Brand Guidelines

myonlinecoach

Contents.

Our mission.

To inspire people to find their own level of workplace happiness and success, one coaching conversation at a time.

Our vision.

To grow a motivated online community that together shapes and drives the ambition and aspirations of working individuals through positive conversations, high quality coaching and focused training.

Our values.

Energy
Bring it, be it, inspire it

Reciprocity
The more you put in, the more you get out

Intuition
Only do what feels right

Courage
Purposely bite off more than you can chew

Kindness
It's all about helping

Tone of voice.

Coaching is for everyone, and our tone, language and approach needs to convey that. We're personable, friendly and approachable. We keep things real by using our own experiences, draw on the expertise of our coaching community and encourage honest conversations. Our copy is reflective where appropriate and will always try and pose a question that would be used in a coaching session, mirroring the experience a customer would get during a coaching session as closely as possible.

Key audiences.

- **Individuals** | - **SMEs** | - **Organisations** | - **You.**

Our coaching community.

What makes a myonlinecoach different?
We only recruit coaches who care.

Check to see what they really want to achieve
To get to the heart of the matter

Ask meaningful questions
To better understand their situation

Reflect with them
To identify the best way forward

Encourage action taking
To help them make progress

Strapline.

Supporting anyone, anywhere, anytime.

Logo usage.

Full colour logo to be used on a white background only.

White logo should be used when placed on an image or with a brand colour as the background.

The 'O' from the text within the logo represents the minimum amount of padding the logo should have around it.
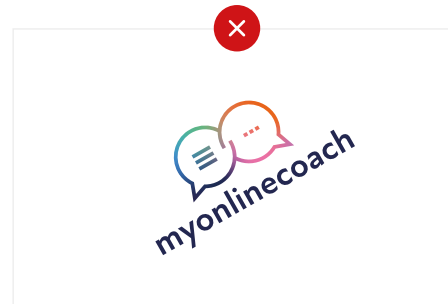

*The size of the 'O' from the myonlinecoach text shows the minimum padding. This allows the minimum padding to always be the same no matter what the scale of the logo. Example illustrated in the bottom left square above.
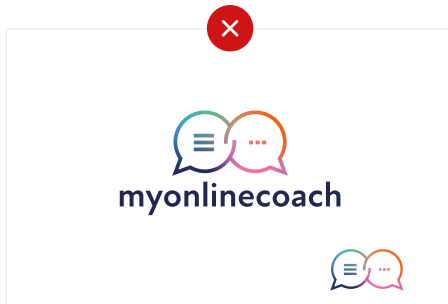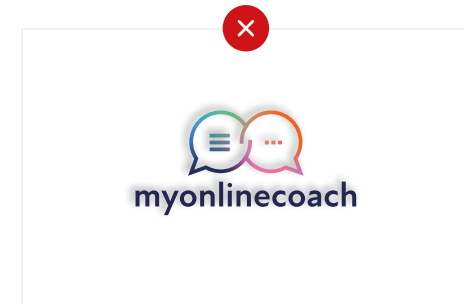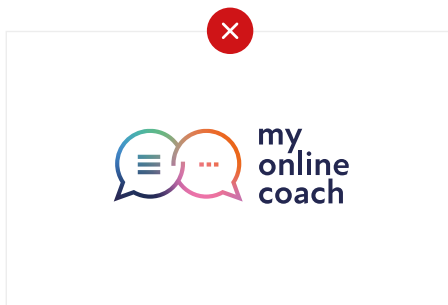
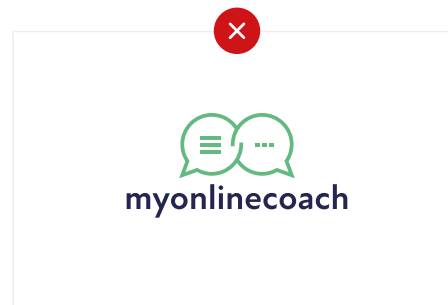Don't use more than one logo per visual surface.

