

PERFORMANCE COACH

TARGET AUDIENCE

DEMOGRAPHICS

- Woman 30-45
- Established, seasoned entrepreneur with multiple 6-figure business
- Young families and are balancing between scaling their business and sacrificing time with their family

PERSONALITY & INTERESTS

- Fun, funny, confident, bold, energetic
- · Spiritual and/or wellness interests
- Professional & ambitious
- · Likes the finer things in life
- Interested in self-improvement and reaching new levels of success
- She's a lifelong learner and interested in being better

DESIRES

- She's in a stage of life where she is ready for things to get easier.
- Freedom (moving away from hustle culture) but without sacrifice.
- Ease and flow in their business, so they can finally have the space to do what they desire.
- · Want it all and more.
- Financial abundance and security/ consistency.
- Evolution into their best self / highest level self.
- More free time to do the things they love.
- Most of my clients desire to make \$1M+, but its about the freedom, success and setting their families up for success.



ONLINE BEHAVIORS

- Podcasts
- Social media
- Online courses/education
- Easy to consume content, short bursts of content, clear messages, easy to read, simple communication and design

BRAND VALUES



GREATNESS

Our products and services bring out the greatness in our clients. We are the best at what we do. There is no one doing what we do in the world. We are the one and only!



JOY

I often tell clients to follow the joy. Our brand is rooted in doing things that make you happy. I want all of our clients to love working with us and to follow their joy.



DESIRE/PASSION

I want every client to live a life they love and tell them they can have anything they desire.

We start from DESIRE and build them a fabulous path and mindset to move forward.

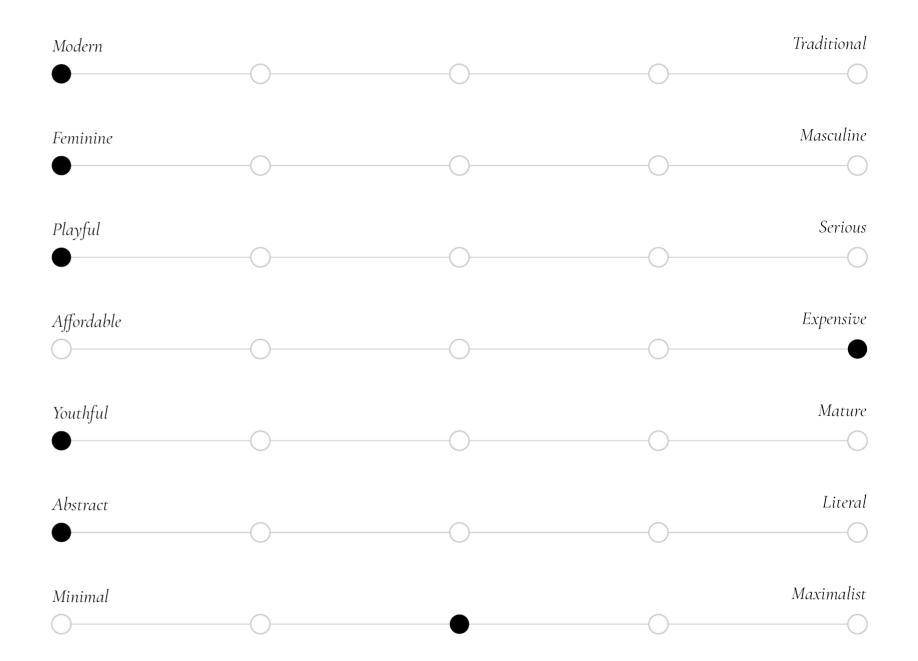


OPTIMISM

Everything we do is rooted in optimism and using optimistic language.

BRAND VIBE

Modern, Feminine but not too dainty (I love a mix of both), Playful, Expensive, Youthful, Abstract, Minimal/Maximalist (I love both!)



BRAND PERSONALITY

Ambitious ———	Joyful —			
	Motivating			———— Brave
		——— Passionate		
Excellence ———			———— Inspirational ————	
	Greatness			Growth



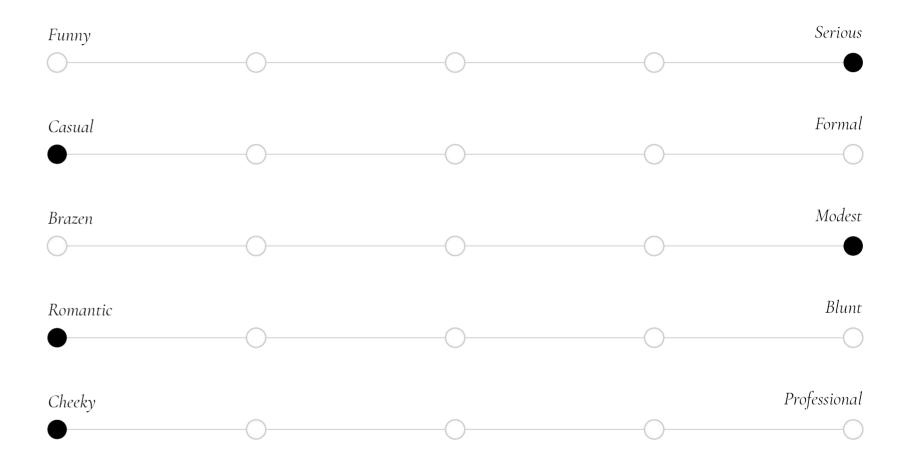






BRAND TONE

Serious, casual, modest, romantic, cheeky.



