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KRISTEN  
EXECUTIVE COACH & LEADERSHIP CONSULTANT  
*Sharp*



# TARGET AUDIENCE

## DEMOGRAPHICS

- Woman
- College educated
- Senior corporate leader, experienced and seasoned
- Family-oriented, with either kids in school or in a partnership without children

## PERSONALITY & INTERESTS

- Confident and driven, a leader of leaders
- Values freedom, balance, and connection
- Cares deeply about her team and work
- Makes time for family and friends, valuing those relationships highly

## DESIRES

- To embody unapologetic, authentic, and bold leadership
- Seeks to be seen as a trusted, respected, and sought-after thought partner and strategic leader
- Craves balance in life, prioritizing space for higher-level thinking and attending only impactful meetings
- Desires guilt-free time off to cater to personal needs and spend quality time with loved ones

## ONLINE BEHAVIORS

Active on LinkedIn and Instagram, indicating a blend of professional engagement and personal expression



# BRAND VALUES

The *Kristen Sharp* brand values center on authenticity, courage, integrity, and freedom, guiding a journey that honors true self-expression, embraces vulnerability, upholds ethical principles, and cherishes the power of personal choice and agency.

## *Authenticity*

Embrace your true self, navigating life with genuine expression and conviction. It's about living true to your values and sharing your real thoughts and feelings, fostering a deep connection with yourself and those around you.

## *Courage*

Courage means stepping boldly into the unknown, embracing vulnerability as the pathway to growth. It's about facing fears head-on, taking risks, and daring to be different in pursuit of your dreams.

## *Integrity*

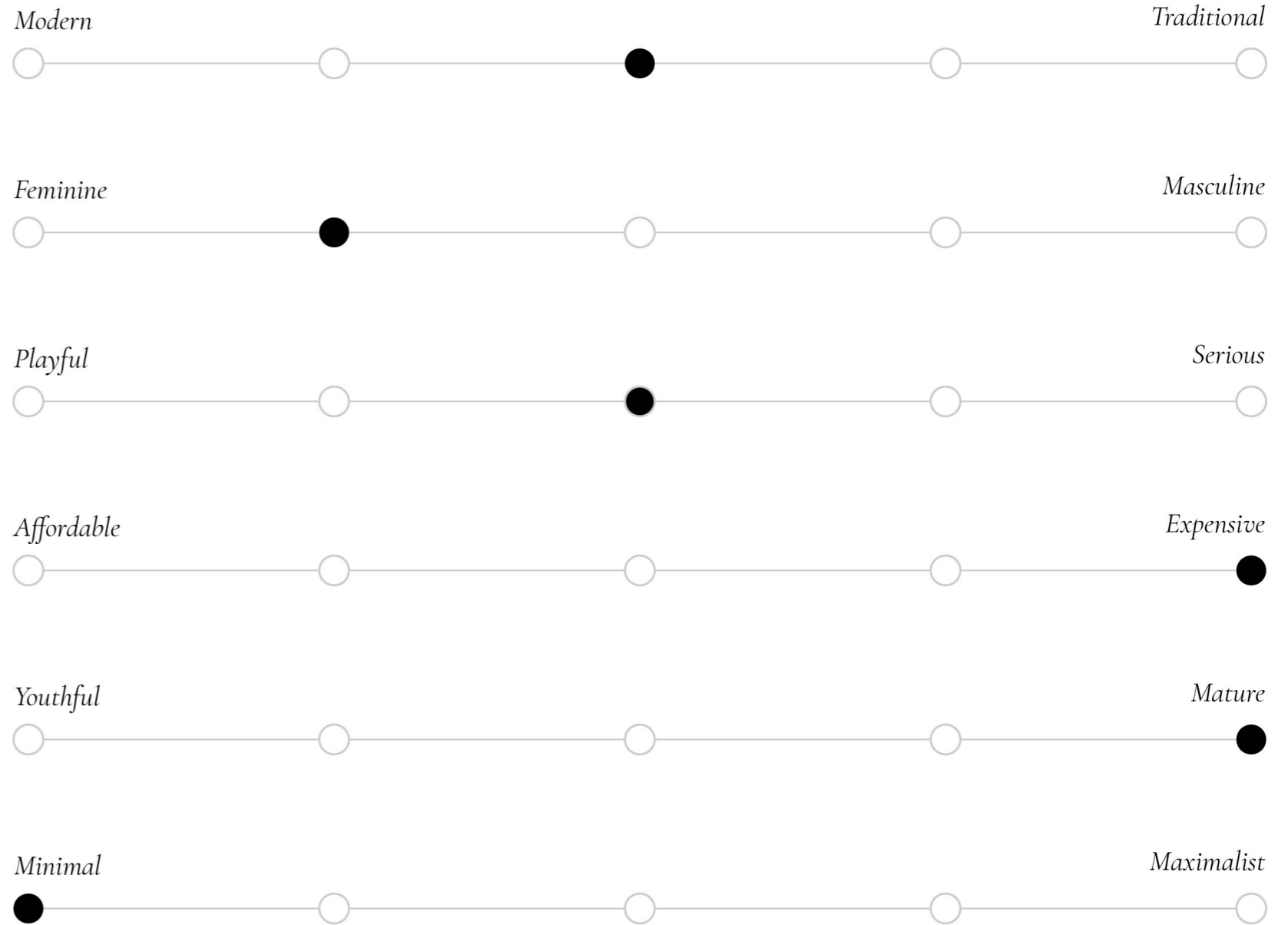
Integrity grounds us in honesty and honor, ensuring our actions align with our words. It's a commitment to ethical living and transparency, building trust and respect in every interaction.

