

BRAND GUIDELINES **DOCUMENT**

visual assets

CLEARPATH
COACHING AND CONSULTING

BRANDING

PRIMARY LOGOTYPE

Two-color, Lapis Lazuli (primary brand color) and Indigo Dye (secondary brand color).

To be used against white backgrounds.

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PRIMARY LOGOMARK

One-color (Indigo Dye or secondary brand color in any given palette).

To be used against white backgrounds or any of the secondary palette backgrounds.



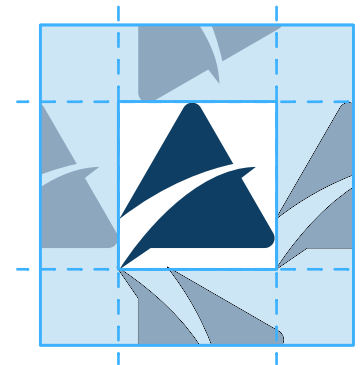
LOGOTYPE CLEARSPACE

Clearspace around the logo is equal to the cap width of the first C all around.



LOGOMARK CLEARSPACE

Clearspace around the mark is equal to the half the mark's width all around.



BRAND COLORS

PRIMARY

SECONDARY

LAPIS LAZULI

hex #13578A
r 19
g 87
b 138

pms 7462 C
c 95%
m 69%
y 22%
k 6%

INDIGO DYE

hex #0C3E63
r 12
g 62
b 99

pms 7694 C
c 99%
m 77%
y 37%
k 25%

SUPPORTING COLORS

ACCENT

COPY BACKGROUND

BODY COPY

MAIZE

hex #F5E663
r 245
g 230
b 99

pms 100 C
c 5%
m 4%
y 75%
k 0%

WHITE

hex #FFFFFF
r 255
g 255
b 255

pms 11-4001 TPG
c 0%
m 0%
y 0%
k 0%

ONYX

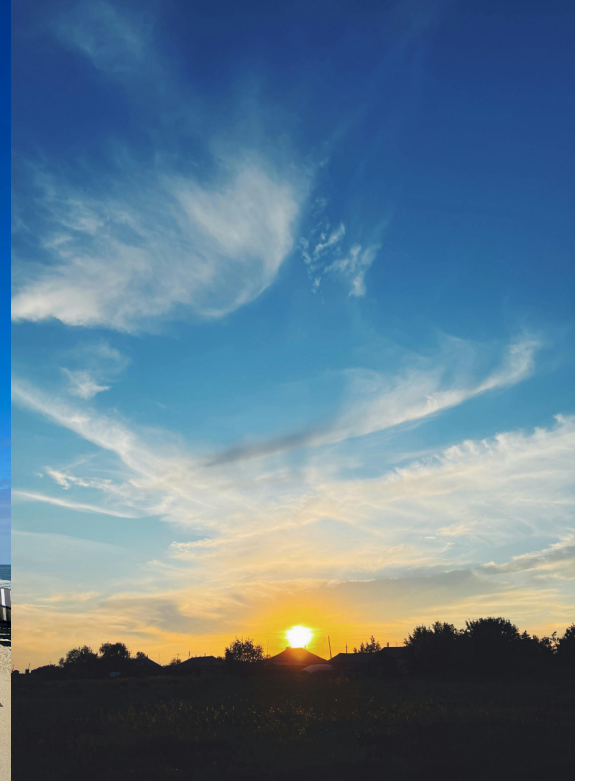
hex #444444
r 68
g 68
b 68

pms 446 C
c 65%
m 60%
y 60%
k 44%

SCENES FROM NATURE



SCENES FROM NATURE



SCENES FROM NATURE



SECONDARY PALETTE

CADET GRAY

hex #8DA7BE

r 141
g 167
b 190

c 46%
m 27%
y 16%
k 0%

pms 7691 C

COLUMBIA BLUE

hex #CDE6F5

r 205
g 230
b 245

c 18%
m 3%
y 1%
k 0%

pms 600 C

VANILLA

hex #FAF2B1

r 250
g 242
b 177

c 2%
m 1%
y 38%
k 0%

pms 600 C

ALT LOGOS

INVERTED

One-color (white or sufficiently light secondary color) to be used against dark, solid backgrounds.

