



KIRSTY CARDEN

BRAND GUIDE 2020

## MY MISSION

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*My mission is to empower female entrepreneurs to confidently Live, Love & Grow successful businesses online by connecting within themselves and others while making more money in less time.*

*Kirsty xx*





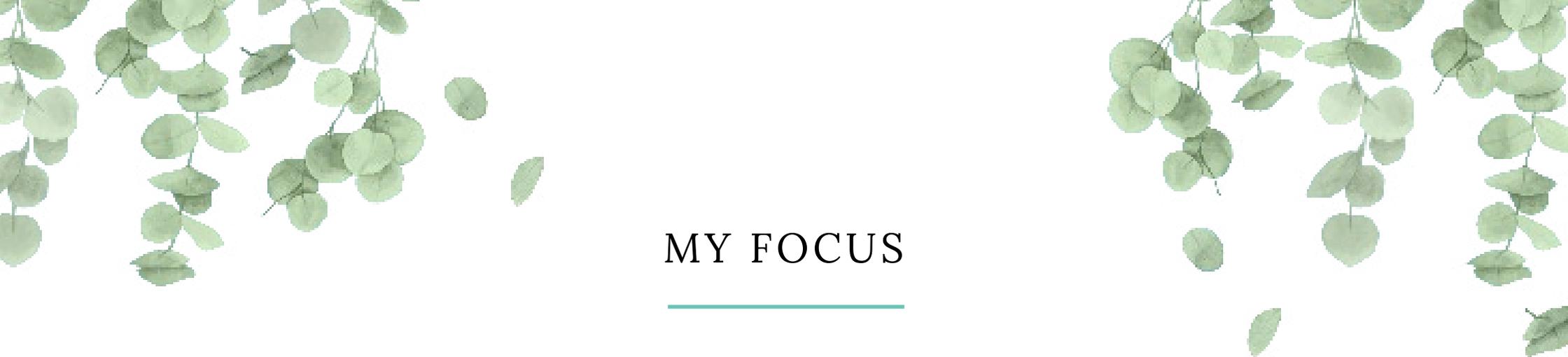
## MY WHY

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*I know how it feels to feel alone, to be different, to have huge dreams with no sign of it around me, to have lost myself, to have things not go to plan.*

*But I also know we have the power to manifest the exact lives and businesses we want when we are supported, when we believe..*

**THIS IS WHEN MIRACLES HAPPEN.**



# MY FOCUS

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## LIVE

My best life today and everyday and  
inspire others to do the same.



## LOVE

To do everything from a place of  
love and authenticity.

## GROW

My mind and businesses continually  
and help others do the same.

# BRAND VALUES

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## LOVE & TRUST

Confident and courageous and willing to take action.

## COMMUNITY & SUPPORT

To take a step into the light and not hide. Open and transparent.

## RESILIENCE

Increasing, revenue, scaling business, increasing skills and ability.

## HUMOUR

Not afraid to fail. To bounce back and keep moving forward.

## FREEDOM & PASSION

Dedicated to my cause, setting a standard of quality.

## OPEN MINDED

Dedicated to my cause, setting a standard of quality.

# TARGET MARKET

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## FEMALE ENTREPRENEURS

I work with Service based female entrepreneurs who are either starting out or already established. Looking to build a successful online business and brand.



## COMPANY LOGO

Here you will understand the Kirsty Carden brand logo.  
How to use it and the do and do nots.

# COMPANY LOGO

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The logo has changed from the emphasises on Live, Love Grow being the brand and kirsty's name secondary. Kirsty has now become a personal brand so we wanted her name or initials to take center stage. We wanted to create a symbol, an icon like other great brands that would encapture everything about the brand in one symbol.

The original logo had these flowing lines in and out to create that feminine feeling and growth so we wanted to keep the same espects with this too. What Kirsty's brand represents hasn't changed only it's slight positioning and growth since being established in 2016 but this logo needed to work across all media and platforms which is does.