## *Freedom*

Freedom celebrates the power to choose our path, defining success on our own terms. It's the liberty to follow our passions and create a life filled with purpose and joy, honoring our individuality.

# BRAND VIBE

The *Kristen Sharp* brand vibe is a fusion of polished professionalism and warm approachability, embodying a timeless, clean aesthetic that champions simplicity and meaningful connections. It's where elegance meets ease, inviting you to a transformative journey of balance and fulfillment.





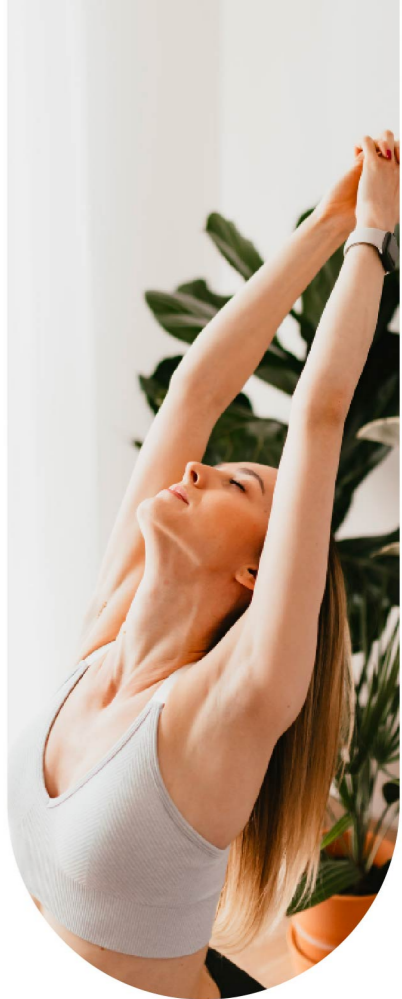
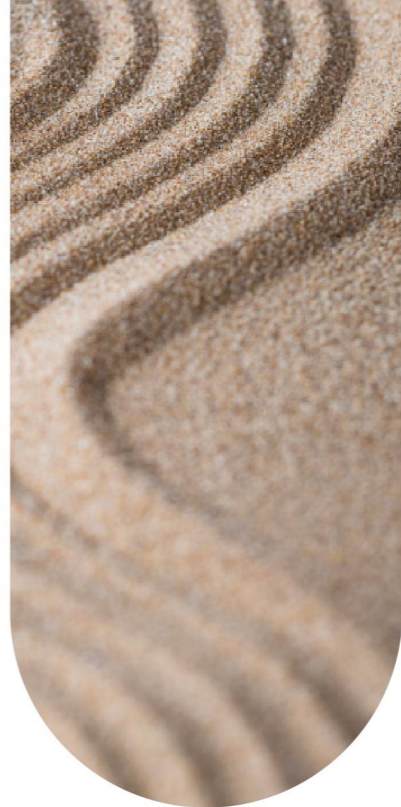
# BRAND PERSONALITY

