



Samantha
Hearne.

COACHING

BRAND GUIDE 2020



*“Create a business of real IMPACT
and influence”*



MY MISSION

My mission is to coach other women to grow a sustainable business that grows and scales with them. Coaching women to build a business that is aligned to them, their community and serving them fully - therefore the more they shine, the more their audience and clients shine too.

MY FOCUS

To help women grow, scale and succeed in their business using social media. Creating community, and connection, building a visible personal brand.





BRAND VALUES

BOLD

Confident and courageous and willing to take action.

VISIBILITY

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

GROWTH

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

RESILIENCE

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

COMMITMENT

Dedicated to my cause, setting a standard of quality.

MY TARGET MARKET

1. Ambitious female entrepreneurs between 28-38
2. Service based businesses
3. Earning consistent £5k months or just starting out
4. Focussed on business and mindset growth



COMPANY LOGO

The logo had to represent an evolution of Sam's business, growth and success. It also had to have a sustainability by making the company a personal brand under Sam's name.

The next stage was creating a logo of Sam's name which would represent her character, the business of coaching to female entrepreneurs, success and growth, and be adaptable for all online and web based platforms.

The logo you see is a timeless iconic logo which will have that longevity and adaptability that is needed.

Primary



Secondary



Icon



CORRECT



Samantha
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S
H

WRONG



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Hearne.



S
H



COLOR PALETTE

Samantha Hearne brand colors can be used in line with black and white. Here are the primary colors that should always be paired with either black or white.

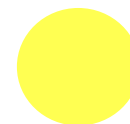
PRIMARY COLORS



GOLD:
R222, G183, B94
C14, M26, Y71, K1
#deb75e



MUSTARD:
R255, G213, B83
C1, M15, Y74, K0
#ffd553



LASER LEMON
R255, G255, B82
C7, M0, Y76, K0
#ffff52



CATSKILL WHITE:
R232, G237, B231
C10, M3, Y9, K0
#e8ede7



BLUE LAGOON:
R3, G92, B110
C90, M46, Y41, K23
#035c6e



DARK GREEN:
R4, G55, B43
C91, M48, Y79, K63
#04372b

COMPANY COLORS

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.

Think elegant, class, expensive, spacious, and bold.



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BRAND FONTS

Samantha Hearne 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.

JOSEFIN SANS

Thin, *italic*, Light, *italic*, Regular, *italic*,
SemiBold, *italic*, Bold, *italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Crimson

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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Summer Loving

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

BRAND FONTS

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.

Crimson

This font is used for paragraphs, quotes, main content.

Paragraphs in regular with 0 kerning.

The two main weights of this font to use are regular and italic, **SemiBold** or **Bold** versions are used to highlight a word.

JOSEFIN SANS

This font is used for titles and subtitles and should only be used in **UPPER CASE WITH A KERNING OF 100**.

Kinsley

Kinsley is to be used sparingly and to only be used for one or two words at a time, again to *highlight*.

