

# ANDY HITE COACHING

BRAND DECK



# Foundations of the Brand

The heart behind the imagery

- 01 Mission & Promise
- 02 Positioning
- 03 Ideal Client
- 04 Values



# Brand Personality

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## BRAND PERSONALITY

Authentic

Intuitive

Edgy & Fun

Healer

Wise / Godfatherly

Playful

Empowering

## HIS PROMISE

I promise to always show up with love, to always be honest with what I see,  
to always hold the person as a *powerful-motherfucker*

# Core Values

## Service

Over-the-top service and way over-delivering that has nothing to do with monetary gains

## Love

To love, whomever and whatever is in front of you. Always lead with love

## Fun

I'm a dork and love to have fun.

## Authenticity

Get honest, know yourself.

[Andy's manifesto](#)





# About Andy Hite Coaching

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## VALUE PROPOSITION

Through deep coaching, I help clients to realize their infinite power and potential so they can begin creating the life and results they've been seeking

## TAGLINE

The coach for unleashing untapped potential

## DIFFERENTIATOR

Deep Coaching: creating powerful impact and results by going deep enough to create foundational changes



# Ideal Client

## SNAPSHOTS:

- Highly Motivated
- Aspiring Leader
- Entrepreneur or executive
- Driven and needing accomplishment
- Searching for peace in life

## THE HUNGER CHECKLIST

- They're motivated
- They're able to see the possibility
- They're able to dream
- They're not afraid of hard work
- They're not afraid of uncomfortable conversations
- They understand that change is very possible
- They take ownership of their role in creating change for themselves

## PAIN POINTS:

- They see a vision of themselves they wish they could achieve, but they don't know how to get there
- Feeling fear and anxiety around upleveling or are unsure of how to uplevel
- They cap their potential without realizing it

## DEALBREAKERS:

- Victim Mentality
- Unable to see the possibility
- Want quick fixes

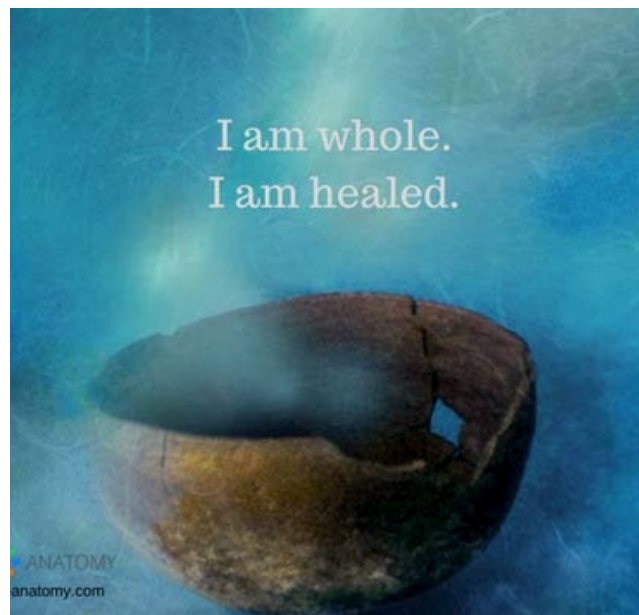
# Designing The Brand

## VISUAL ELEMENTS

The aesthetic foundation behind Andy's brand is to create a fully balanced and powerful image by combining juxtaposing elements. A balance between neat, modern lines; free-flowing abstract imagery; and vibrant pops of modernity. The goal of all imagery is clarity and depth.



# Brand Color Palette Inspiration



Primary

Accent



# PRIMARY COLOR PALETTE

These are your brand's signature, primary colors. These are used in all collateral, website, logos and design elements. See this entire brand deck for an example

**BOLD  
MAIN**

**COMPLEMENTARY  
CONTRAST**

**DARK  
ACCENT**

**LIGHT  
NEUTRAL**

**DARK  
NEUTRAL**



Shadow Green

HEX CODE #98BAB9

RGB: 152 186 185

HSV: 178 18 73

Silk

HEX CODE #B8ADA5

RGB: 184 173 165

HSV: 25 10 72

Corduroy

HEX CODE #5D6A64

RGB: 93 106 100

HSV: 152 12 42

Alto

HEX CODE #D9D8D8

RGB: 217 216 216

HSV: 0 0 85

Jungle Green

HEX CODE #2E2F2D

RGB: 46 47 45

HSV: 90 4 18



# ACCENT PALETTE

These can be used as accent pops of color for lines, strokes, drawings, and flare added into designs