*Confident* ————— *Self-Aware*

————— *Energetic* ————— *Trustworthy*

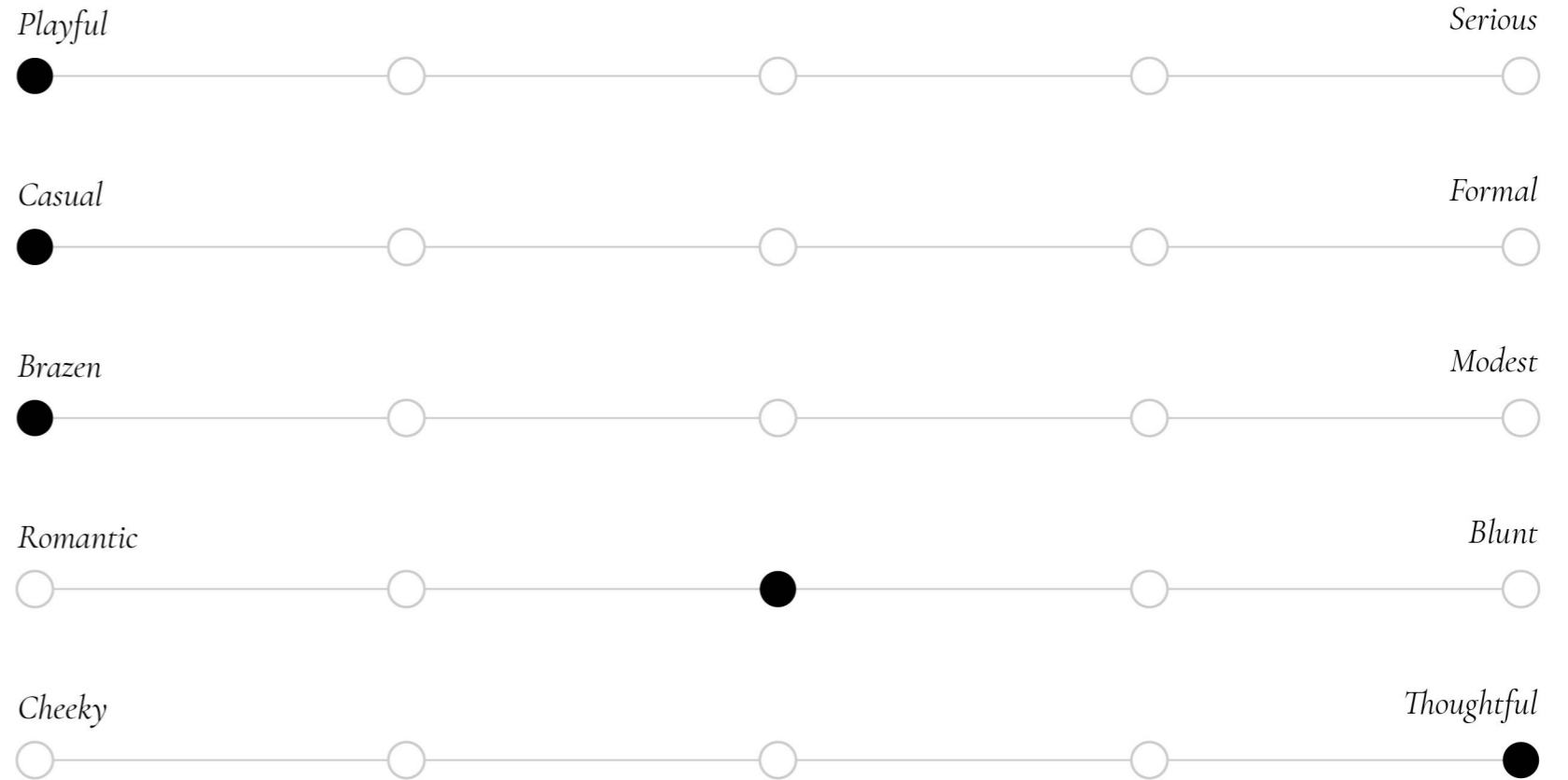
————— *Sassy* —————

*Playful* ————— *Empowering*



# BRAND TONE

The *Kristen Sharp* brand tone is a blend of professional wisdom and playful intuition, creating a space where insights meet imagination. It's direct yet expansive, inviting exploration and celebrating the full spectrum of your potential.





# YOUR BRAND

## POSITIONING

- Bespoke and luxurious experiences tailored to individual needs, emphasizing thoughtful curation and nurturing.
- Positioned as high-end, focusing on the quality of experience and personal transformation over material luxury.
- Intentional and authentic, providing a space for profound personal and professional growth.
- Some mystery to the experience

### *Examples:*

- **Ritz-Carlton:** Known for its bespoke luxury experiences and exceptional customer service, focusing on personalizing guest experiences and creating memorable moments.
- **Tesla:** Tesla's brand is about more than just cars; it's about innovation, sustainability, and a vision for the future, offering a high-end, transformative experience to its customers.

