

Sydney

RESNER

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

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Inspiration

Brand Inspiration

In your Brand Inspiration we wanted to capture the modern and minimalistic feeling of the brand. One that resembles a balance between lightness and fun.



Brand message

SYDNEY RESNER

Position

CORE IDEA:

Is to create a space or healing . So clarity can take place in order for women to truly step into their power and thrive.

HOW ARE WE DIFFERENT:

My approach is to help women heal and find clarity through the combination of coaching and yoga.

OUR GOAL:

To empower others to heal more intuitively so they can truly embody their power.

WHAT WE DELIVER:

Women gain clarity and a deeper connection to their intuition. In turn learning how to lead themselves through their own intuitive gifts.



Personality

Personality Attributes:

Sydney Resner believes in Empowering people to encourage them to look within. Sydney is lighthearted, grounded, and soft.

Live Free with Brenda Lee is:

- Graceful
- Calming
- Freeing
- Intentional
- Liberating
- Intuitive
- Spiritual

When speaking to your audience remember you are the guide and the empowered voice. You are here to empower and lead others to their truth.

When speaking to your audience guide them to start the shift to improve their lives for the better.



Point Of View

When people start loving themselves the give others permission to do the same. When people learn to be lighter, carefree, loving, softer, they start to radiate that energy to others.



Design & Visuals

SYDNEY RESNER

SYDNEY

SYDNEY *resher*



Brand Logos

Your Brand Logo has an intuitive and minimalistic feel to it. The modern font is meant to bring a sense of professionalism while the moon is there to bring a spiritual and intuitive vibe.

