

*Olga Alcazar*

Brand Manual

BRAND MANUAL

# contents

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

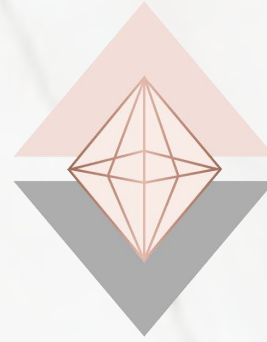
## MANUAL SECTIONS

- 1 BRAND MESSAGE
- 2 DESIGN & VISUALS
- 3 WORDS & CONTENT
- 4 LIVE YOUR BRAND

# brand inspiration —

In your Brand Inspiration we wanted to capture the clean and elegant feel with a hint of mindfulness and health. The brand itself embodies a return of alignment to mind, body and soul.





*Olga Alcazar*

Brand Message

BRAND MESSAGE

position —

## CORE IDEA

Olga Alcazar compassionately guides others to embody self love and shifts their beliefs into believing they can create the lifestyle of their dreams.

## OUR GOAL

Is to create a safe place, free of judgement to support you in your goals of living a more balanced life.

## HOW ARE WE DIFFERENT

Olga is a seeker of truth and deeper understanding. Through her life long learning and consistently working towards her better self she is able to bring a compassionate and broad perspective to help her clients evolve.

## WHAT WE DELIVER

Lasting changes that lead to a better, happier, healthier more abundant life.

# — personality

## PERSONALITY ATTRIBUTES

Olga Alcazar believes that finding balance in life is through alignment of mind, body & spirit. Creating a lifestyle that will allow the changes to take place and have staying power. Awareness of self and in turn finding the areas that need adjustment.

She is the bridge between where one is into who they desire to be.

Olga Alcazar is:

- Understanding
- Clarity
- Empowering
- Safe
- Ambitious
- Integrity
- Wise

When speaking to your audience remember you are the educator. You educate and show a new way of thinking / breaker of beliefs in every interaction you have.

## BRAND MESSAGE

# point of view —

### Alignment through Mind, Body & Spirit

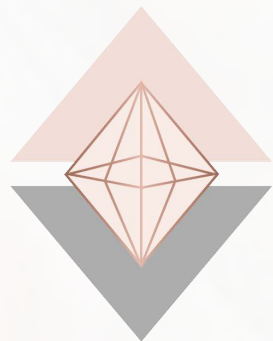
Establish your worthiness through self awareness  
to create alignment within your mind, body & spirit.

### Our past doesn't have to dictate our future

We are powerful creators of our reality. We can  
choose and take action in our lives now. To embody  
who we truly are.

### We are unlimited potential.

Our minds are the only things keeping us small.  
When you tune in and clear away the limiting  
beliefs or past programming you will remember  
what you are truly capable of.



*Olga Alcazar*

Design + Visuals



## DESIGN + VISUALS

# brand logos —

Your brand logo has a light, modern and minimalistic feel to it. We wanted to bring in the spiritual feel to it through the prism! The three separate parts resemble the “mind”, “body”, and “spirit”.

Upper triangle representing the “air” elements reflecting as the mind. The Lower Triangle representing the “earth” element reflecting as the body . And the Prism being at the center of it all representing the spirit.

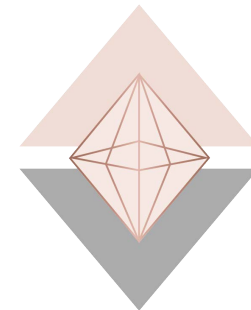
## MAIN LOGO



## ALTERNATIVE LOGO



## SUBMARK



## — brand colors

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

We wanted to keep it elegant and light! The touch of contrast between light and dark with the navy + charcoal allow a more intense / professional feel to the color pallet. The rose gold brings elegance and hint of luxury.



DESIGN + VISUALS

# brand textures —

Your brand textures + patterns are simple and elegant.

Bringing a modern and professional vibe to the brand.



## Playfair Display

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

## Open Sans

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

*Northwell*

*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.

Playfair Display -will be used as your header text. This will be the biggest font used on each page as your main “attention” grabber

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

Northwell- Is to be used for the accent words. The “pop” of elegance and personality to the copy.