Fuel Yellow

HEX CODE #EBB145

RGB: 235 177 69

HSV: 39 71 92

Leather

HEX CODE #A87A39

RGB: 168 122 57

HSV: 35 66 66

# USE WITH STROKES:

Thin, modern lines

Accent graphics:



Words or phrases you want to emphasize:

**Are you ready to  
unleash your  
potential?**

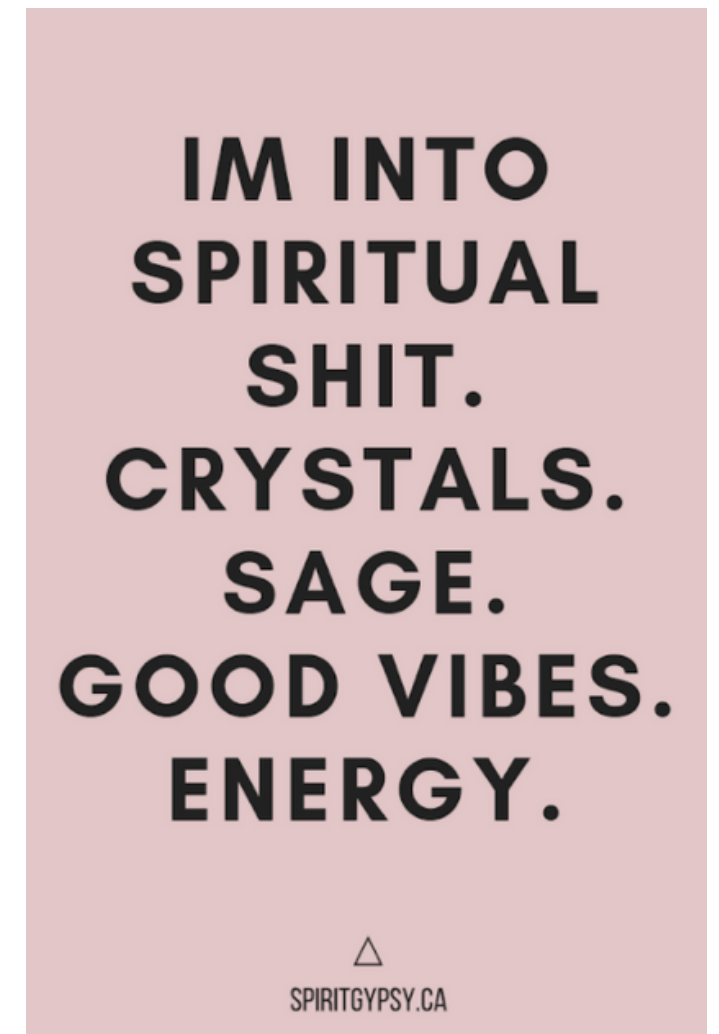
**Are you ready to  
unleash your  
potential?**

# Logos

The goal of Andy's logo creation was to keep his signature interplay of styles & elements while creating a mark that is clear, professional and crisp.

*NOTE: These logos are presented in one color palette for consistency and comparison, but we can mix elements as you desire!*

# Logo Inspiration:



GOAL: CREATE A BALANCED & POWERFUL IMAGE BY COMBINING JUXTAPOSING ELEMENTS THAT SPEAK TO THE ESSENCE OF THE BRAND

# Final Logo Variations

SEE ALL OPTIONS IN OUR [SHARED IN GOOGLE DRIVE](#)

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# Fonts

These two fonts play and balance off of one another. Arsenal is strong, assured and perfect for headlines & complementing white space. Hero is well-rounded, playful, and conversational - a great subheading and emphasize



# Primary Font: Arsenal

Use Arsenal for headings, titles, large areas on blank pages, and as your normal text