YOUR BRAND



POSITIONING

- High end, exclusive, luxury, expensive
- Everyone wants it
- Exceptional quality

Examples:

Chanel and Tom Ford



DIFFERENTIATION

Combining performance coaching and hypnotic audio.

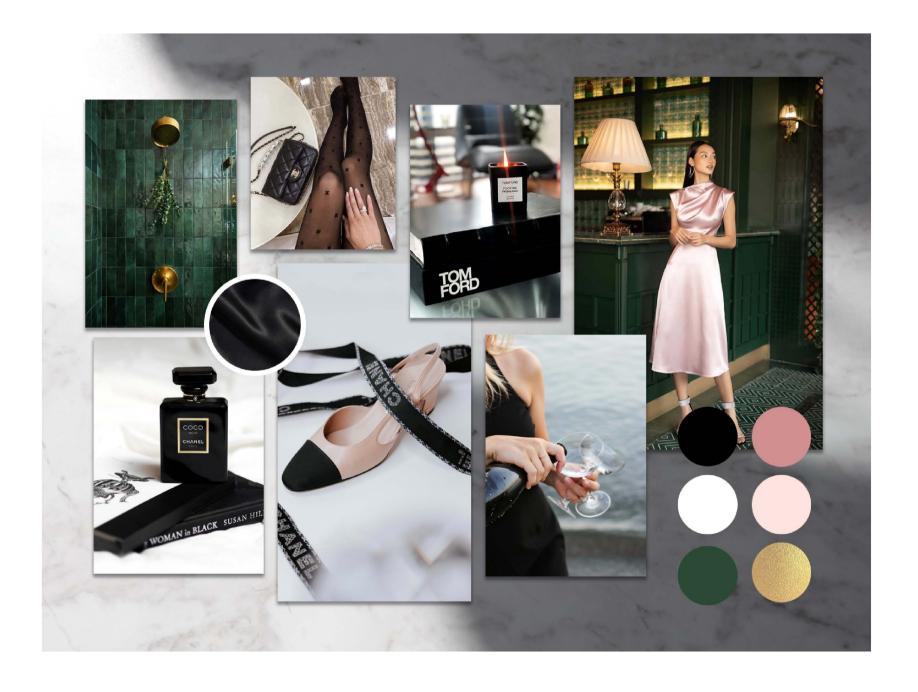


KEYWORDS

- Fabulous
- Strong
- Feminine
- Positive
- Approachable
- Kind
- Sophisticated
- Quality
- Luxury
- Joy

MOOD

High end, luxury, simplicity, bold, feminine, sophisticated, joyful, finer things in life, success, anti-hustle, clean lines, timeless, romantic, glamour & grit, sexy but practical.



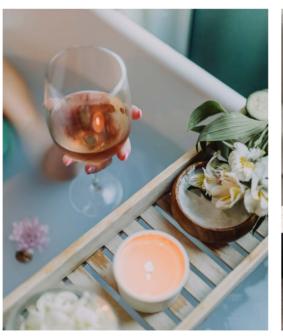
IMAGERY

Black, white, pink, gold, with a splash of emerald. Marble, silk/satin, champagne, lace, diamonds, designer brands, bold black & white, indulgent self care, celebrations, Tom Ford, Chanel.













MAIN LOGO

The Whitney Alexandra logo uses *lvy Mode Regular* font to form the primary logotype - this should never be altered:
Do not stretch, rearrange, or recolor.

WHITNEY ALEXANDRA

PERFORMANCE COACH

LOGO VARIATIONS

VERTICAL LOGO SUB LOGO LOGO MARK







TITLE FONT

IVY MODE

Regular

Titles should be in all caps

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890



HEADER FONT

Ivy Mode

Regular

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

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890



SUB HEADER 1 FONT

Cormorant Garamond

Regular Italic

Sub header 1 should be in italic sentence case at all times. Bold can be used to express emphasis. ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890



SUB HEADER 2 FONT

WIX MADEFOR TEXT

Medium

Sub header 2 is used to label short blurbs of text or to create visual interest in headings. It should be used in medium, all caps.

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890



BODY FONT

Wix Madefor Text

Regular

Body font should be used in Wix Madefor Text Regular and have a line space of at least 1.4.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890



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 #000000 Logos, backgrounds, design elements, text

Primary #ffffff

Logos, backgrounds, design elements, text Secondary #d18f90

design elements

Backgrounds,

Accent #2c4a35

Backgrounds, design elements

Secondary #fee3df

Backgrounds, design elements Accent

Layer

Titles, logos, design elements

THANK YOU!



BRAND ALCHEMY

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