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 2. Click “make a copy”
-

[YOUR NAME] BRAND GUIDE [YEAR]

PART 1: BRAND BASICS AND POSITIONING

WHAT I DO STATEMENT

Examples:

I help women entrepreneurs build sustainable soul-centered online businesses so that they can replace their 9-5 income, work from anywhere, and truly make a difference.

I help soul-centered female entrepreneurs create a body, business, and life they love so that they can reclaim their time, energy, and focus to go out and make a meaningful impact on the world.

IDEAL CLIENT

Example:

My ideal client is a creative, ambitious, heart-centered woman in her 30s-50s who has achieved a lot in her life career but is feeling unfulfilled, stuck, low energy, low confidence or like she isn't quite reaching her potential physically, financially, or otherwise.

She wants to have it all: a clear mind, a passionate relationship where she feels sexy and magnetic, an amazing social life, a deep spiritual practice, a life of adventure and a career that makes her money and lets her have the freedom to work from home or travel the world while making an impact she can feel proud of. She wants to feel comfortable and at home in her body, not fighting it all the time. She secretly yearns to be the most vibrant, alive, successful, inspiring woman in the room. She's just not quite sure how to get there.

She dabbles in yoga, spirituality and self-help, she's motivated but still stuck/overwhelmed and is looking for support, accountability, and a proven roadmap that will inspire her and get her on the fast track to her goals. She *can* DIY but she wants to invest in having an expert on her side.

She wants to feel in control of her habits and food choices so she can feel more present and connected, she wants to make more money and see her business take off so she doesn't feel like a burnt out stressed mess with nothing to show for it. She wants to feel confident, happy, fulfilled, and aligned in all areas of her life.

WHAT MY BRAND EMBODIES (WHAT MY ICA WANTS)

1. Fit/healthy/vibrant
2. Well traveled/Worldly
3. Put together, professional with a creative flare
4. FUN: (at party laughing with friends, cool group of people, girlfriends)
5. Spiritual person, Yoga and meditation
6. Eating beautiful food in clean kitchen
7. Confident in body, holds herself with poise and grace
8. Organized, got it all together, not stressed out, business savvy
9. Gracious, poised, gives back generously to her community/the world
10. Business minded, successful, abundant, impactful, expert

WE ARE

- Real/Relatable
- Approachable
- Authentic
- Reverent
- Trustworthy
- Spiritual yet professional
- Playful and FUN
- Empowering/Inspiring
- Knowledgeable Expert
- Of Service

WE ARE NOT

- Intimidating
- Exclusive
- Generic
- Dated
- "Too Cool"
- Scattered/Off-Center
- Masculine
- Pinterest Perfect
- Self-Centered
- Timid

PART 2: VISUAL ELEMENTS

1. Logo

Horizontal:

KRISSY LEONARD
CREATE A PROFITABLE BUSINESS + A RICH LIFE

Vertical/stacked:

Krissy
LEONARD

Name: Krissy Leonard Logo

The creative idea behind the logo is: professional, clean, and bold with handwriting providing personal touch

It expresses the brand by: clean, professional, creative, bold but also warm and inviting

Fonts:

Blacker Pro Display Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

CORAL BLUSH SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Lato

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Text Color:

- **Primary color** – black

Coral Blush Script

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COMM SANS SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

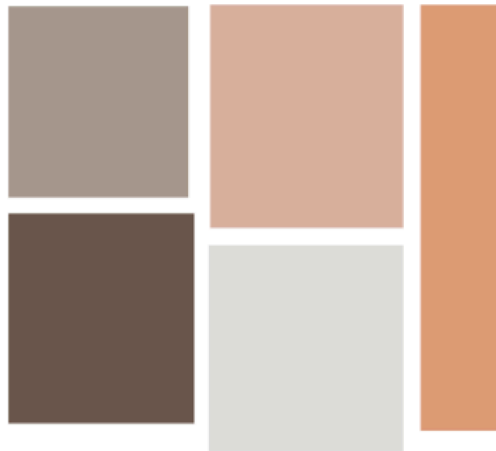
Color Palette:

Include swatch/screen shot...