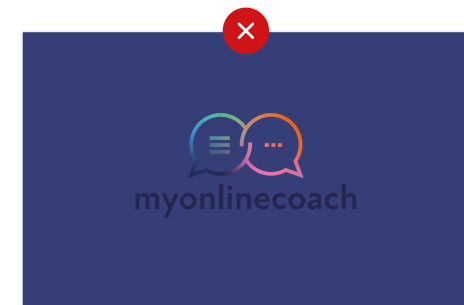Don't rotate, invert, spin, angle or pivot the logo.

Don't use a drop shadow on the logo.

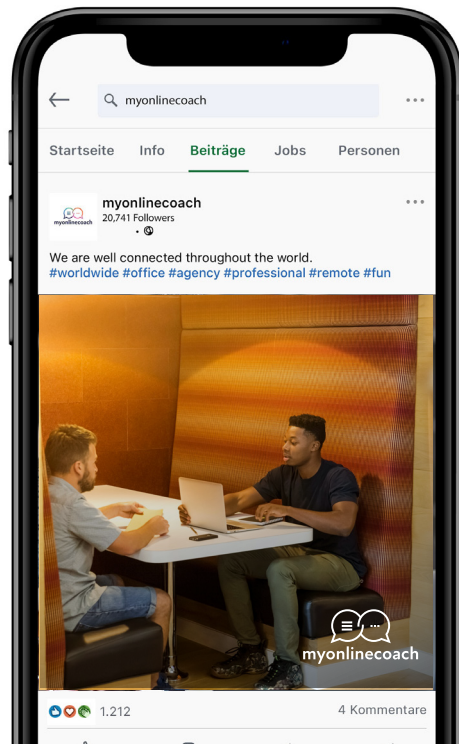Don't alter the shape size or placement of the elements of the logo.

Don't change the colour of the logo.

Don't apply the logo to a low contrast background.

Logo placement.

Logo should be placed bottom right across both print and digital for consistency.

Colour palette.

Bunting

HEX			#171E54
RGB	23	30	84
CMYK	100	87	0	53
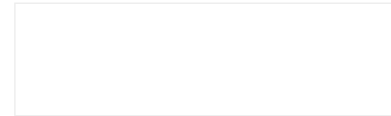
Solid White

HEX			#FFFFFF
RGB	255	255	255
CMYK	0	0	0	0

Dark Grey

HEX			#333333
RGB	51	51	51
CMYK	0	0	0	74

Boston Blue

HEX			#3788C9
RGB	55	136	20
CMYK	76	37	0	0

Silver Tree

HEX			#64B980
RGB	100	185	128
CMYK	63	0	62	0

Hopbush

HEX			#D071AA
RGB	208	113	170
CMYK	18	67	0	0

Tango

HEX			#EC671A
RGB	236	103	26
CMYK	0	70	95	0

Gradients.

Gradient backgrounds can be used digitally across the website, within presentations and for us on screens. They can also be used as backgrounds for social media assets.

Typeface.

Atten New

The brand font has several weights with a similar stroke / sharpness to the brand icon which ties everything together visually.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"$%£?()=?+*#

AaBb

Book   Regular   Medium   **Bold**   **Extrabold**

Iconography.

First choice (primary) icons should be linear versions which match the brand icon. Filled icons (secondary) should be used when the iconography is scaled down small whereby legibility is potentially lost for the linear versions.
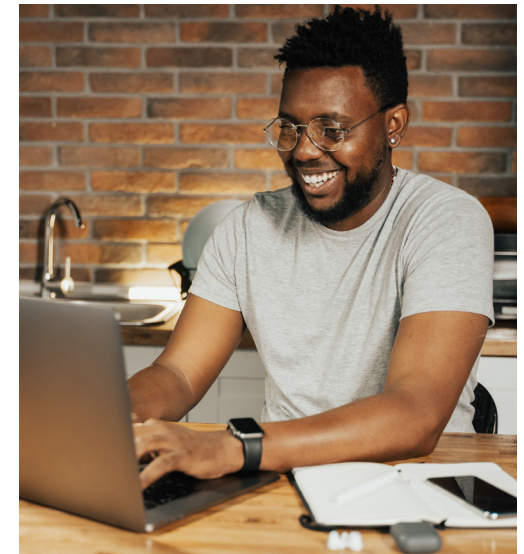
Primary

Secondary

Photography.

