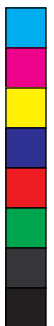




Brand guidelines







# CONTENTS

## 1 brand foundations

- 1.1 Brand story
- 1.2 Vision, Mission & Values

## 3 brand essentials

- 2.1 Brand signature
- 2.2. Colour scheme
- 2.3 Logo variations
- 2.4 Clear space
- 2.5 Minimum size
- 2.6 Unacceptable logo placement
- 2.7 Unacceptable logo modifications
- 2.8 Typefaces

## 2 stationary

- 3.1 Presentation deck
- 3.2 Virtual meetings background

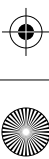
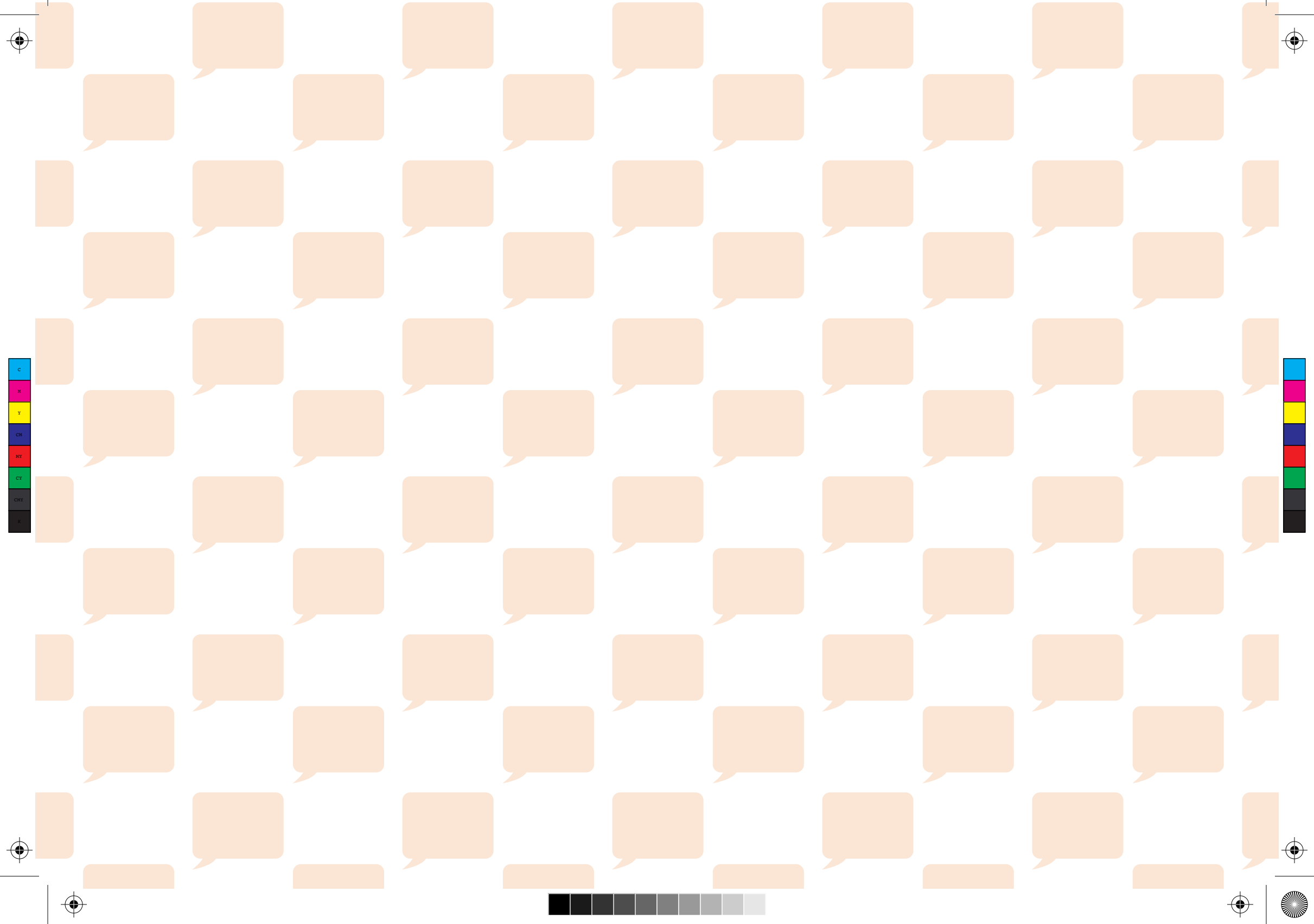




# brand foundations

the coaching culture





# 1.1 BRAND STORY

The Coaching Culture is a Singapore-based boutique coaching and consultancy practice of Asian origin. We specialise in team coaching, executive coaching, corporate training and facilitation. We co-create and deliver bespoke solutions for clients.