SECONDARY PALETTES

For a softer appearance on a low contrast, almost pastel background.



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STACKED LOGO

Differently arranged logomark to better occupy vertical or square real estate.

Abbreviated logo arranged in a stack.



TYPOGRAPHY

HEADLINES

Montserrat Bold +All Caps, Indigo Dye

LOREM IPSUM DOLOR EST SIT AMET

Montserrat Bold +Small Caps, Onyx

LOREM IPSUM DOLOR EST SIT AMET

Montserrat Bold +All Caps, White (vs Lapis Lazuli)

LOREM IPSUM DOLOR EST SIT AMET

Montserrat Bold +Small Caps, Maize (vs Lapis Lazuli)

LOREM IPSUM DOLOR EST SIT AMET

SUBHEADS

Montserrat SemiBold, Lapis Lazuli

Lorem Ipsum Dolor Est Sit Amet

Montserrat SemiBold, White (vs Lapis Lazuli)

Lorem Ipsum Dolor Est Sit Amet

Montserrat SemiBold, Maize (vs Lapis Lazuli)

Lorem Ipsum Dolor Est Sit Amet

BODY CONTENT

Roboto Light, Onyx

Clear Path Coaching and Consulting

Roboto Medium, Onyx

Clear Path Coaching and Consulting

Roboto Medium, White (vs Lapis Lazuli)

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ACCENTED CONTENT

Roboto Medium, Indigo Dye (with Roboto Light, Onyx)

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Roboto Medium, Lapis Lazuli (with Roboto Light, Onyx)

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Roboto Bold, Lapis Lazuli (with Roboto Medium, Onyx)

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Roboto Medium, Maize (with Roboto Light, White; vs Lapis Lazuli)

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Roboto Bold, Maize (with Roboto Medium, White; vs Lapis Lazuli)