Arsenal Normal

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Arsenal Bolded**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# Secondary Font: Hero

Use for Hero Subheadings and anywhere you need to add some emphasis

Hero Normal

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Hero Bolded

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# Font Examples

## What is Deep Coaching?

The answer to unleashing your untapped potential

Through deep coaching, I help leaders to realize their infinite power and potential so they can begin creating the life and results they're truly capable of

Arsenal Header  
Hero Subheading

Arsenal Text

Services

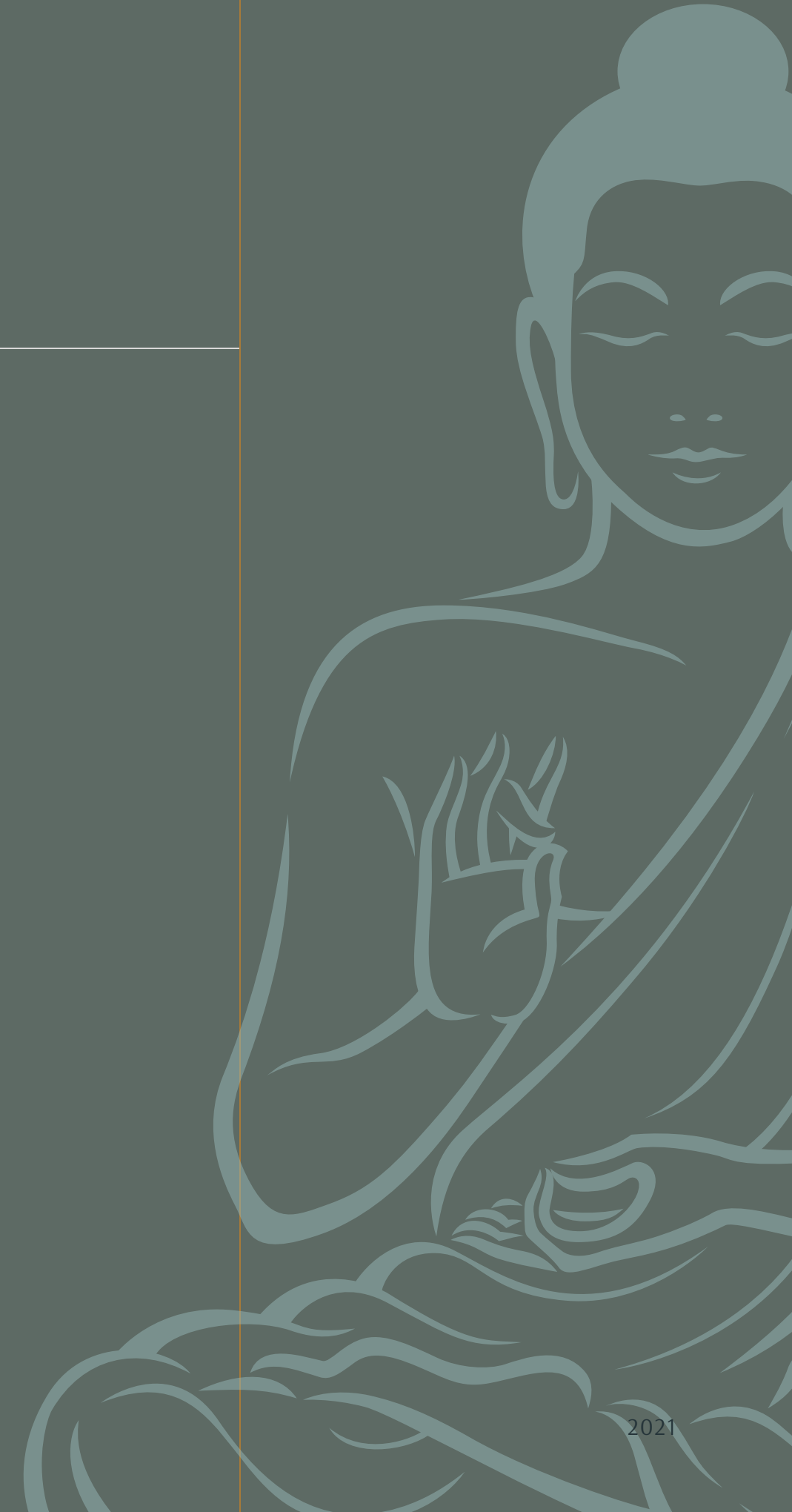
## 1:1 COACHING

Deep coaching isn't for everyone. It's not a quick fix or merely creating SMART goals. Instead, together we look into what drives you – your thoughts, beliefs, attitudes, perspectives, and values – and uncover the patterns and habits that keep you stuck.

