



Brand Guidelines



We depend on you to build our brand by using the styles outlined in our brand guide. Visual presentation is one of the key success of our brand , please follow these guidelines to ensure consistent treatment of our visual identity across all communication.

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Our Mission

To empower leaders to transform vision into execution through faith, focus, and forward movement—anchored in authenticity, empathy, and action.



Our Vision

A world where every leader leads with clarity, purpose, and connection—turning bold ideas into meaningful impact.



- Equip leaders with practical frameworks in strategic planning, project management, and innovation.
- Foster genuine, transparent relationships that drive collaboration and trust.
- Inspire faith-driven, results-focused leadership across industries and cultures.
- Champion authenticity and integrity as cornerstones of lasting success.
- Guide leaders in bridging the gap between ambition and action with confidence and clarity.

Brand Fonts



Fonts are the backbone of the design. We use practical and easy to read fonts. The fonts was optimized for web, print and mobile interfaces. Its letterforms feature excellent legibility characteristics.

Aa

Questa Grande
Light

abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+=

Aa

Amalfi Coast

abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+=

Aa

Gotham
Light

abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+=

Logo Usage



To ensure visibility and impact, always maintain a minimum clear space around the logo. The clear space should be equal to the height of the logo's icon.



Logo Usage



The logo should primarily appear in [primary color]. For dark backgrounds, use the white version of the logo. Use the monochrome version when color printing is not possible.



Logo Usage



- Use only Brand Color
- Do not distort
- Do not change the Opacity
- Do not space out of the logo
- Do not stretch the logo
- Do not place on an angle
- Do not add a stroke
- Do not add a Shadow
- Do not add a Blur



Color Palette



Our brand colors convey that we are kind, compassionate and progressive.

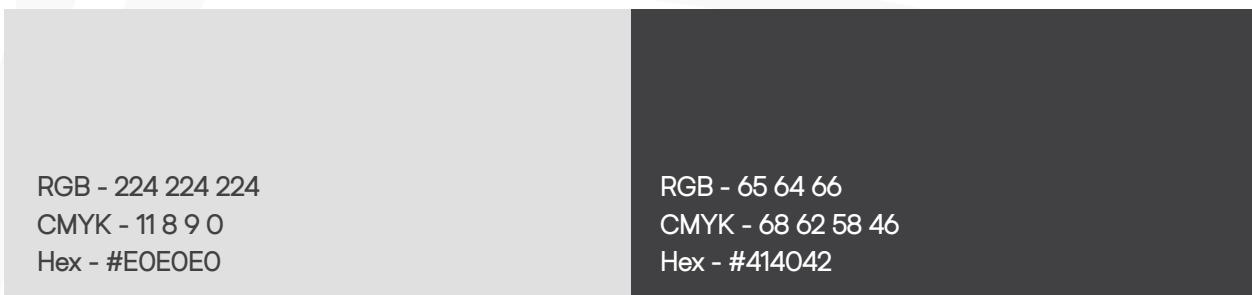
The consistent use of color is an easy way to stand out in the industry. Our corporate color palette includes a black theme with gold and white supporting tones. We use limiting colors that serve to strengthen our brand.



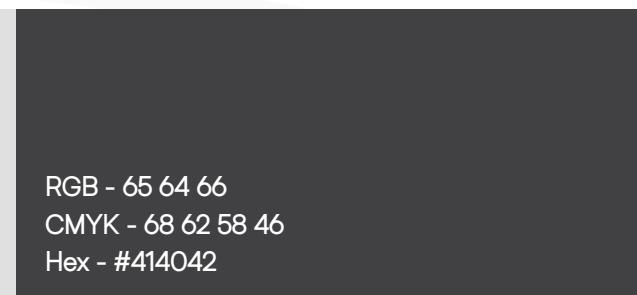
RGB - 88 114 75
CMYK - 66 37 79 21
Hex - #58724B



RGB - 218 204 177
CMYK - 14 16 31 0
Hex - #DACC B1



RGB - 224 224 224
CMYK - 11 8 9 0
Hex - #E0E0E0



RGB - 65 64 66
CMYK - 68 62 58 46
Hex - #414042

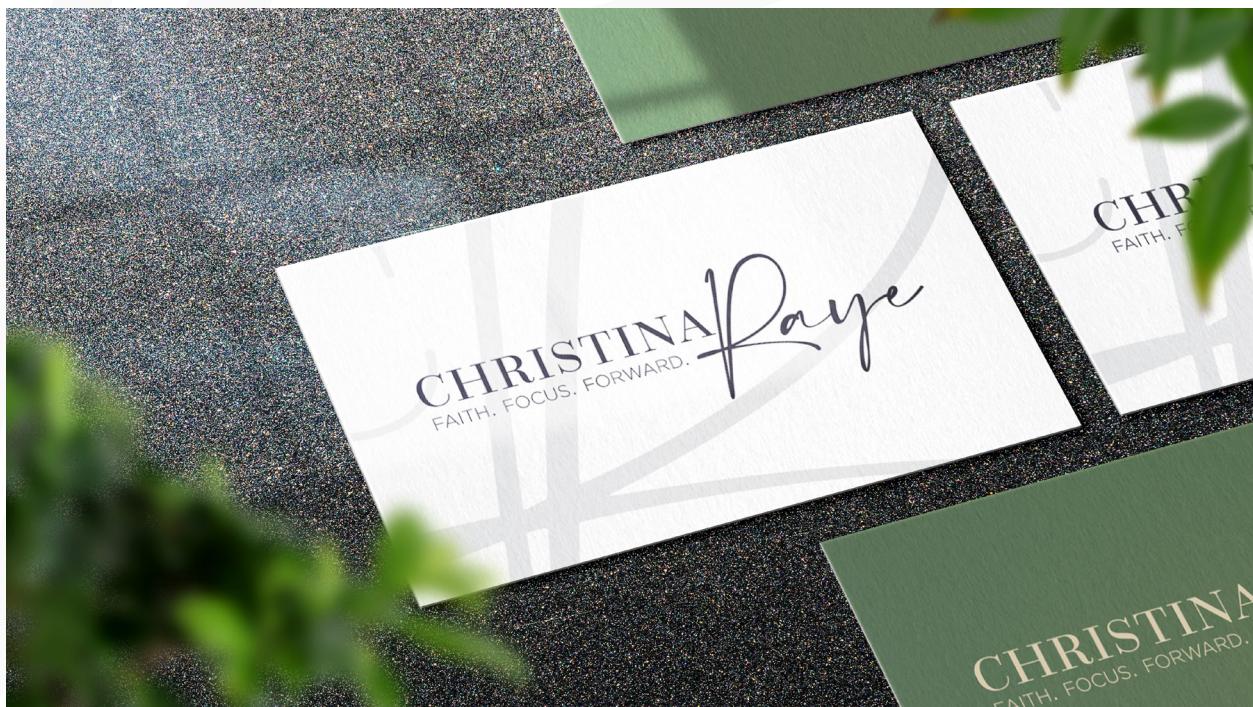


RGB - 255 255 255
CMYK - 0 0 0 0
Hex - #FFFFFF

Mockups



These examples aim to maintain a consistent tone and message across various platforms, ensuring our brand's voice is cohesive and engaging.



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Thank You



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FAITH. FOCUS. FORWARD.