



wild woman  
DIGITAL

*Brand Strategy*

# Introduction

Our brand is who we are. It's the set of ideas, emotions, and associations that come to mind whenever anyone thinks about Wild Woman Digital.

It's in our advertising, our websites & professional materials, our mailings, and in every communication that comes from us. But it's more than that too; our brand is in all of our activities - from talking to our users and partners right through to human resources, finance, and admin. It's also there in the way you talk to your colleagues and the way you interact with everyone else on behalf of Wild Woman Digital.





# Why Use This Guide

This guide is a central source of truth when it comes to choosing colours, fonts, imagery, icons and tone of voice. It should be used by all departments from sales to customer service, from UI designers to UX writers.

“The purpose of the branding platform is to create consensus, identity and pride inward and to give a clear, uniform and attractive profile outward.”

It lets everyone know exactly how to present your brand to the world. It guides the voice and design of all your content, from blog posts and presentations to learning spaces and business cards

# Foundations & Goals

WHO ARE WE AND WHAT DO WE STAND FOR?





# Elevator Pitch

Wild Woman Digital is the catalyst for fearless visionaries seeking to transcend the ordinary. Through deep soul excavation, we unveil the essence of your message, crafting brands that radiate authenticity and amplify impact.

# Purpose

Empowering daring souls to unleash their truth and make an undeniable mark on the world through authentic branding and websites.

# Diving Deeper into Purpose

At Wild Woman Digital, our purpose is the guiding force that drives every aspect of our work. We exist to empower daring souls to embark on a transformative journey of self-discovery and self-expression. We believe that each individual possesses a unique truth, a radiant essence waiting to be unveiled and shared with the world. Our purpose is to serve as guides and catalysts in this process, facilitating the exploration and amplification of that truth through authentic branding and digital presence.

WE BELIEVE THAT BY HONORING AND EXPRESSING OUR AUTHENTIC SELVES, WE NOT ONLY ENRICH OUR OWN LIVES BUT ALSO CONTRIBUTE TO THE COLLECTIVE EVOLUTION OF HUMANITY.



## Empowerment

We believe in empowering our clients to step into their authentic power, to embrace their innate gifts and talents, and to recognize the profound impact they can have on the world. Through our collaborative process, we provide the tools, insights, and support necessary for individuals to fully embody their truth and unleash their potential.



## Unleashing Truth

At the heart of our purpose is the belief that authenticity is the key to meaningful connection and impact. We are committed to helping our clients peel back the layers of societal conditioning, fear, and self-doubt to reveal the raw, unfiltered truth of who they are. This process of self-discovery is both liberating and empowering, allowing individuals to embrace their unique identity and share it with confidence and conviction.



## Making an Undeniable Mark

Our purpose extends beyond personal empowerment to a broader vision of collective impact. We believe that when individuals align with their truth and purpose, they have the power to create positive change in the world. By amplifying the voices of our clients and helping them cultivate a powerful digital presence, we enable them to reach a wider audience, inspire others, and leave an undeniable mark on the world.



## Authentic Branding and Websites

We believe that true authenticity is magnetic and that when individuals show up as their genuine selves, they attract the people, opportunities, and experiences that align with their goals. Through our branding process, we help our clients articulate their unique story, values, and vision, creating a brand identity that resonates deeply with their audience and reflects their authority.

# Vision:

To ignite a global movement of conscious leaders who lead with authenticity, transforming lives and shaping a new paradigm of possibility.

# Diving Deeper into Our Vision



## Igniting a Global Movement of Conscious Leaders

We envision a world where individuals from all walks of life are awakened to their inner truth and empowered to lead with authenticity and integrity. By connecting and uniting these conscious leaders, we seek to create a ripple effect that reverberates across continents, inspiring positive change and transformation at a global scale.



## Leading with Authenticity

True leadership begins with self-awareness, honesty, and vulnerability. We envision a new generation of leaders who are unafraid to show up as their genuine selves, embracing their strengths, flaws, and unique perspectives. These leaders lead not from a place of ego or self-interest but from a deep sense of purpose and authenticity, inspiring others to do the same.