With over 80 years of collective commercial experience in marketing, learning and talent development, clinical development and quality assurance, we partner with each client to co-create a bespoke leadership development program for teams and individuals based on our proprietary WILD framework.

We share a common purpose and aspiration. That is to make Singapore and the world a better place to live, work and play. We want to share our knowledge and experience in coaching while imparting the importance of creating a coaching culture in a simple and relatable way.



## 1.2 VISION, MISSION & VALUES

### vision

A world where coaching is a way of life and people reach their full potential. We believe that coaching is the secret ingredient that unleashes the potential of individuals, teams, and organizations to achieve extraordinary results.

### mission

To empower individuals and teams with our unique WILD coaching framework, creating a ripple effect of positive change in organizations and society. We aim to be the go-to boutique coaching and consultancy practice in Asia and beyond for team coaching, executive coaching, corporate training, and facilitation.

### values

Courage: We don't just play it safe, we challenge our clients to dive headfirst into their goals and make waves.

Diversity: We don't just tolerate differences, we actively seek them out and embrace them with open arms, knowing that diversity makes us stronger.

Growth: We don't just stop at "good enough." We're always striving to learn and grow, both personally and professionally, and we encourage our clients to do the same.

Authenticity: We don't believe in speaking in fancy jargon or putting on airs. We keep it real, down-to-earth and accessible to everyone, so everyone can benefit from coaching.





# brand essentials

the coaching culture



## 2.1 BRAND SIGNATURE



The logo is a stylised calligraphy of the Chinese character 心 (xīn) which means heart; mind; soul. Every interaction, be it with our clients or partners comes from the heart.

The brushstrokes are modern and progressive. Their varying thickness symbolise the delicate balance between boldness, agility, flexibility and generosity. The golden orange brushstrokes represents us, the 3 founders and our rich Asian heritage. The deep blue brushstroke is the letter 'C' in coaching and culture, the essence of our purpose. It also represents the coming together of our diverse professional experiences and global perspectives to co-create sustainable solutions for our clients.



## 2.2 COLOUR SCHEME

### primary colours



Mandarin

Mist

#f57e25

C = 0%

M = 62%

Y = 97%

K = 0%

Be bold and vibrant with our mandarin hue - it's for those who dare to stand out and take action!



Imperial

Ink

#003057

C = 100%

M = 84%

Y = 39%

K = 33%

Embrace regal power, wisdom, and trust with our stable and creative shade; perfect for conquering challenges!





## 2.2 COLOUR SCHEME

### secondary colours



Ivory

Isle

#ffffff

C = 0%

M = 0%

Y = 0%

K = 0%

WHITE

#FFFFFF

Transformational growth starts with clarity, and our Ivory Isle shade provides clear direction to be your best self.



Amber

Aura

#fdb661

C = 0%

M = 30%

Y = 71%

K = 0%

PANTONE

P 17-6 U

Like a refreshing rain after a storm, our shade of Amber washes away all negativity - leaving you renewed.



## 2.2 COLOUR SCHEME

### secondary colours



Crimson

Charm

#f04b4b

C = 0%  
M = 86%  
Y = 71%  
K = 0%

Exude confidence with our Crimson Charm shade - representing passion, strength, and energy.



Rosy

Radiance

#f48587

C = 0%  
M = 60%  
Y = 35%  
K = 0%

Let our Rosy Radiance shade warm you up and inspire you to bloom, shining with your inner potential.



## 2.3 LOGO VARIATIONS



Our logo is the star of the show! It'll be front and center on all our official platforms. But if you're feeling fancy, our monochrome variations make for great supporting players.



## 2.3 LOGO VARIATIONS

While we adore the bold and vibrant Mandarin Mist and regal Imperial Ink, we understand that sometimes black-and-white printing or limited colors are the only options. However, we kindly request that you only remove our beloved shades in truly desperate times.

black and white



## 2.4 CLEAR SPACE

### with brand name

Let's keep the area around our logo clear and uncluttered - indicated by the two dots on each side. No text, graphics or symbols allowed!



The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.



The quick brown fox jumps over the lazy dog.  
The quick brown fox jumps over the lazy dog.

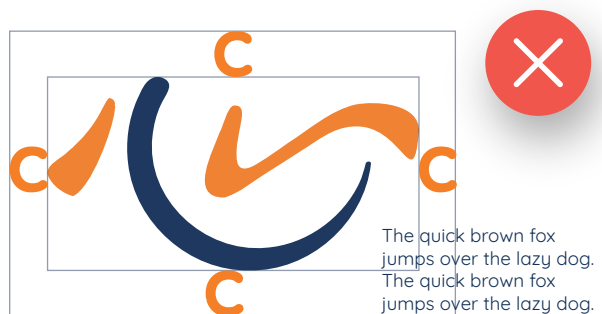




## 2.4 CLEAR SPACE

### logo without text

For variations without text, it's even more crucial for our logos to have breathing space - everyone needs room to grow!



