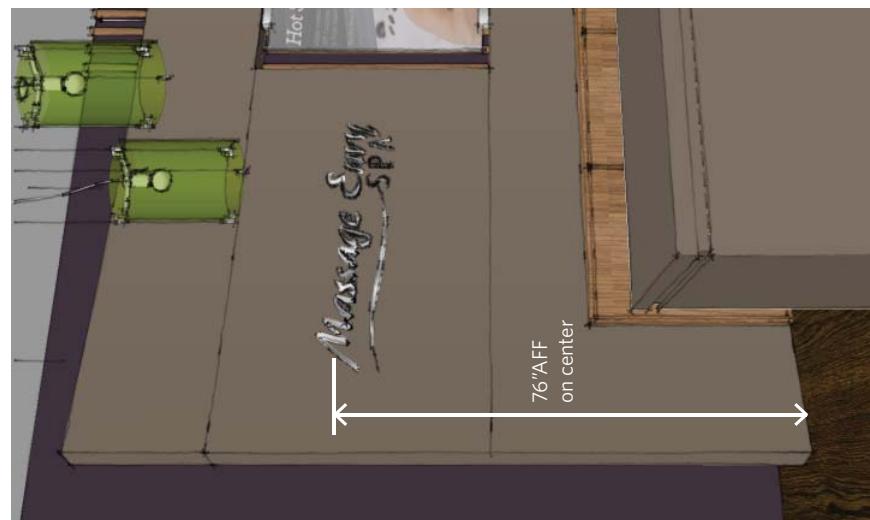
## ITEM # ME-05

ME  
05

Dimensional Logo - Metallic - 1 unit  
Reception



metallic  
 $\frac{1}{2}$ " dimensional logo



NOTES:

- Logo should be visible to clients upon entering the clinic
- Mount approximately 76" A.F.F. on center of panel
- Asymmetry is key, logo should left justified to align with pendant lighting and ADA transaction surface

## ITEM # ME-06

ME  
06

Counter Top - Gift Card Display - 1 unit  
Reception



Counter Top Displays



NOTES:

- Place on reception desk, to the left
- Counter top displays should not be grouped as pictured above; instead they should be separate from one another and viewed individually
- Acrylic insert is changeable, content provided by Massage Envy

## ITEM # ME-07

ME  
07

Counter Top - Managers Specials Display - 1 unit  
Reception



Counter Top Displays



NOTES:

- Place on reception desk, in the center
- Counter top displays should not be grouped as pictured above; instead they should be separate from one another and viewed individually.
- Acrylic insert is changeable, content provided by Massage Envy

## ITEM # ME-08

ME  
08

Counter Top - Aromatherapy Display - 1 unit  
Reception



Counter Top Displays



NOTES:

- Place on reception desk, to the right
- Counter top displays should not be grouped as pictured above; instead they should be separate from one another and viewed individually.
- Acrylic insert is changeable, content provided by Massage Envy

## ITEM # ME-09

ME  
09

Stand Alone - Large Poster Display - 1 unit  
Reception



NOTES:

- Acrylic insert is changeable, content provided by Massage Envy
- Double sided marketing element used to greet and advertise promotions
- Placed in front of a window near the entrance doors
- Reference SPACE PLANNING

## ITEM # ME-10

ME  
10

Framed Wall Artwork - Large - 1 unit  
Tranquility Room



"A" chair seating arrangement



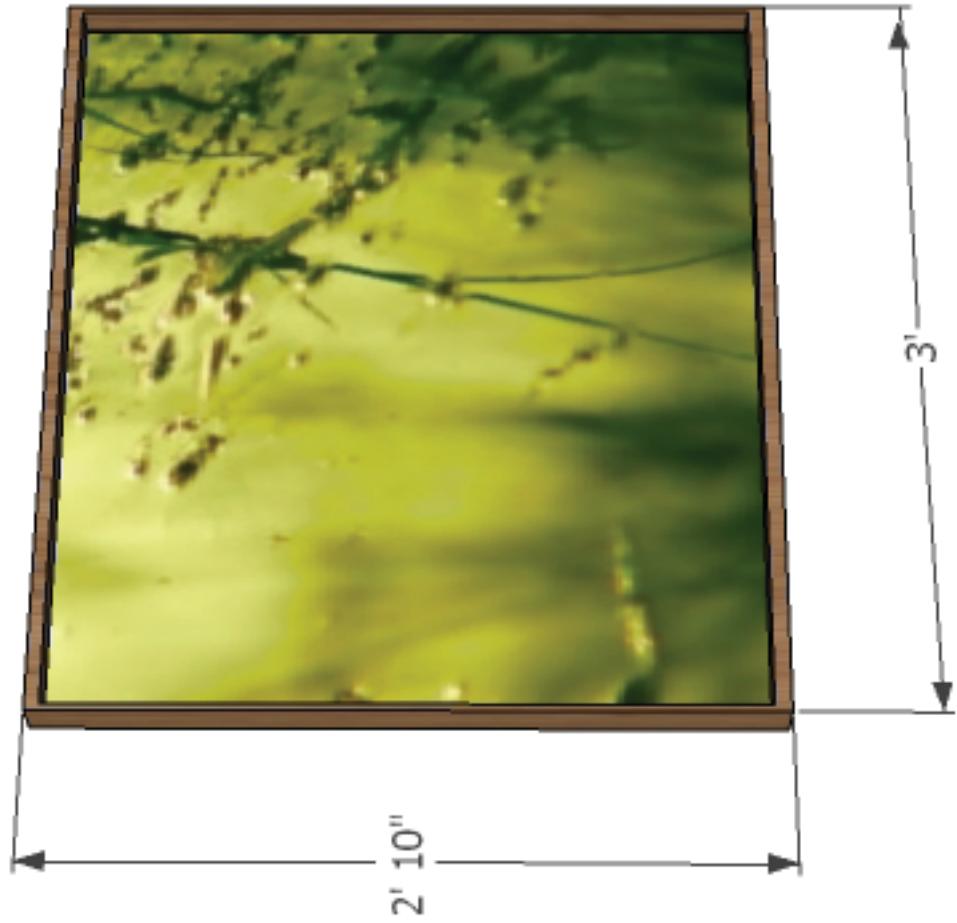
NOTES:

- Large format artwork to be used with "A" chair seating arrangement
- Sconces to be used on both sides of the artwork
- Reference SPACE PLANNING for proper placement

**ITEM # ME-10B**

ME  
10B

Framed Wall Artwork - Large REDUCED - 1 unit  
Tranquility Room



**NOTES:**

- Reduced version of the large format artwork; to be used in smaller tranquility rooms if needed
- Also to be used with "A" chair seating arrangement, see ME-10
- Sconces to be used on both sides of the artwork
- Reference SPACE PLANNING for proper placement

ITEM # ME-11

ME  
11

Dimensional Logo - Painted - 1 unit  
Hallway



NOTES:

- Place with stacked stone feature wall in hallway
- Reference installation notes

ITEM # ME-12

ME  
12

Translucent Artwork - 1 unit  
Tranquility Room



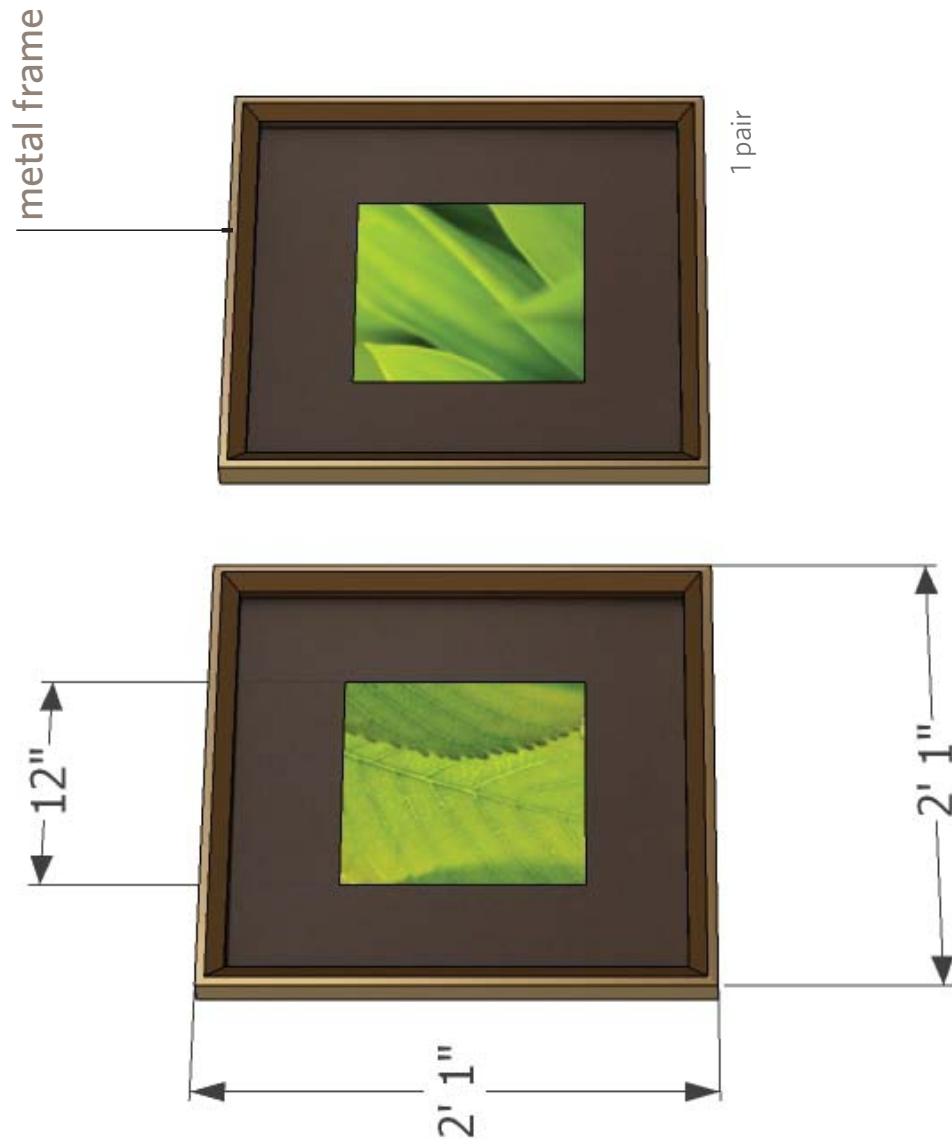
NOTES:

- To be used with the beverage station in the tranquility room
- Reference MILL WORK DETAILS for details
- Reference SPACE PLANNING for proper placement of beverage station

ITEM # ME-13

ME  
13

Framed Wall Artwork - Small - 13 units  
Tranquility Room, Therapy & Spa Therapy Rooms, Restrooms



NOTES:

- To be used opposite of entry in therapy & spa therapy rooms
- To be used above and adjacent to the toilet in the restroom
- To be used appropriately in tranquility room
- Reference SPACE PLANNING for proper placement

