



starts with a C

BRANDING GUIDE

SEPTEMBER 28, 2020



Come on over! Welcome to the land of "C"!

This Branding Guide will assist you in knowing more about using the Starts with a C brand, logos, calling cards and more. In fact, you may even want to check out the guide to use for your own templates!

You'll note some of the samples of how to use the logo and more are included in this document. For example, this page is really our letterhead. We use it for all correspondence. The following page is Correspondence Page 2. This may be a second or sequential series of pages used for longer documents.

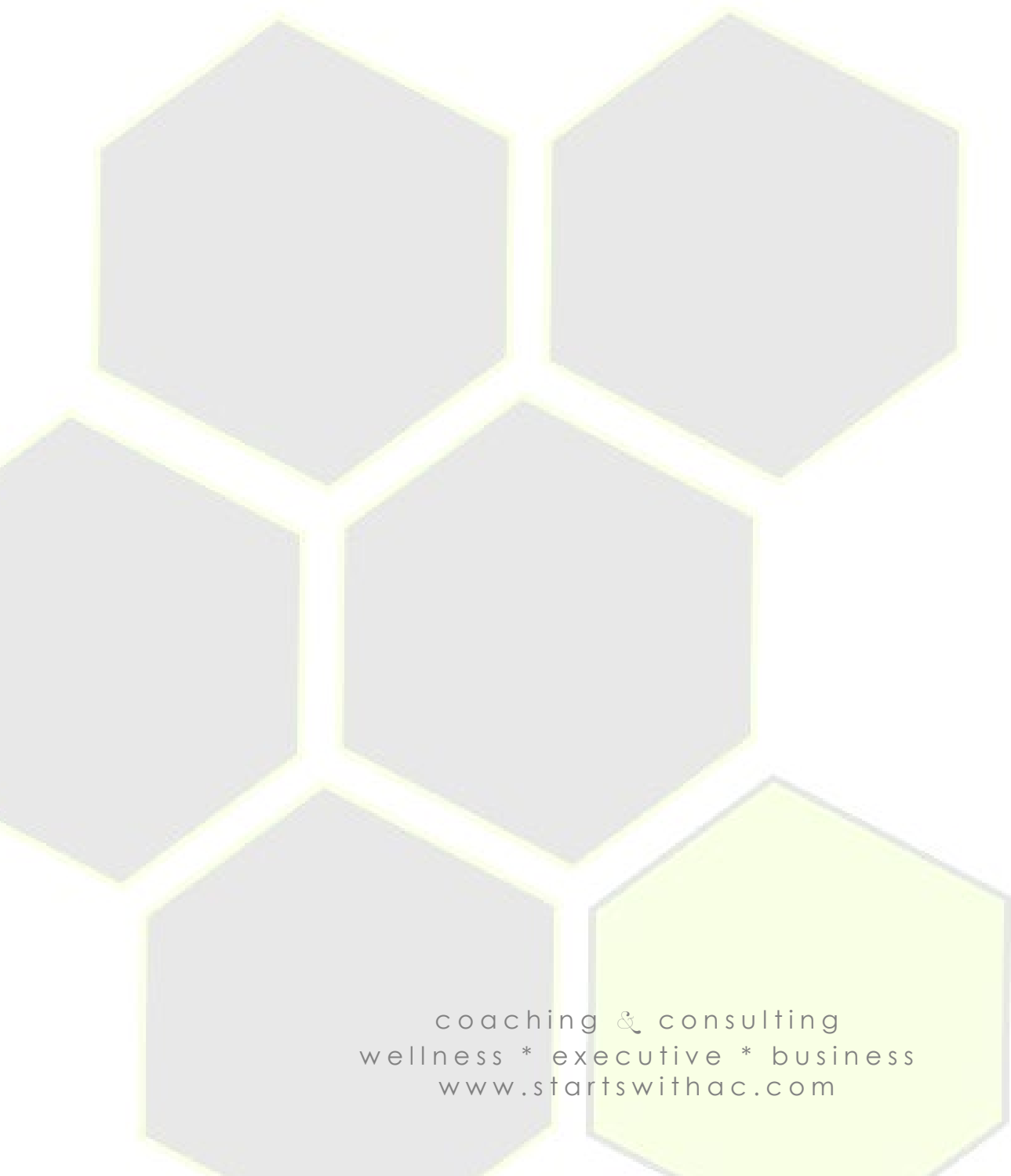
Further in the Brand Guide you will learn about the colors used, fonts, and reason behind the honeycomb and selections. We designed this logo with you in mind.

