



ROBERT MARSHALL IDENTITY



Marshall Coach is a brand based on sincerity and authenticity. Robert communicates plainly and directly to his audience with a clear sense of humor and fun (when appropriate to lift his audience up) and the graphic language should reflect that - without losing a sense of authority and guidance. In addition to conveying this tone of voice, the graphic system should communicate the broad spectrum of emotions, personality types and diverse backgrounds his clients represent.

This document addresses potential visual communications of the brand look, feel and tone of voice through color systems, typography and photo/video imagery.

Please enjoy.

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A Headline. A Thought. An Observation.

With a follow up that gets you all hyped.

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SOME THOUGHTS ON LOGOS

MARSHALL COACH



 **Marshall
Coach**

**Marshall
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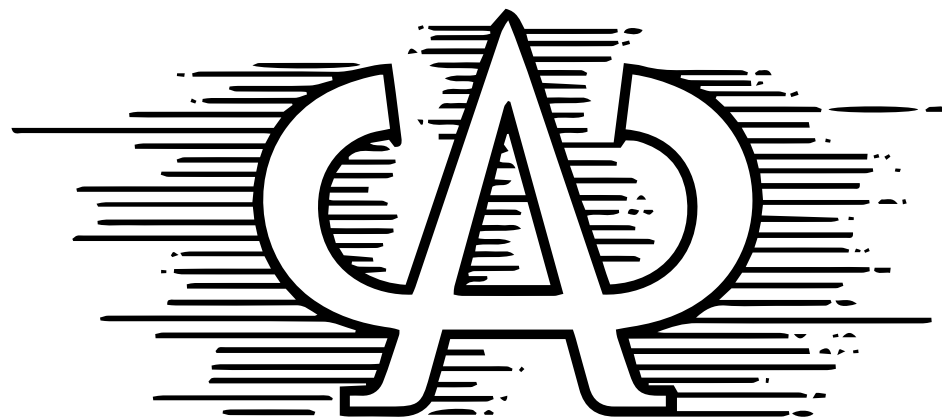


**Marshall
Coach**



APPROVED

BLACK
READ
BROWN





SAMPLE IMAGERY

IMAGERY

is meant to feel spontaneous and journal-like, in keeping with the naturalistic and casual presentation of ideas. This will help social posts feel genuine and personal with expertise and authority overlaid in typography and tone of voice.