## Strength Through Storytelling

We recognize the transformative power of storytelling to inspire, heal, and connect. Through sharing others' stories of triumph over adversity, resilience, and personal growth, we aim to encourage others to find strength in their own narratives. By amplifying the voices of leaders who have overcome life's battles and emerged stronger, we inspire others to navigate their own challenges with courage and resilience, fostering a community of support, empathy, and empowerment.



## Shaping a New Paradigm of Possibility

Finally, our vision encompasses the idea of shaping a new paradigm of possibility. We envision a future where outdated systems and beliefs are replaced by innovative ideas, inclusive practices, and a deep respect for the interconnectedness of all beings. We believe in the power of creativity, collaboration, and collective action to co-create a world that honors diversity, fosters equality, and celebrates the inherent worth and dignity of every individual.

# Mission

We commit to guiding our clients through a transformative journey of self-discovery, creating brands that resonate on a soul level and inspire profound connection and change.

# Diving Deeper into Our Mission

At Wild Woman Digital, our mission is more than just providing branding and design services. We are committed to guiding our clients through a transformative journey of self-discovery, empowering them to unearth the depths of their authenticity and purpose. Our aim is to create brands that transcend the superficial and resonate on a soul level, fostering profound connections and catalyzing meaningful change in both the individual and the collective consciousness.

## Transformative Journey

We recognize that the process of branding goes beyond the surface-level aesthetics. It is a journey of self-exploration and revelation, where clients uncover their true essence and unlock their full potential. We are dedicated to walking alongside our clients every step of the way, supporting them as they navigate this transformative path of self-discovery.

## Soul-Level Resonance

By tapping into the deeper layers of our client's being, we create brands that resonate authentically with their audience, fostering genuine connections and lasting impact.

## Inspire Profound Connection and Change

When individuals align with their true selves and express their authentic voice, they have the power to catalyze transformation, both within themselves and in the world around them. By empowering our clients to tap into the crux of their magic and share their message with the world, we aim to create a ripple effect of positive change that extends far beyond the individual.

In essence, our mission at Wild Woman Digital is to facilitate a journey of self-discovery and empowerment, creating brands that serve as vehicles for authentic expression, connection, and change. We are passionate about guiding our clients as they embark on this transformative path, and we are committed to supporting them every step of the way as they unleash their true potential and amplify their impact on the world.



# Values



## Authenticity

Seeking the truth and passion of your voice so that we can craft branding and messaging that connects on a personal level.



## Quality

We only take on one client a month, ensuring that each project gets the dedication and attention it deserves.



## Leadership

We work with our clients, keeping them actively involved in the branding process to finish with the best results.

# Target Audience

WHO DO WE SERVE?





# Target Audience Analysis

Wild Woman Digital caters to a specific niche within the entrepreneurial and thought leadership space: fearless visionaries who are on a mission to make a meaningful impact in the world.

# Our Target Audience Includes:



## Coaches

These are individuals who are passionate about guiding others on their journey of personal or professional growth. They seek branding that reflects their unique approach and resonates with their ideal clients.



## Speakers

Our audience comprises speakers who are dedicated to sharing their message with the world. They understand the power of branding in establishing their credibility and attracting speaking engagements on stages big and small.



## Podcasters

In the digital age, podcasting has become a powerful medium for storytelling and thought leadership. Our target audience includes podcasters who are committed to creating engaging content and building a loyal audience base.



## Thought Leaders

Thought leaders are individuals who are at the forefront of their respective industries, shaping conversations and driving innovation. They recognize the importance of branding in positioning themselves as authorities in their field.



## Public Figures

This category encompasses a diverse range of individuals, including authors, influencers, activists, and celebrities, who have a platform and a voice. They understand that effective branding is essential for leveraging their influence and making a meaningful impact.

# Key Characteristics

By understanding the unique needs and aspirations of our target audience, Wild Woman Digital can tailor our services and messaging to resonate with them on a deep and meaningful level. We strive to be more than just a service provider; we aim to be a trusted partner and ally on their journey to success and fulfillment.



## Fearless

Our audience is characterized by their courage to challenge the status quo and pursue their vision with unwavering determination.

## Visionaries

They are forward-thinking individuals who have a clear vision of the impact they want to make in the world.