"C" words are the basis of our business. Watch for key words that contain the values and mission behind starts with a C.

Our tag line is "Cause. Change." These two words are our values and our mission.

Come on over and journey into our land of C.

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coaching & consulting
wellness * executive * business
www.startswithac.com



starts with a C



starts with a C

coaching & consulting



starts with a C

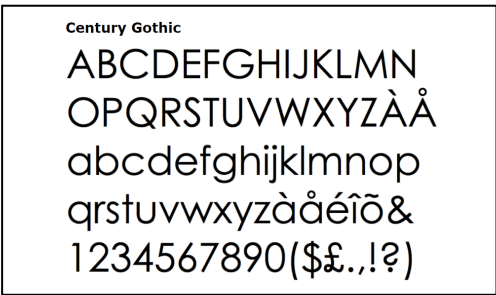
coaching & consulting

The Logo design is meant to be twice the size of the lettering; and two and a half times the identifying words.
The honeycomb is always centered around the "s" and lined up with the top and bottom honeycombs so that it centers the "s".
"coaching & consulting" does not have to be used within the logo to be appropriate.
Our font use is always Century Gothic for print documents, online and correspondence.

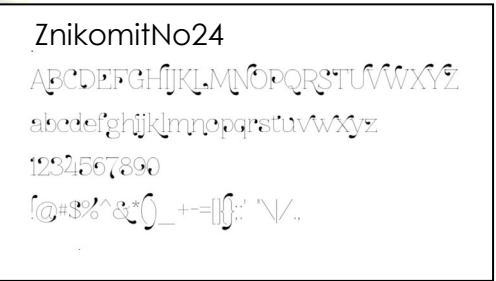
When using the logo on black background, the "starts with a C" shall be brilliant white.

CHARACTERS

"starts with a C"
 Century Gothic
 black or white
 all lower case except for the "C"

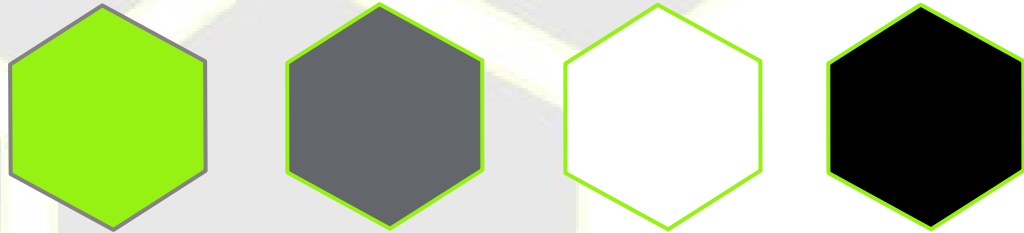


"coaching consulting"
 Century Gothic
 all lower case
 opposite coloration of name
 may be removed for name only



"&"
 ZnikomitNo24
 1.5 X size of "coaching consulting"
 same color use as "coaching consulting"

COLORS



	Green Inch Worm	Cool Gray	Brilliant White	Black
RGB	150, 242, 19	83, 86, 90	245, 247, 246	16, 24, 32
HEX	96F213	53565A	F5F7F6	101820
CYMK	38, 0, 92.1, 5.1	63, 52, 44, 33	1, 0, 0, 3	100, 61, 32, 96
Pantone	2290C	11 C	11-0601 TPG	6C

When using Green Inch Worm, the line color shall be Cool Gray. All other colors, the line color shall be Green Inch Worm.

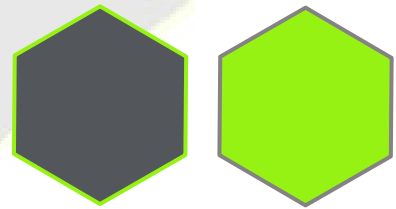
When on a black or dark background, the "starts with a C" name shall be in Brilliant White. All other colors remain the same.