## ITEM # ME-14

Clinic Poster Holders - Small - 2 units  
Restrooms

ME  
14

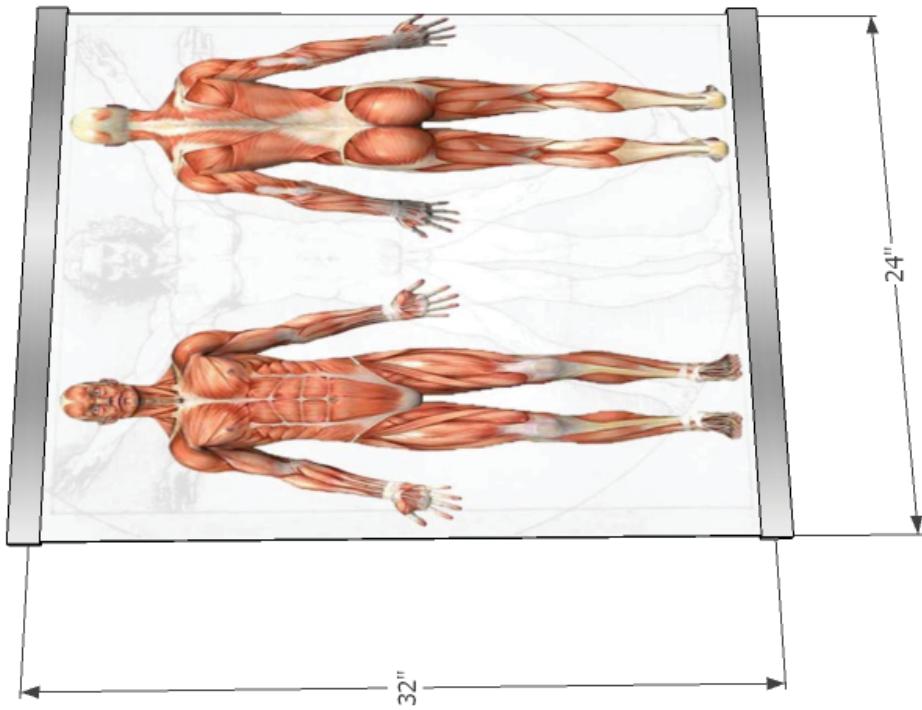


- NOTES:**
- Mount to the back of the restroom door
  - This item is only found in the restrooms
  - Acrylic insert is changeable, content provided by Massage Envy

**ITEM # ME-15**

Dry-Erase Board - 13 units  
Therapy & Spa Therapy Rooms

ME  
15



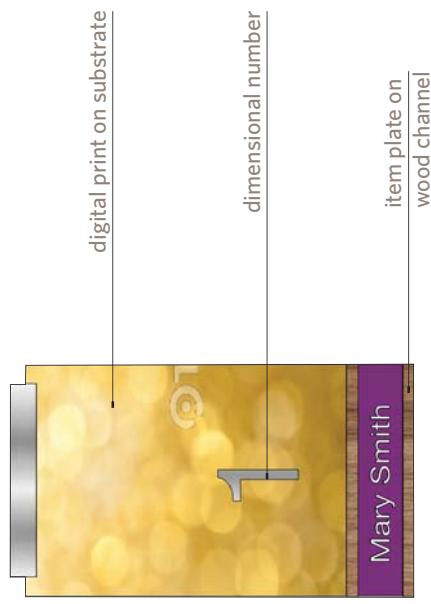
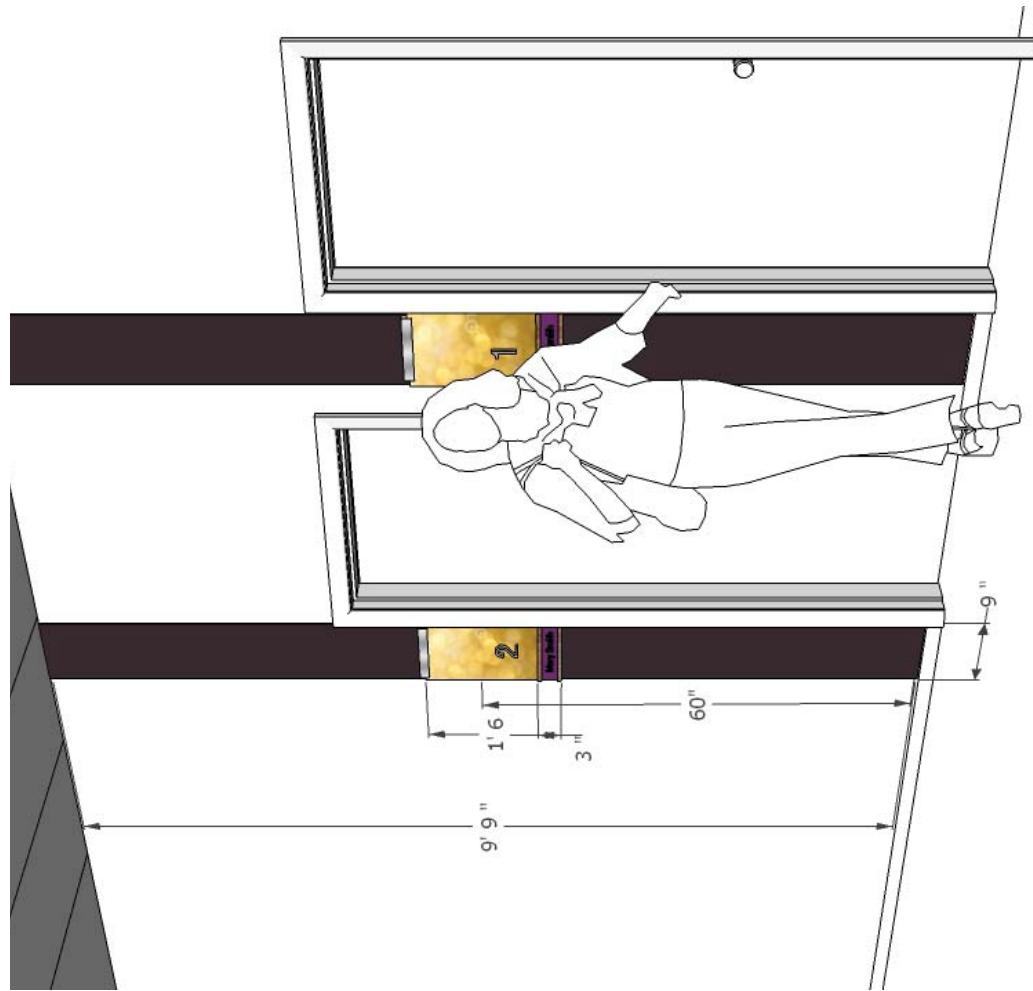
**NOTES:**

