

Nicole

H O L L A N D

BRAND STYLE

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BRAND MOOD

An overview of
brand tone.

2

BRAND ASSETS

Logos, fonts,
and colors.

3

IMAGE LIBRARY

All your images,
all together.

4

HEADSHOT TIPS

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A few of our
favorite tools.

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THE FOUR TRUTHS

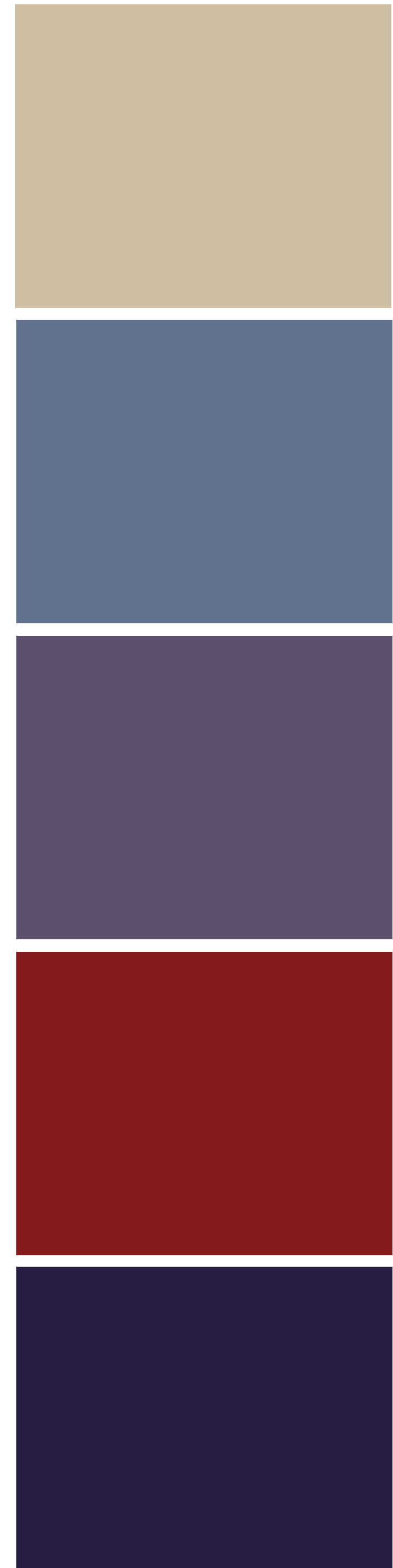
Maintaining
your visuals.

Nicole,

Together these colors and fonts
tell your audience a story about
you and your brand. You are:

STRONG
NATURAL
FRESH
WARM
BOLD
CREATIVE

You are NOT posed, rigid,
faded or overly feminine.



Your primary color:

**J U I C Y
R I C H
P L U M .**

Similar to our lighter purples, plum indicates majesty and magic. But when we use a darker shade, we indicate bold problem-solving and intensity. This deep palette will show clients the depth of your experience and character.



PLUM
R: 41
G: 28
B: 68
HEX: 291C44

Your logo (on color):

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PLUM

R: 41

G: 28

B: 68

HEX: 291C44

Logo (on white):

Nicole
H O L L A N D

FIG

R: 94

G: 79

B: 109

HEX: 5E4F6D

Fonts and colors:

PRIMARY TYPEFACE: LOGOS AND BODY COPY

OPEN SANS EXTRABOLD

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
1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE: ACCENT ELEMENTS

beautiful bloom - regular
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
1 2 3 4 5 6 7 8 9 0

SAND
R: 206
G:191
B: 163
HEX: CEBFA3

SEA
R: 99
G: 113
B: 144
HEX: 637190

FIG
R: 94
G: 79
B: 109
HEX: 5E4F6D

GARNET
R: 134
G: 25
B: 26
HEX: 86191A

PLUM
R: 41
G: 28
B: 68
HEX: 291C44

Image gallery:



Image gallery:

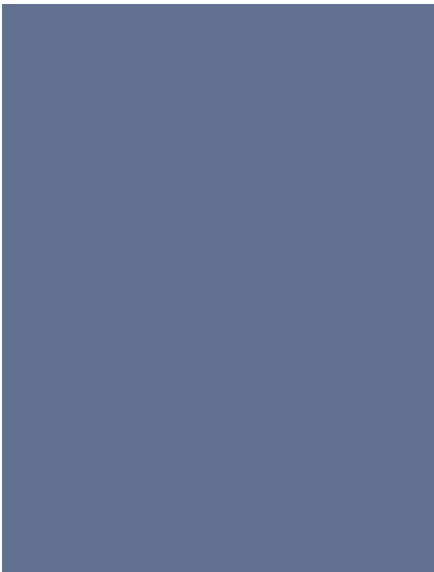


Image gallery:

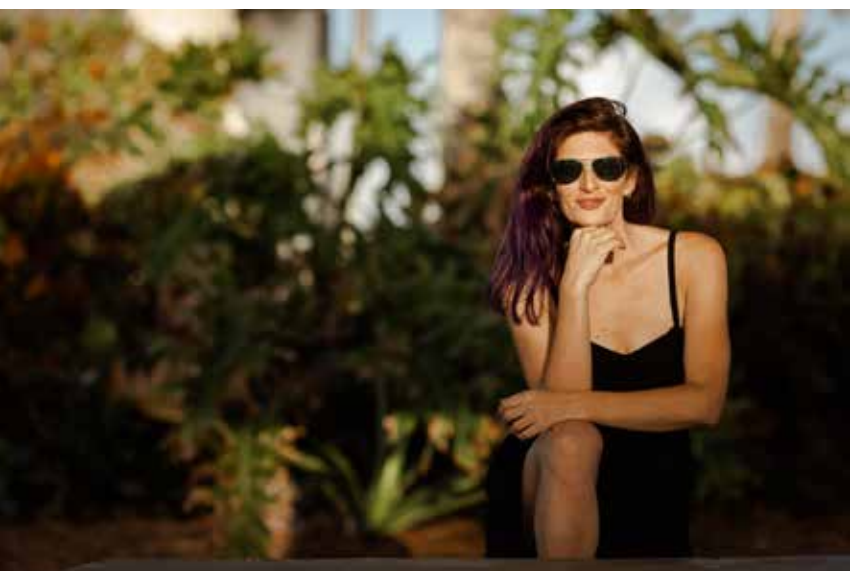
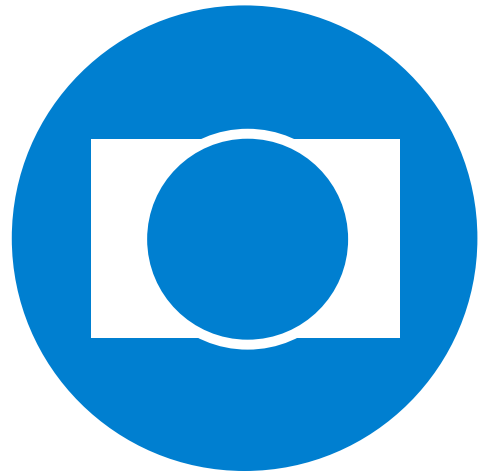


Image gallery:



Headshot tips:



It's tempting to make your face as large as possible in the space. Don't do it! As profile pictures show up on various devices and browsers, cropping can be uncertain.

Give yourself enough breathing room that you can see a bit of shoulder on either side, and keep your eyes centered in the space.





HELLO



**NEW
COACHING
PROGRAM
RELEASED!**



**"
FORTUNE
FAVORS
THE BOLD**



**PODCAST
HEROES**



**A GROWTH
MINDSET**



**BIZ
HEALTH**



TODAY



Social tools:



The geniuses over at Canva have built web-based design software that anyone can use. The site lets you save templates so you can streamline post creation and give your social media feeds and materials a consistent look and feel. There's a monthly fee (\$10-13/month)—well worth it if you crank out a lot of posts.

Disclaimer: we don't have an affiliation with Canva. We just like them a lot!