## Authenticity Seekers

Our audience craves authenticity in all aspects of their lives, including their branding. They want their brand to reflect their true essence and values.

## Impact-Driven

They are driven by a deep desire to make a positive impact in the lives of others and the world at large.

## Connection-Orientated

Our audience understands the importance of building genuine connections with their audience and community.

# User Persona



**SARAH TAYLOR**

Transformational Coach  
Female, 35-45  
Urban professional

Sarah is a transformational coach who is passionate about empowering others to unlock their full potential and live a life of purpose and fulfillment. She seeks to establish a magnetic online presence, attract high-value clients, and expand her reach as a thought leader in her field. However, she faces challenges in crafting a brand that authentically reflects her essence and resonates with her target audience. As Wild Woman Digital, we are uniquely positioned to guide Sarah through this journey of self-discovery and empowerment, creating a brand that speaks directly to her unique personality and expertise while resonating with her ideal clients.

Sarah is a seasoned transformational coach with a wealth of experience in guiding individuals through personal growth and empowerment. She has dedicated herself to helping others unlock their full potential and live a life of purpose and fulfillment. As an urban professional, Sarah is immersed in a fast-paced environment, constantly seeking opportunities for growth and expansion in her field.

## Sarah's Goals:

### ★ **ESTABLISH A MAGNETIC ONLINE PRESENCE:**

Sarah understands the importance of having a strong digital presence in today's interconnected world. She aims to create a captivating online presence that reflects her unique personality and expertise, drawing potential clients and collaborators to her platform.

### ★ **ATTRACT HIGH-VALUE CLIENTS:**

Sarah is committed to attracting high-value clients who resonate with her message and are eager to embark on a transformative journey with her. She seeks to position herself as a trusted authority in her field, offering valuable insights and guidance to those who are ready to invest in their personal growth.

### ★ **EXPAND HER REACH AS A THOUGHT LEADER**

Sarah aspires to expand her reach and influence as a thought leader in the field of personal development and transformation. She is passionate about sharing her knowledge and experiences with a wider audience, inspiring others to embrace their authenticity and create positive change in their lives.

## Challenges:

### ★ **CRAFTING A BRAND THAT AUTHENTICALLY REFLECTS HER ESSENCE AND EXPERTISE INTO A COHESIVE BRAND IDENTITY**

Sarah faces the challenge of translating her unique essence and expertise into a cohesive brand identity. She wants her brand to authentically reflect who she is as a coach and resonate with her target audience on a deep level, but she may struggle to articulate her vision and differentiate herself from others in her field.

### ★ **RESONATING WITH HER TARGET AUDIENCE**

Sarah understands the importance of connecting with her target audience on an emotional level, but she may struggle to identify their needs and preferences. She wants her brand to resonate with her audience and inspire them to take action, but she may need guidance in crafting messaging and visuals that speak directly to their desires and aspirations.



# Messaging

HOW DO WE COMMUNICATE OUR VALUE?





# Brand Differentiators

Brand differentiators are the magical threads that weave through the fabric of your brand, setting you apart from the mundane masses. They're not just fancy words or shiny gimmicks; they're the heart and soul of what makes you, well, you.

# Deep Soul Excavation

## UNCOVERING THE ESSENCE OF OUR CLIENTS' TRUTH

At Wild Woman Digital, we believe that the most powerful brands are rooted in authenticity and truth. We go beyond surface-level branding to embark on a journey of deep soul excavation with our clients. Through introspective exploration and insightful questioning, we unearth the core essence of their being, revealing the unique magic that sets them apart. This process of soul excavation allows us to tap into the authentic voice and vision of our clients, enabling us to create brands that are deeply aligned with who they are at their core. By uncovering and amplifying the essence of our clients' truth, we create brands that resonate on a soul level, forging genuine connections with their audience and leaving a lasting impression.

# Authenticity Amplified

## CRAFTING BRANDS THAT RADIATE WITH AUTHENTICITY

Authenticity is at the heart of everything we do at Wild Woman Digital. We believe that authenticity is not just a buzzword but a guiding principle that informs every aspect of our work. We are passionate about helping our clients embrace their true selves and express their authentic voice through their branding. From the visual identity to the messaging and beyond, we ensure that every element of our clients' brands radiates with authenticity. By staying true to who they are and what they stand for, our clients are able to connect with their audience on a deeper level, building trust, loyalty, and lasting relationships. Our commitment to authenticity sets us apart in a world where superficiality often reigns, allowing us to create brands that are genuine, impactful, and enduring.