## PRIMARY LOGO/ICON



## SECONDARY PORTRAIT & LANDSCAPE

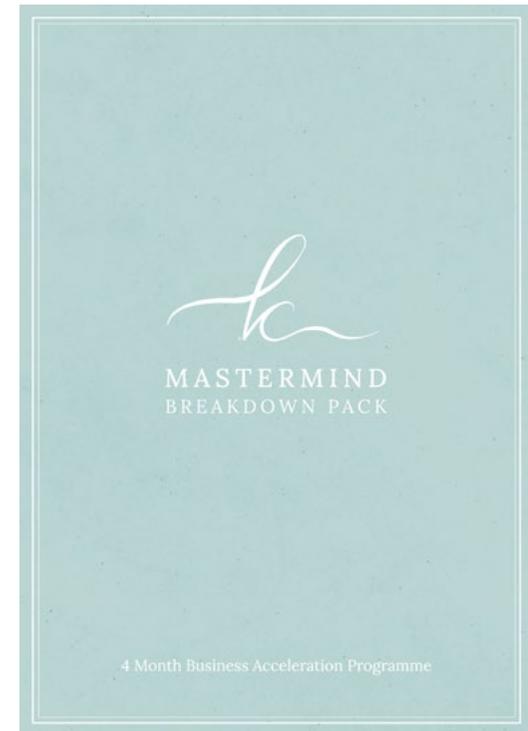


## CORRECT LOGO EXAMPLES

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The logo can be use with either Kirsty's full name or tagline. Always use the primary logo where possible and with the tagline or name taking less value as seen in the image on the right.

Use the secondary logos with either the name or tagline only where design dimensions are more fitting to that shape.

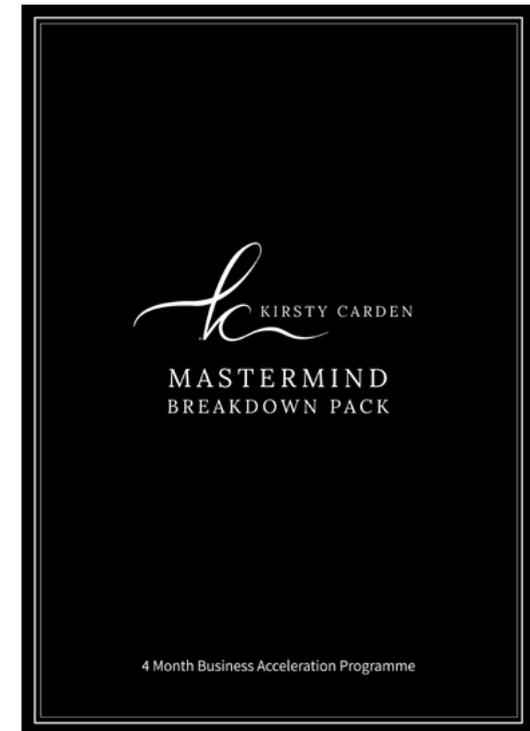


## INCORRECT LOGO EXAMPLES

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To the right are some obvious examples of how not to use the logo. Including using other colours, placing one logo on the same page as another at the same time, and the scale of the logo in comparison to text and images around it.

If in doubt always refer to the correct examples.





## COLOUR PALETTE

Kirsty Carden's primary colours that should always be paired with either black or white.

# PRIMARY COLORS

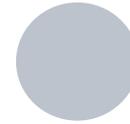
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**MONTE CARLO:**  
R222, G183, B94  
C14, M26, Y71, K1  
#69c4b5



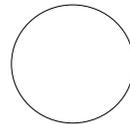
**ICEBERG:**  
R255, G213, B83  
C1, M15, Y74, K0  
#bed8d5



**LINK WATER:**  
R255, G255, B82  
C7, M0, Y76, K0  
#bcc3cc



**BLACK:**  
R232, G237, B231  
C10, M3, Y9, K0  
#e8ede7



**WHITE:**  
R3, G92, B110  
C90, M46, Y41, K23  
#035c6

# COMPANY COLORS

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The colours should be used sparingly on white space, the examples on the right show a good & bad example of a graphic which uses the colours within the palette.





