



Dana
Fülles
Coaching

BRAND MANUAL
2019

Table of Content

3	Introduction
4	About
4	Design Principals
6	Logo
6	Full Lockup
8	Image Mark
9	Text Mark
10	Trademark protection space
11	Positioning
12	Usage
13	Usage
14	Colors
14	Primary Colors
14	Secondary Colors
16	Font-Family
17	General Usage Information
18	Examples of Poirer One
19	Examples of Raleway
20	Font Hierarchy

Introduction

Welcome to the Dana Fuelles Coaching Brand Guidelines.

The uniform and consistent use of the guidelines is an essential factor in visibly differentiating the brand and increasing its value in the long term.

The guidelines are designed to support anyone who contributes to the communication and building of the brand.

Please take the time to read and understand the guidelines – the design principles have been carefully considered and developed to ensure a consistent global visual presence.

This document contains detailed guidelines for working with the visual identity of Dana Fuelles Coaching.

Thank you for contributing to the successful brand identity of Dana Fuelles Coaching!

About

Dana Fuelles is a Ireland based [life and excecutive coach](#) aiming to unfold the entire potential of people.

With her calm and personal nature she helps clients to find inspiration to grow and evolve.

[Competences](#) and [expertise](#) of Dana Fuelles lie in Life and Excecutive Coaching, Training Facilitation, Workshops and Public Speaking.

Design Principals

Every contact with Dana Fuelles Coaching leaves an impression that creates an brand image. This development process is a complex interaction of many factors.

Dana Fuelles Coaching pursues the goal of appearing

- *professional*
- *calm*
- *personal*
- *natural*
- *minimalistic*
- *realistic*
- *flexibel*
- *complete*

Uniform, consistently applied and always recognizable design supports the way to this goal. Therefore, [all media must be aligned to our design principles](#) in order to appear unmistakably and unambiguously as a brand worldwide.

Dana Fuelles Coaching Brand Characteristics*	Measures for Design
professional	Confident font family with decent colors / low-emotional.
calm	Usage of low saturated colors. No ornaments or decoration.
personal	Light stroke weight and no bold font.
natural	Colors that appear in nature – colors that appear in forests and the sky.
minimalistic	Sans-Serif Font and decent usage of the logo. No striking usage.
realistic	No decorations or objects that distract.
flexibel	Logo can be used in different kind as word-mark image-mark or combination of both.
complete (vollständig)	Usage of a circle as basic geometric object. No open hallmarks in font and letters.

**For designing the relevant brand characteristic*

Logo

Full Lockup



The logo always arouses associations in the viewer. Therefore, our goal is to consistently associate the logo with everything that Dana Fuelles Coaching stands for.

The logo is a graphic that is not allowed to be reproduced. Any reproduction of the word mark from the font Poiret One or any other font is not permitted, nor may it be cut, compressed, distorted, rotated, distorted, re-colored or modified in any other way.

Moreover, no other elements are added to the logo.

Generally observe the protected space (more about the „Trademark protection space“).

Only original files of the logo may be used.

For an optimal effect, the following aspects should be considered during use:

Is the logo on the medium meaningful and target-oriented?

Consider the placement of the logo on each individual page of a presentation.

An unique placement on the title page is completely sufficient.

Is the logo ideally positioned?

The logo should be clearly legible and positioned free-standing. Ensure a calm background with sufficient contrast to the logo.

Further graphic elements should be placed at a sufficient distance.

The logo should not be the centre of attention or attract attention.

Try to place the logo discreetly and unobtrusively.

What message does the logo convey on the medium?