## DIFFERENTIATION

Blending polished professionalism with intuitive, personal engagement, offering a unique mix of deep, insightful work and a playful, approachable manner. This approach creates a safe, expansive space for clients, where they feel seen and encouraged to explore their fullest potential, making the brand stand out in a market often focused more on either strict professionalism or casual, surface-level engagement.

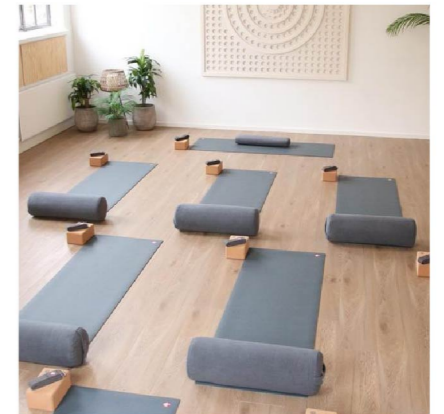
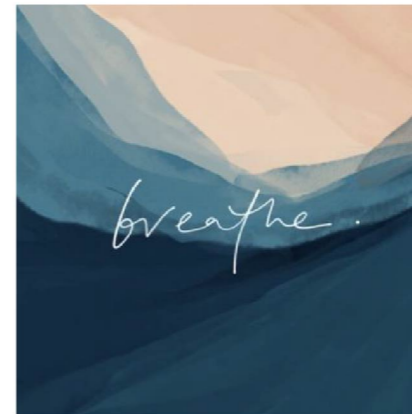
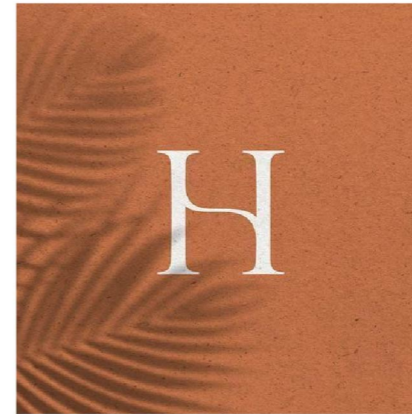
## KEYWORDS

- Bespoke
- Transformative
- Authentic
- Empowering
- Intuitive
- Luxurious
- Approachable
- Thoughtful
- Innovative
- Nurturing



# MOOD

The Kristen Sharp brand combines luxury with intuition, offering a sophisticated yet approachable experience. It's about authentic empowerment and bespoke, nurturing journeys, set in a backdrop of simplicity and timeless elegance. This is where boldness meets balance, inviting you to embrace success and joy without the hustle.

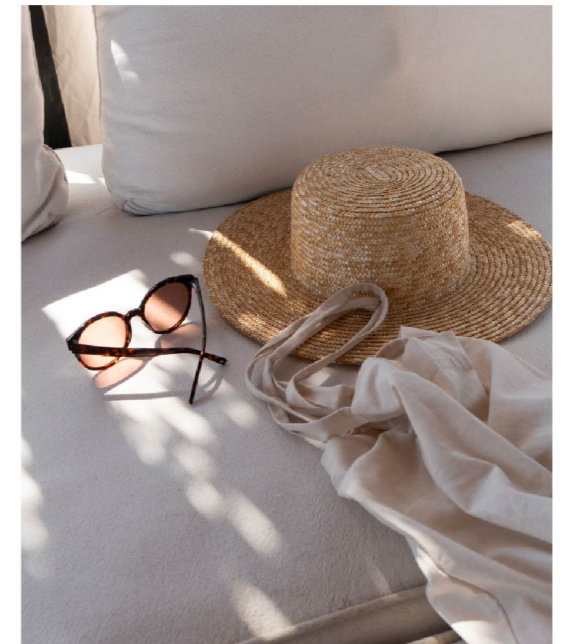
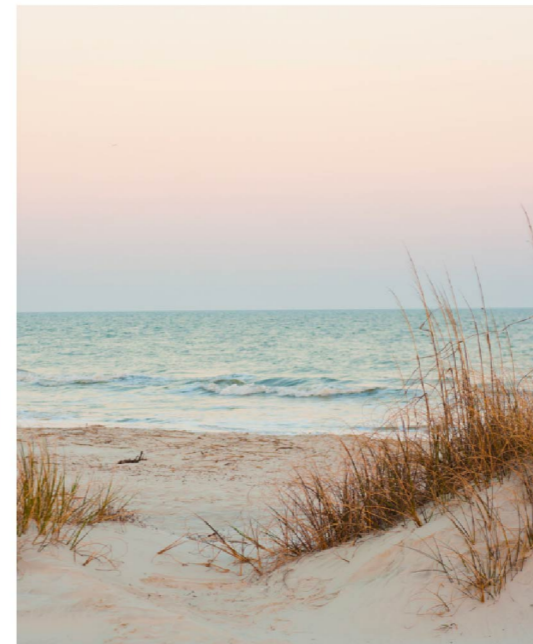
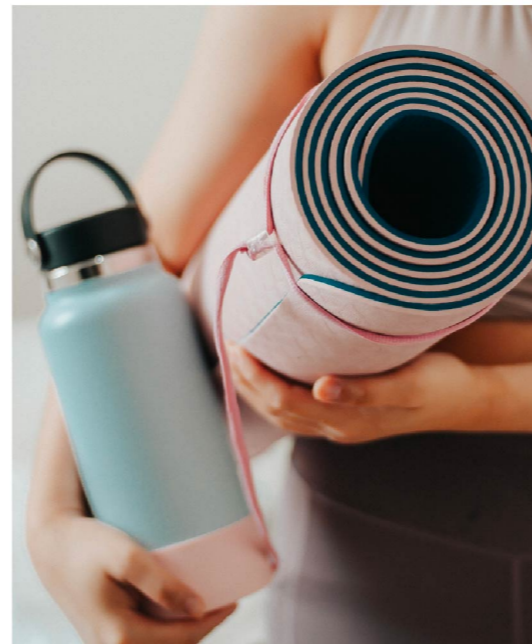