Give our logo some breathing room and watch it soar!  
Following our negative space guidelines will boost its visibility and impact.



## 2.4 CLEAR SPACE

### logo without graphics

Just like a skilled coach leading their team, our type-only logo needs a clear space to inspire and guide.



Those 'c's on each side? They're like the coaching boundaries, ensuring that no distractions interfere with the transformative message.



## 2.4 CLEAR SPACE

### logo stacked

A well-structured coaching session requires a clear and focused space to inspire and empower.



The quick brown fox jumps over the lazy dog.  
The quick brown fox jumps over the lazy dog.

In the same way, our stacked logo variation relies on those 'c's flanking it, acting as pillars of support to inspire and empower.



The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.





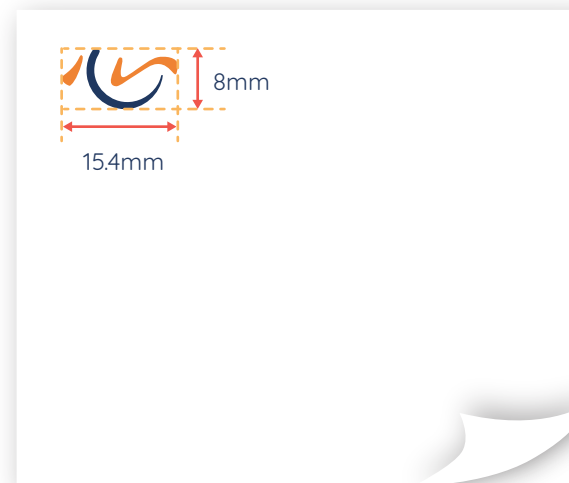
## 2.5 MINIMUM SIZE

minimum size for print

with brand name



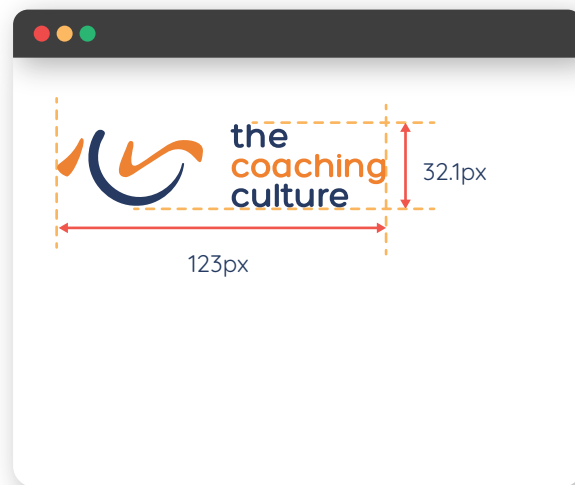
without brand name



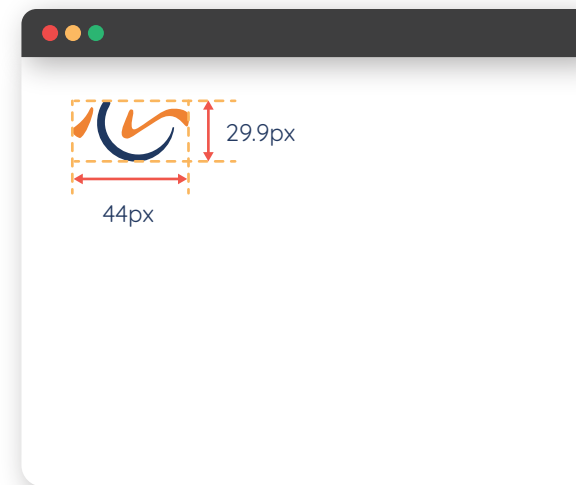
## 2.5 MINIMUM SIZE

minimum size for digital

with brand name



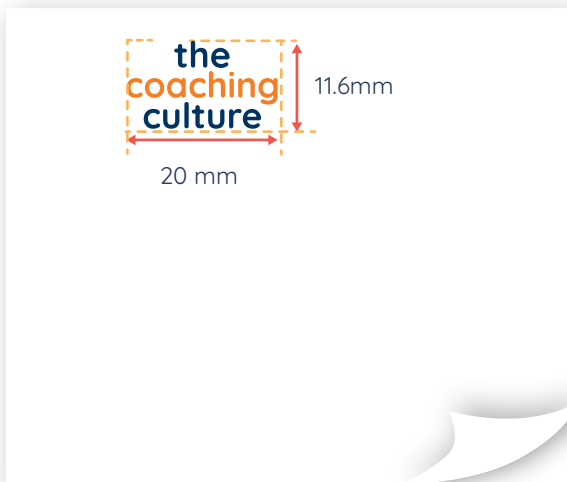
without brand name



## 2.5 MINIMUM SIZE

minimum size for print

without graphic



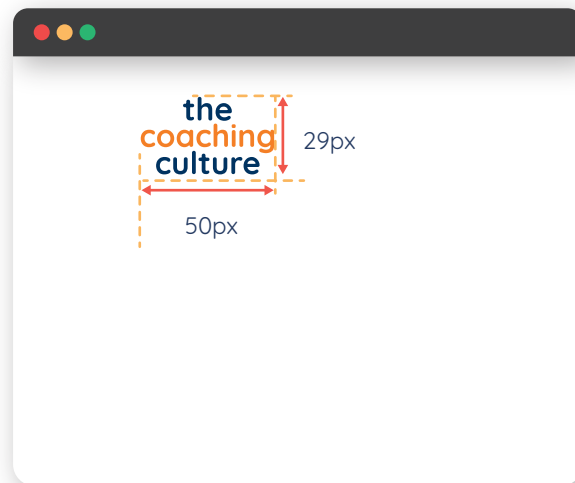
stacked



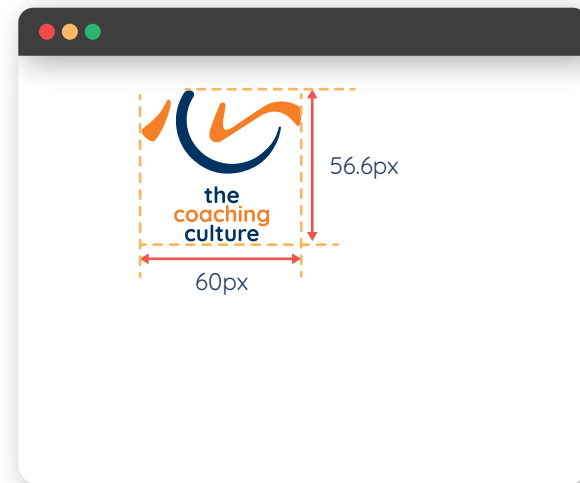
## 2.5 MINIMUM SIZE

minimum size for digital

without graphics



stacked



## 2.6 UNACCEPTABLE LOGO PLACEMENT

### coloured logo

When it comes to logo placement, we've got a simple rule to live by:

Let it shine! Avoid putting our coloured logo on busy backgrounds. Give it some breathing room by placing it on a bright and clean background,

Here are some examples of the appropriate usage of our logo on backgrounds. Please refer to these examples to ensure that our logo is being used correctly!