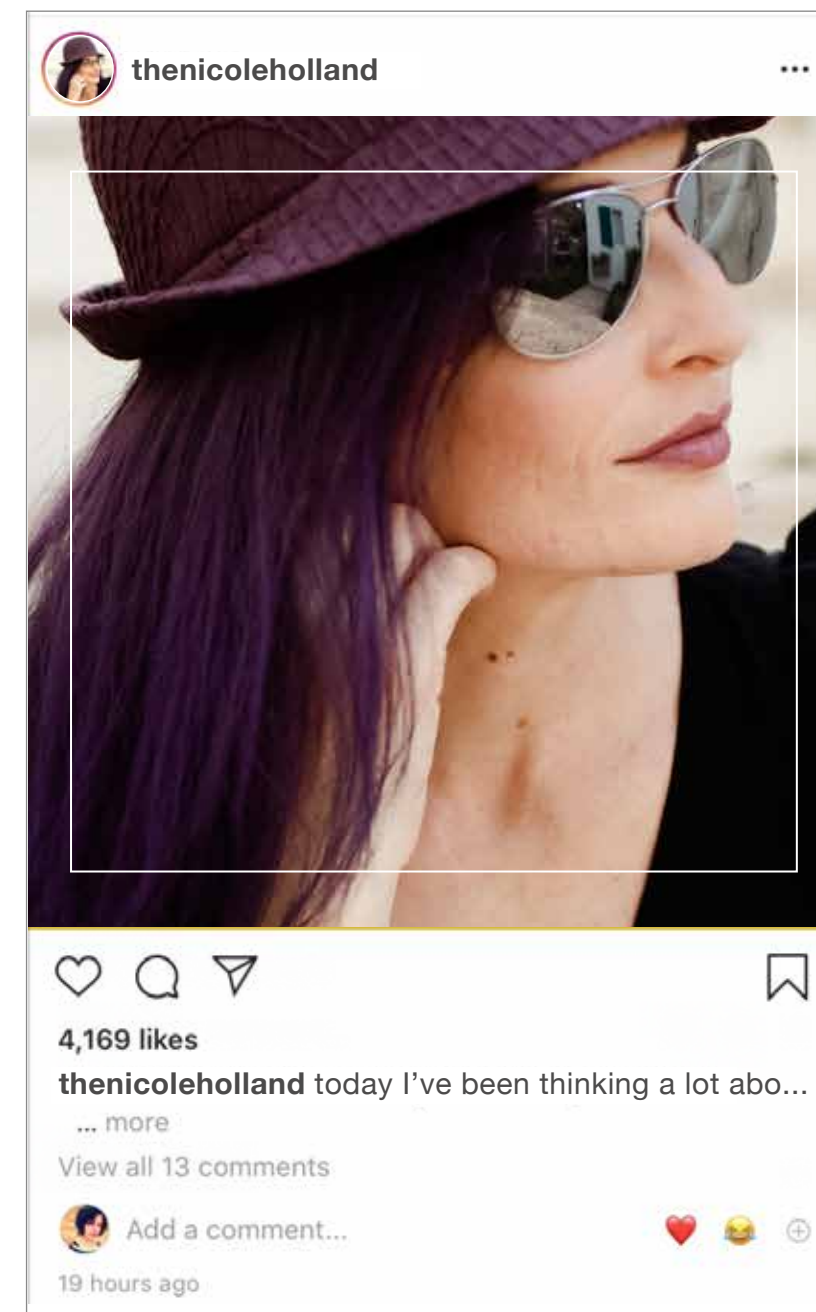
Social tools:



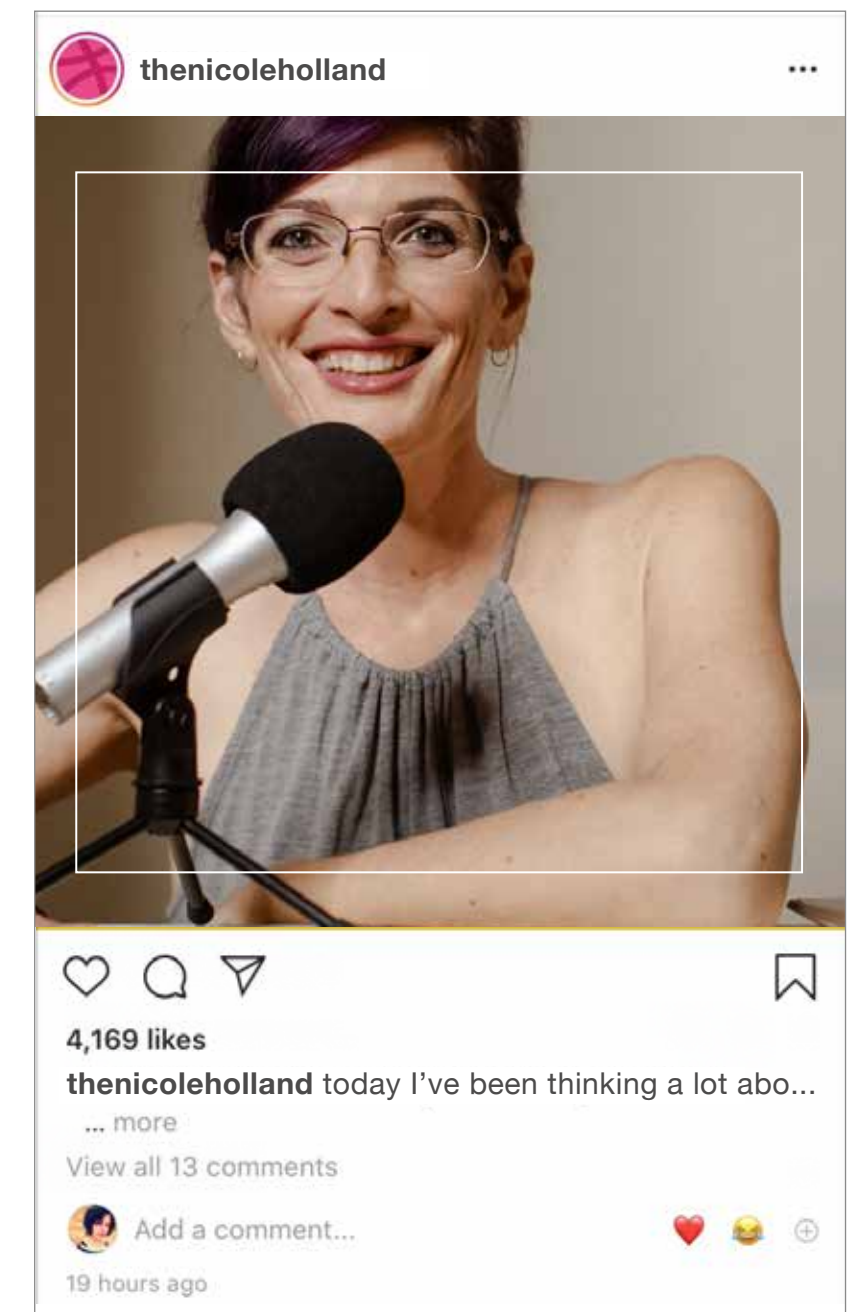
Posting consistently is way more important than posting frequently. Hootsuite is a great tool for pushing out posts on a schedule! Again, there's a cost—a professional membership starts at \$29/month.

Disclaimer: we don't have an affiliation with Hootsuite. We just like them a lot!