We should use authentic lifestyle photography which appear a little more raw rather than staged stock imagery. The shots will be happy, energetic younger professionals (25-40). They will portray the flexibility the platform can bring, i.e having calls and conversations outside of office or home environment.
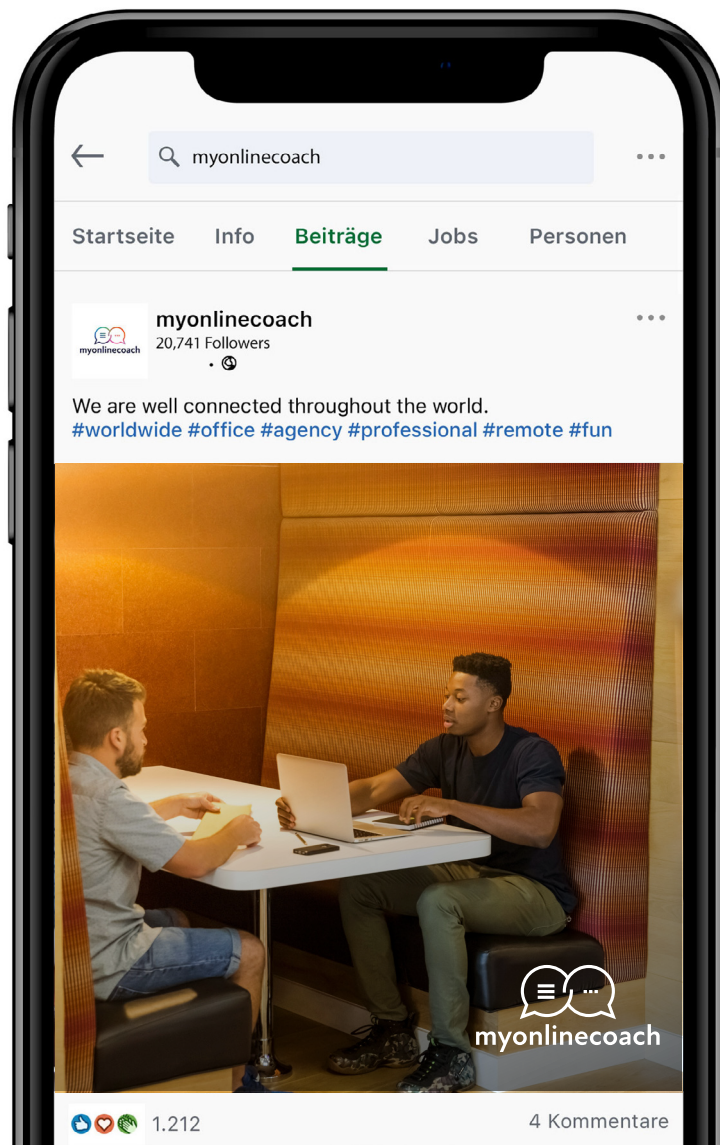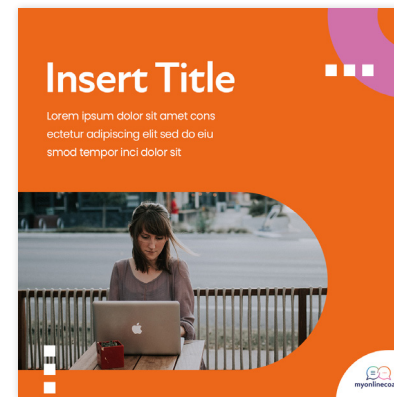
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Social media.

The logo should be placed in the bottom right corner for consistency.

Social media.

The logo should always be full colour on a white background placed bottom right corner as illustrated below. Strong presence of primary and secondary colours / fonts consistently reinforces the brand.

Templates.

Insert Title

Lorem ipsum dolor sit amet, consectetur adipi scing elit sed do eiusmod tempor inc didunt ut labore et dolore magna aliqua uis ipsum

myonlinecoach

Insert Title

Lorem ipsum dolor sit amet, consectetur adipi scing elit sed do eiusmod tempor inc didunt ut labore et dolore magna aliqua uis ipsum. Lorem ipsum dolor sit amet, consectetur adipi scing elit sed do eiusmod tempor inc didunt ut labore et dolore.

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Insert Title

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Insert Title

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