## 2.6 UNACCEPTABLE LOGO PLACEMENT

### white logo

Our sleek white logo shouldn't be used on blindingly bright backgrounds. We know it's tempting to show off our logo on every color under the sun, but let's keep things simple! It pops best on dark, clean backdrops that ensure maximum visibility.

See examples on proper usage to make our white logo shine bright; on the right background, of course!



## 2.6 UNACCEPTABLE LOGO PLACEMENT

### black logo

No dark backgrounds, please. It's like trying to find your keys in the dark; frustrating and unproductive.

Use a bright and clean background for the perfect contrast and visibility combo.

Check out these examples of how to use our black logo like a pro. We wanna make sure our logo looks sharp and sleek at all times!



## 2.7 UNACCEPTABLE LOGO MODIFICATIONS

### logomark

Our logo mark is the face of our brand and it's important that it remains consistent across all platforms.

Distorting the logo mark in any way - whether it's by angling, stretching, changing colors or the wordmark, or even reflecting it - can create confusion among our audience and weaken our brand recognition. Let's avoid these at all costs!





## 2.7 UNACCEPTABLE LOGO MODIFICATIONS

### logotype

Welcome to the “No Distortion Zone”! Our logo is the face of our brand and represents everything we stand for.

Don't let the temptation to tweak it get the best of you. We've seen it all - from flipping the typography upside down to giving it a new color scheme. So, let's keep it simple and stick to the original design.



## 2.7 UNACCEPTABLE LOGO MODIFICATIONS

### logotype

Don't fall for the temptation of going all caps! Small caps keep our delicate balance intact. Stay on the straight and grounded road, avoiding reflecting our logotype.

Colour changes may call your name, but let's stick to our chosen palette. And remember, font size matters! Messing with it could disrupt the cosmic equilibrium.

