

ASHLEIGH DROZ

Professional Career Coach

BRAND MANUAL

ASHLEIGH DROZ PROFESSIONAL CAREER COACH

Prepared by  MAIN COURSE
MARKETING & PR



BRAND POSITIONING

Ashleigh Droz is a seasoned professional in the fields of career counseling, education, writing, and public speaking, boasting over a decade of experience dedicated to assisting students and professionals in their pursuit of meaningful careers.

With a Master of Arts in Education for Counseling and Guidance, numerous coaching certifications, and a wealth of experience spanning academic institutions and private practice, she not only possesses a passion but also the credentials to substantiate her expertise.

Ashleigh offers digital courses, online courses, podcasts, and books aligned with one-on-one coaching and career/employee development workshops.





MISSION

The Ashleigh Droz Career Coaching is to guide those on a journey of self-discovery, empowering them to make informed career choices aligned with their core values.

VISION

Through her work, Ashleigh aims to be a catalyst for personal and professional transformation, sparking a ripple effect of fulfillment and impact in the lives of her clients.

VALUES

Excitement

The career coaching process, personal questions, and resulting changes can be daunting or overwhelming. However, it should be something a client is excited about because the more you put in, the more you get out. Any client I have that remains open and committed to the process is always the one that gets the most out of it.

Giving Back

Everyone deserves the chance to become their best selves, doing the things that make them feel alive. Everyone is a contributor to better world when they find their meaningful place in it.

Hope

The common denominator of all great clients is a hope for a better future. We create a vision for that future and work together to make it happen.

Collaboration

I can never do the work for a client alone. We both have to go all in for this to work. Collaboration leads to innovation, efficient processes, increased success, and improved communication.

Excellence

Gaining legitimacy in my profession requires not only possessing the necessary credentials, experience, and knowledge but also embracing the responsibility to continually expand my expertise and deliver the highest level of service to my clients.

Well-Being

Your career is only one piece of your actual life, so I take a holistic approach that matches that. Ultimately, the goal is always create a vision for a life you love and aligns with your values, and then find a career that fits into that vision.



BRAND VOICE

Tagline	Become your best self
Slogan	How To Get Where You Don't Know You're Going.
Unique Value Proposition	Expertise Relatability Passion and Dedication Educational Background Experience
Tone	Professional Approachable Positive Knowledgeable

BRAND VOICE (CONT)

	About	Do	Don't
Professional	Ashleigh's brand voice is consistently professional, reflecting her expertise and competence in career coaching. It communicates a sense of trustworthiness and reliability, assuring clients that they are working with a knowledgeable expert.	<ul style="list-style-type: none"> ▪ Maintain a polished and professional online presence, including a well-designed website and consistent branding across social media platforms. ▪ Share authoritative content that highlights your expertise. 	<ul style="list-style-type: none"> ▪ Avoid using overly casual language or slang. ▪ Don't compromise professionalism in client interactions. ▪ Refrain from unprofessional or unpolished visuals and messaging.
Approachable	Despite her professionalism and expertise, Ashleigh's brand voice remains approachable and friendly. It fosters open communication, making clients feel comfortable reaching out with questions or concerns.	<ul style="list-style-type: none"> ▪ Foster open and friendly communication with clients. ▪ Encourage questions and provide responsive assistance. ▪ Use relatable language and a warm tone in online communications. 	<ul style="list-style-type: none"> ▪ Make your website or social media platforms appear intimidating or difficult to navigate. ▪ Neglect to respond to inquiries or comments from online followers.
Positive	Ashleigh's brand voice maintains a positive and optimistic tone. She approaches challenges with a "can-do" attitude, assuring clients that together, they can collaborate to achieve their objectives.	<ul style="list-style-type: none"> ▪ Maintain an optimistic and can-do attitude in your communication. ▪ Approach challenges as opportunities for growth and problem-solving. ▪ Share inspirational and motivating content on your website and social media. 	<ul style="list-style-type: none"> ▪ Avoid adopting a defeatist or negative outlook, especially during challenging situations. ▪ Don't dwell on problems without seeking solutions. ▪ Use discouraging language or attitudes in online interactions.
Knowledgeable	Ashleigh's brand voice is deeply knowledgeable. It demonstrates her expertise and experience by sharing valuable insights to help clients make informed decisions.	<ul style="list-style-type: none"> ▪ Publish informative content on your website and share them on social media. ▪ Use data and insights to support your online content. 	<ul style="list-style-type: none"> ▪ Make sweeping claims without credible sources to back them up. ▪ Oversimplify complex topics in your online content. ▪ Share unverified or speculative information online.



TARGET AUDIENCE

- Students
- Recent graduates
- Entry-level professionals
- Professionals in Transition
- Career Advancers
- Job Seekers
- Entrepreneurs and Business Owners
- Executives and Senior Leaders

SWOT ANALYSIS

Strengths

- Credentials
- Experience
- Range of Services

Opportunities

- Online Courses
- Book Publication
- Industry Networking
- Social Media Monetization
- Merchandise



Weaknesses

- Low Reach at the moment
- High Competition
- Time and Resource Constraints

Threats

- Economic Downturn
- Technological Changes
- Market Saturation

LOGO CONCEPT

In the world of career coaching, the logo speaks to the heart of our approach. The Sans serif font used in this logo design embodies qualities that resonates cleanliness, minimalism, and a touch of modernity. It represents the clarity and structure that Ashleigh will bring to her clients' career paths.



