



# **Sandpiper Coaching Branding Guide**

Elements and guidelines for consistent brand identity.

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# Introduction

## **What is a branding guide?**

A branding guide informs and details how the Sandpiper brand should be displayed aesthetically in a variety of situations.

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## **Why is this necessary?**

The branding guide serves a dual purpose in providing a consistent aesthetic to customers while also simplifying decision making for an assigned task.

# Story Brand

## **A Character:**

What do they want? A fulfilling career and specific help to get them there. Community and confidence.

## **Has A Problem:**

*Villain:* The complexity of the job search process and millions of jobs out there that aren't a good fit.

*External:* Need a job. It is hard and requires discipline to go through the job search process

*Internal:* Feeling not being in control. Disorienting. Fear of failure or not being good enough

*Philosophical:* You shouldn't have to go through this process afraid and alone.

## **And Meets A Guide:**

*Empathy:* We understand how hard the job search process is. We understand how disorienting the job search process can be.

*Authority:* We have helped people confidently overcome their career challenges with a community behind them for over 15 years. I have been coaching people to find fulfilling careers for over 20 years.

# Story Brand

## **Who Gives Them A Plan:**

### *Process:*

1. Sign up for the career readiness journey.
2. Get equipped to face your career challenges with confidence and connected with a community to walk with you through the process.
3. Have the confidence to go get a job/ Face your next career challenge with confidence.

*Agreement:* Fear that you won't get your money's worth out of the course. It won't help me actually get a job. If you don't feel the confidence to tackle your next career challenge, your money back. This will give you practical tools, to focus your job search and refine your skills and presentation.

## **And Calls Them To Action:**

Direct, "Sign up now!", Register, Apply

### *Transitional:*

- 3 things you need to do before finding your next job
1. How to find a job you will actually enjoy
  2. Webinars/pdfs/free sample/
  3. Establish your territory

# Story Brand

## **That Ends In A Success:**

- Getting a job you love
- Finding a community through the search process (to learn with)
- Confidence to pursue your next job
- A simple guide to breaking down the overwhelming search
- Community to keep you going in the search
- Tools and Strategies you need to succeed in the job search process
- Growing as personally and professionally

## **That Helps Them Avoid Failure:**

- Not having a job and falling deeper into debt
- Losing hope and confidence in yourself.
- Getting stuck without a job or in a job you hate.

## **Character Transformation:**

*From:*

Overwhelmed, and not knowing where to start. Too many things to do.

*To:*

Ready to tackle all the different pieces of the job search process with confidence.

# Definition of the logo



Sandpiper Logo



Sandpiper Logo  
Background



Sandpiper Logo  
Black and White



Sandpiper Logo  
Black and white  
Background

# Affiliated Logos

Affiliated Logos that may be used



ICF International Coaching Federation



Knowledge Workx



North Point Academy

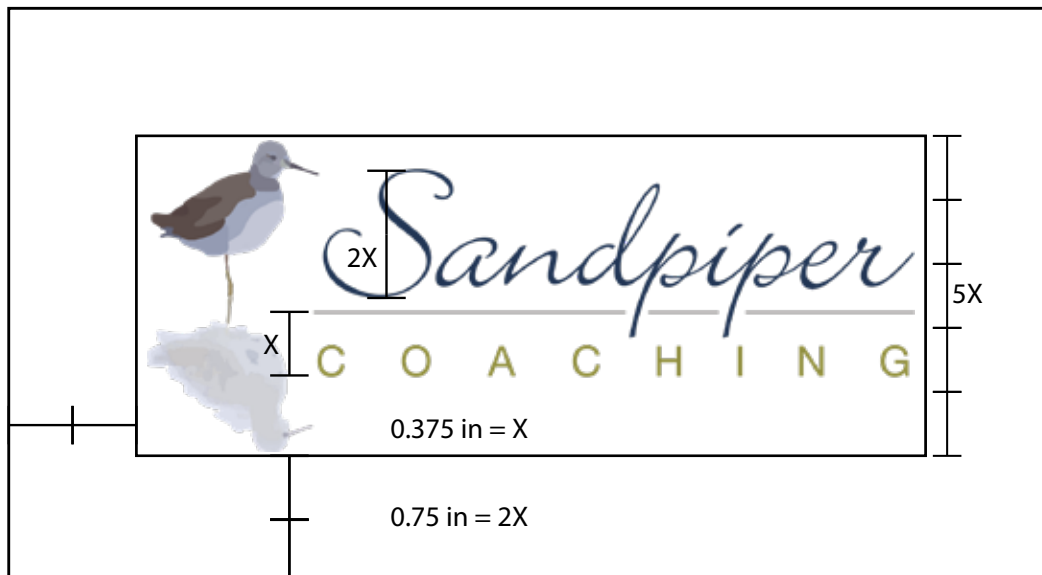
Each of these logos will tend to be placed right next to the Sandpiper logo along the bottom of the graphic or photo. For sizing, each logo should be about the same size as the Sandpiper logo.