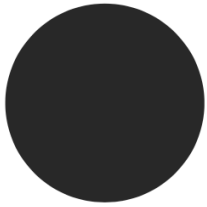
PALETTE



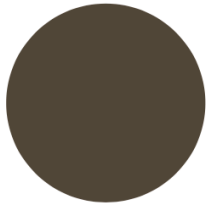
NEUTRALS



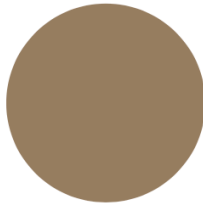
Or the hex color code (PRO TIP: a designer will be able to generate this for you, it is the EXACT color code so you can recreate it across different mediums like Instagram posts, font colors, and website design and they will all match!)



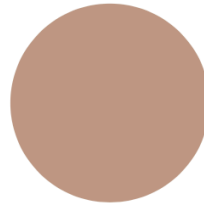
#2b2b2b



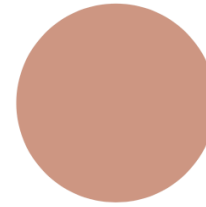
#564536



#9d7c5e



#c59880



#d69882



#e8e5df



#f2efea



#fbfaf8

#ffffff

WHY THESE COLORS:

Example:

The main color palate is a simple black, white and beige with accents of gold. Gives a sense of simplicity, elegance, clean, crispness, a simple foundation for color images to add their flare to.

Tan is a neutral warm color, calming, non assuming, gentle. Reminiscent of sand, earth, nature, grounding. Reflects brand characteristics of welcoming, not shoving energy at someone, grounded connectedness.

White is crisp, clean, also relaxing and refreshing for a woman with a busy mind and cluttered life. White is purity and light, symbol of elevated consciousness.

Black should be used minimally just to add contrast to the light.

Gold gives a sense of sparkle (my signature system is called the SPARK system, all women who finish a program not only have a body and life they love, they have a special spark that people notice when they walk in a room), that hint of personality, glitz, sense of high-end luxury. Also worldliness, funkiness.

4. Photography

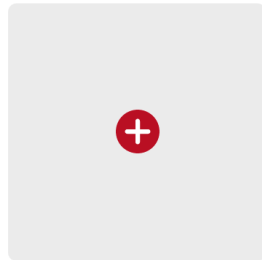
VIBE: Natural, warm, lots of white, neutrals and gold, fun, approachable, professional.

Feeling when the client looks at images: at ease, trusting, relaxing, open, inspired, energized.

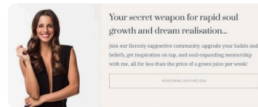
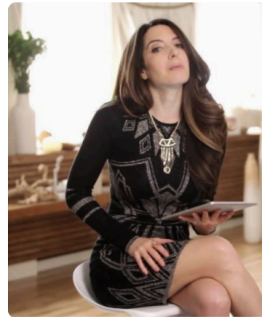
(PRO TIP: Include a Pinterest board or selection of images that embody the vibe)



GENERAL MOOD/VIBE/COLOR THEME:
 (INSERT SCREENSHOT OF YOUR PINTEREST VIBE BOARD)



Create Pin



5 Ways To Control
Your Calendar And
Power Your
Productivity



She Means Business: Turn
Your Ideas into Reality and
Become...



Lady Gaga



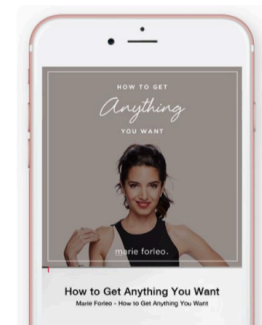
"The key to serenity is trusting
that the universe has
your... #spiritjunkie #wtf1 #quo



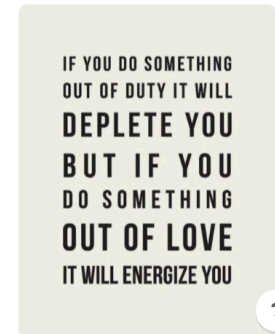
The Busy Girl's Guide To
Meditating



October 2nd is one of the
most important anniversaries
in my...



How to Get Anything You Want
Marie Forleo - How to Get Anything You Want



Privacy



Learn why getting back up is the most important part of a...



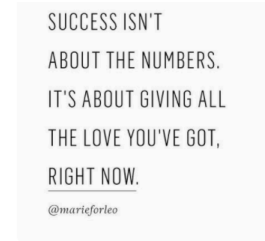
Grace Bonney, the founder of Design*Sponge, shares a candid...



Regena Thomashauer shares thoughts from her book, Pussy: A...



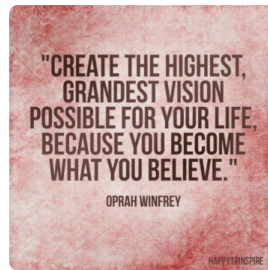
When you're hungry for success, don't let anyone feed you...