PRIMARY LOGO

ASHLEIGH DROZ
Professional Career Coach

Complementing this is a script font adds a personal touch, reflecting Ashleigh's commitment to offering individualized guidance. Cementing the idea that every career journey is unique, and our approach is friendly and personable.



SECONDARY LOGO

In the secondary logo, we distill the core elements of the primary logo. By accentuating the letters 'A' and 'D' for Ashleigh Droz, we also introduce a circular design that symbolizes community, inclusivity, and strength.

It also features the acronym for "How to get where you don't know you're going".



ASHLEIGH DROZ

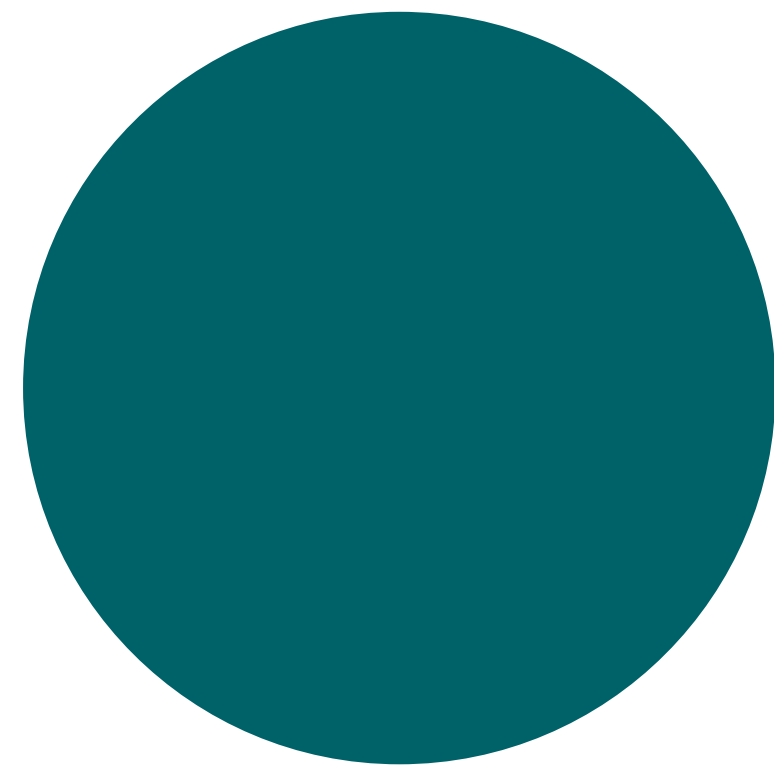
Professional Career Coach







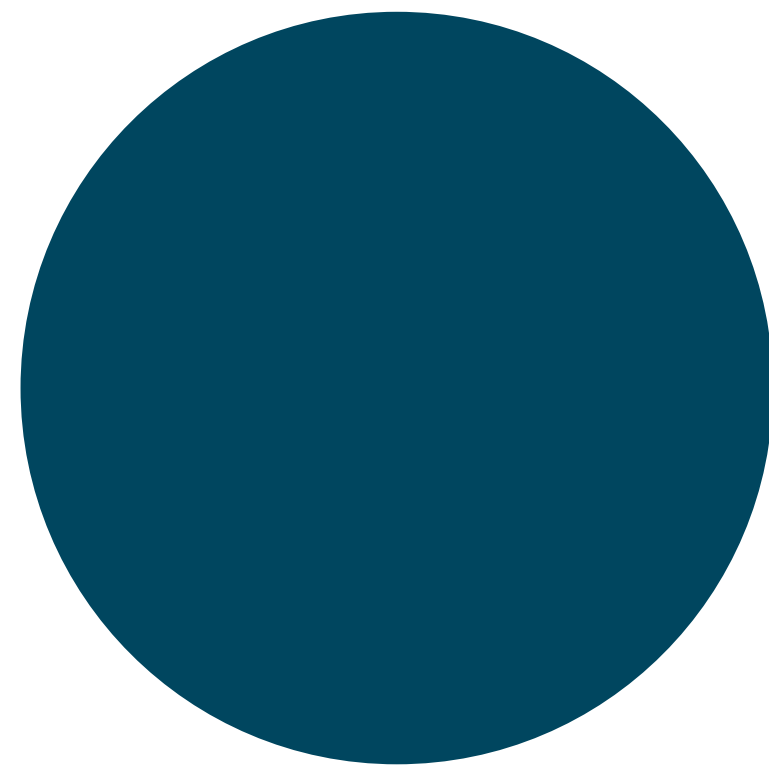
COLOR PALETTE



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RGB: 0, 98, 105

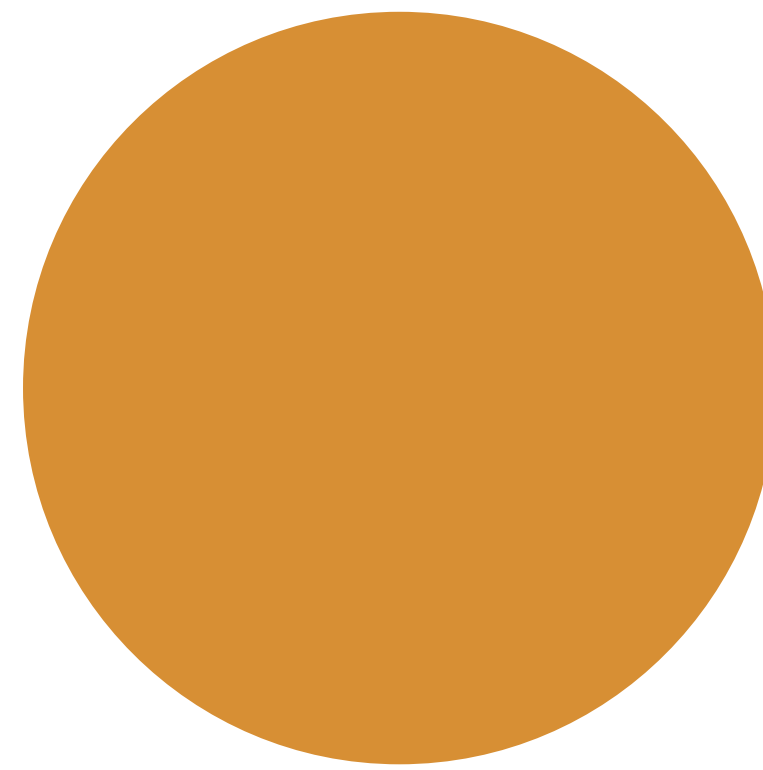
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HEX: #00465f

RGB: 0, 70, 95

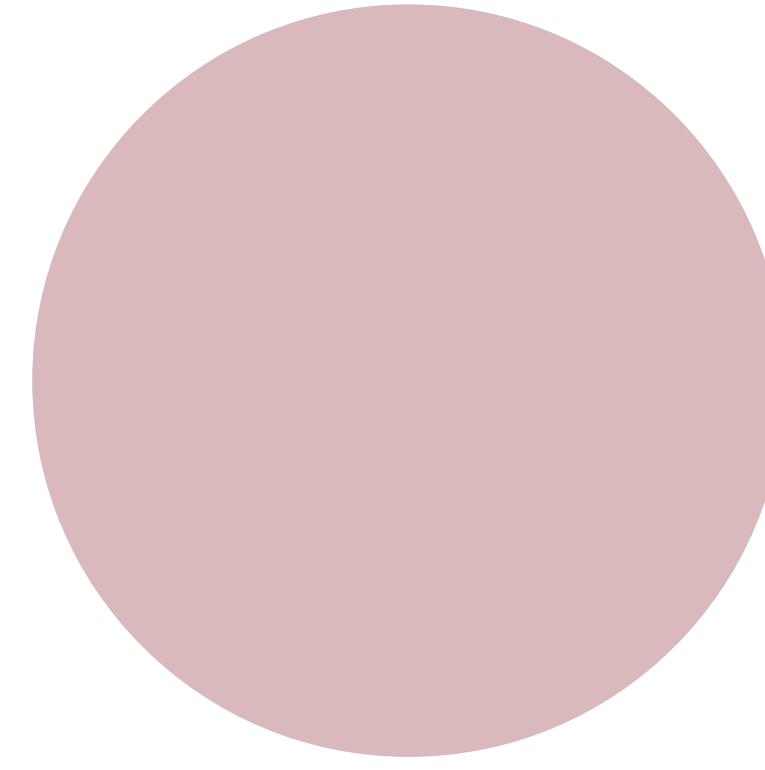
CMYK: 98, 67, 43, 29



HEX: #d78f34

RGB: 215, 143, 52

CMYK: 14, 48, 93, 1



HEX: #dab9bc

RGB: 218, 185, 188

CMYK: 13, 28, 18, 0



HEX: #fafdfc

RGB: 250, 252, 251

CMYK: 1, 0, 1, 0

TYPOGRAPHY - PRIMARY

Jost Font Family *sub headers, body copy*

Jost, a modern font family characterized by its crisp angles and slender proportions. With its versatile range of 7 different widths, Jost is perfectly suited for a wide spectrum of applications, excelling in both headings and body text.

Regular Career Coach

Regular Italic Career Coach

Medium **Career Coach**

Medium Italic Career Coach

Semi-Bold **Career Coach**

Semi-Bold Italic Career Coach

Aa

TYPOGRAPHY - SECONDARY

Civane Regular *headlines*

It seamlessly blends structure with calligraphy, creating a versatile typeface for various design purposes. With 48 fonts across three widths and eight weights, Civane offers support for 72 languages and is suitable for advertising, display typesetting, websites, and more. Its classic lines and distinct features make it an excellent choice for a wide range of design projects, helping you make a lasting impact.

Light

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Medium

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Aa