[APPLY FOR COACHING](#)

# Imagery

The goal of all pieces of imagery was to emphasize a combination of clean lines, abstract flow, and more modern additions.



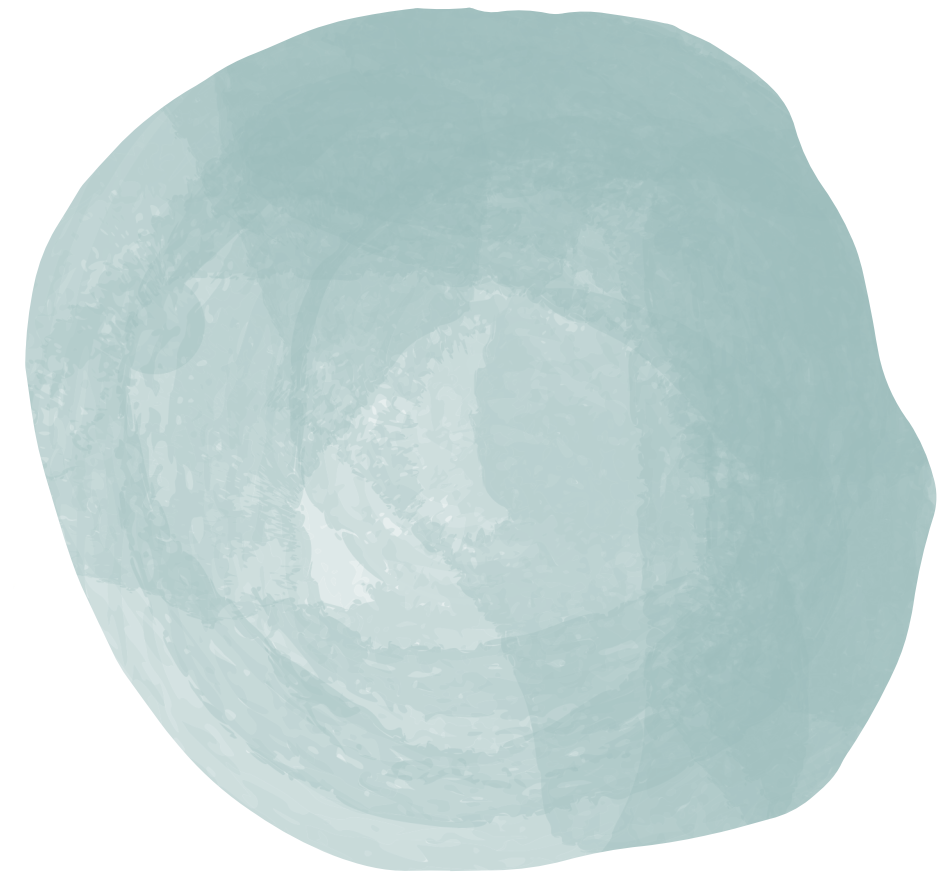




# Photography

Imagery that emphasizes a combination of clean lines, abstract flow, and potentially modern minimalism