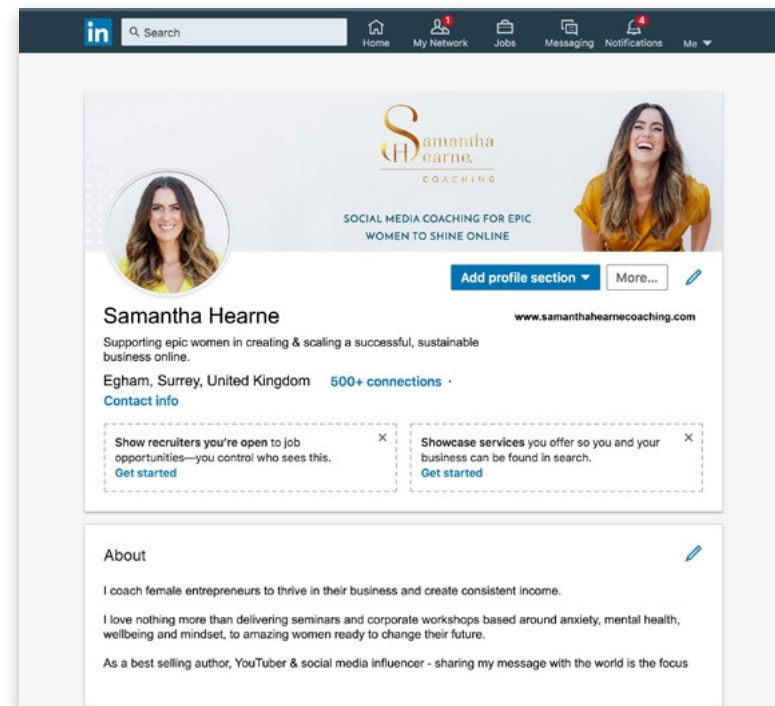
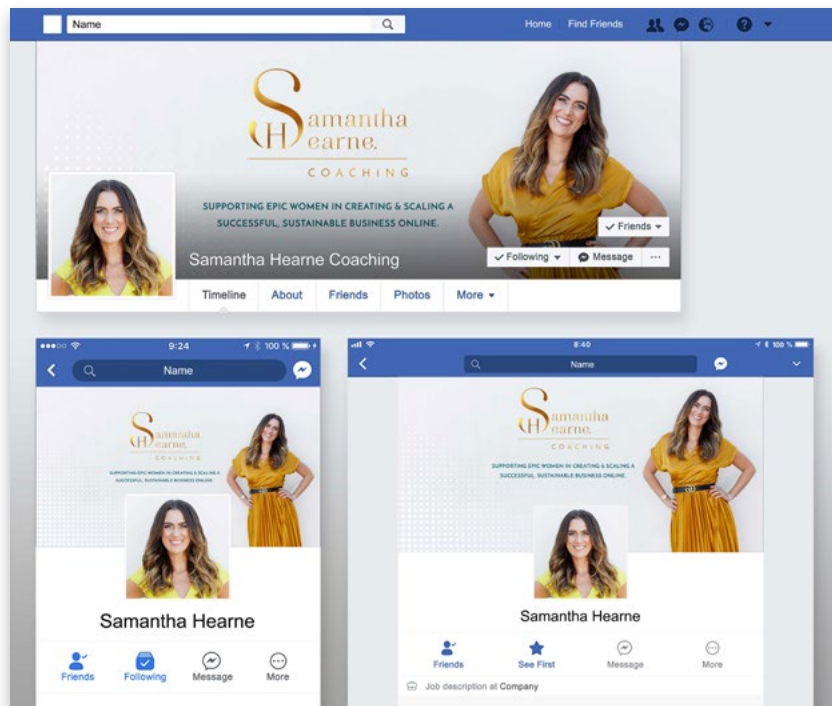
It can be used alongside the other two fonts but never use all three in one sentence.