# *Fearless Visionaries*

## JOINING THE RANKS OF THOSE WHO DARE TO DEFY THE STATUS QUO

At Wild Woman Digital, we are passionate about working with fearless visionaries who dare to defy the status quo and blaze their own trails. We believe that true innovation and transformation come from those who are willing to challenge the norms and step outside their comfort zones. Our clients are not content with following the crowd; they are pioneers, trailblazers, and change-makers who are committed to making a difference in the world. We are honored to join them on their journey, supporting them as they courageously pursue their visions and bring their dreams to life. By aligning ourselves with fearless visionaries, we are able to create brands that are bold, visionary, and revolutionary, embodying the spirit of innovation and possibility.

# Positioning Statement

Wild Woman Digital is the premier branding agency for fearless visionaries who seek to transcend the ordinary and make an undeniable mark on the world through authentic, soul-centered branding.

# Brand Buzzwords

These brand buzzwords resonate within the soul of our brand, infusing it with energy, vitality, and authenticity. They are the potent essences distilled from the depths of our magic, capturing the vision of who we are and what we stand for in a few magnetic words.



FEARLESS

AUTHENTIC

IMPACTFUL

SOULFUL

VISIONARY

TRANSFORMATIONAL

EMPOWERING

CONNECTION

MAGNETIC

UNCONVENTIONAL

# Emotional Impact

The emotional impact of Wild Woman Digital's branding and design services goes far beyond aesthetics. We aim to evoke a range of profound emotions that resonate deeply with both our clients and their audience.

# Here's an expanded look at the emotional impact we strive to achieve:

## 1. Inspiration

We seek to inspire our clients to reach new heights of creativity, authenticity, and vision. Through our transformative branding process, we illuminate possibilities and ignite the spark of inspiration within them. By showcasing the potential of their unique voice and message, we empower them to step into their power and unleash their creativity in ways they never thought possible.

## 2. Empowerment

Empowerment lies at the heart of everything we do. We believe in empowering our clients to embrace their truth, own their story, and stand confidently in their authenticity. Through our collaborative approach and empowering guidance, we equip our clients with the tools, knowledge, and confidence they need to take control of their brand and their narrative, empowering them to make a meaningful impact in their industry and beyond.

## 3. Connection

At Wild Woman Digital, we understand the power of connection in building meaningful relationships and fostering community. Through our authentic branding and design services, we create brands that resonate on a soul level, forging genuine connections with our clients' audience. By authentically sharing their story and values, our clients are able to connect with their audience on a deeper level, building trust, loyalty, and lasting relationships that transcend transactions.

## 4. Liberation

Our branding process is about more than just creating a beautiful logo or website; it's about liberation. We liberate our clients from the constraints of conformity and empower them to embrace their true selves fully. Through our transformative journey of self-discovery and expression, we free our clients from the limitations of societal expectations, allowing them to step into their authenticity with confidence and grace.

## 5. Transformation

Transformation is at the core of our mission at Wild Woman Digital. We believe in the power of branding and design to catalyze profound personal and professional transformation. By uncovering the essence of our clients' truth and amplifying their authentic voice, we create brands that not only inspire change but also embody it. Through our work, we empower our clients to transform their lives, their businesses, and the world around them, leaving a lasting legacy of impact and inspiration.





# Service Benefits

## 1. Unveiling Your Authentic Essence

Our primary service benefit is guiding you on a journey of self-discovery to unveil your authentic essence. We believe that your brand's true power lies in authentically representing who you are at your core. Through in-depth consultations, introspective exercises, and soulful exploration, we help you uncover the unique qualities, values, and experiences that define your essence. By aligning your brand with your authentic self, you not only differentiate yourself in the marketplace but also create a deep sense of resonance and connection with your audience.

