



*erica danielle*

Brand Manual

BRAND MANUAL

# contents

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

## MANUAL SECTIONS

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# brand inspiration —

In your Brand Inspiration we wanted to capture the clean and elegant feel with a hint of mindfulness. The brand itself embodies a return to who and what you really are through the exploration of peace, silence, and solitude. Through becoming playful, centered and mindful.





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Brand Message

BRAND MESSAGE

# position —

## CORE IDEA

Erica Danielle helps you live your truest life through giving you the spiritual tools to embrace peace and step into your courage.

## OUR GOAL

Is to bring you into your truest expression of life. To drop all beliefs so you can courageously live and work from true freedom.

## HOW ARE WE DIFFERENT

Erica is pulled towards your soul's calling of wanting to be free. She is able to see your blocks and helps you drop the beliefs that are holding your back from your truest expression of life and helps you do the same.

## WHAT WE DELIVER

Courage and clarity for you to live the life you were always meant to live.

# — personality

## PERSONALITY ATTRIBUTES

Erica Danielle helps guide those who feel disconnected with their lives. Through compassion, encouragement, and divine connection she guides you to become present in order to break the patterns, beliefs and stories in your life that have been holding you back. To ultimately become courageous enough to live your life, the way you authentically want, NOW.

Erica Danielle is:

- Honest
- Fresh
- Clear
- Irreverent
- Playful
- Free
- Joyful

When speaking to your audience remember you are the encourager, “breaker of thought patterns” and the light that creates ease. You encourage and show a new way of thinking / breaker of beliefs in every interaction you have.

BRAND MESSAGE

# point of view —

## Live Life With Zero Beliefs

Because beliefs are just thoughts you keep telling yourself over and over again. "What would be different if you no longer entertained (or listened to) those thoughts.?"

## Following the still small whisper

Cultivating courage to drop the identities, stories, dramas you have been telling yourself. Follow the still small whisper to step into unknown with faith and courage to live true.

## Finding the divine in the most mundane experiences

Understand that the way you do anything is the way you do everything. The path to freedom can thus be found in even the most trivial of experiences.

## Permission to just be

Creating permission for you to work and live from true free will.



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Design + Visuals

DESIGN + VISUALS

# brand logos —

Your brand logo has a light, modern and minimalistic feel to it. We wanted to keep it professional with a hint of elegance.

Using the plant and script typography brings in the elegance, light and trust worthy feel.

Where as the Burgundy colors brings in the serious but warm demeanor.

MAIN LOGO



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ALTERNATIVE LOGO



SUBMARK



# — brand colors

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

I wanted to keep it warm, elegant and serious! The Burgundy displays confidence, seriousness, courage and determination. While the other color in the pallet bring in a calming, elegant and welcoming feel to balance out the strong Burgundy.



DESIGN + VISUALS

# brand textures —

Your brand textures are simple, elegant with just a pinch of mysticism .

The reflecting water symbolizes the reflection of ones own true light. Showing that in even the deepest of waters there is always the beauty of light to be seen.

The smokey texture symbolizes an effortless feel to life. To float freely as smoke does within the air.



# Avant Garde Gothic Pro

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 Light

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

# *White Oleander Slanted*

*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 feeling to the brand. As well as a sophisticated position.

**Avante Garde Gothic Pro Book** -will be used as your header text. This will be the biggest font used on each page as your main "attention" grabber

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

**White Oleander slanted**- Is to be used for the accent words. The "pop" of elegance and personality to the copy.

# typography in action —

## heading one

**Font:** ITC Avante Garde Gothic Pro Book

**Size:** 35-40 pt

**Letter Spacing:** 0%

**Notes:** n/a

*All headings*

**Font:** White Oleander Slanted

**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:** Raleway Light

**Size:** 15-18 pt

**Letter Spacing:** 0-2%

**Notes:** n/a



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Words + Content



BRAND COMMUNICATION

# tagline options —

“HELPING YOU FIND THE COURAGE TO LIVE  
THE LIFE YOU WERE MEANT TO LIVE.”

“CLEAR OUT THE NOISE TO HEAR YOUR  
DIVINE CALLING”

“OVERCOME YOUR INACTION AND  
OVER THINKING TO LIVE THE LIFE  
YOU WERE ALWAYS MEANT TO LIVE.”

# tone of voice —

Content from Erica Danielle should be clear, emotionally triggering, and supportive of all journeys. 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 shift their perspective and shed their identity.

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. Highlight the success stories of those you have previously worked with. Share how you personally listened to their troubles and shed light on their blocks and how they overcame with courage.

## 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.

If okayed by your clients, share some client success stories. Some shifts they had during a session that day!



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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. Give your perspective and advice. Think "How can I be in service today online?"

## COMMUNITY

Create a community of like minded women. By creating your own private group 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. Whether this be, online webinars, Facebook groups, educational social media posting or blogging. Make sure you are always educating to establish your credibility and expertise.

LIVE YOUR BRAND

# brand enemies —

## IDEA ENEMIES

- Too spiritual - your brand is about bringing the “woo-woo” down to “earth”. Make it relatable and understandable for those who are meant to hear your message.

## “NOT TO DO” LIST

Don't spend too much time hitting the pain points in any of your copy! Remember you are walking that fine line between attracting depression clients vs action taking clients. Always bring in practicality and uplifting spirituality talk to remind them there has always been a light and you can help them “dust off their mirror” to see that light.

BRAND COMMUNICATION

# visual content—

## PHOTOGRAPHS

Photographs should be reflecting your “best authentic life” your brand is representing you as a spiritual teacher/coach but also showing you are living proof of your work! Be playful, elegant, personal, natural etc. - don't be afraid to show your spiritual practice (mediation, journaling, chanting, whatever it may be)

Always keep your color pallet + mood board in mind. Try to include flowy 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!



questions?

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