# BRAND GUIDELINES **DOCUMENT** visual assets



## **BRANDING**PRIMARY LOGOTYPE

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

To be used against white backgrounds.



#### 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 19

87 138

pms 7462 C

c 95% **m** 69% 22% 6%

#### **INDIGO DYE**

hex #0C3E63

12 62 99

pms 7694 C

99% **m** 77% 37% 25%

#### SUPPORTING COLORS

**ACCENT** 

**COPY BACKGROUND** 

**BODY COPY** 

#### MAIZE

hex #F5E663

r 245 230 99

**pms** 100 C

**c** 5% **m** 4% 75% 0%

#### WHITE

hex #FFFFFF

255 255 255

pms 11-4001 TPG

**c** 0% **m** 0% 0% 0%

#### **ONYX**

hex #444444

68 68 68

pms 446 C

**6**5% **m** 60% 60%

44%

#### **SCENES FROM NATURE**



#### **SCENES FROM NATURE**



#### **SCENES FROM NATURE**



#### **SECONDARY PALETTE**

CADET GRAY	COLUMBIA BLUE	VANILLA
hex #8DA7BE	hex #CDE6F5	hex #FAF2B1
r 141 g 167 <b>b</b> 190	r 205 g 230 b 245	r 250 g 242 b 177
c 46% m 27% y 16% k 0%	c 18% m 3% y 1% k 0%	c 2% m 1% y 38% k 0%
<b>pms 7</b> 691 C	<b>pms</b> 600 C	<b>pms</b> 600 C

#### **ALT LOGOS**

#### **INVERTED**

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

# CLEARPATH COACHING AND CONSULTING

#### **SECONDARY PALETTES**

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





#### **STACKED LOGO**

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







# TYPOGRAPHY HEADLINES

SUBHEADS

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**

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**

#### **ACCENTED CONTENT**

Roboto Light, Onyx

Clear Path Coaching and Consulting

Roboto Medium, Onyx

**Clear Path Coaching and Consulting** 

Roboto Medium, White (vs Lapis Lazuli)

#### **Clear Path Coaching and Consulting**

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

Clear Path Coaching and Consulting

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

**Clear Path** Coaching and Consulting

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

**Clear Path Coaching and Consulting** 

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

#### **Clear Path** Coaching and Consulting

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

**Clear Path** Coaching and Consulting

### **HEADLINE & SUBHEAD**FONT ALTERNATIVES

Verdana Regular, Onyx

Clear Path Coaching and Consulting

Verdana Bold, Onyx

**CLEAR PATH COACHING AND CONSULTING** 

Arial Black +All Caps, Onyx

**CLEAR PATH COACHING AND CONSULTING** 

Futura Bold +All Caps, Onyx

**CLEAR PATH COACHING AND CONSULTING** 

**BODY CONTENT**FONT ALTERNATIVES

Arial Regular, Onyx
Clear Path Coaching and Consulting

Futura Medium, Onyx

Clear Path Coaching and Consulting

#### **WATCHWORDS**

# NOT A seriously STUFFED SHIRT

get back to doing the work you love

conceptual you love STATIST ST

been not NO NECKTIES

reducing the chaos there theoretical in your business there theoretical

actual experience PROVIDE A USE TO SELECTION OF THE PROVIDE A USE TO SELEC

small CLEAR DIRECTION
business
owners LEADERSHIP

SUCCESS giving your street of the tools to

transforming chaos help you run into clarity today your business navigating change