When you have the courage to question what you're doing and...



Put down your shield and stand in the rain of blessings... #Truthbomb #Words #Quotes



go big



If you've been wanting to share your gift in a meaningful...



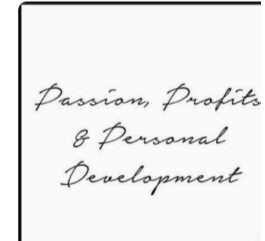
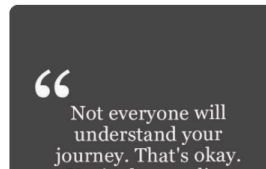
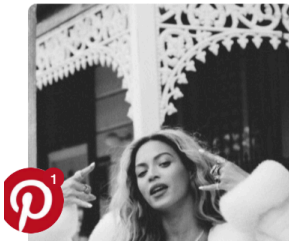
house envy: st. barts beach house // love the neutral and...



◇ SUNDAY hangs in monochromatic whites helping us... #childofwild #minimalism



Ever wonder if you've got some old money beliefs from your...



LOCATION IDEAS:

Where will the shoot take place? Check out Airbnb, homestudiolist.com or peerspace.com for rentals! Examples below.

<https://www.homestudiolist.com/listing/900035> - looks great, like the colors and layone of this one, but the kitchen is tiny.



<https://www.homestudiolist.com/listing/2017/5/29/fresh-ardor-100hr> is there a kitchen?



<https://www.homestudiolist.com/listing/900032>



<https://www.splacer.co/venue/luxurious-casual-comfort-sf-style> too masculine?



https://www.airbnb.com/rooms/716360?wls_source=list&wls_id=259551940&role=wishlist_owner&adults=1&children=0&infants=0



SHOT LIST Example list. Think about images you would need on website, social, sales pages etc.

1. HEADSHOTS/PROFESSIONAL: (Fun, Approachable, casual, professional, wavy hair, eyes looking at the camera)

- Full body professional shot
- Head on, looking at camera, professional shots
- Lots of white space around me, looking left, right, up, down
- Laughing with WHITE SPACE
- Head on with WHITE SPACE
- Cozy on the couch with tea
- Header for Light, Fit and Free (white outfit, gold jewelry, in kitchen, crystal in background?)



Professional Header shots - WIDE SHOT so I can put text on either side (Look: Badass yet approachable chillin with a little funky style)



2. LIFESTYLE: KITCHEN COOKING (Look: Casual in the kitchen + professional Nutritionist photos)

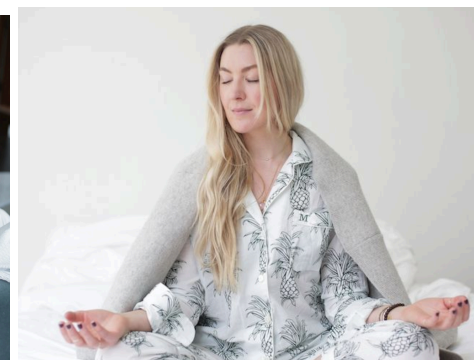
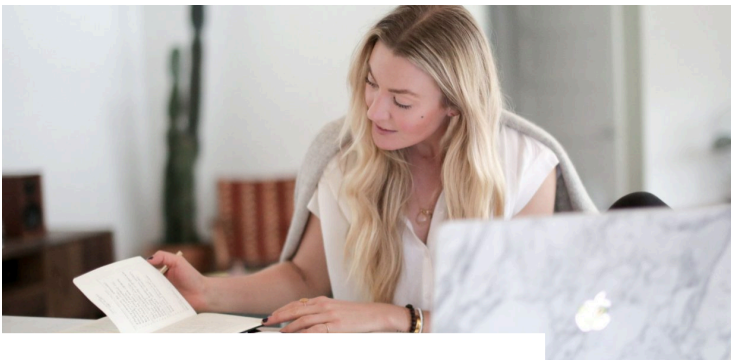
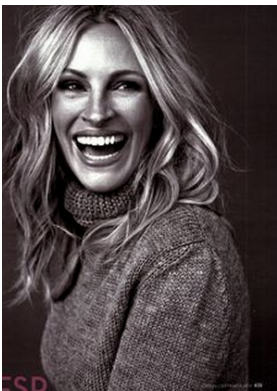
- Putting together salad/beautiful meal, whole scene
- Hands putting food together
- Smiling and laughing
- Tasting and making MMMMMM eyes closed/pleasure face
- A couple professional shots



Need header similar to this with white background, food and me looking up, connecting with camera for LFF.