## 2. Connecting Deeply with Your Audience

Once your authentic essence is unveiled, we craft branding elements that resonate deeply with your audience. By infusing your brand with authenticity, emotion, and relatability, we create an instant connection with your target audience. From your visual identity to your messaging, every aspect of your brand is designed to evoke an emotional response and foster genuine connections. As a result, you are able to cultivate a loyal following of supporters who resonate with your story, values, and mission, leading to increased engagement, loyalty, and advocacy.

## 3. Amplifying Your Impact and Influence

By authentically representing who you are and what you stand for, your brand becomes a powerful vehicle for amplifying your impact and influence. With a clear and compelling brand identity, you are able to cut through the noise and capture the attention of your audience. Whether you're launching a podcast, speaking at events, or promoting your products and services, your brand serves as a beacon that attracts like-minded individuals and inspires action. As your impact grows, so too does your influence, allowing you to effect positive change in your industry, community, and beyond.

## 4. Establishing Authority and Leadership

Finally, our service benefits extend to establishing unwavering authority and leadership in your field. By aligning your brand with your authentic essence and connecting deeply with your audience, you naturally position yourself as a trusted authority and thought leader. Your brand becomes synonymous with expertise, credibility, and innovation, earning you the respect and admiration of your peers and competitors alike. With a clear sense of purpose and direction, you are able to lead with confidence, inspire others with your vision, and shape the future of your industry.

# Avoid Words

Let's delve deeper into the language Wild Woman Digital avoids to ensure the integrity and authenticity of our brand:



## Conventional

We steer clear of the term “conventional” as it implies adherence to norms and traditions without room for innovation or individuality. Wild Woman Digital celebrates the unconventional, the daring, and the unique. We believe in breaking free from the constraints of conventionality and embracing the full spectrum of creativity and expression. By avoiding this word, we affirm our commitment to pushing boundaries, challenging norms, and paving new paths for our clients to follow.

## Superficial

The word “superficial” carries connotations of shallowness, insincerity, and lack of depth. At Wild Woman Digital, we reject superficiality in all its forms. We believe in the power of authenticity, depth, and substance. Our goal is to create brands that resonate on a soul level, forging genuine connections and leaving a lasting impact. By avoiding superficiality, we uphold the integrity of our work and ensure that every aspect of our clients’ brands is imbued with meaning, purpose, and authenticity.

## Cookie-cutter

The term “cookie-cutter” suggests a one-size-fits-all approach that lacks originality, creativity, and personalization. Wild Woman Digital rejects the notion of cookie-cutter solutions. We understand that every client is unique, with their own distinct vision, voice, and values. Our approach is tailored to the individual needs and aspirations of each client, ensuring that their brand reflects their authentic essence and resonates with their target audience. By avoiding cookie-cutter solutions, we honor the diversity and complexity of our clients’ stories and empower them to stand out in a crowded digital landscape.

# Brand Phrases

Our brand phrases serve as powerful tools for communication, marketing, and branding initiatives, helping to convey our brand's personality, mission, and unique selling propositions.

## Unleash Your Wild

We're not just another design agency; we're the catalyst for your untamed potential, empowering you to roar with authenticity in a world hungry for genuine connection

## One Journey, One Focus

We're not here to churn out projects; we're here to walk beside you on a singular journey of self-discovery, ensuring your brand shines with unwavering brilliance

## Embody Your Essence

Our branding process isn't just about aesthetics; it's about deep soul excavation. We strip away the layers to reveal your true essence, crafting brands that radiate with authenticity

## Lead with Soul

Leadership isn't about titles; it's about embodying your authentic self. We guide you on a journey of self-mastery, empowering you to lead with purpose and passion

## Creative Stardust Synergy

Our creative synergy is like picking the constellations out of star dust. It's all there already, it just takes the right eyes, heart and soul to find it.

## Amplify Your Impact

From podcasters to thought leaders, we amplify your voice in the digital wilderness, attracting tribes of devoted followers ready to heed your call to greatness

## Sacred Brand Alchemy

Transforming your essence into digital gold, we infuse every pixel with the essence of your soul, creating brands that resonate on a spiritual level

## Rise Above the Noise

In a world saturated with superficiality, we carve out a sacred space for your message to soar. Stand tall as a beacon of truth in a sea of mediocrity.