- Therapy Rooms - to be placed on the same wall entrance doors
- Spa Therapy Rooms - to be placed adjacent to the entry
- Reference DESIGN OVERVIEW for proper placement

## ITEM # ME-16

Room Sign - 13 units  
Hallway

ME  
16



### NOTES

- Sign shall be installed on the wall adjacent to the latch side of the door
- Mount height shall be 60" A.F.F. to the centerline of the sign
- Painted band to be 9" wide in PC-1 from floor to ceiling

ITEM # ME-17

ME  
17

Restroom Signs - 2 units  
Restrooms



NOTES

- Sign shall be installed on the latch side of the door
- Mount height shall be 60" A.F.F. to the centerline of the sign

## Decor Elements Description

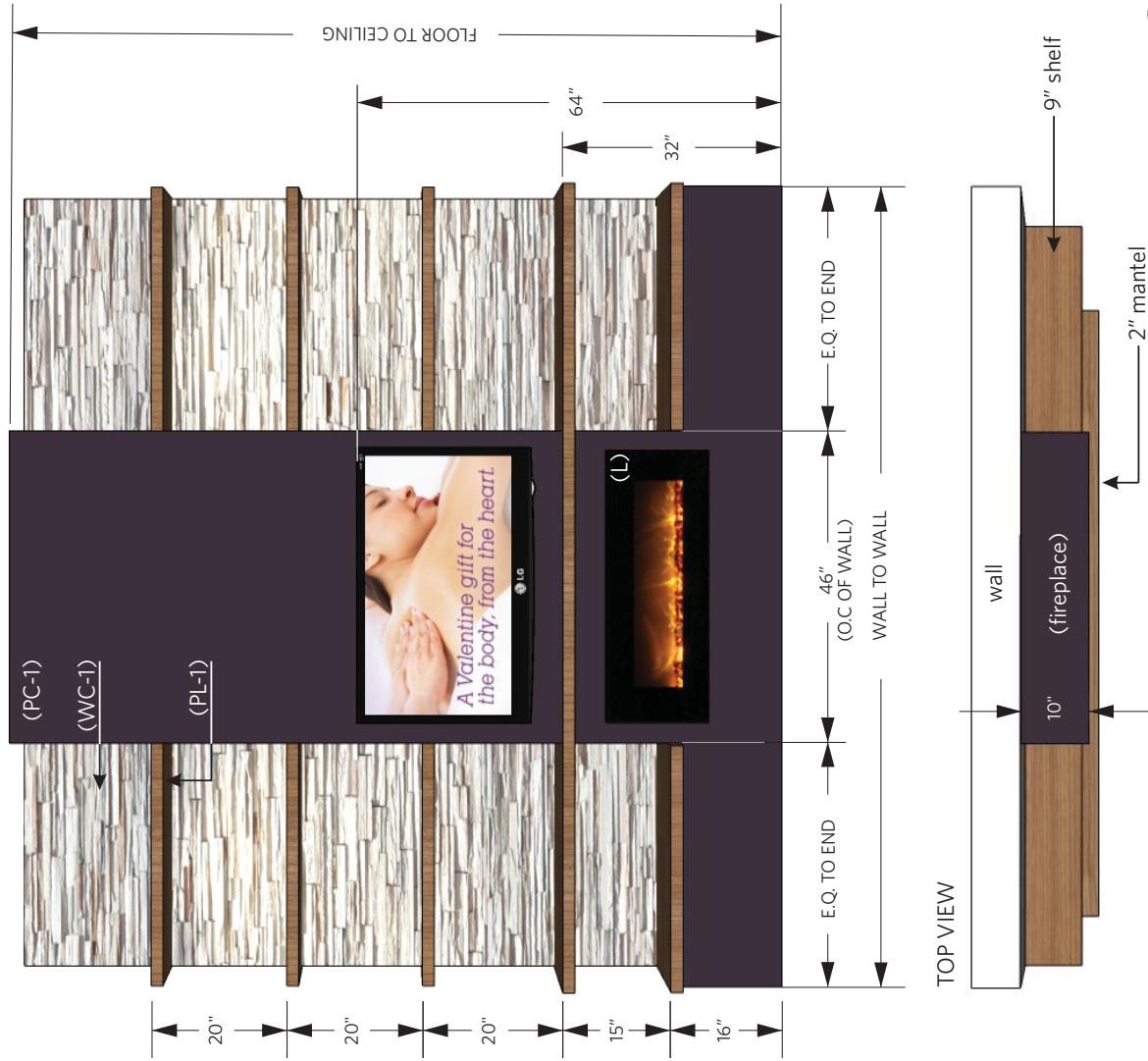
#	ITEM DESCRIPTION	Area	QTY	Units	Description
ME-01	Digital Printed Wall Covering	Reception, Hallway & Therapy	1050	SF	digitally printed image on Koroseal wall covering "abaco beach" - 48" wide increments X 120" h
ME - 02	Clinic Poster Holders - Large	Reception	3	EA	30" w X 42" h - surface mounted single-face poster on a aluminum graphic holder with protective polycarbonate panels - up to 3/32" thick. AnoGotcha channel 1-3/8" h x 1/2" d x 30" w
ME - 03	Stand Alone - Modular Retail Display	Reception	5	EA	22" wx 96" h X 14" d - modular retail display. laminated/lower lockable storage area and adjustable display shelving with 24" w X 28" h acrylic pocket for interchangeable advertising poster
ME - 04	Stand Alone - Brochures Floor Display	Reception	1	EA	36" w X 96" h X 10" d - free standing display : laminated base with 1/2" PVC body panel, wood shelves and hanging 30" w X 42" h double-face poster on aluminum graphic holder with protective polycarbonate panels - up to 3/32" thick - river pebbles included.
ME - 05	Dimensional Logo - Metallic	Reception	1	EA	48" w X 12" h X 1/2" d - wall mounted dimensional logo with metallic front
ME - 06	Counter Top - Gift Card Display	Reception	1	EA	11" w X 12" h X 8" d - thermofused tray display with gift card dividers and acrylic pocket for interchangeable marketing insert
ME - 07	Counter Top - Manager Specials Display	Reception	1	EA	9" w X 12" h X 8" d - thermofused display with acrylic pocket for interchangeable marketing insert
ME - 08	Counter Top - Aromatherapy Display	Reception	1	EA	11" w X 12" h X 8" d - thermofused tray display with wood bottle holder and acrylic pocket for interchangeable marketing insert
ME - 09	Stand Alone - Large Poster Display	Reception	1	EA	36" w X 96" h X 10" d - free standing display, laminated base with 1/2" PVC body panel and hanging 30" w X 42" h double-face poster on aluminum graphic holder with protective polycarbonate panels - upto 3/32" thick - artificial plants included.
ME - 10	Framed Wall Artwork - Large	Tranquility Room	1	EA	74" w X 34" h - wall mounted wood framed artwork - royalty free image
ME - 10 B	Framed Wall Artwork - Large Reduced	Tranquility Room	1	EA	36" w X 34" h - wall mounted wood framed artwork - royalty free image
ME - 11	Dimensional Logo - Painted	Hallway	1	EA	48" w X 12" h X 1/2" d - wall mounted painted dimensional logo
ME - 12	Translucent Artwork	Tranquility Room	1	EA	32" w X 68" h - cabinet mounted digitally printed frosted acrylic on aluminum track
ME - 13	Framed Wall Artwork - Small	Tranquility Room & Therapy	26	EA	25" w X 25" h - wall mounted bronze finish framed artwork - royalty free image
ME - 14	Clinic Poster Holders - Small	Therapy & Restrooms	15	EA	24" w X 32" h - surface mounted single-face posters on aluminum graphic holder with protective polycarbonate panels - up to 3/32" thick
ME - 15	Dry Erase Board	Therapy	13	EA	39" w X 98" h - wall mounted panels with 39" w X 42" h dry-erase board on aluminum track. AnoGotcha channel 1-3/8" h x 1/2" d x 30" w
ME - 16	Room Sign	Hallway	13	EA	9" w X 18" h - wall mounted signage: digitally printed PVC substrate with dimensional numbers and wood channel for inserts
ME - 17	Restroom Sign	Hallway	2	EA	wall mounted signage
x	Window Vinyl - Tranquility	Exterior	TBD	SF	