## DESIGN + VISUALS

# typography in action —

## Heading one

**Font:** Playfair Display

**Size:** 35-40 pt

**Letter Spacing:** 5%

**Notes:** n/a

*Alt headings*

**Font:** Northwell

**Size:** 40-45 pt

**Letter Spacing:** 0%

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

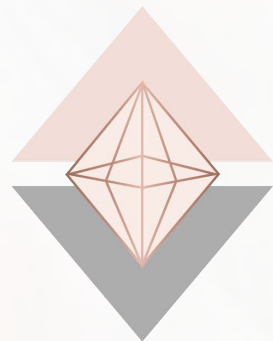
## Body Font

**Font:** Open Sans

**Size:** 15-18 pt

**Letter Spacing:** 0-2%

**Notes:** n/a



*Olga Alcazar*

Words + Content

## BRAND COMMUNICATION

# tagline options —

“ALIGN YOUR LIFE WITH EASE, GRACE AND FLOW.”

“GUIDING YOU TO SELF AWARENESS FOR A LIFE OF EASE, GRACE AND FLOW.”

“MIND, BODY + SPIRIT ALIGNMENT”

## BRAND COMMUNICATION

# tone of voice —

Content from Olga Alcazar should be clear, emotionally triggering, and packed with “game changing” advice. Impact your audience by showing you understand their experience by acknowledging their deepest feelings.

Keep in mind to disrupt their every day lives by talking about their emotional triggers but give practical tools or thoughts needed to help bring greater self awareness.

You'll sound:

- Inspirational not condescending
- Direct not passive
- Clear not confusing
- Helpful 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.

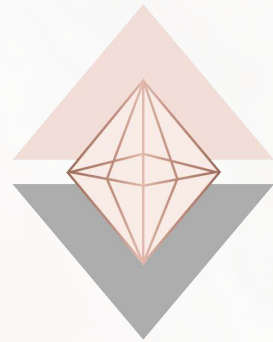
## WHY STORY

Why are you so motivated to help these people to move to their true expression of life?

Justify your truth and motivations and people will connect with you.

## HUMAN INTEREST

Bring in examples of you living your truest expression of life. Show that you are living it and they can too! Be an example, a thought leader and the one to influence them to step into courage.



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Live your Brand

LIVE YOUR BRAND

# action steps —

## FACEBOOK

Establish your credibility and expertise by being active in appropriate Facebook groups. Create your own exclusive Facebook group giving quality free content.

## COMMUNITY

Create a community of like minded women. By creating your own private mastermind encouraging them to share their journey and advice to ultimately feel as if they are not alone in their journey!

## ONLINE PRESENCE

Take your education online. Be active on your youtube channel and share your youtube advice within your group and masterminds. Make sure you are active throughout the day. Consistency is key when it comes to social media.

LIVE YOUR BRAND

# brand enemies —

## IDEA ENEMIES

- Too spiritual - your brand is about bridging the gap between “spiritual” and practical. Make sure you allow yourself not to be too spiritual that will confuse your audience. But also, don’t be afraid to share spiritual tools that have helped you on your journey.

## “NOT TO DO” LIST

Do not ever post / share anything with out inspiration and action based steps to help boost you clients / following self awareness.

BRAND COMMUNICATION

# visual content —

## PHOTOGRAPHS

Photographs should be reflecting your lifestyle! Include photos of you working, cooking, journaling, meditation, doing yoga, etc. Whatever you personally do to connect to yourself. Also, “flatlay” images will help break up the “too much” of “you” on the photos. However, use flat lays sparingly.

Always keep your color pallet + mood board in mind. Try to include casual but classy clothes and try to keep the backgrounds simple!

Photos should include some sort of human element. That could be, a hand reaching into the shot, a full body shot of a person walking, a family, or a person cooking. This will establish a person feeling to your brand.

### EXAMPLES OF PHOTOS TO TAKE!





The background of the image is a light-colored, marbled surface with soft, flowing veins in shades of beige, cream, and light brown. The texture is organic and fluid, resembling natural stone or high-quality paper.

# questions?

email me at [info@thebrandinfluence.com](mailto:info@thebrandinfluence.com)