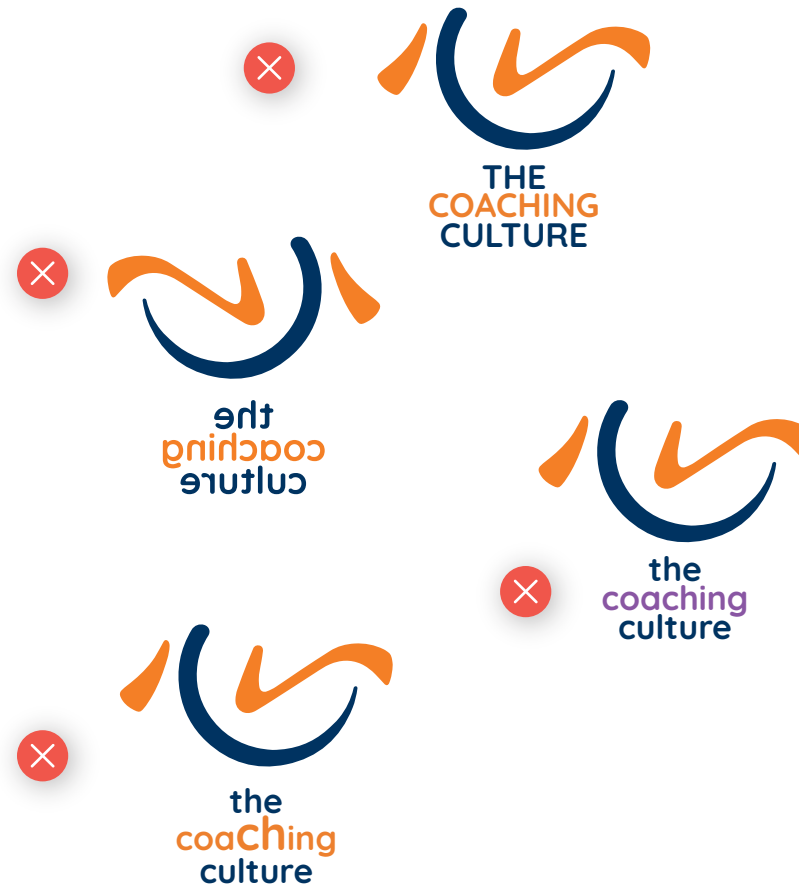


## 2.7 UNACCEPTABLE LOGO MODIFICATIONS

### logotype

Just like a perfectly balanced coaching session, this version requires harmony and alignment.

We kindly ask you to resist the urge to stretch or squeeze it, as maintaining its proportions is key to preserving its impact. While it may be tempting to twist and turn the typography or experiment with different colors, let's honor the original design and keep it intact.



## 2.8 TYPEFACES

### QUICKSAND

body text & subheadings

style: all lowercase

quicksand

light | regular | medium | **semibold** | **bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

123456789

~!@#\$%^&\*()\_+{}|:~<>?.,/';[]\

Quicksand's clean and modern style reflects our brand values of clarity and innovation. By using Quicksand consistently across all of Coaching Culture's communications, we ensure a cohesive and recognizable brand image. So let's embrace the unique personality that our font adds to our brand and let it help us stand out from the competition!