# Mill Work Details

Mill work is a term used to describe custom built cabinetry, case goods and similar details found throughout the spa. Although clinics vary from one another, it is imperative to recreate these items as close to the prototype as possible.

## Feature Wall - Symmetrical

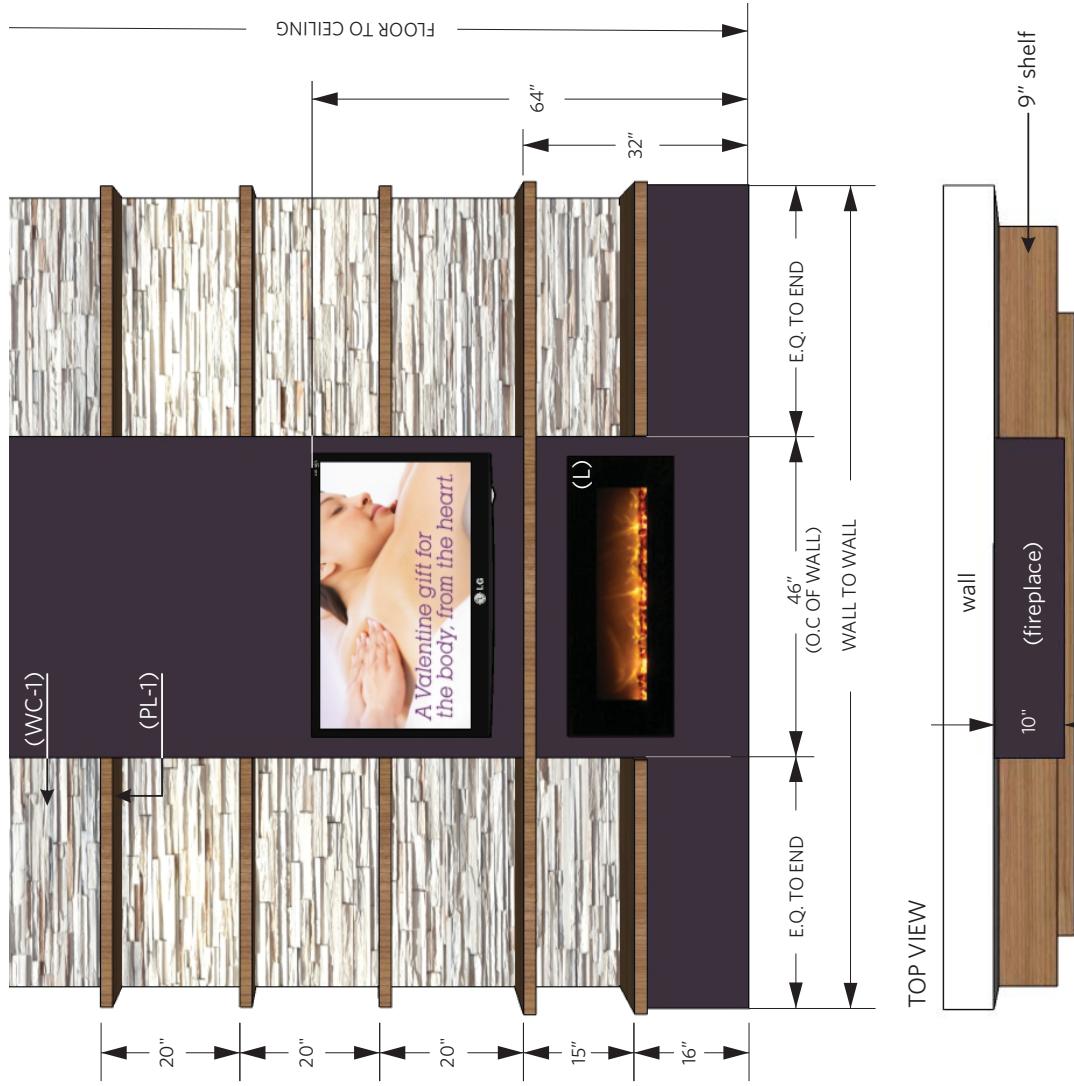
Tranquility Room



- Symmetrical layout to be used in small tranquility rooms with limited space
- To be used with "B" chair seating arrangement