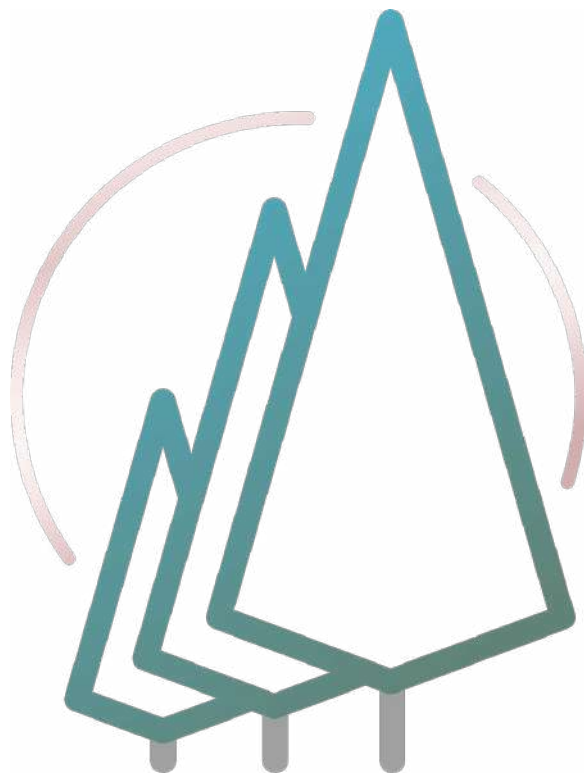
Think about whether the medium is suitable for the brand message. If not, there are several possibilities: Choose a more suitable medium or realize it without the logo, e.g. on ashtrays or doormats.

Is the color suitable?

The logo combines the Dana Fuelles corporate colours Maximum blue, Pine Green and Tea Rose. The color gradient interplay is a clear statement. Use the logo in color and if not otherwise possible, black on a bright background, or white on a dark background.

Placement on evenly coloured backgrounds is possible. However, make sure that there is sufficient contrast and a harmonious colour effect.

Image Mark



The logo takes up the „Black Forest“ theme, the origin of Dana Fuelles, and clearly communicates the growth through the growing trees. The abstract and reduced-minimalistic form is fresh and modern. The perspective ascent of the trunks creates a dynamically ascending form in front of the circle of life.

It is a design element that can be used discreetly and as a „space filler“, but should not be used on every free area. The image mark can neither be cut, used in parts or modified in any other way as described as the word mark.

Use the logo in color and if not otherwise possible, monochrome black on a bright background, or monochrome white on a dark background.

Text Mark

The logo consists of the text 'Dana Fülles Coaching' in a light teal color. 'Dana' is on the top line, 'Fülles' is on the second line, and 'Coaching' is on the third line. The font is a clean, sans-serif typeface where every letter is constructed from perfect circles, giving it a professional and calm appearance.

The text mark has a very clear, filigree font, which looks professional and calm through sans-serif and also expresses completeness, because it is built from perfect circles.

It is a design element that can be used discreetly when the full lockup is too much

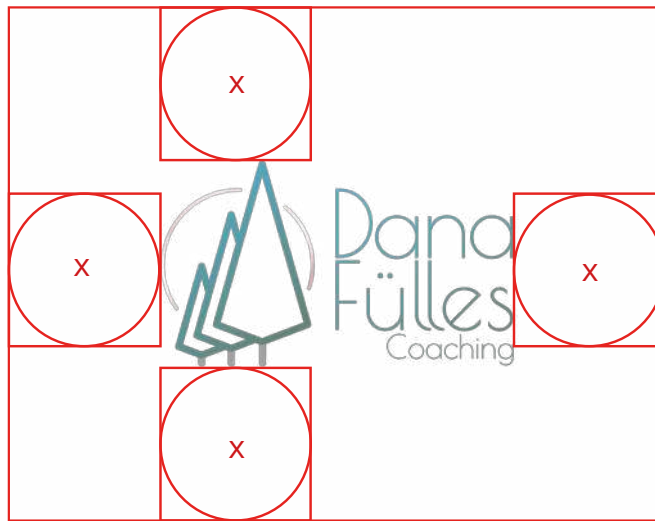
The image mark can neither be cut or used in parts. However the sub-line can be modified to fit a specific use case, e.g. „Life and executive coach“ instead of „Coaching“.

Use the logo in color and if not otherwise possible, monochrome black on a bright background, or monochrome white on a dark background.