## 2.8 TYPEFACES

### OSWALD

HEADINGS

STYLE: ALL UPPERCASE

oswald

regular | medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

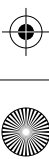
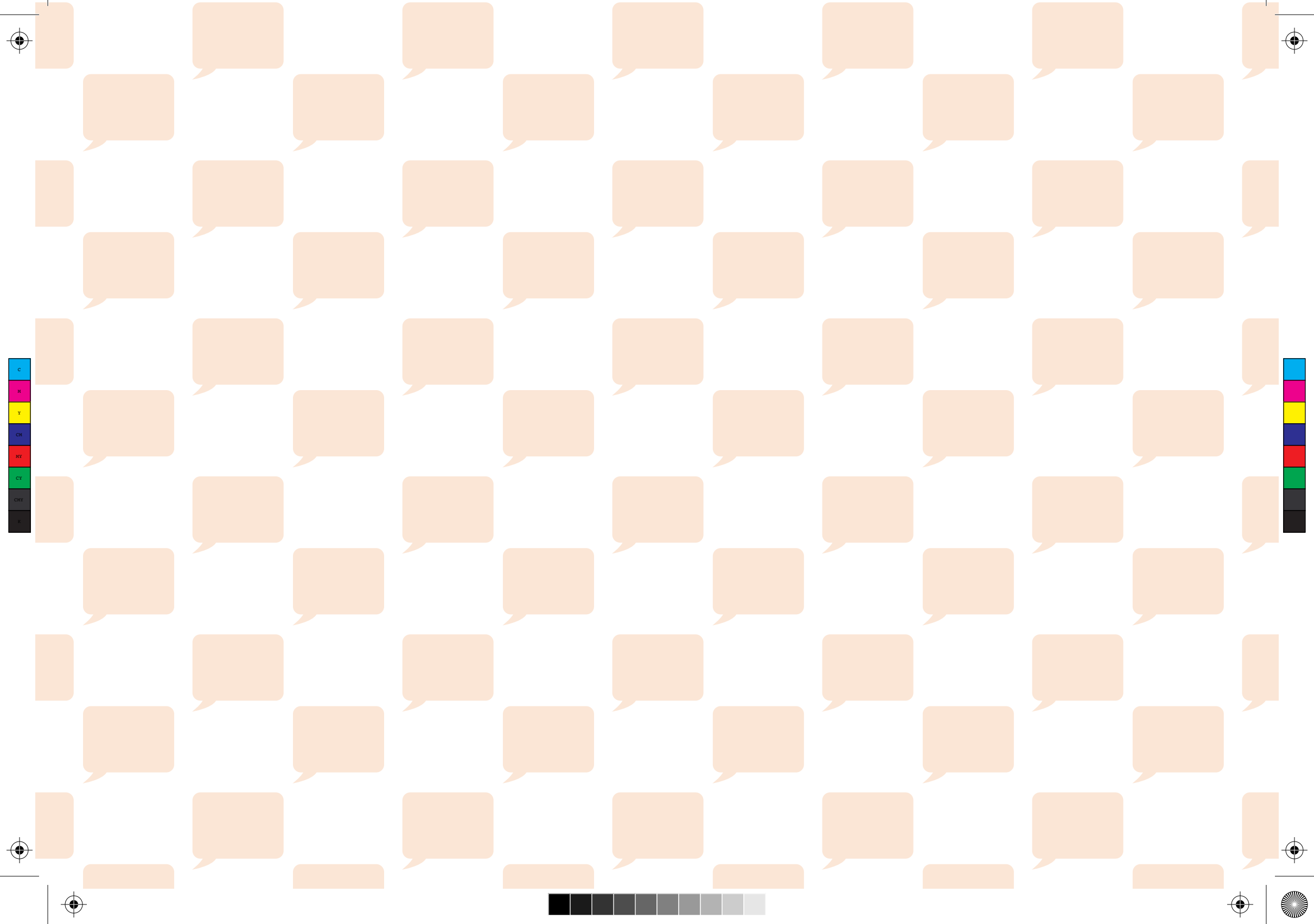
123456789

~!@#S%^&\*()\_+{}|:"<>?.,/:'[]\

With its bold and distinctive appearance, the Oswald font commands attention and exudes confidence. But hold on to your caps lock - this font is best utilized in uppercase for maximum impact. And to ensure optimal visibility, please stick to the medium weight option. So, let's get ready to make a statement and turn some heads with Oswald!







# 3.1 PRESENTATION DECK

## TITLE OF PRESENTATION

Subtitle goes here



1

## AGENDA FOR TODAY

- |   |                                |   |                   |
|---|--------------------------------|---|-------------------|
| 1 | Meet the team                  | 4 | Timeline          |
| 2 | Why create a coaching culture? | 5 | Section header    |
| 3 | Important quote                | 6 | Additional slides |



2

## MEET THE TEAM

- A collective of likeminded individuals, with the common passion and aspiration to do our part to leave a positive and impactful footprint in the world.
- Our purpose is to share our knowledge and experience in coaching and the importance of creating a coaching culture in a simple and relatable way.
- Our vision to create a movement – a coaching culture movement is one where anybody can have the opportunity to experience the magic of coaching and co-authoring books together.



Adrian Lim

Aileen Chee



3

## WHY CREATE A COACHING CULTURE?

- The pandemic has impacted everyone in all aspects of our lives – livelihoods, career, health, survival, relationships, social life – things we take for granted.
- As we adapt to this new normal, there is a newfound “danger” – events that will disrupt our lives, impact our confidence or reduce our opportunities for success..
- In times like this, it is even more crucial to create a coaching culture. When we get the environment right, everyone has the capacity to do remarkable things.



4





## 3.1 PRESENTATION DECK

**“Everyone needs a coach. It doesn’t matter whether you’re a basketball player, a tennis player, a gymnast or a bridge player.”**

Bill Gates



5

### TIMELINE OF PROJECT

Week 1



**Goal here**  
Information for goal goes here.

Week 2



**Goal here**  
Information for goal goes here.

Week 3



**Goal here**  
Information for goal goes here.

Week 4



**Goal here**  
Information for goal goes here.



6

**5** Section heading goes here  
Subtitle text goes here



7

### ADDITIONAL SLIDES

#### CONTENT TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mi nisi, tincidunt quis condimentum a, interdum sodales lacus.

#### CONTENT TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mi nisi, tincidunt quis condimentum a, interdum sodales lacus.

#### CONTENT TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mi nisi, tincidunt quis condimentum a, interdum sodales lacus.

#### CONTENT TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mi nisi, tincidunt quis condimentum a, interdum sodales lacus.