## BRAND FONTS

Kirsty Carden brand fonts are to be used as set out in the following pages. Please only use these fonts in the following ways when creating any document for the company.

# Lora

Regular, *italic*, Medium, *italic*, **SemiBold**, *italic*,  
**Bold**, *italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Sonneta Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# TRANSAT

Light, Standard, **Medium**, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# BRAND FONTS

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There are three main fonts which all have their own specific use and should not be changed for any other font when representing the Samantha Hearn Brand. Please reference this document for how to use each font.

## Lora

This font can be use for a variety of ways. Always use for paragraphs in regular with 0 kerning. Can also be use UPPER and lowercase for headlines with a kerning of 100. When using the font in multiple ways make sure you change between weights for example regular and **SemiBold**.

## TRANSAT

This font can be used for titles and mainly subtitles, it is a useful font for grabbing attention like for a button. It should only be used in **UPPER CASE WITH A KERNING OF 100 IN MEDIUM OR BOLD**.

*Sonneta*

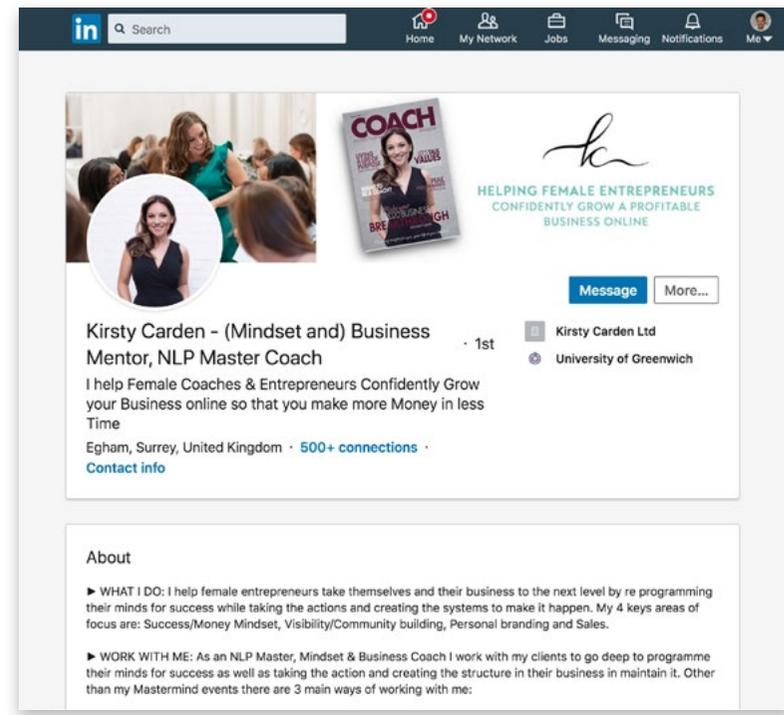
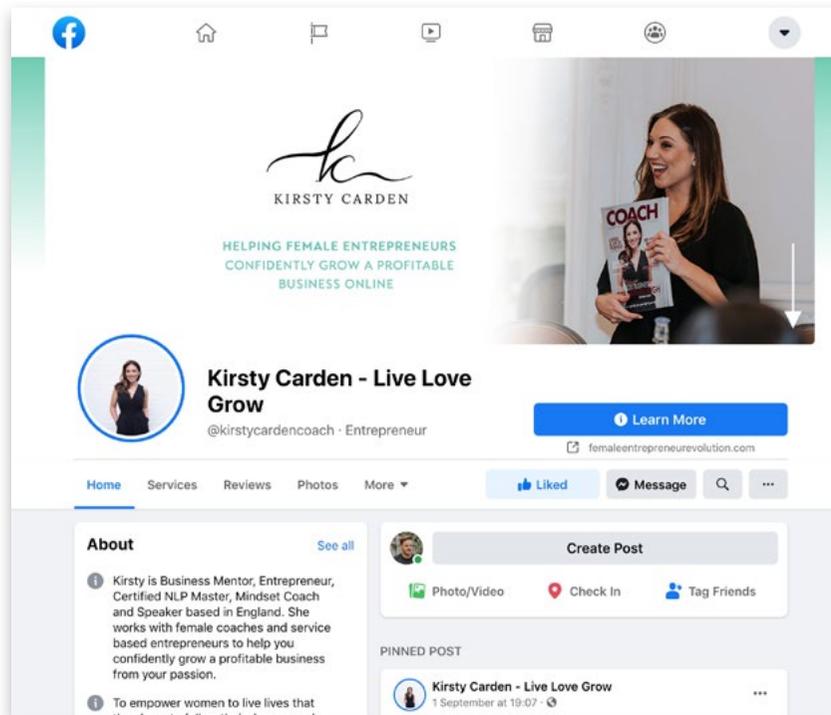
Sonneta is to be used in two ways. One for Kirsty signing her name on any graphic and two for when highlighting a word/words in a sentence. For example in a quote “Before Alice got to Wonderland she had to *Fall*”