INSPIRATIONAL/LIFESTYLE: COZY RELAXING/SELF CARE (Look: Bohemian/lux, gold jewelry, cozy)

- Couch - magazine/book
- Drinking tea
- Eating meal - BLESSING MEAL
- Lighting a candle
- Journaling
- In bed relaxing
- Relaxed candids



Lifestyle candid:



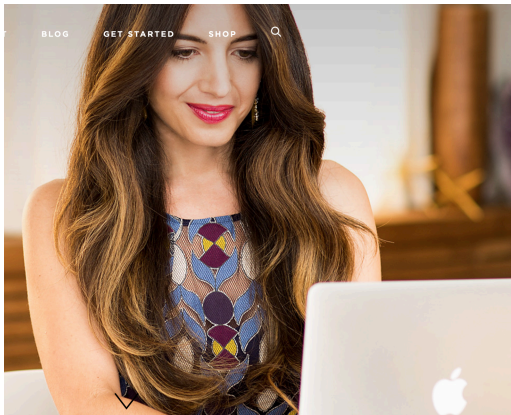
INSPIRATIONAL/LIFESTYLE: SPIRITUALITY (Look: whitespace, relaxed, comfortable yoga wear, fun jewelry)

- Meditation (horizontal and vertical)
- Hands - prayer, mudra, open, etc
- Hands on belly/heart
- Pranayama and Yoga



INSPIRATIONAL/LIFESTYLE: MONEY/BUSINESS (Look: Professional/edgy with computer, professional welcoming/comforting, blazer)

- On laptop
- Laptop with hands
- Candle burning with laptop
- Talking with client
- Headshots: professional powerhouse yet approachable
- Authentic excitement to bring your ideas to life



INSPIRATIONAL/LIFESTYLE: FUN/WITH FRIENDS

- Having a drink/tea with a friend
- Being social, powerful women around
- Eating out at a restaurant with friends
- Out having a nice cocktail



INSPIRATIONAL/LIFESTYLE: MOVEMENT/OUTSIDE/YOGA/HIKING/MOMENTUM

- Travel and adventure
- Hiking, on top of mountain
- Breathing/meditation/yoga in nature
- Full body workout shot





INSPIRATIONAL/LIFESTYLE: OUT AND ABOUT

- At the health food store: picking veggies, smelling the produce, eating something in bulk
- Farmers market?
- Working at a coffee shop

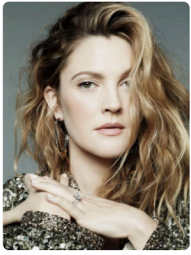


HAIR AND MAKEUP

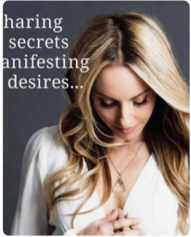





Create Pin




drew barrymore #hair #beauty




Sharing secrets manifesting desires...




drew-barrymore-fashion




Things to Do







Shop the December 2013 Cover





Get Happy! The Best Celebrity Smiles







Drew Barrymore shows off her pins in this gorgeous Alexander...









Drew Barrymore has the best hair!




Sarah Britton | DesignSponge





Why I Book a Small Hotel Room and Other Travel Tips from...
by Vera Anderson






The Best Beauty Looks of the Week: September 21, 2015







Uploaded by user



Hair and Makeup





Privacy

OUTFITS

FIRST LOOK (AIR BNB) - couch, kitchen, outside dinner party, headshots - hair down with smaller earrings



NO, YES, NO

SECOND LOOK (AIR BNB): comfy on the couch, with friend with tea on the couch, etc



YES!

THIRD LOOK (AIR BNB) - head shots



(pink: optional)
NO, NO, NO

FOURTH LOOK: Market/Coffee shop



YES!

FIFTH LOOK: RELAXED/KITCHEN



YES



NO! Too dark





NO



SIXTH LOOK: SPIRITUAL



YES, different earrings



NO, God no

ALTERNATE LOOK: FUN



SPARKLE YES, LEATHER PANTS NO

ALTERNATE LOOK: OUTSIDE



NO, NO



SNEAK PEAK! IMAGE FROM THE FINAL SHOOT!







PHOTO CREDIT: In Her Image