The 'Comb



The Honeycomb is the visual basis for what we are about. There are many ways to use the honeycomb. We start with the full design. This is used for the logo, watermarks and throughout the marketing media.

If we separate out a 'comb, then the single 'comb shall be outlined in Cool Gray or Inchworm Green only. This may be used to highlight a word, quote or an image. The size of the single comb may be changed to match the needs of the media.



CONSIDERATIONS

Meaning behind the Honeycomb:

The honeycomb is the most efficient of all shapes. It takes its symbolic meaning from the bee, the beehive and the honey. While we look closely, the honeycomb is the storage places; a matrix of cells – where wisdom, inspiration or vision is kept.

The hexagonal cells of the honeycomb are around us everywhere, and each individual cell has its own spirit and memory. The concise and orderly pattern is a symbol for structure, order, utility and strength. The comb is also used for communications to the entire hive.

Bees are a reminder to be productive in our daily lives and give back to the world in the best way possible. Bees will show up when you get sidetracked from your goals and want to become more focused. They will also inspire you to rethink and change your lifestyle. Vigilance, activity, work, diligence and good order are often represented by the work of a bee. The dance of life is also recognized through bees.

Honey is the symbol of sweetness and prosperity; immortality and rebirth; and wealth and prosperity. A full honeycomb of honey represents the abundance of life.

COLORFUL MEANINGS

Green – well, Inchworm Green

The color of life and health, renewal, nature, and energy meaning growth, harmony, freshness, safety, fertility and environment. Traditionally it is associated with money, finances, ambition, rebirth and progress. Your pituitary gland is stimulated; muscles are more relaxed and your blood histamine increases. Green is calm, stress-relieving and invigorating.

It is your GREEN light...let's get going!

Gray – technically, Cool Gray

Representing neutrality and balance, gray is the color inbetween black and white. It symbolizes conservativeness, sophistication, practicality, maturity, reliability and elegance. Gray, like the color of stone, is used for healing, releasing positive energy and is calming that brings hidden meaning and information to the surface. Gray is the perfect neutral that lives between the extremes of black and white, bringing harmony and balance.

Take a deep breath. We are in it together.

CAUSE

What is "Cause"?

noun

1. A person or thing that gives rise to an action, phenomenon, or condition.
2. A principle, aim or movement that, because of a deep commitment, one is prepared to defend or advocate.
3. Reason.

verb

1. Make happen.

We all need a cause. YOU are starts with a C's cause. You. Your goals, dreams, actions, and outcomes. What is your cause? Your purpose, a reason. What is it that you are so committed to that it will only become so? Let's make it happen.

CHANGE

noun

1. The act or instance of making or becoming different.
2. New or refreshingly different experience
3. Substitute or modification; transform, transition

verb

1. Make or become different.
2. Take or use another instead of.
3. Alter.

Change must occur in order to grow.

We are here to support your cause to change.

BUSINESS CARDS



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COACH

A professional who creates a safe conversational space where you can express your feelings, share your challenges, and work out a plan for your future. They don't judge and they don't make decisions for you. They provide support, accountability, and encouragement to help you achieve both your short-term goals and long-term visions.

CONSULTANT

The major difference between coaching and consulting is who is doing the work. In coaching, the client is supported in achieving their own specific goals and outcomes. In consulting, the consultant is primarily responsible for projects or results.

CODE

Our code of standards is based on the International Coaching Federation. We abide by their guidelines when coaching and consulting. If you'd like to learn more about the Codes, please see www.coachingfederation.com.

Core Competencies

- Practice high standards and use good ethics.
- Create a strong trust and genuine concern for the wellbeing of the clients.
- Be fully engaged in the relationships.
- Practice good communication skills – active listening, powerful questioning, and clear language.
- Create awareness and a learning environment.
- Design actions with measurable outcomes.
- Consolidate collected information and put together plans and goals; manage progress and accountability.

COMMITMENT

Our commitment is to you. Yours should be also. 100 percent.