management
avoiding
don't
the hard way take
yourself

too seriously

empowered leadership for thriving businesses

business

#### **SOLUTION SHEET TEMPLATE**

**FRONT** 

Product name **CUTIVE EVOLUTION** UPGRADE YOUR LEADERSHIP SKILLS QUICKLY AND EFFICIENTLY Product overview 8-SESSION LEADERSHIP TRAINING PROGRAM Upgrade your skills to better manage your mindset, lead your team SUCCESS (primary color effectively, and build a successful business. Our 8-session program is designed to help provide you with the tools and mentality necessary for headline) parter's mindisc your growth as a confident and competent leader. d a leader's skillset to effectively The Executive Evolution course is developed and taught by Leadership Coach, Craig P. Anderson. Craig has held senior lead roles in many TIMELESS LEADERSHIP LESSONS Fortune 500 companies, successfully launched and grown his own small business, as well as coached industry leaders on how to better Product description (secondary color PERSONALIZED SUPPORT We offer a combination approach with our teaching methods, customized real-world advice when it come to better suit your needs and refine your skills through a group learning environment as well as via :1 individualized coaching sessions. subheads) to team management matters ESSENTIAL AREAS The 8-session program is designed to give your leaders practical, actionable tools they can use immediately. By the end of the sessions, they will feel more confident in their leadership, make faster progress on projects, and be better equipped to hold their teams accountable - all while keeping everyone aligned with the company's mission. Schedule a call to discuss the Executive Evolution leadership your skills and help you achieve raining program today: https://bit.ly/424nXv1 your business goals. CLEARPATH

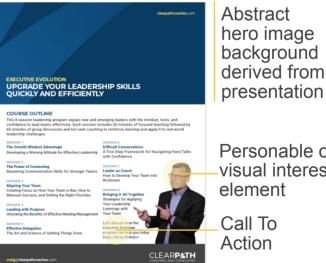
Accent color strategically on the diagonal

Accent color as horizontal / rule to ease high contrast

At a glance executive summary blurbs

Drill-down detail

Contact information



Personable or visual interest

Call To

Call To Action

**BACK** 

#### PRESENTATION TAKEAWAYS TEMPLATE

Accent color as horizontal rule to ease high contrast

Asset description Executive summary

Additional info

5-STEP FRAMEWORK FOR HAVING DIFFICULT CONVERSATIONS PRACTICAL STEPS FOR BETTER DIALOGUE · 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 yow 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 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. CLEARPATH craig@clearpathcoaches.com

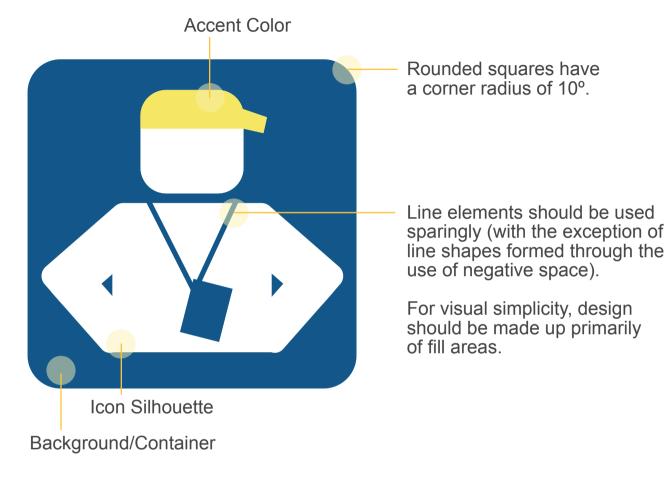
Contact info and brand on the \_\_\_\_of the layout

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

#### **ICONOGRAPHY GUIDELINES**

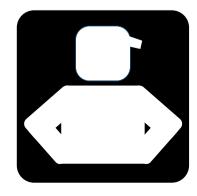
Icons are generally 1-color silhouettes against rounded square backgrounds, forming an icon chiclet.