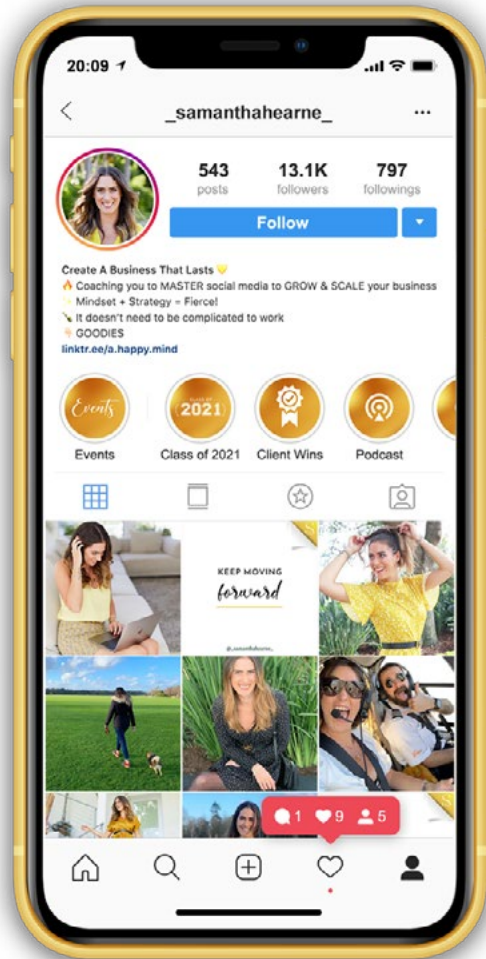
BRAND MEDIA EXAMPLES

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

SOCIAL MEDIA

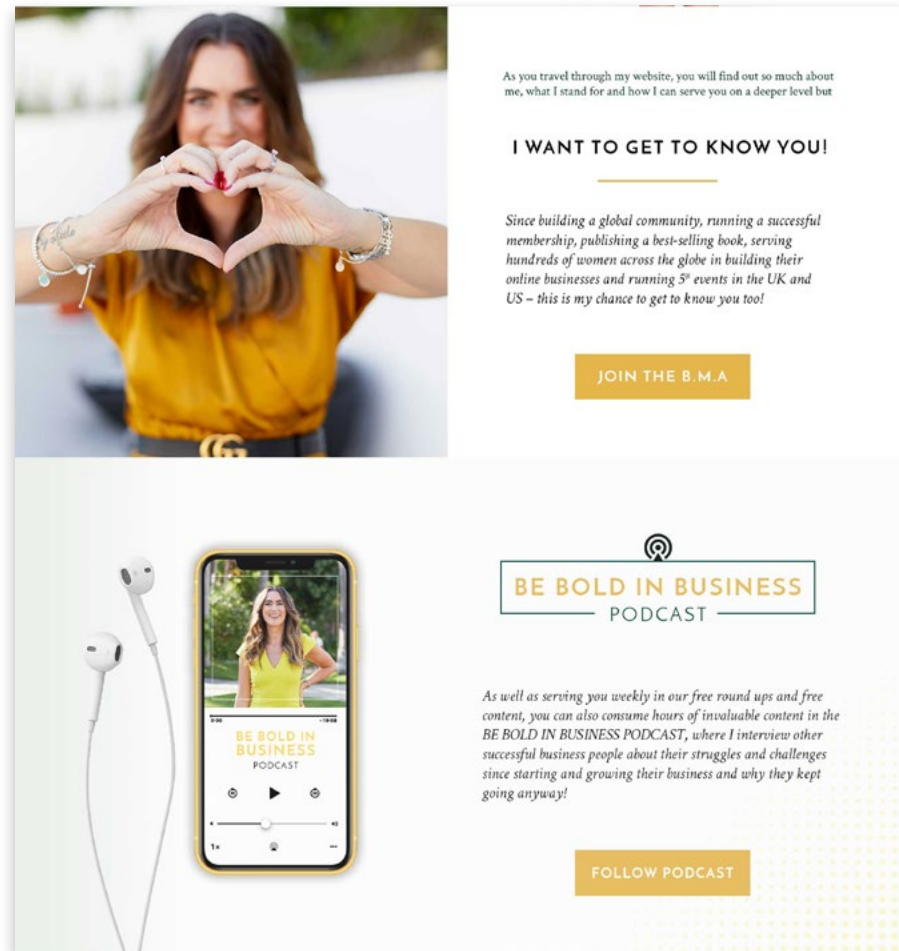
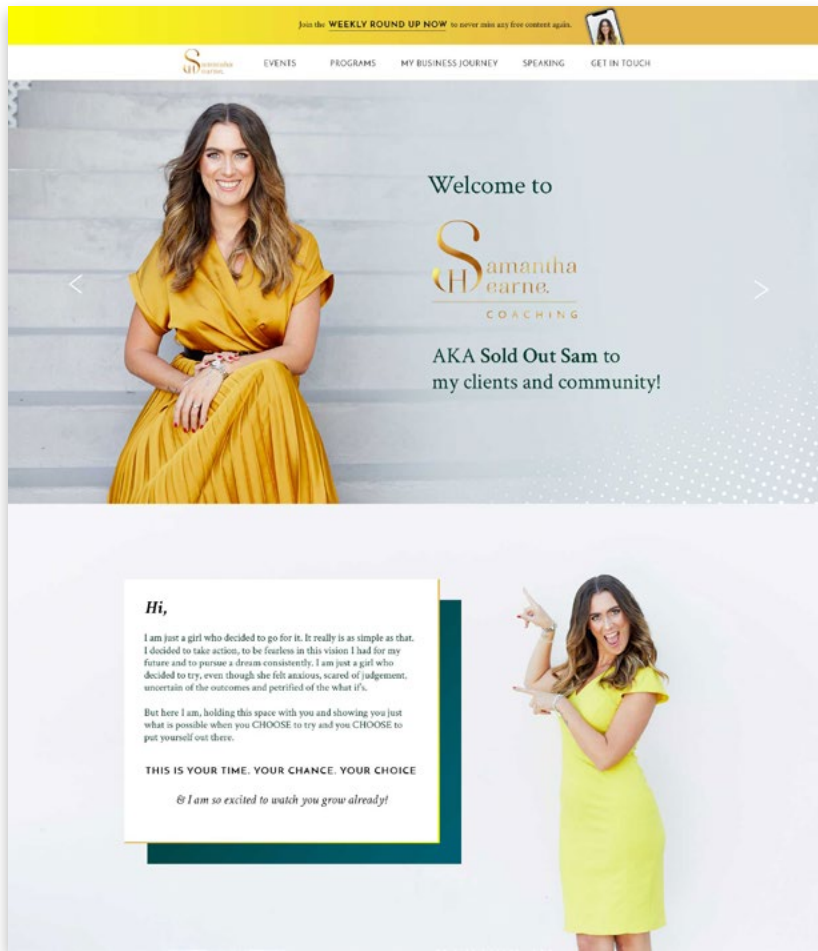


- All content has to fit within all the different social media platforms but remain within brand as seen here.



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

WEBSITE



STATIONARY



BRAND DESIGN BY
www.johncarden.graphics

