

THE INFLUENCER  
MAGAZINE

Brand Manual

BRAND MANUAL

# CONTENTS

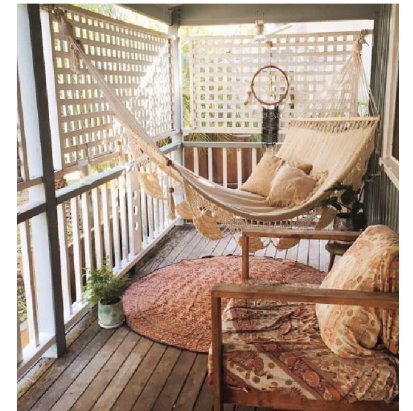
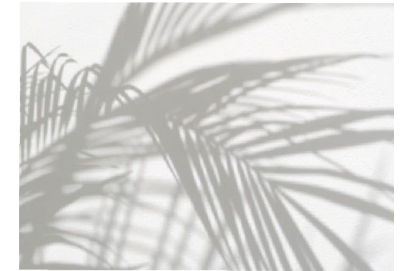
This “Brand Manual” document explores the message, visuals and expression of “The InfluencHer Magazine”.

## 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 fun light heartedness with a hint of mindfulness and community. The brand itself embodies a return of alignment through, self-awareness, community and free-spiritedness



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Brand Message

BRAND MESSAGE

# POSITION —

## CORE IDEA

The InfluencHer Magazine is a community of purpose driven women. Creating a platform to bring authentic connection and community to support one another growth in branding, business and life.

## OUR GOAL

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

## HOW ARE WE DIFFERENT

The InfluencHer Magazine values authentic connection to bring about a safe place for others to learn, grow and to learn the true meaning of sisterhood.

## WHAT WE DELIVER

A judgement free space to share, learn, educate and grow.

# — PERSONALITY

## PERSONALITY ATTRIBUTES

The InfluencHer Magazine believes in bringing a carefree, free-spirited way of educating and learning. Allowing authenticity and spirit be the guides to open up a space for women to share their expertise and stories. Through providing a safe + judgment free space it will allow others to grow, share and heal in all aspects of their life. While providing a sense of sisterhood while they evolve into their authentic truth.

The InfluencHer is:

- Understanding
- Encouraging
- Empowering
- Safe
- Care-free
- 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 to propel your business  
forward.

It's not about "hustle" it's about  
"flow"

We create a space where one can jump out of  
hustle and have the resources to learn how to flow  
with their business and life

Sisterhood = Expansion

It takes a community of strong women to help  
propel each other forward into a new and brighter  
future for ourselves and the planet

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Design + Visuals



## DESIGN + VISUALS

# BRAND LOGOS —

Your brand logo has a light, modern and minimalistic feel to it. Keeping it elegant and simple to allow you to use many different styled photos while keeping the brand clear.

## MAIN LOGO

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## ALTERNATIVE LOGO

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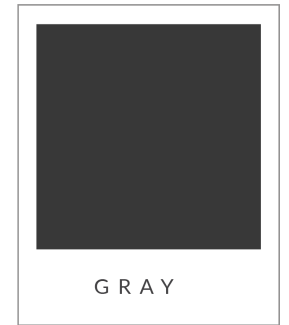
## SUBMARK

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DESIGN + VISUALS

# — BRAND COLORS

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



DESIGN + VISUALS

## BRAND TEXTURES —

Your brand textures are palm leafs and palm leaf shadows. These represent a “light hearted” feel to them. Brining the feel to a carefree life on the beach in warm weather!



## Cormorant Garamond 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

## 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

*The Styled Edit*

*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.

**Cormorant Garamond Light** -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.

**The Styled Edit**- 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:** Cormorant Gardmond Light

**Size:** 35-40 pt

**Letter Spacing:** 5%

**Notes:** n/a

*Alt headings*

**Font:** The Styled Edit

**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:** Ralway Light

**Size:** 15-18 pt

**Letter Spacing:** 0-2%

**Notes:** n/a

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Words + Content

## BRAND COMMUNICATION

# — TONE OF VOICE

Content from The InfluencHer 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 leading them to alignment with themselves and their business.

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

Your why story is the personal experience you went through when building your business. Alone and hours and hours of hustling leading to burn out spiritually and mentally.

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. And create a sense of sisterhood

## COMMUNITY

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

## PODCAST

Take the education to an easy digestible platform. Create episodes around lessons, sharing encouraging stories and understanding. Bring contributors onto the podcast to be interviewed to bring more of a different perspective. Show that no matter the background, we are all connected.

LIVE YOUR BRAND

# BRAND ENEMIES

## IDEA ENEMIES

- You are just an online educating platform: While you are a space to bring people together and provide insightful wisdom on business, branding and lifestyle. You are gatherer, a breaker of judgments and a place where people can come together NO MATTER their background in life

## “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 and sisterhood! Include photos of a fun and joyful actions, meditation, yoga, health related photos and working in ideal locations. Remember: you are create a story of the “ideal / carefree lifestyle” your readers are inspiring to achieve.

Always keep your color pallet + mood board in mind. Try to include casual clothes and try to keep the backgrounds simple or out in nature such as a desert or beach. - keep the outdoor tones to tan and sandy.

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!