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HEADLINE & SUBHEAD

FONT ALTERNATIVES

Verdana Regular, Onyx

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Verdana Bold, Onyx

CLEAR PATH COACHING AND CONSULTING

Arial Black +All Caps, Onyx

CLEAR PATH COACHING AND CONSULTING

Futura Bold +All Caps, Onyx

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BODY CONTENT

FONT ALTERNATIVES

Arial Regular, Onyx

Clear Path Coaching and Consulting

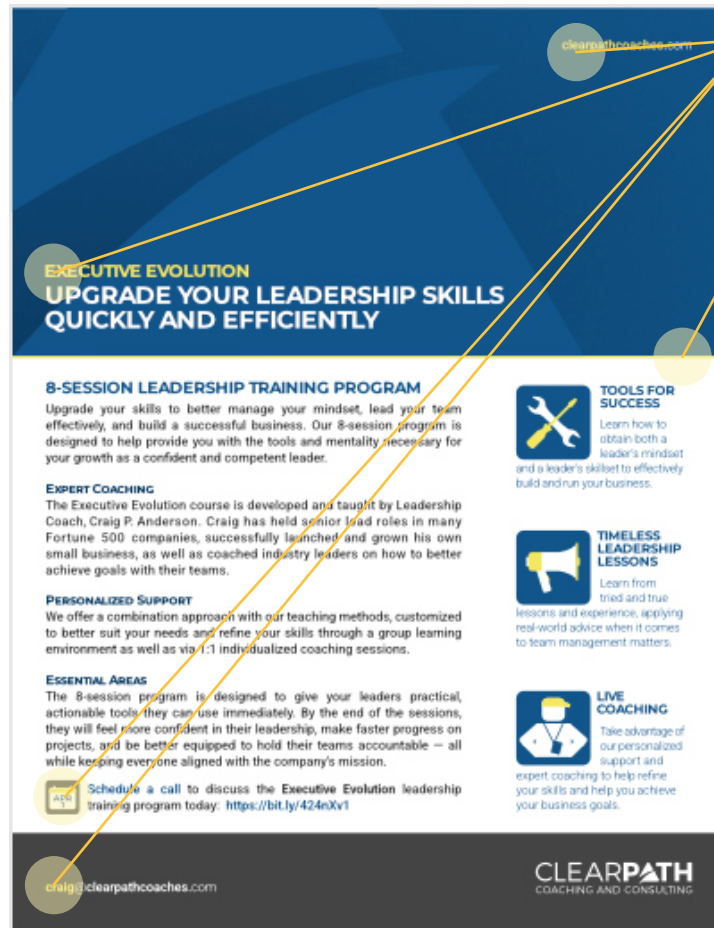
Futura Medium, Onyx

Clear Path Coaching and Consulting

WATCHWORDS



SOLUTION SHEET TEMPLATE



Accent color strategically on the diagonal

Accent color as horizontal rule to ease high contrast

At a glance executive summary blurbs

FRONT



Abstract hero image background derived from presentation

Personable or visual interest element

Call To Action

BACK

PRESENTATION TAKEAWAYS TEMPLATE

Asset description
Executive summary

Additional info

Accent color as horizontal
rule to ease high contrast

Contact info and brand
on the **Z** of the layout

High contrast color palette mindful
of B&W printers and toner/ink
cartridge consumption

Use of Lapis Lazuli and Maize in the
design should seamlessly translate
into their analogous black and white
colors without loss of information

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5-STEP FRAMEWORK FOR HAVING DIFFICULT CONVERSATIONS

PRACTICAL STEPS FOR BETTER DIALOGUE

- BE TIMELY**
 - Address issues **as soon as possible**; don't let problems fester. Remember: *Problems Don't Age Well.*
 - Ensure conversations are **timely** and held in a **safe, private setting**.
 - Be self-aware to recognize when you're **delaying** versus when you're **waiting for the right moment**.
- BE OBJECTIVE**
 - Stick to **observable facts**: "I noticed..." or "I've observed..."
 - Avoid making **assumptions about intentions or motivations**.
 - Use **neutral language** that won't trigger defensiveness.
- PRACTICE ACTIVE LISTENING**
 - Ask for the team member's perspective and **listen without interrupting**.
 - Paraphrase** what you hear: "So what I hear you saying is..."
 - Confirm** your understanding: "Did I get that right?" and adjust if needed.
- FOCUS ON SOLUTIONS**
 - Collaborate** to find a win-win outcome: "How can we solve this together?"
 - Brainstorm possible solutions and evaluate them **together**.
 - Emphasize **moving forward**, not dwelling on past mistakes.
- INCLUDE ACCOUNTABILITY**
 - Set **clear expectations** and agree on a timeline for improvement.
 - Define how and when** you'll follow up: "Let's check in next week to see how things are going."
 - Don't hesitate to **seek help if needed** to support improvement.