- Reference SPACE PLANNING for proper placement
- Reference DESIGN OVERVIEW for design intent
- Reference MATERIAL SCHEDULE for finishes

## Feature Wall - Asymmetrical

Tranquility Room

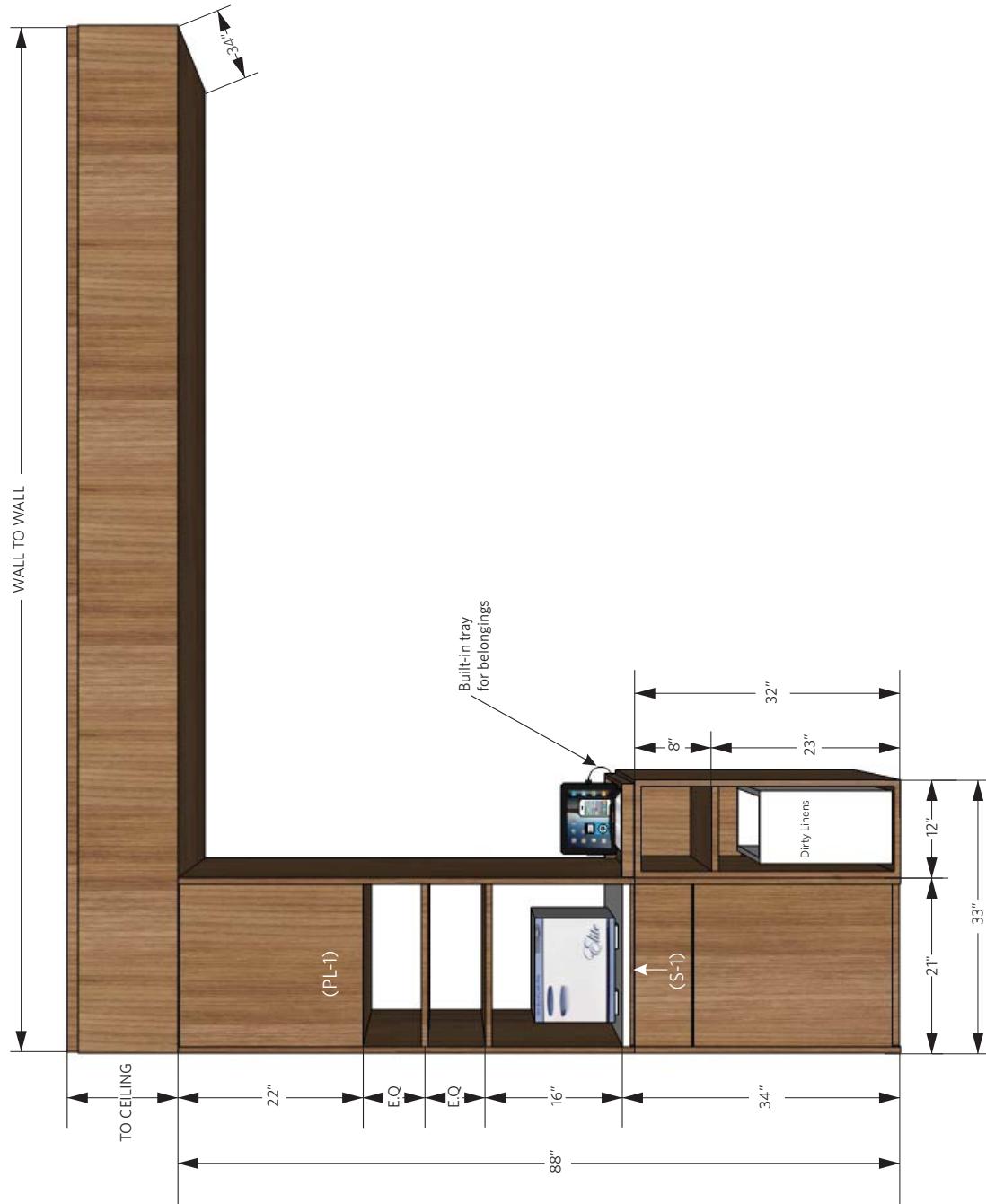


NOTES

- Asymmetrical layout to be used in larger tranquility rooms with ample space
- To be used with "B" chair seating arrangement
- Reference SPACE PLANNING for proper placement
- Reference DESIGN OVERVIEW for design intent
- Reference MATERIAL SCHEDULE for finishes

