

# Olesya Haz

Coaching & Consulting Brand Identity

*"The safe space where your truth is heard."*

## 01 Logo & Usage



The Olesya Haz logo is the primary visual identifier. It represents a safe, flowing, and professional space. It should be used with sufficient clear space (padding) around it to ensure legibility.

### Clear Space & Positioning

Ensure the logo has breathing room. Do not crowd it with other text or graphics.

CLEAR SPACE

## 02 Color Palette

Our palette is grounded in nature, evoking feelings of calm, safety, and organic growth. The Primary Green establishes trust and balance, while the Beige provides a soft, neutral foundation. The Deep Earth Brown acts as a strong anchor for text and accents.

PRIMARY

Sage Green

MAIN BRAND COLOR

HEX	#6D806B
RGB	109, 128, 107
Usage	Headers, CTAs, Icons

SECONDARY

Warm Sand

BACKGROUNDS & SOFT UI

HEX	#E8DCC5
RGB	232, 220, 197
Usage	Backgrounds, Cards

ACCENT

Deep Earth

TEXT & EMPHASIS

HEX	#533D1E
RGB	83, 61, 30
Usage	Body Text, Strong Borders

### 03 Typography

PRIMARY TYPEFACE

## Cormorant Garamond (Custom TTF)

Elegant, timeless, and empathetic. Used for all headings and quotes.

Heading 1 (H1)

# Healing & Growth

Heading 2 (H2)

## Your Journey Starts Here

Quote / Italic

*"A safe space to talk, explore, and feel understood."*

SECONDARY TYPEFACE

## Nunito Sans (Custom TTF)

Clean, modern, and readable. Used for body text, UI elements, and buttons.

Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Transformation is a journey, and I will walk it with you. We focus on mindfulness and clarity to help you find your balance.

Button / UI

Primary Action

Secondary

### 04 Voice & Values

#### Core Values

- ✓ Empathy & Compassion
- ✓ Safe Space & Comfort
- ✓ Holistic Healing
- ✓ Professional Trust
- ✓ Individual Approach



#### Nurturing

We support steady, continuous growth.



#### Stable

A grounded presence in times of crisis.



#### Empowering

Helping clients find their own strength.



#### Gentle

Honest but delivered with kindness.

#### Key Messages

*"You don't have to navigate this alone."*

*"Voices of those who found their balance."*

*"Spend time with someone who truly listens."*

*"Partners in creating healthier minds."*

# 05 Services

1

**Anxiety Management**  
Helping clients find calm in chaos.

2

**Life Stage Crisis**  
Navigating transitions with clarity.

3

**Relationship Challenges**  
Building connection and understanding.

4

**Childhood Imprints**  
Healing trauma and old patterns.

5

**Self-Love & Confidence**  
Reconnecting with inner strength.

6

**Grief & Loss**  
A safe space to process and heal.



A safe space to talk, explore, and feel understood. Professional coaching and consulting for healthier minds.

## Contact

- ✉ [heal@olesyahaz.com](mailto:heal@olesyahaz.com)
- ☎ +971 54 280 8118
- 📍 Dubai, UAE

## Social

- 📷 [Instagram](#)
- 📘 [Facebook](#)
- 🌐 [LinkedIn](#)
- 📺 [YouTube](#)

## Languages

- English
- Russian