Trademark protection space

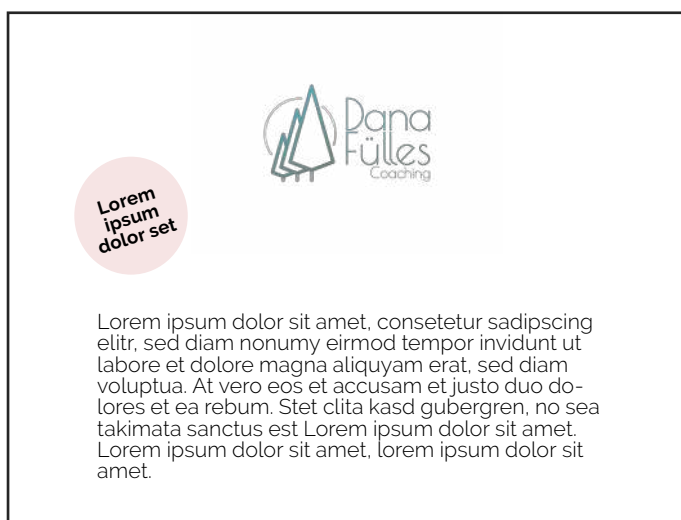
In order to give the Dana Fülles Coaching logo optimum impact, it is separated from other design elements by a protective space. This zone must always remain free. No elements are placed within the protected area.

The measure used to calculate the protection space corresponds to the diameter of the circle around the pines in the image mark.

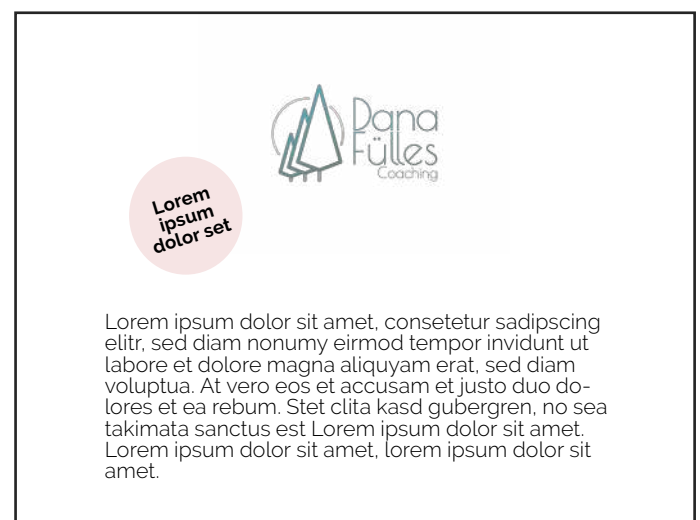


All around at least **1 time the diameter of the image mark circle (x)** gives the protection space.

Allowed



Not Allowed



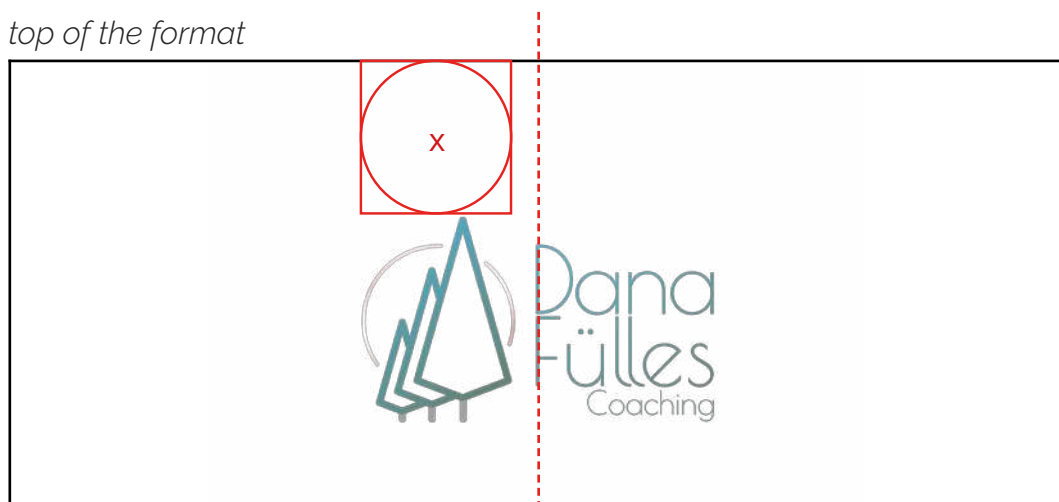
Positioning

In order to ensure a uniform brand appearance and the recognition of the Dana Fülles Coaching brand by all means of communication, the positioning of the logo is defined as follows, regardless of format:

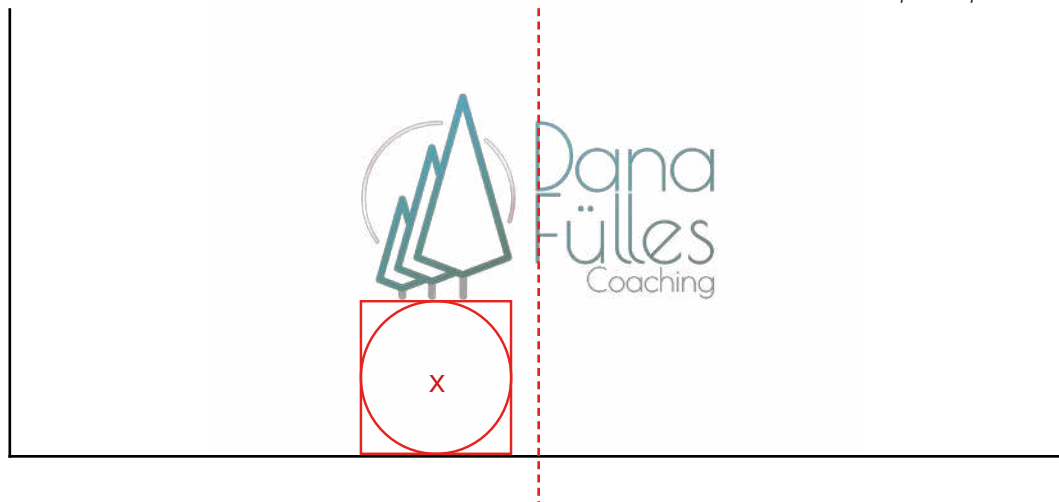
The logo is always placed at the horizontal center of the format with a distance to the top or bottom of at least 1 time the circle diameter of the image mark.

The positioning distance corresponds to the trademark protection space.

top of the format



bottom of the format



Usage

Allowed

On bright backgrounds



On pictures with calm and contrast-full backgrounds



White on dark backgrounds



Dark version



Usage

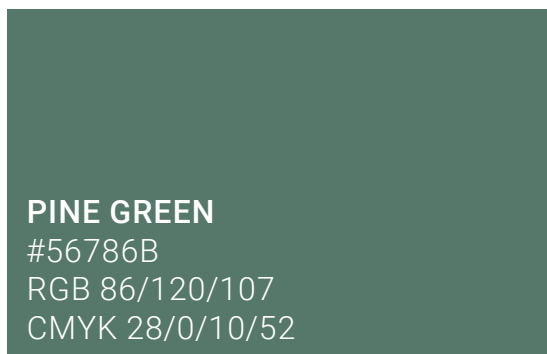
Not Allowed



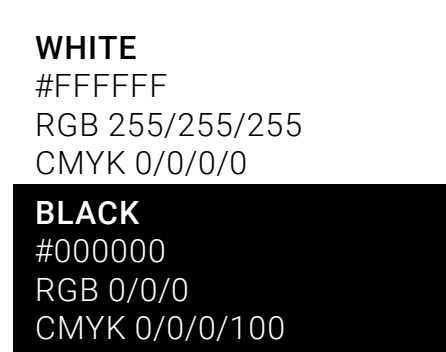
Colors

The colors used for Dana Fuelles Coaching are creating the assoziation of the intended brand image.

Primary Colors



Secondary Colors



The triad of Maximum Blue, Pine Green and Tea Rose generates the primary Dana Fuelles Coaching color impression. This combination is important for the correct representation of the appearance and thus a primary design element of Dana Fuelles Coaching corporate communication.

Maximum Blue & Pine Green

Main brand color for headlines, design color for graphic elements, icons and design elements to be highlighted.

Tea Rose

Used to set contrast in combination with Maximum Blue and Pine Green. The color is used in graphics, icons and special highlights. Tea Rose creates a precious, elegant while calm impression.