Color Palette

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



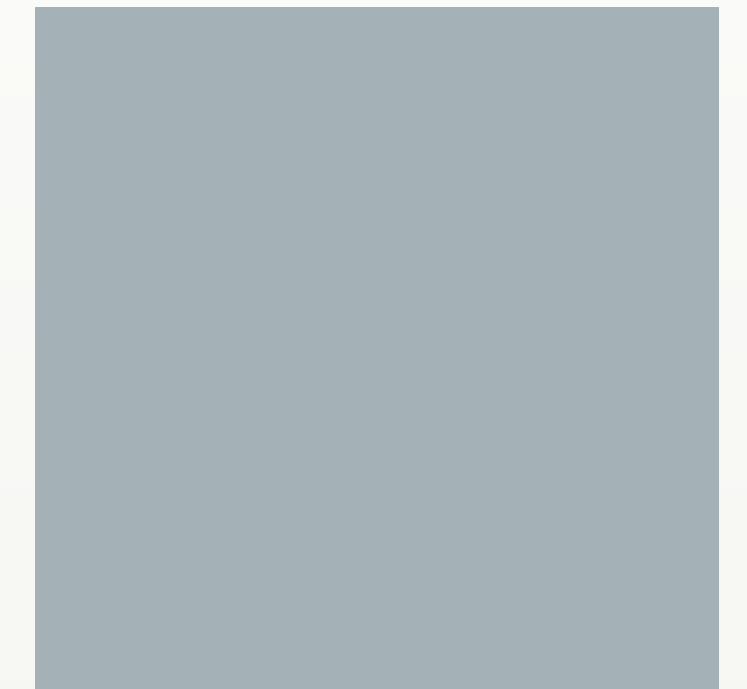
TEAL

HEX #658f90
RGB 101/143/144



DUCK EGG

HEX #bedoca
RGB 190/208/202



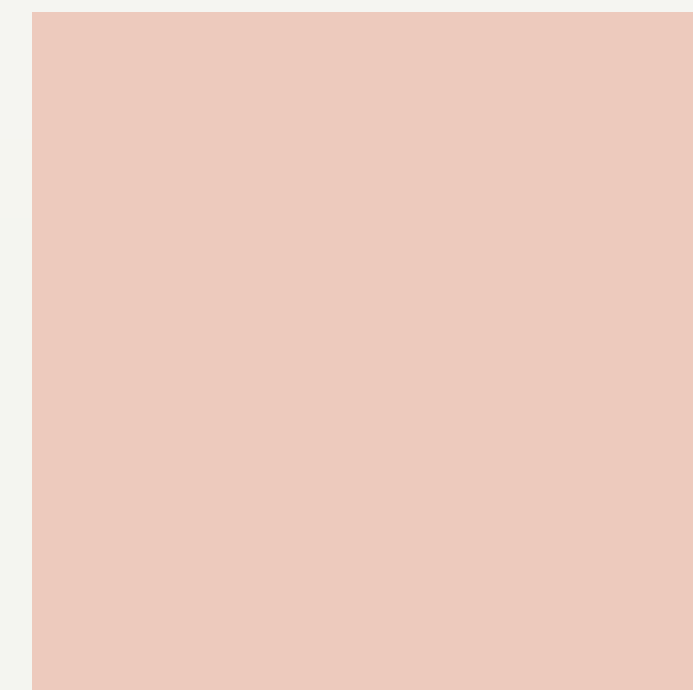
CLOUDY SKY

HEX #a5b2b6
RGB 165/179/183



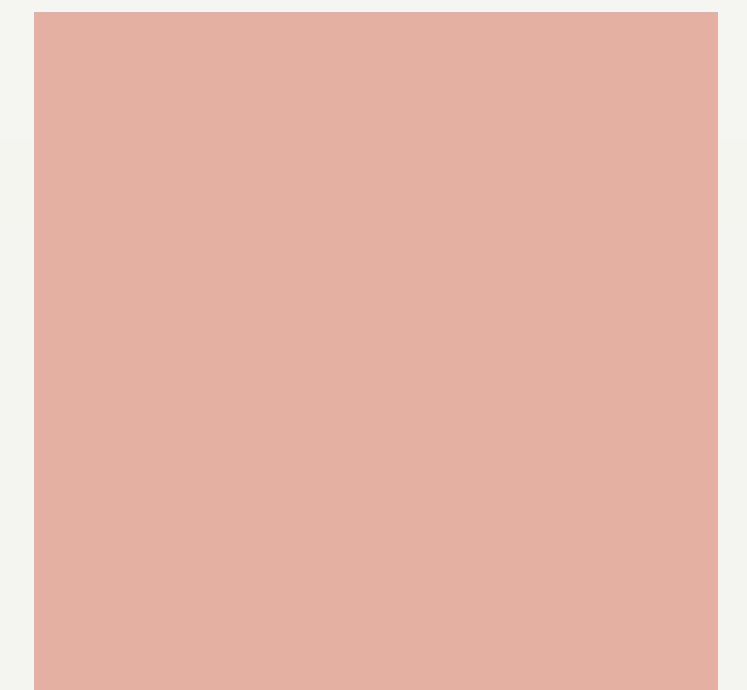
GOLDEN

HEX #daaf69
RGB 218/175/105



BLUSH

HEX #edcabd
RGB 237/202/189



CORAL

HEX #e3boar
RGB 277/176/161

Brand Textures

Your brand textures are a light concrete, and a light gray smoke texture. These natural textures bring a grounding yet freeing feel to the brand.



Brand Typography

MAIN TYPE - OPEN SANS REG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&*+,-./:;?@

BODY TYPE - YELLOW PEAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!"#\$
%&*+,-./:;?@

SPECIAL FONT - BOMBALURINA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!"#\$%&*+,-./:;?@

48pt Regular / 36pt Regular / 24pt Regular

Aa

Open Sans

This will be used as your main header font.
This font will be used to be eye catching and attention grabbing.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&*+,-./:;?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!"#\$
%&*+,-./:;?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!"#\$
%&*+,-./:;?@

A d

35pt / 25pt / 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&*+,-./:;?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&*+,-./:;?@

Yellow Peas

This font is your main body font. This font is easily readable and will be easy on the eyes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!"#\$%&*+,-./:;?@

75pt Regular / 65pt Regular / 55pt Regular



Bombalurina

This font will be a “highlight” font. It should be highlighted by using 1-2 words. This font will and should not be used for full sentences.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! " # \$ % & * + , - . / : ; ? @

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! " # \$ % & * + , - . / : ; ? @

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! " # \$ % & * + , - . / : ; ? @

Typography Styles.

Font size : 70pt

Headline Regular

Font size : 60pt

Headline Light

Font size : 105pt

Special headline

Font size : 35pt

Body text

Words & Content

SYDNEY RESNER

Tone of Voice

Content from Sydney Resner should be clear, compelling, emotionally supportive, and packed with “empowering” advice. Impact your audience by showing you want to guide and excite them about their life and new changes.

Keep in mind to disrupt their every day lives by talking about their small shifts they can make within their lives.

You’ll sound:

- Empowering 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 your transformational story. Share how you personally cleared your blocks, worked through your struggles around limitations and over came it all.

WHY STORY

Your why story is the personal experience you went through in your life. From a hiding the intuitive part of yourself to setting her free.



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 your life to help empower them.

Live you brand

SYDNEY RESNER

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.

Blogging

Spend time into blogging your experience and giving away encouraging advice on how to cultivate the freedom your people desire. This could be writing articles or doing a Youtube Vlog series.

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 spiritually vibrant life.



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. And remember you are the “guidance” they’ve been starving for.

Visual Content

Photographs should be reflecting an modern minimalistic space of relaxing and empowering.

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. - do not cross your arms (too powerful)

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.