ADDITIONAL TIPS

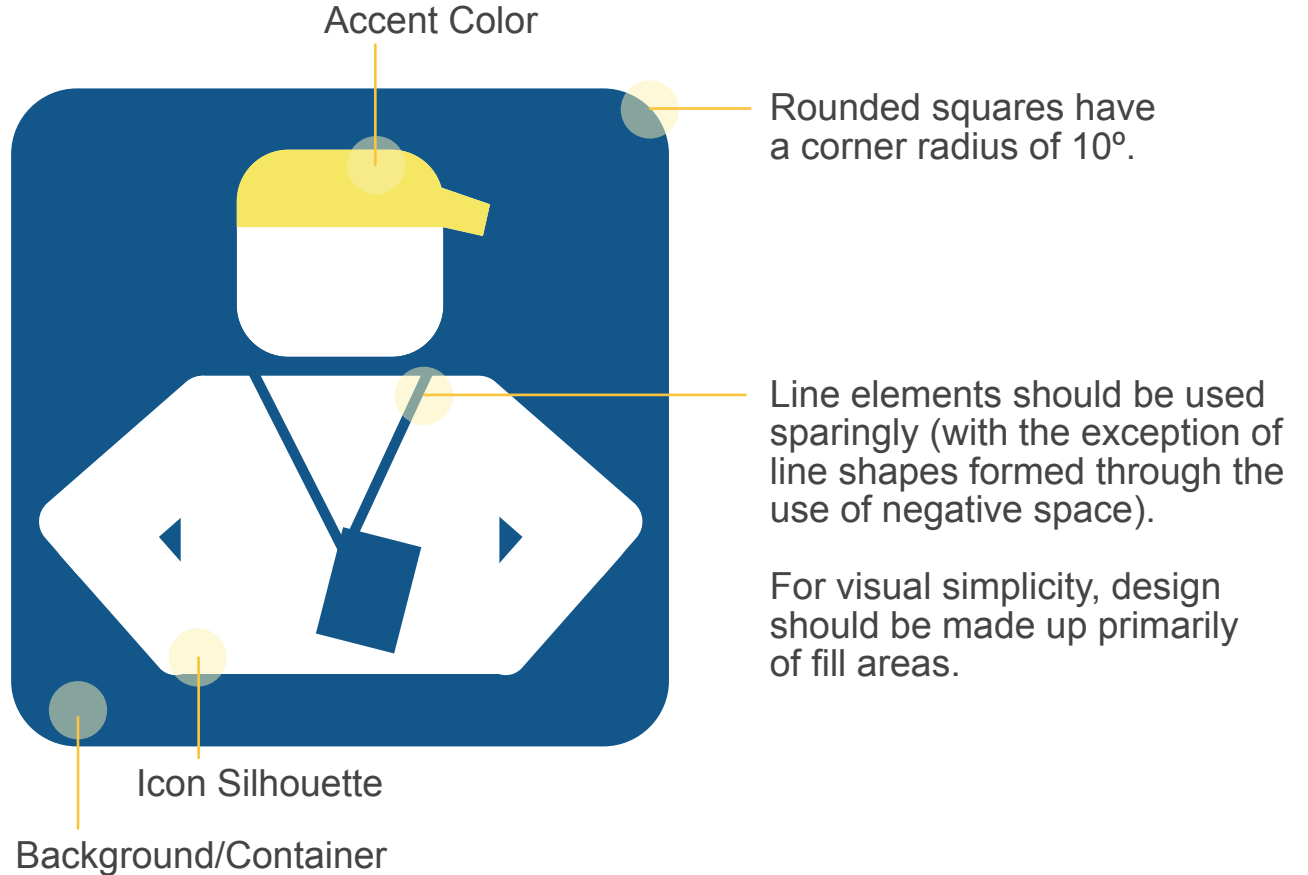
Stay Calm: Your tone and body language set the stage for a productive conversation.
Assume Positive Intent: Approach the discussion believing the person wants to do well.
Be Prepared: Practice what you'll say to feel more confident and articulate.

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ICONOGRAPHY GUIDELINES

Icons are generally 1-color silhouettes against rounded square backgrounds, forming an icon chiclet.



Accent colors should only impart a detail to the silhouette without forming its own independent shape. This is to ensure that 1-color printing will not lose any significant information should the accent color be replaced with white.



BUSINESS CARD TEMPLATE

Montserrat Bold
+All Caps, White

Montserrat Medium
+All Caps, White

Accent color as horizontal
rule to ease high contrast

front

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Roboto Light,
Lapis Lazuli

Roboto Medium,
Lapis Lazuli

Logo in
native colors

Logo mark,
Columbia Blue

Logo mark,
Lapis Lazuli

Full-bleed, 2-color
gradient background

back

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Roboto Medium,
Lapis Lazuli

SOCIAL MEDIA IMAGE CONTENT SPECIFICATIONS

LINKEDIN



SQUARE
1080x1080



LANDSCAPE
1920x1080

FACEBOOK



1080x1350

SOCIAL MEDIA IMAGE CONTENT SPECIFICATIONS

INSTAGRAM



SQUARE
1080x1080



PORTRAIT
1080x1350

CONTENT BACKGROUND TREATMENTS

SOLID

PRIMARY BRAND PALETTE



SECONDARY BRAND PALETTE



GRADIENT
HIGH CONTRAST



LOW CONTRAST



LOGOMARKED



MIXED
LOGOMARK WITH GRADIENT



MIX-N-MATCH COLORS PRIMARY LOGOTYPE VS...