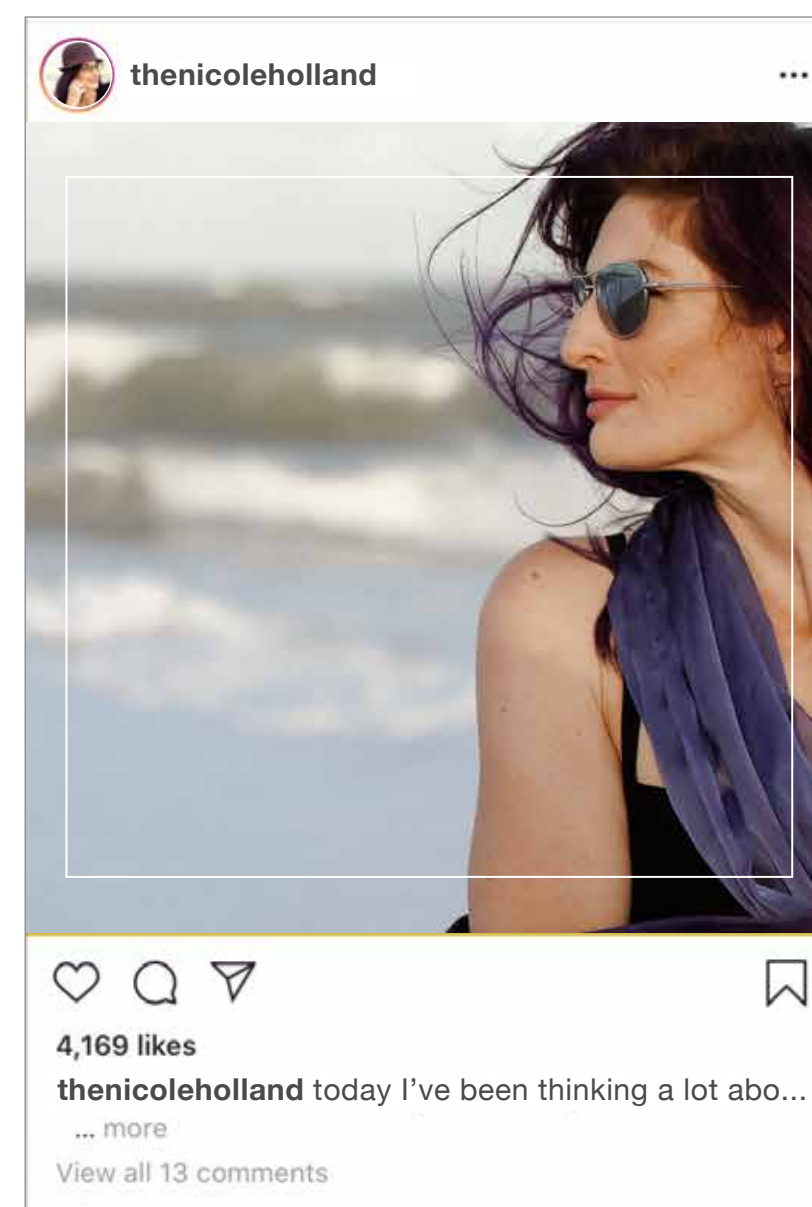
Thursdays: Meet Nicole (free write)



Saturdays: Podcast guesting hot tips



Mondays: Thoughts from the beach



Wednesdays: Inside Nicole's brain



A woman with long, wavy purple hair and gold-rimmed glasses is seated at a table, smiling slightly. She is wearing a dark purple, short-sleeved top. She is holding a silver fork in her right hand, lifting a small portion of a salad, and a silver knife in her left hand, resting it on the edge of a white plate. The plate contains a colorful salad with green leafy vegetables, orange segments, and small dark seeds. The table is set with a green textured placemat, a glass of water with ice cubes, and a laptop is partially visible in the bottom right corner. The background is a bright, out-of-focus indoor space with other tables and chairs.

THE FOUR TRUTHS OF BRAND-BUILDING

Branding can feel overwhelming.
But when you start with these
four guidelines, it'll all be okay.
We promise.

1

STAY TRUE TO YOUR PURPOSE.

What's your mission? Not necessarily your personal mission, but your one, most important, single-minded business goal.

Write it down. Put it somewhere obvious. And make sure everything you do aligns to it...every visual, and every social post.



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HOLLAND

2 LOVE YOUR LOGO.

Your brand logo is one of the most important pieces of your marketing plan. It's not only pleasant to have a gorgeous logo, but it drives results. When you have a logo that represents your business well, you'll have more immediate interest from potential clients and more trust.

ADDITIONAL RESOURCES

3 **KEEP IT SIMPLE.**

Your visual style doesn't have to be complicated. When you have a few flagship graphics, your message will come through loud and clear, every time.

Remember that a short headline that hooks a client's interest is worth a thousand words.





4

KEEP IT CONSISTENT.

Whether it's an email distribution list or a social feed or a website, make sure you have a precise color palette and only 2-3 fonts. When your clients move from one platform to another, they'll recognize your unique "feel", and they'll be more receptive to your message.

**THANK YOU
FOR BUILDING YOUR BRAND
WITH US.**

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