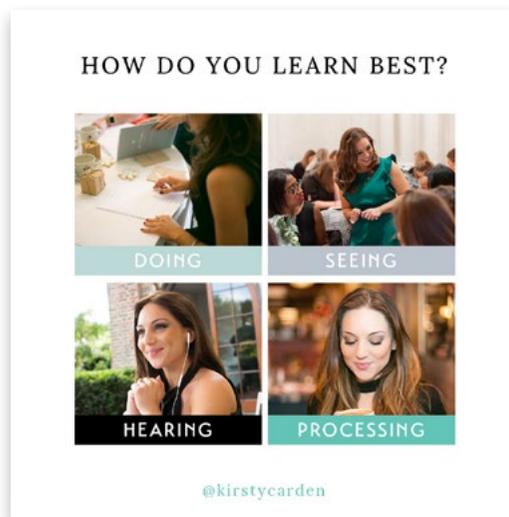
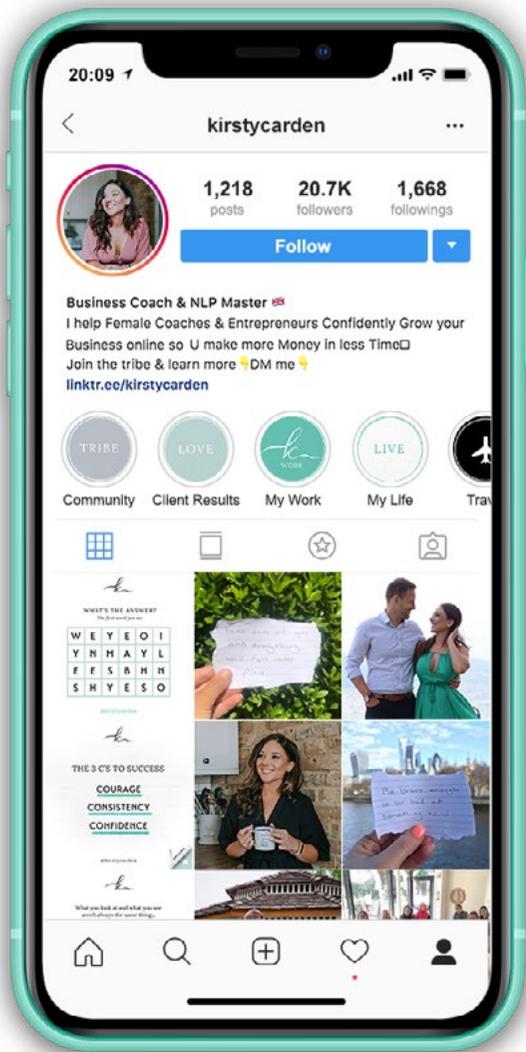
## BRAND MEDIA EXAMPLES

Here are some examples of the brand in action across various social media platforms and print.

# SOCIAL MEDIA



- All content has to fit within all the different social media platforms but remain within brand as seen here.