Black background



Cadet Gray background



Columbia Blue background



Vanilla background



Maize background



Onyx background



White background



- ✓ APPROVED PAIRING
- !/? USABLE BUT NOT RECOMMENDED
- ✗ POOR PAIRING

SECONDARY PALETTE (BLUES) LOGOTYPE VS...

Black background



Lapis Lazuli background



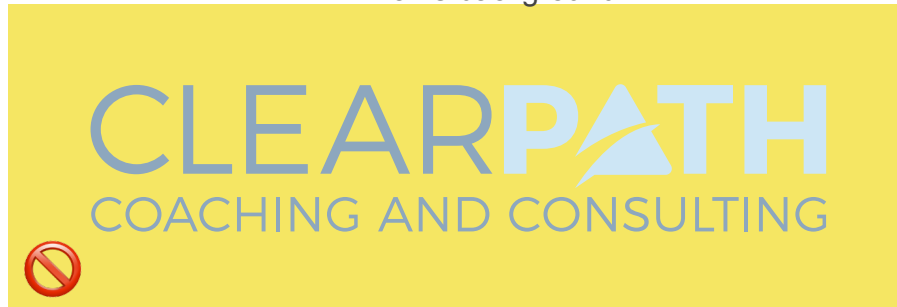
Indigo Dye background



Vanilla background



Maize background



Onyx background



White background



SECONDARY PALETTE (YELLOW) LOGOTYPE VS...

Black background



Cadet Gray background



Columbia Blue background



Lapis Lazuli background



Indigo Dye background



Onyx background



White background



ONE-COLOR (WHITE) LOGOTYPE VS...

Black background



Cadet Gray background



Columbia Blue background



Lapis Lazuli background



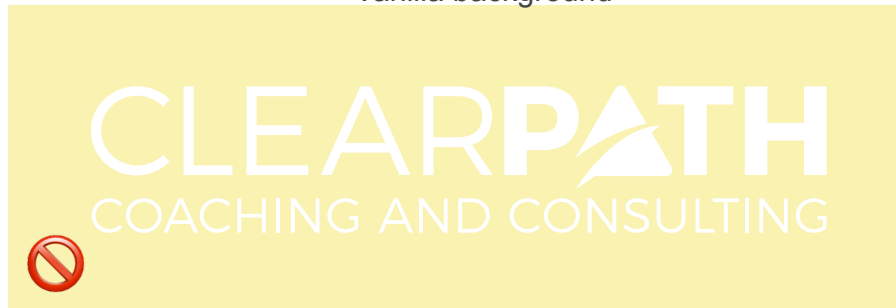
Indigo Dye background



Onyx background



Vanilla background



Maize background



ONE-COLOR (BLACK) LOGOTYPE VS...

White background



Cadet Gray background



Columbia Blue background



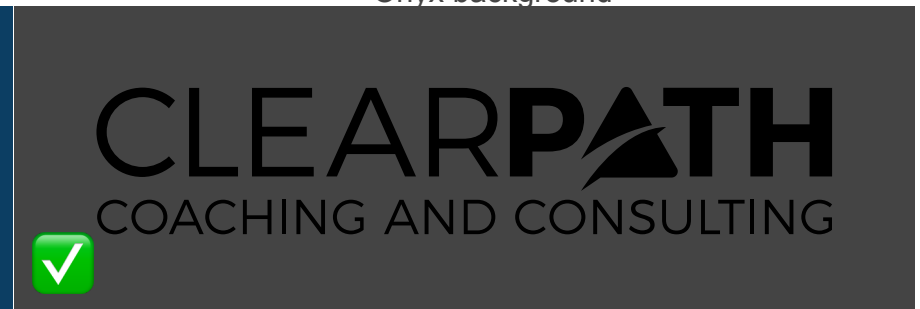
Lapis Lazuli background



Indigo Dye background



Onyx background



Vanilla background



Maize background



ONE-COLOR (ONYX) LOGOTYPE VS...

White background



Cadet Gray background



Columbia Blue background



Lapis Lazuli background



Indigo Dye background



Black background



Vanilla background



Maize background