The secondary color **Polished Pine** is a less saturated version of Pine Green and used when color needs to be subtle and soft.

The colour is used for hyperlinks, buttons and other interaction elements.

Grey and white can be used for the design of graphic elements. However, care must be taken that the high-contrast color perception of the triad of Maximum Blue, Pine Green and Tea Rose is not weakened.

Color Gradient from Maximum Blue to Pine Green

The color gradient as used in the Dana Fuelles Logo is a main design element in the brand communication.

It starts always with Maximum Blue in the upper left corner of the visual element and moves to Pine Green in the lower right.

The use is limited to one object at a time and may not be used in an inflationary manner. Never place several elements with the gradient on the same page.

The color gradient can be used as full background

Font-Family

We have defined Poiret One and Raleway as the new corporate typefaces for Dana Fuelles Coaching.

The Poiret One by Denis Masharov is a fresh decorative geometric grotesque with a hint of Art Deco and constructivism. Poiret One is a unique typeface with light forms and pure elegance. Sleek and simple. Based on geometric forms, it has stylish lines and graceful curves. The font is applicable for large signs, labels, titles, headlines and any type of graphic design on the web, in motion graphics, or in print - from t-shirts to posters and logos.

It is also well-suited for short texts and advertising where style is desired. Complete with a lower-case letters, the Poiret One is also useful for all-caps usage.

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini.

General Usage Information

The Poiret One font is used for „big“ texts like headlines, sublines, quotes or big visuals.

The quick brown fox
jumped over the lazy
dog.!? 0123456789

The Raleway font is used for „smaller“ texts like paragraph texts, listings, captions, pagination, column titles.

Bold = The quick brown fox jumped over the lazy dog.!? 0123456789

SemiBold = The quick brown fox jumped over the lazy dog.!? 0123456789

SemiBold italic = *The quick brown fox jumped over the lazy dog.!? 0123456789*

Regular = The quick brown fox jumped over the lazy dog.!? 0123456789

Italic = *The quick brown fox jumped over the lazy dog.!? 0123456789*

Light Regular = The quick brown fox jumped over the lazy dog.!? 0123456789

Light italic = *The quick brown fox jumped over the lazy dog.!? 0123456789*

The alternative to this fonts

If someone doesn't have this font or a PowerPoint is presented on an external computer that doesn't have this font installed, MacOS users please use the font „**Helvetica**“ and Windows users „**Arial**“ in the given cuts.

Examples of Poiret One

THE QUICK BROWN FOX

JUMPED OVER THE LAZY DOG „! ? 0123456789“

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.
vv

The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

„What’s happened to me?“ he thought.

Examples of Raleway

THE QUICK BROWN FOX

JUMPED OVER THE LAZY DOG „!?! 0123456789“

**One morning, when Gregor Samsa woke from troubled dreams,
*he found himself transformed in his bed into a horrible vermin.***

He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, *slightly domed and divided by arches into stiff sections.*

The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

„What's happened to me?“ he thought.

Font Hierarchy

To ensure that all Dana Fuelles Coaching media appear uniform, structured and not overloaded when text is used, it is important that the font hierarchy can be clearly distinguished.

Therefore, it is important to ensure that the contents are structured according to their importance and are visually recognizable via font size, style and color.

The font hierarchies shown here can be used as a reference:

h1 Poiret One 40pt
line-height 40pt, optical

Raleway Regular with font size of 18pt and a line-height of 22pt. Kerning is optical!

h2 Poiret One 26pt

Paragraph Text – Raleway Regular 12pt with line-height 18pt.

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment.

h2 Poiret One 26pt

Paragraph Text – Raleway Regular 12pt with line-height 18pt.

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.

- This a list with bulletpoints
- abc def ghi jkl mno pqrs tuv wxyz
- ABC DEF GHI JKL MNO PQRS TUV WXYZ
- !"\$ %& /() =?* ,<> #|; ^_` @~ ©«» ª¼× {}
- abc def ghi jkl mno pqrs tuv w

Hyperlink – Raleway Regular 12pt in Polished Pine.

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.

„I'm a quote in Raleway Light Italic 14pt, centered“

Life
and
executive
coaching



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