Cynthia James
enterprises
CHAMPION FOR CHANGE

Style Guide

These branding guidelines are designed to ensure a consistent look and a consistent tone in all its communications.

Contents

The Business Name logo

Typography

Using brand colors

Use of imagery

CYNTHIA JAMES ENTERPRISES

Author + Speaker + Facilitator + Transformation Coach

Being called a Champion for Change is not accidental. I have spent over two decades in self-examination, higher education and working with people around the world that are seekers. These individuals are always searching for knowledge, wisdom and techniques to bring their gifts to the world. As a transformation coach, my work invites people to take deep dives into three areas: Inquiry, Introspection, and Integration. I believe that my job is to support individuals to find their authentic voices, heal habits and patterns that no longer support them, claim their freedom and create the life of their dreams.

MISSION

To inspire individuals, leaders and organizations to awaken to their full potential. Creating conscious awareness and powerful transformation.

VISION

A world where human beings are living healthy, fulfilled and purpose driven lives.

COLOR PALETTE

PANTONE 350 C

C	77
M	38
Y	100
K	29

R	52
G	90
B	43

HEX# 345a2b

PANTONE 350 C

C	59
M	55
Y	83
K	36

R	61
G	57
B	36

HEX# 3d3924

PANTONE 350 C

C	36
M	41
Y	100
K	9

R	153
G	122
B	38

HEX# 997a26

PANTONE 7534 C

C	20
M	15
Y	30
K	0

R	204
G	199
B	178

HEX# ccc7b2

PANTONE 7407 C

C	15
M	23
Y	86
K	0

R	217
G	179
B	71

HEX# d9b347

PANTONE 377 C

C	50
M	20
Y	100
K	5

R	145
G	172
B	62

HEX# 91ac3e

PANTONE 575 C

C	55
M	10
Y	100
K	45

R	95
G	130
B	64

HEX# 5f8240

PANTONE 7578 C

C	10
M	70
Y	100
K	0

R	220
G	117
B	47

HEX# dc752f

Image Guide

All images to blend with color palette.