#### CONTENT TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mi nisi, tincidunt quis condimentum a, interdum sodales lacus.

#### CONTENT TITLE

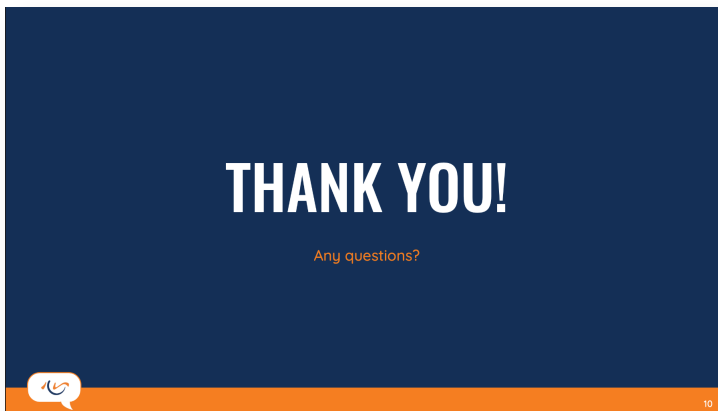
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mi nisi, tincidunt quis condimentum a, interdum sodales lacus.



8



## 3.1 PRESENTATION DECK



## 3.2 VIRTUAL MEETINGS BACKGROUND

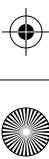
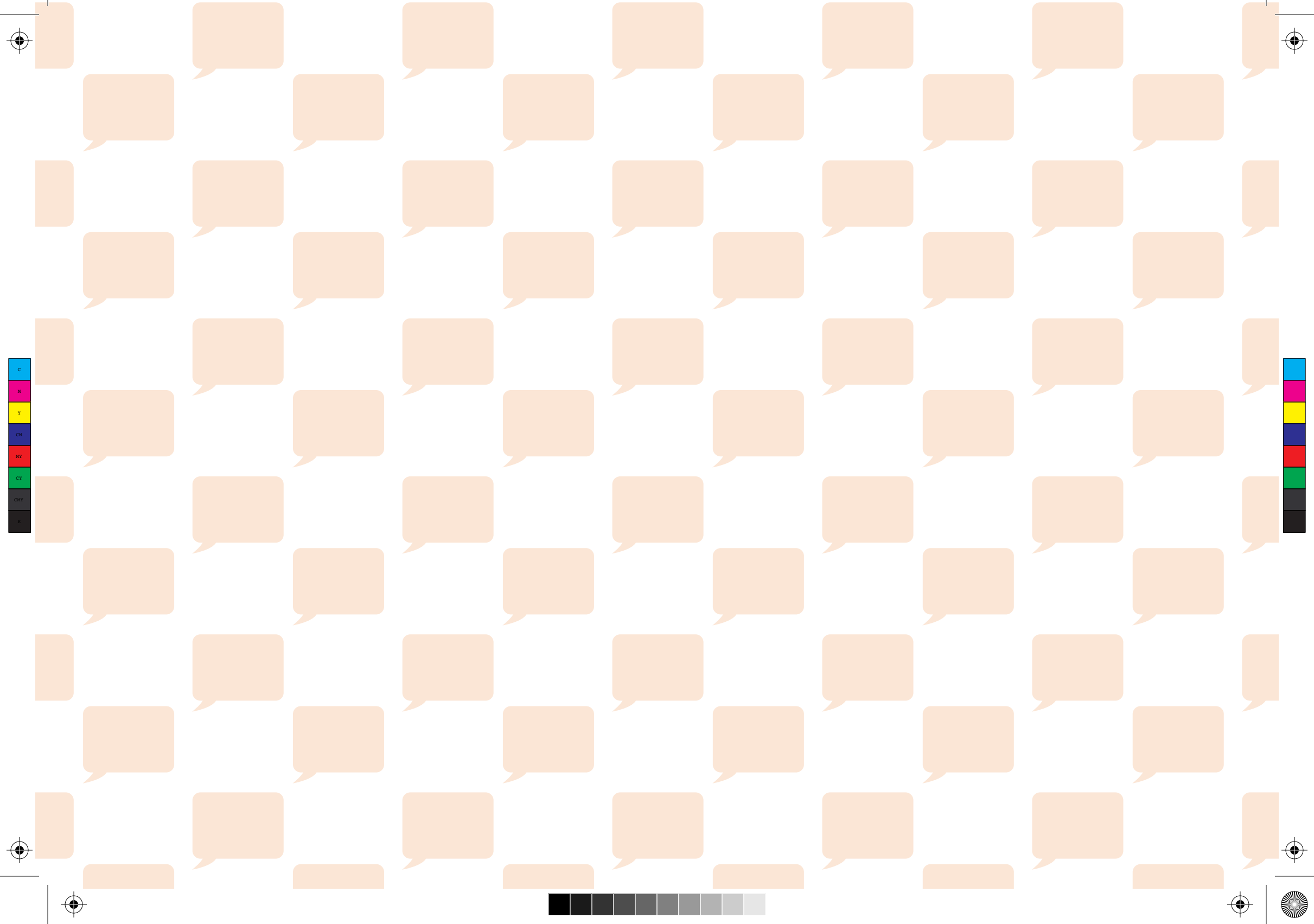
Let's set the scene for your virtual meetings!