- Instagram account profile, Insta stories, highlights, and quote posts all branded and templated.

# WEBSITE

KIRSTY GARDEN



HUFFPOST | @kirstygarden | #BOSSBAH | Ideal Home | COACH

## HELLO & WELCOME

I'm Kirsty Garden and welcome to my new rebranded website (which is still being built btw)

Allow me to briefly introduce myself... I'm a Business Mentor, Entrepreneur, NLP Master & Mindset Coach, course creator & speaker based in Surrey, England... I have been working with both aspiring and current female entrepreneurs to confidently grow profitable online businesses from their passion for over 4 years now. Having grown a successful multiple 6 figure business myself, full of the most amazing clients I adore!

Bringing women together and supporting them to grow both themselves and their businesses so you can become everything you are truly capable of, while changing the lives of others with your work; is my lives mission!

So if that sounds like something you want, you are so in the right place!

So make sure you check out the rest of the page to see all the latest ways I can help you, and be sure to join my free facebook group and subscribe to my list so you never miss a thing and get tonnes of content to help you on your way!

To becoming everything you know you're meant for!

Kirsty xx





**SHAMONI GILANI**  
Intuitive Niche & Message Clarity Mentor

"I managed to hit 6 figures within a year from working with Kirsty and its been great to have a positive role model for a female driven business who has both strategic and business know how with the heart to match it for both mindset and emotional support"



**SONIA SHIELDS**  
Seed Nutrition & Anxiety Mentor

"During the Mastermind (while in Lockdown) I've had my best financial months in business and built my team massively! I finally created the course I have 'sold' I would for so long and signed up 4 times the amount of people I expected, charging more. I would have never done that without Kirsty's support"



**SUZANNE JAMES**  
NLP Trainer & Female Success Coach

"My business has grown massively since I joined the Mastermind. Just in the first month I launched my new NLP Diploma course and sold 55 spaces, then up sold multiple spaces to my NLP Practitioner & Master Practitioner programmes more than exceeding my income goal"

## JOIN ME FREE FACEBOOK COMMUNITY

For Female Entrepreneurs

and subscribe to my email list so you never miss a thing here.

[JOIN GROUP NOW](#)




## LIVE WORKSHOPS

Join my next 3 Day Business Transformation Workshop on 19th-21st September to spend 3 days creating the Set up - Systems - Sales in your business for Success! Click below to get all the details!

[CLICK HERE](#)

## COMING SOON

Insta Success - Content Creator Toolkit  
Share your message and make an impact with our 'plug in & play' results generating system!




EEK something big is coming this September!!

We will be releasing our Content Creator Toolkit that comes with 100% customisable info graphics, checklists and video trainings, all designed to the highest quality using extensive research and testing! So that you confidently grow an audience full of your ideal clients!

# EVENTS & PRINT



KIRSTY GARDEN



**WELCOME TO THE  
BUSINESS TRANSFORMATION  
EXPERIENCE**



[www.kirstycarden.com](http://www.kirstycarden.com)



KIRSTY GARDEN



**ALISON BEAN**  
*Counsellor & Founder of Unique Minds*

“

I run a successful counselling business and this year I decided it was time to up my game and joined Kirsty's Mastermind. Since then I've had my **highest sales, month after month.**

I've moved my business online, confronting my tech fears. Sold out my first online course to 9 women (zero marketing spend) and booked out my first retreat!

[www.kirstycarden.com](http://www.kirstycarden.com)



A note from Kirsty

Over the next 4 months we are going to be going through a journey together so that you reach your 120 day goal while creating the life and business you desire.

As your coach my role is to support you, give you honest and professional feedback, trainings and advice, create a safe supportive environment to hold you accountable.

Your role is to show up, take action, ask for the support you need and accept that you are fully responsible for the results you get - you get out what you put in.

To each other your role is to open, honest and supportive of one another, to share openly and to support and help one another equally.

Together we form a mastermind - known as the most powerful way of achieving any goal or dream.

Kirsty xx

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