# Spacing of the logo

The spacing of the logo helps the logo stay minimal but present on certain design elements such as photos or Powerpoint slides.

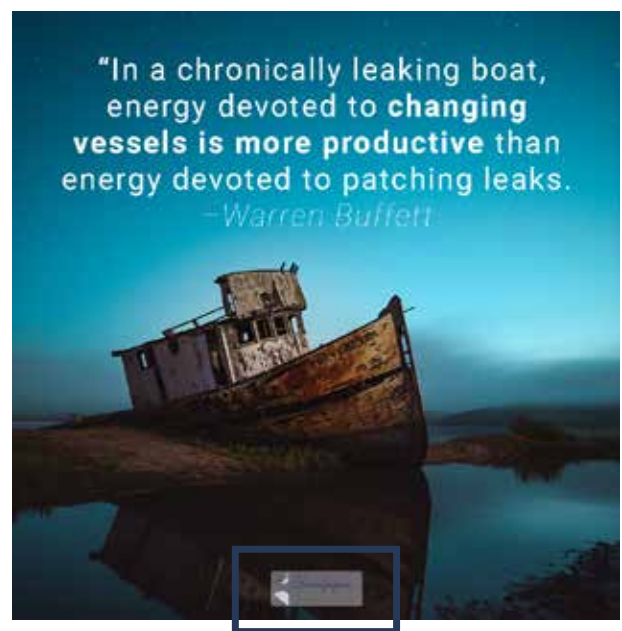
While this does not need to be measured down to the exact 0.001 of an inch, in general, the space around the logo should be as high as the word “Sandpiper” in the logo.



# Placing of the logo

The following examples show the amount of spacing that is recommended to keep the logo minimal yet present. For reference, photographs tend to have the logo centered with or without a transparent background.

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Here is an example of the logo placed on photographs. The logo is centered at the bottom with a transparent background in order to be visible.

# Placing of the logo

The following examples show the amount of spacing that is recommended to keep the logo minimal yet present. For reference, graphics have the logo in either of the bottom corners with or without a transparent background.



Here is an example of the logo placed on a graphic. The logo is located at the bottom left.

# Fonts

Sandpiper uses the Montserrat and Roboto typeface. Both of these typefaces are sans serif fonts. Examples of each font are below:

---

Roboto

*Roboto*

Roboto

*Roboto*

Roboto

*Roboto*

**Roboto**

***Roboto***

Montserrat

*Montserrat*

**Montserrat**

***Montserrat***

**Montserrat**

***Montserrat***

# Hierarchy of Fonts

Use a stark contrast between bold and thin weighted fonts in order to create emphasis on what is being said. For example, use Montserrat Bold or Roboto Black next to Roboto Light. Use italics to place emphasis on a single word or series of words.

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Example 1:

**Montserrat Extra Bold** and Montserrat Regular

Example 2:

**Roboto Black** and Roboto light

Example 3:

**Montserrat Bold** and *Roboto Light Italic*

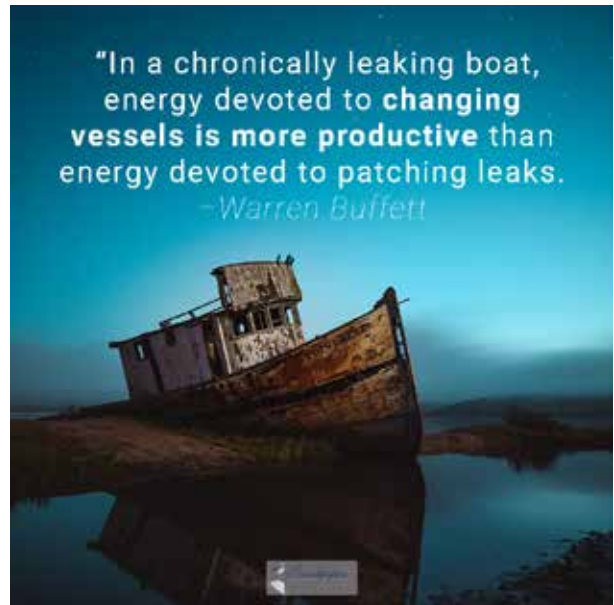
Example 4:

Montserrat Medium and ***Roboto Black Italics***

# Font usage Examples

## Example 1:

Montserrat regular was chosen for the base text with Montserrat bold to contrast. For the author's name, Montserrat italics light was chosen.



## Example 2:

Montserrat bold was chosen for the base text. For the author's name, Montserrat light was chosen to create contrast with the bold text.