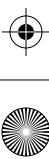
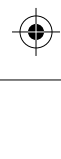
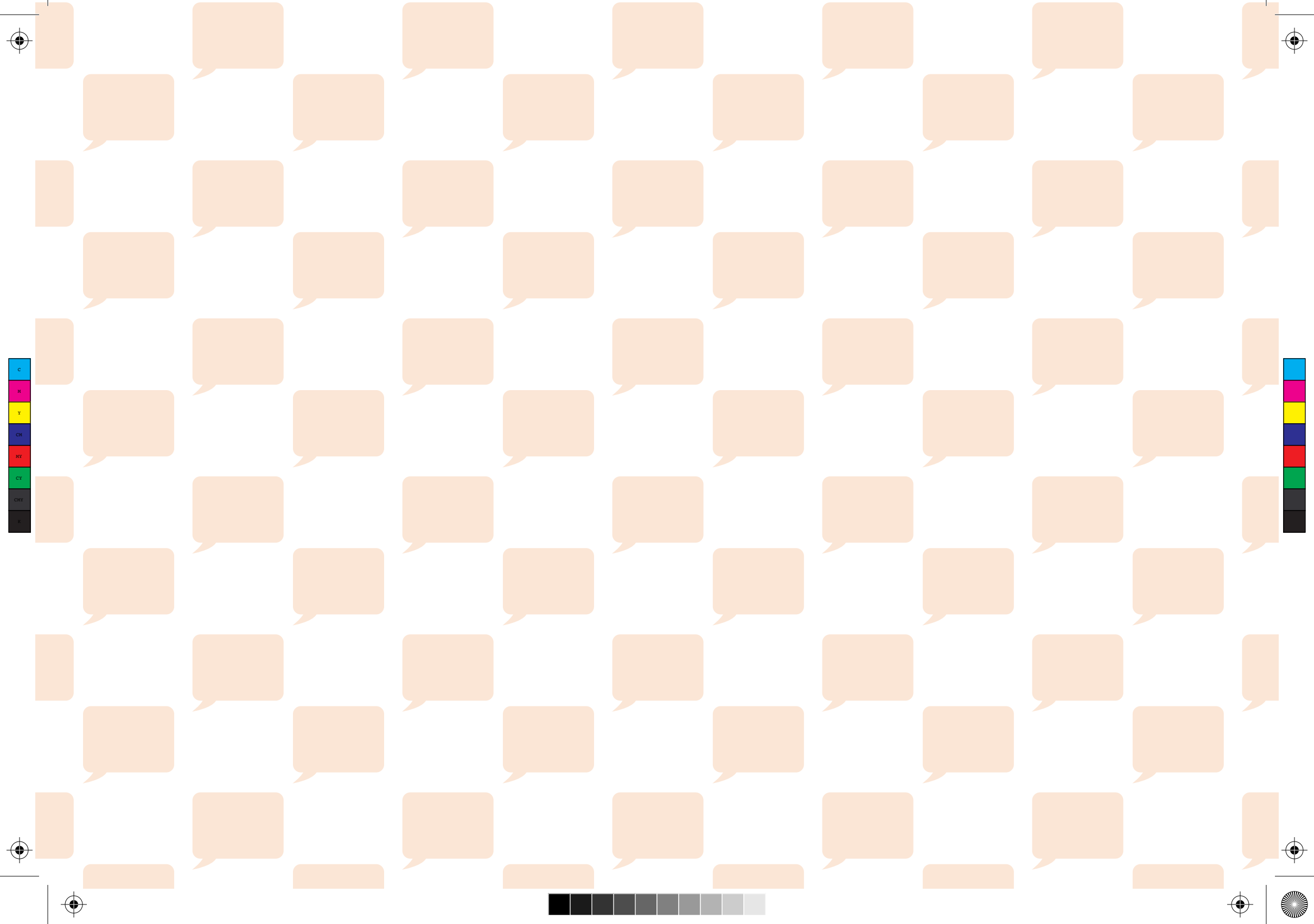
A custom background not only showcases our professionalism, but it also elevates the overall experience for everyone involved.

Plus, it's a great opportunity to ensure that our brand shines through, even from behind a screen.

So, don't be shy - spice up your video calls with a snazzy background that reflects Coaching Culture's essence!









THANK YOU



Brand guidelines

