

N A I L A

K O V A C E V I C

Brand Manual

BRAND MANUAL

CONTENTS

This “Brand Manual” document explores the message, visuals and expression of “Naila”.

MANUAL SECTIONS

- 1 BRAND MESSAGE
- 2 DESIGN & VISUALS
- 3 WORDS & CONTENT
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Brand Inspiration

In your Brand Inspiration we wanted to capture the liveliness and youthful feeling of the brand. One that resembles vitality and the optimum level of health everyone can reach.



NAILA

KOVACEVIC

Brand Message

BRAND MESSAGE

Position —

CORE IDEA

Naila has a comprehensive preventative approach to medicine and well-being. Known as a leader in providing health, nutrition and ethical living advice.

OUR GOAL

Is to create a space and community to provide resources to help others improve their lives through improving their nutrition, fitness and everyday activities.

HOW ARE WE DIFFERENT

Through her knowledge as a Physician and experience in holistic / preventive health, Naila is able to provide a unique perspective to health advice.

WHAT WE DELIVER

A credible source of information and advice on health, nutrition and fitness for the readers and followers.

— Personality

PERSONALITY ATTRIBUTES

Naila believes in bringing you into an awakened state of being. Being vibrant and excited to continue on the health journey even in the darkest of times.

Mindful Movement is:

- Energetic
- Compassionate
- Forward Thinking
- Optimistic
- Inspirational
- Driven
- Youthful

When speaking to your audience remember you are the educator and the high vibes. You are here to excite and educate. When speaking to your audience excite them to start changing their lives for the better.

BRAND MESSAGE

Point of View —

You have the ability and a responsibility to live in an ethical sustainable way

Be empowered to be active members of their society and communities to exemplify positive change

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Design + Visuals

DESIGN + VISUALS

Brand Logos —

Your Brand Logo has a professional minimalistic feel to it. Which allows the brand itself to be very versatile in any sort of market you desire to do work in.

MAIN LOGO

NAILA

KOVACEVIC

ALTERNATIVE LOGO

NAILA

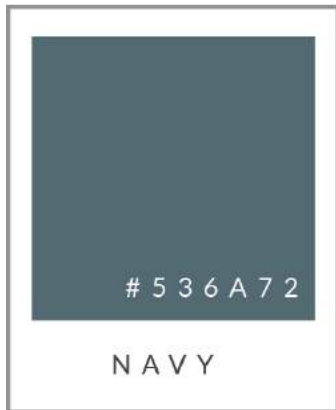
SUBMARK

N

NAILA

— Brand Colors

These will be the colors your brand will be known for.



DESIGN + VISUALS

Brand Textures

Your brand textures are a beautiful light marble texture to bring a light and minimalistic feel to the brand.. And a light wood texture to bring in an element of nature in a minimalistic way to balance out the bold colors within the brand.



Open Sans Regular

Aa Bb Cc Dc Ee Ff Jj Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway

Aa Bb Cc Dc Ee Ff Jj Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

Belluga

Aa Bb Cc Dc Ee Ff Jj Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

DESIGN + VISUALS

Brand Typography

Your brand typography was chosen to bring a clear, modern and professional feeling to the brand.

Open Sans Regular -will be used as your header text. This will be the biggest font used on each page as your main "attention" grabber

Raleway - Is to be used as the main body font. This simple geometric font brings clean + clear lines into the brand.

Belluga- Is to be used for the accent words. The "pop" of elegance and personality to the copy.

Typography in action

Heading one

Font: Open Sans Reg

Size: 35-45 pt

Letter Spacing: 7%

Notes: n/a

All headings

Font: Belluga

Size: 30-35 pt

Letter Spacing: 0%

Notes: This is to be used to highlight certain words or phrases to make them pop!

Body Font

Font: Raleway

Size: 15-18 pt

Letter Spacing: 0-2%

Notes: n/a

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Words + Content

Brand Communication

Tone of Voice —

Content from Naila should be clear, exciting, emotionally supportive, and packed with “educational” advice. Impact your audience by showing you want to empower and excite them about their health journey.

Keep in mind to disrupt their every day lives by talking about their emotional / physical excitements as they are related to health.

You'll sound:

- Exciting not Pessimistic
- Understanding not passive
- Clear not confusing
- Compassionate not cold.

— Story Prompts

LOW TO HIGH

When explaining the origin of your brand, be sure to highlight the stories of those you have helped. Share how you personally cleared your blocks, worked through your struggles around health and over came it all.

WHY STORY

Your why story is the personal experience you went through your health journey and anyone close to you.

HUMAN INTEREST

Be an embodiment of what your community can achieve. That they too can get to where you are. Bring in stories from the community members to highlight and empower them!

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Live your Brand

LIVE YOUR BRAND

Action Steps —

Facebook

Create an online Facebook community. Invite the women into your group. This way they can stay connected virtually and empower one another while bringing a sense of community and new level of support.

Local Community

Hold local events. Get your community active and present with one another. Group workout sessions, cooking classes, educational seminars in your local health food stores and coordinate group hiking trips. This will be a way to bring together a similar minds within your local community.

Instagram

Be active on IG and really impact your following there by showing your daily life and the tips and tools you use in living an ethical and sustainable life.

LIVE YOUR BRAND

Brand Guidance

YOUR REMINDERS

- Make sure you are always providing a safe space for others to connect. In all of your posts make sure you offering space for people to reply. Ask questions.
- Engage with your audience. Make sure you are using social platforms as a way to remain social. Reply to comments. Reach out to other people in their IG accounts and always remember to be genuine and encouraging.

BRAND COMMUNICATION

Visual Content

PHOTOGRAPHS

Photographs should be reflecting an exciting fun space of healing and community.

Photos should have some sort of human element. Whether that be a person journaling or a hand reaching into the “flat lay” photo.

Include photos of the sort of “environment”/ lifestyle you are trying to sell. Bring in different styling elements. For example: Creating a mindful space. Include a yoga mat, plants, and candles. This will bring a peaceful mindfulness feel to the photo.

ALWAYS stick to your color pallet. Keep the setting neutral and add your brand colors through the styling elements you bring to the photos. i.e. journals, books, clothes, candles, etc.

When it comes to “head shots” make sure your poses are not too “powerful”. Use different angles and body language that will bring a calming and peaceful feel. Include photos of you smiling and interacting with another to bring a softer and more welcoming feel to the photos.

Try to keep most of the photos of you being an “in action shot” of you and your community meditating, journaling, talking, hugging, doing yoga, etc.

EXAMPLES OF PHOTOS TO TAKE!