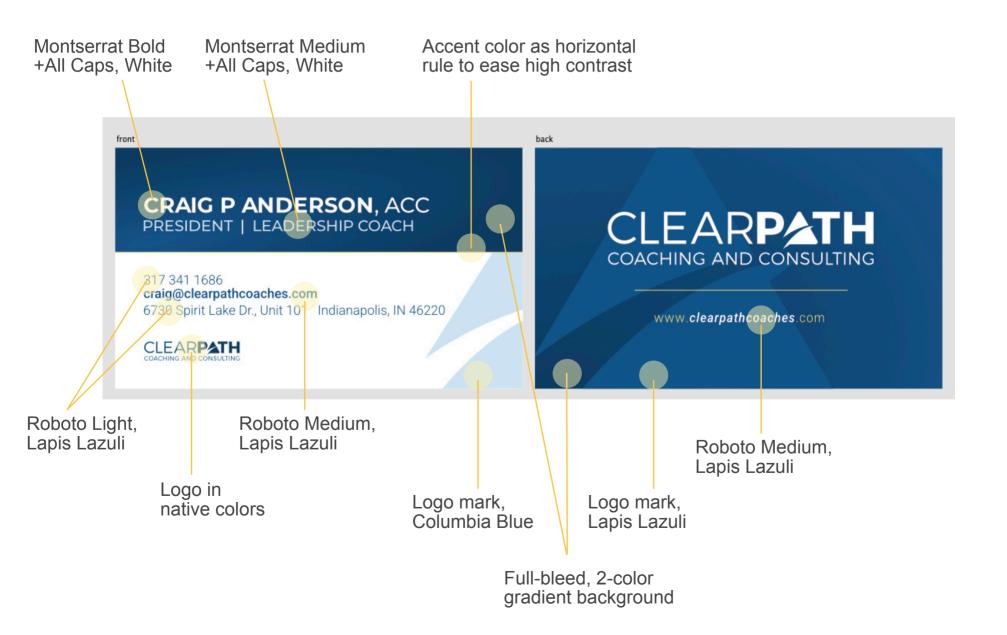
Accent colors should only impart a detail to the silhouette without forming its own independent shape. This is to ensure that 1-color printing will not lose any significant information should the accent color be replaced with white.







#### **BUSINESS CARD TEMPLATE**



#### 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























#### **LOGOMARKED**







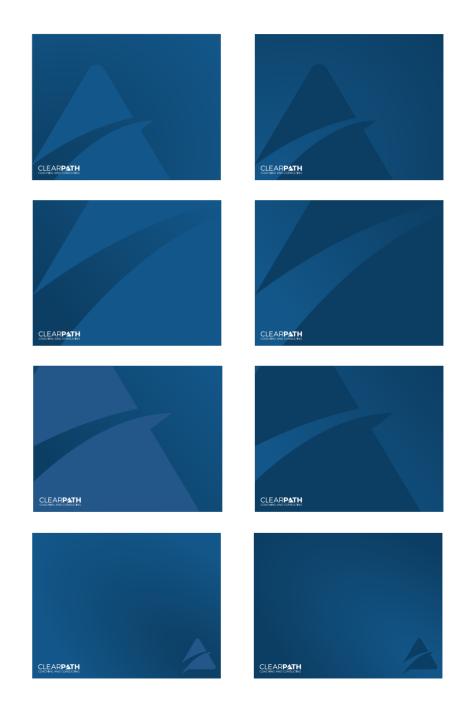








**MIXED**LOGOMARK WITH GRADIENT



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

Black background







Columbia Blue background

Vanilla background





Maize background

Onyx background





White background



✓ APPROVED PAIRING
!? USABLE BUT NOT RECOMMENDED

O POOR PAIRING



#### SECONDARY PALETTE (BLUES) LOGOTYPE VS...

Black background

Lapis Lazuli background





Indigo Dye background

Vanilla background



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Maize background

Onyx background

!?





White background



#### SECONDARY PALETTE (YELLOWS) 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



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#### **ONE-COLOR (BLACK) LOGOTYPE VS...**

White background

Cadet Gray background





Columbia Blue background

Lapis Lazuli background





Indigo Dve background

Onyx background





Vanilla background

Maize background





#### **ONE-COLOR (ONYX) LOGOTYPE VS...**

White background

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Cadet Gray background



Columbia Blue background

Lapis Lazuli background



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Indigo Dye background

Black background





Vanilla background

Maize background



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