# Colors

The brand color palette is down below with the three primary ways to input color values. Additionally, black and white are added as most text is either in black or white for contrast.

---



#645855  
R: 100 G: 88 B: 85  
C: 56% M: 57% Y: 57% K: 29%



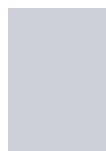
#949142  
R: 148 G: 145 B: 66  
C: 44% M: 32% Y: 91% K: 7%



#273958  
R: 39 G: 57 B: 88  
C: 91% M: 78% Y: 40% K: 32%



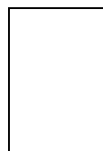
#e4e7f4  
R: 228 G: 231 B: 244  
C: 9% M: 6% Y: 0% K: 0%



#cdcfcd  
R: 205 G: 207 B: 217  
C: 18% M: 14% Y: 8% K: 0%



#000000  
R: 00 G: 00 B: 00  
C: 75% M: 68% Y: 67% K: 90%



#ffffff  
R: 255 G: 255 B: 255  
C: 0% M: 0% Y: 0% K: 0%

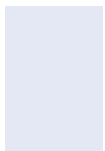
# Primary Colors

The three primary colors below are the cornerstone colors of Sandpiper. They reflect the company and the bird. Use the primary colors with the secondary colors and accent colors.

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#273958  
R: 100 G: 88 B: 85  
C: 56% M: 57% Y: 57% K: 29%



#645855  
R: 100 G: 88 B: 85  
C: 56% M: 57% Y: 57% K: 29%



#645855  
R: 100 G: 88 B: 85  
C: 56% M: 57% Y: 57% K: 29%



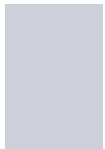
# Secondary Colors

These two secondary colors can be used in combination with the primary colors. These are meant to be used with the primary colors and not the accent colors.

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#e3dbc3  
R: 100 G: 88 B: 85  
C: 56% M: 57% Y: 57% K: 29%



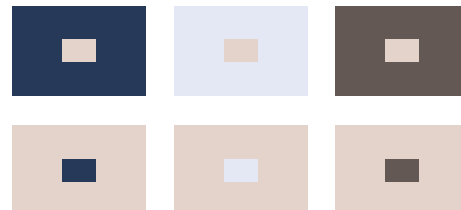
#645855  
R: 100 G: 88 B: 85  
C: 56% M: 57% Y: 57% K: 29%

# Accent Colors

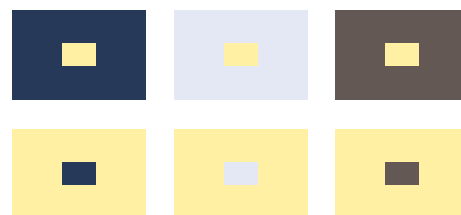
The three secondary colors are to be used sparingly as highlights or accents to create emphasis. Shown below is how each of the secondary colors compares with the 3 primary colors.



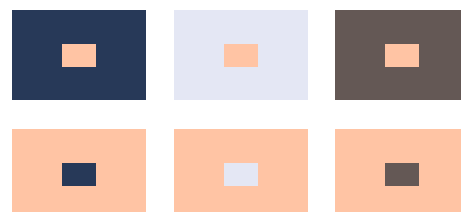
#e3dbc3  
R: 100 G: 88 B: 85  
C: 56% M: 57% Y: 57% K: 29%



#645855  
R: 100 G: 88 B: 85  
C: 56% M: 57% Y: 57% K: 29%



#645855  
R: 100 G: 88 B: 85  
C: 56% M: 57% Y: 57% K: 29%



# Visual Style Rules

In general, Sandpiper mostly uses images that reflect nature, adventure, exploration, growth, and journeys. This is done by using photos that have a similar color to Sandpipers colors or have more green/blue tones.

Orientation of photographs or graphics can both be vertical and horizontal. For Instagram, it is recommended to use a square or ratio with a taller height than the width so that more of the phone real estate is used. Crop and edit photographs as necessary to fit the desired outcome.

# Visual Style Examples

These photographs were found from Unsplash where every photograph is 100% free. These photographs contain nature, movement to show growth or a journey, colors similar to Sandpiper's primary color palette, and are vertical photographs.

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# Visual Style Examples

These photographs were found from Unsplash where every photograph is 100% free. These photographs contain architecture, symbols of movement, and action.

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# File Naming

This naming system for files consists of company name, content, and version. In many cases, a specification may be appropriate in naming a file.

## company-content\_version

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example:

- sandpiper-monday-post\_01
- sandpiper-website-banner\_04
- sandpiper-coaching-flyer\_finaldraft

## company-content-specification\_version

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example:

- sandpiper-monday-post-tips\_01
- sandpiper-website-banner-about\_04
- sandpiper-coaching-flyer-weekend\_finaldraft