# IMAGERY

The brand imagery exudes a serene and elegant vibe with a focus on nature, self-care, and minimalist sophistication. The photos showcase tranquil beach scenes, leisure, wellness, and cozy, stylish home decor. The color palette is calming with soft blues, creamy whites, sandy beiges, and touches of gold and rose, suggesting a blend of tranquility, luxury, and warmth. The vibe is one of relaxed refinement, inviting and intimate, designed to foster a sense of peace and balanced living.

- Serene beach landscapes
- Zen yoga accessories
- Coastal-inspired abstract art
- Warm sunlight patterns
- Tranquil sandy textures
- Crystal geode decor
- Soft, luxurious bedding
- Sophisticated professional attire
- Modern, minimalist interiors
- Earthy ceramic tiles



# MAIN LOGO

The Kristen Sharp logo uses the *Abigail* and *Bon Vivant* fonts to form the primary logotype - this should never be altered: Do not stretch, rearrange, or recolor. It's primary color is gold.





# LOGO VARIATIONS

ALT LOGO



SUB LOGO



BRAND MARK



# TYPOGRAPHY

TITLE FONT

ABIGAIL

*Regular*

Title font should be in all caps. Use in Logos and titles.

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

Aa



# TYPOGRAPHY

## HEADER FONT

Cormorant  
Garamond

*Light*

Headers should be in sentence case. It can be used in regular, italic, and bold.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

Aa

# TYPOGRAPHY

SUB HEADER FONT

## FUTURA

*Medium*

Sub header is used to label short blurbs of text or to create visual interest in headings. It should be used in medium, all caps with a letter spacing of 140 in Canva.

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Aa



# TYPOGRAPHY

## ACCENT FONT

*Bon Vivant*

### *Regular*

Accent font is used in short blurbs of text and logos to create visual interest. Be careful not to overuse or use in long sentences because it will be hard to read. Never use in all caps.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

*Aa*

# TYPOGRAPHY

## BODY FONT

Open Sans

*Regular*

Body font should be used in Open Sans Regular and have a line space of at least 1.4. It should also be used in all caps for button text.

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Aa

# COLOR PALETTE

The following color palette has been created for use across all media. Lighter tints of these colors are not allowed for brand consistency.

*Primary*  
#10273C

Logos, backgrounds,  
design elements,  
headline text

*Primary*  
#024954

Logos, backgrounds

*Primary*  
#9A5244

Logos, backgrounds,  
design elements

*Neutral*  
#F0E4D8

Backgrounds,  
design elements

*Neutral*  
#FFFFFF

Backgrounds, text  
on dark  
backgrounds



*Accent*  
#EBC7BB

Buttons, logos,  
design elements



*Accent*  
Layer

Titles, logos,  
design elements



# THANK YOU!



*BRAND ALCHEMY*

[amber@ambersecrest.com](mailto:amber@ambersecrest.com)  
[www.brandalchemydesign.com](http://www.brandalchemydesign.com)