



**DR. CAROLYN GOERNER**

*teacher. speaker. leader*

BRANDING GUIDE

2021

# BRAND AESTHETICS: MOOD BOARD



*Warmly,  
Dr. Carolyn*



**confidence.  
competence.  
empathy.  
diversity.  
equality.  
leadership.  
impostor syndrome.**

*Burnout doesn't  
fix itself after  
one relaxing  
weekend.*

*@drjennhardy*

# BRAND AESTHETICS: BRAND COLORS



# LOGO DESIGN:

## MAIN LOGO



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## SUBMARK



## ALTERNATE LOGO



**DR.  
CAROLYN  
GOERNER**

## UNI COLOR LOGO

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GOERNER**

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## BRAND FONTS:

### MAIN FONT

# Code Pro Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm**

**Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

### SUPPORTING FONTS

## Code Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

## *Beauty Salon Script*

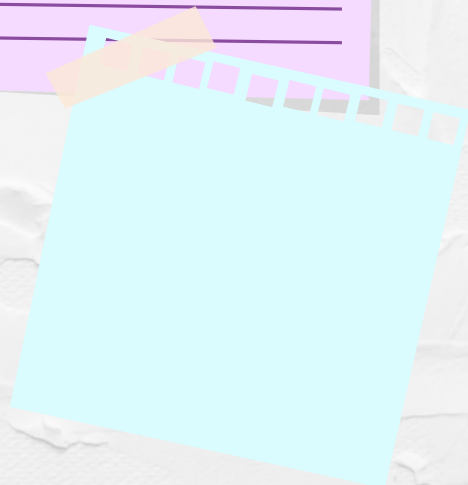
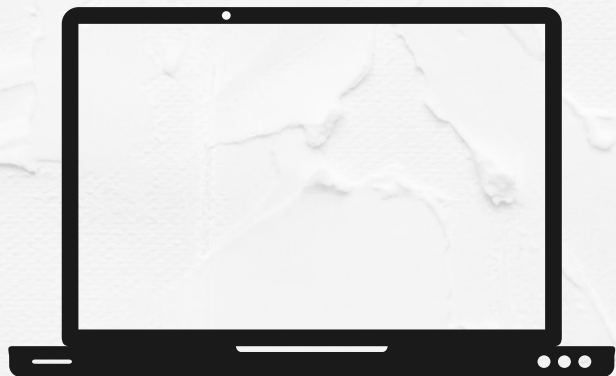
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk*

*Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu*

*Vv Ww Xx Yy Zz*

# BRAND ELEMENTS: VISUAL

## ELEMENTS:



## PHOTOGRAPHY

Shows collaboration, leadership, management, inclusivity, & is empathetic to the friction female, WOC, POC, and other minority groups run into when working in corporate America.

Includes many "office" items to present content and ideas.

Bright, Saturated, feminine photo editing.

A mix between posed/serious shots (to show experience and seriousness on the subject) and fun, natural, human shots (laughter, real corporate work environment experiences, natural movements)

## TYPOGRAPHY

Simple, clean lines  
Contrast between the sans serif & script font.

**PHOTO GUIDELINES:** DON'TS: Male "Wolf of Wall Street" Vibe, Only Showing Office Spaces, Exclusivity, Too many shadows/darkness



Inclusivity  
Community,  
Welcoming,  
Fun  
Millennial  
Competence



Bright Editing  
Positivity  
Confidence  
Growth  
Professional



Feminine  
Strong  
Leadership  
CEO  
Empathy



**CLIENT EXPERIENCE:** Visual aspects of the brand that will get remembered, photographed, and shared.

THE  
GLASS CEILING  
DOESN'T  
*stand a chance.*

  
RECOVERING  
*perfectionist*

  
RECOVERING  
*perfectionist*

DR.  
CAROLYN  
GOERNER  
*teacher. speaker. leader*

The  
*Confident*  
Millennial  
52 Strategies for Leadership Success  
DR. CAROLYN GOERNER

LEARNING *doesn't stop*  
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"SUB20" ON ANY  
COURSE ON  
DRCAROLYNGOERNER.COM

THE  
GLASS CEILING  
DOESN'T *stand a chance.*



# SOCIAL PROFILE MOCK-UPS:

Facebook, Instagram, & Pinterest