## Custom Cabinetry

Therapy Rooms

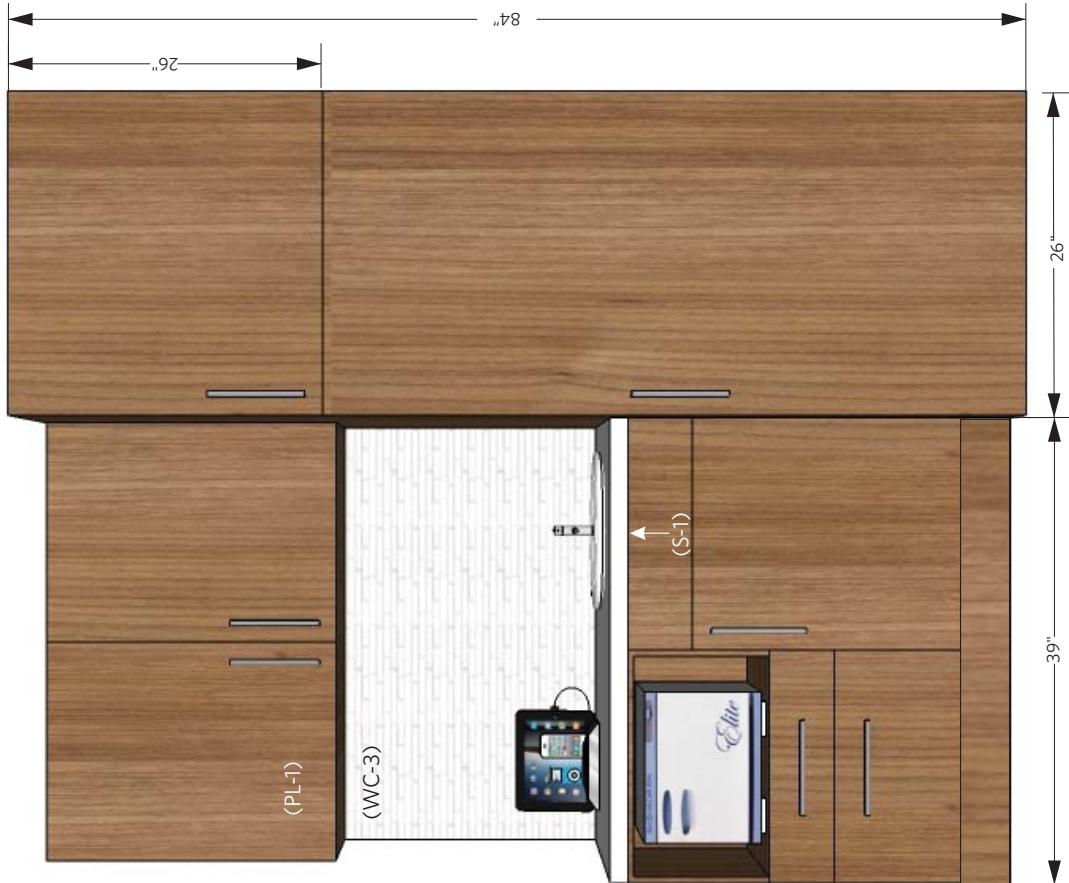


NOTES

- Custom cabinetry to be used in therapy rooms only on the same wall as the entry
- Reference DESIGN OVERVIEW for design intent
- Reference MATERIAL SCHEDULE for finishes