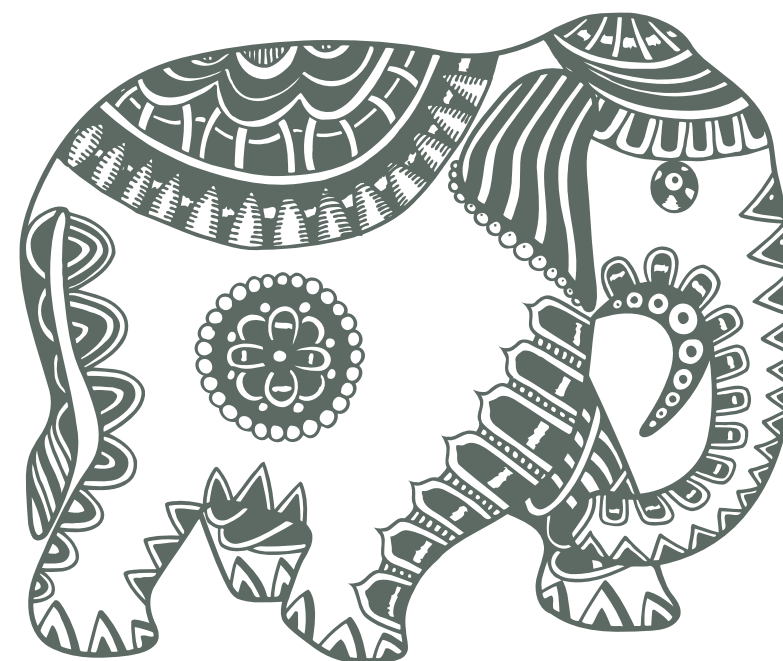
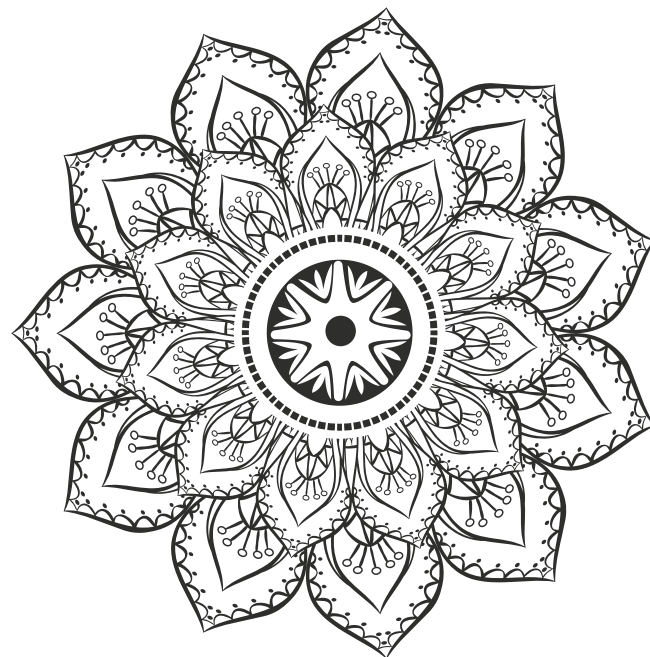
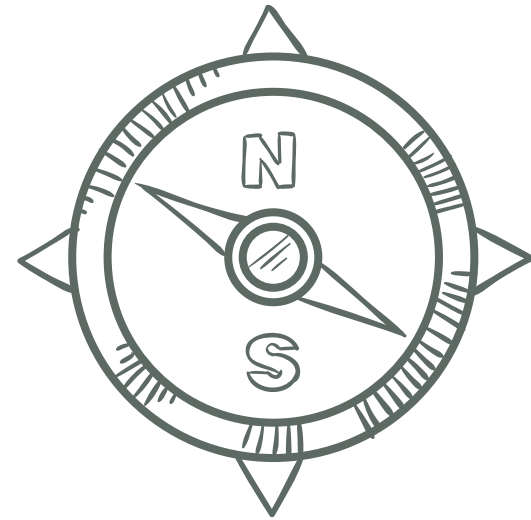
# Watercolor Graphics

Free-flowing imagery that emphasizes a combination of elements - abstract, natural and modern



# Sketched Graphics Usage

Thinly sketched graphics seemed to strike the perfect modern+spiritual balance, and the detail orientation reminds me of the detailed focus coaches offer. They're also wonderful contrasts within your color palette



TAKE YOUR TIME REVIEWING, & FEEL  
FREE TO

# Contact Me!

ONCE YOU'RE READY TO DISCUSS YOUR BRAND!