## Custom Cabinetry

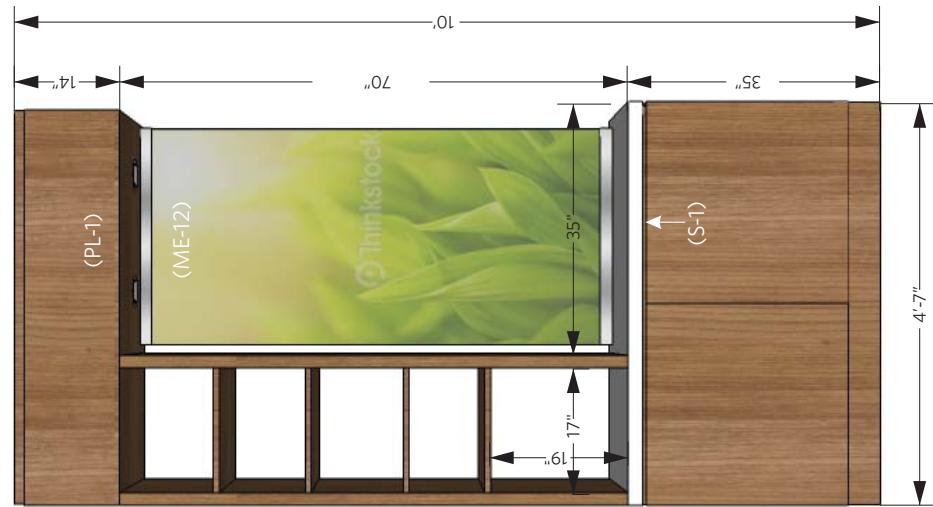
Spa Therapy Rooms



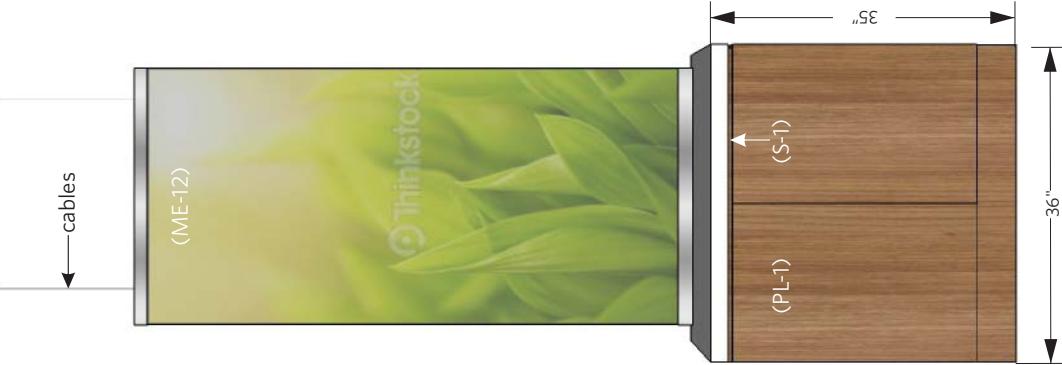
- NOTES**
- Custom cabinetry to be used in spa therapy rooms only
  - Reference DESIGN OVERVIEW for design intent
  - Reference MATERIAL SCHEDULE for finishes

## Beverage Station

Tranquility Room



Full size



Reduced size

- NOTES**
- Smaller tranquility rooms may not allow for a full size beverage station
  - Reference DESIGN OVERVIEW for design intent
  - Reference MATERIAL SCHEDULE for finishes
  - Reference SPACE PLANNING for proper placement

## Built-in Bench

Tranquility Room



NOTES

- If space allows, a built in bench may be used
- Reference DESIGN OVERVIEW for design intent
- Reference MATERIAL SCHEDULE for finishes
- Reference SPACE PLANNING for proper placement

## Vanity

Restrooms

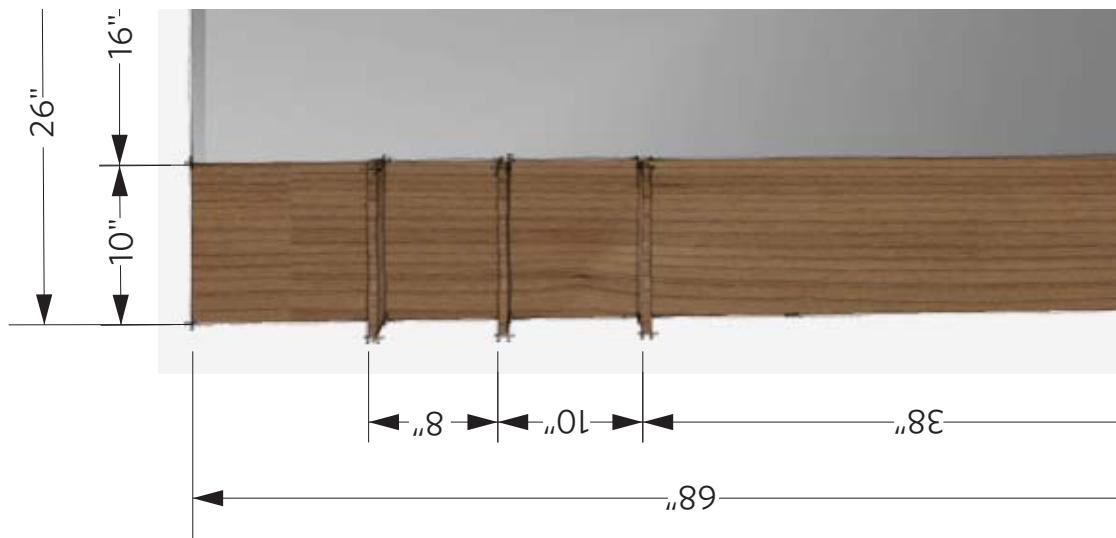


### NOTES

- Cabinetry must meet ADA requirements
- Reference DESIGN OVERVIEW for design intent
- Reference MATERIAL SCHEDULE for finishes

## Mirror Shelving Unit

Therapy & Spa Therapy Rooms



Notes

- One unit per therapy and spa therapy room
- To be wall mounted (and anchored) behind door so privacy is never compromised during spa services
- All doors shall have a door stopper installed at base molding to prevent damage
- To be finished with PL-1

# LIST OF CONTACTS

Here you will find a list of product reps that are familiar with the new design guidelines as summarized in this manual. The majority of the materials listed in the material schedule have been given a national account price and identification number. Please feel free to contact them with any questions you may have.

## Contact List

Company	Product Rep.	Phone	Email
Tandus Flooring	Patti Kanter	(602) 377-8331	pkanter@tandus.com
Centiva Flooring	Kate Kandell	(503) 467-6500	kkandell@centiva.com
Palliser Contract	Ron Rubenstein	(415) 306-2650	ron@ironrubenstein.com
Armstrong Ceiling	Stephen Yeager	(503) 319-6853	sayeager@armstrong.com
Emser Tile	Michael Fry	(541) 434-8453	michaelfry@emser.com
Daltile	Tamera Grandusky	(415) 290-8302	tamara.grandusky@daltile.com
Benjamin Moore	Customer Service	(866) 708-9181	benjaminoore.com
Panolam (E.B. Bradley Co.)	Todd Graham	(253) 261-8195	tgraham@ebbradley.com
Cambria	Mackenzie Weldon	(612) 756-3920	mackenzie.weldon@cambriausa.com
Shaw Contract Group	Joe Knapp	(602) 821-4636	joe.knapp@shawinc.com
Johnsonite	Shanna Ross	(206) 245-8387	shanna.ross@johnsonite.com
MCD Wallcovering	Cheryl Luckett	(503) 784-4684	cluckett@mdcwall.com
Hunter Douglas	Visit the website to find a local dealer		hunterdouglas.com