## From Vision to Reality

Your dreams are our blueprint. With meticulous attention to detail, we bring your vision to life, transforming ethereal ideas into tangible digital masterpieces

## Ignite Your Revolution

Join the ranks of fearless visionaries who dare to defy the status quo. With Wild Woman Digital by your side, you're not just a brand; you're a force of nature.

# Tone of Voice

HOW DO WE SOUND?





# Brand Archetype

## *The Magician*

Facilitating transformation and unlocking hidden potential through deep insight and mastery.

# More about our Magician Archetype:

The Magician archetype embodies the transformative power of deep insight, mastery, and spiritual connection. In the realm of branding and design, Wild Woman Digital channels the essence of The Magician archetype to facilitate profound transformation and unlock hidden potential in both our clients and their brands.

## 1. Facilitating Transformation

Like The Magician, we possess the ability to facilitate transformational journeys for our clients. Through our expertise in branding and design, combined with our intuitive insight and understanding of human psychology, we guide our clients through a process of self-discovery and evolution. We help them unearth their true essence, clarify their vision, and align their brand with their deepest values and aspirations. By harnessing the power of transformation, we enable our clients to step into their full potential and express their unique magic.

## 2. Unlocking Hidden Potential

The Magician archetype is adept at uncovering hidden truths and tapping into latent potential. Similarly, Wild Woman Digital has a knack for identifying the untapped brilliance within our clients and their brands. We delve beneath the surface to reveal the core essence of who they are and what they stand for. Through our collaborative process of exploration and discovery, we unlock their hidden potential and empower them to express it authentically through their branding and digital presence.

## 3. Deep Insight and Mastery

The Magician archetype is characterized by deep insight, wisdom, and mastery. At Wild Woman Digital, we leverage our years of experience, expertise, and intuition to guide our clients on their branding journey. Our team of skilled strategists, designers, and storytellers possess a deep understanding of the principles of branding, as well as a keen intuition for what resonates with audiences on a profound level. We combine this expertise with a commitment to ongoing learning and growth, continuously refining our craft to better serve our clients and help them achieve their goals. Through our mastery of branding and design, we empower our clients to captivate their audience, amplify their impact, and create meaningful change in the world.

In summary, Wild Woman Digital embodies The Magician archetype by facilitating transformation, unlocking hidden potential, and wielding deep insight and mastery to craft brands that resonate on a soul level and inspire profound connection and change.





# Brand Personality

Bold

Empowering

Visionary

Soulful

Empathetic

Inspiring

## Bold

Wild Woman Digital exudes a bold and fearless attitude in everything it does. We are unafraid to challenge the status quo, push boundaries, and explore new frontiers. Our boldness stems from our belief in the power of authenticity and innovation to drive meaningful change. We encourage our clients to embrace their uniqueness, take risks, and stand out boldly in a crowded digital landscape.

## Empowering

Empowerment lies at the heart of Wild Woman Digital's ethos. We are dedicated to empowering our clients to embrace their truth, unleash their potential, and amplify their impact on the world. Through our transformative branding process, we provide the tools, guidance, and support needed for our clients to step into their power and confidently share their message with the world.

## Visionary

Wild Woman Digital is driven by a visionary spirit that seeks to inspire and ignite change. We are committed to helping our clients envision a bold and compelling future for themselves and their brands. We encourage them to dream big, think outside the box, and imagine possibilities beyond their wildest imagination. Our visionary approach enables us to create brands that not only resonate with audiences today but also anticipate and shape the trends of tomorrow.

## Soulful

At Wild Woman Digital, we believe in infusing every aspect of our work with soul and authenticity. We approach branding as a deeply personal and transformative journey, rooted in self-discovery and self-expression. Our soulful approach allows us to create brands that are not only visually stunning but also rich in meaning and resonance. We strive to touch the hearts and souls of our clients and their audiences, fostering deep connections and lasting impact.

## Empathetic

Empathy is a cornerstone of Wild Woman Digital's approach to branding. We understand that each client is unique and has their own story, struggles, and aspirations. We take the time to listen, understand, and empathize with our clients' needs and desires, ensuring that every aspect of their branding reflects their authentic voice and vision. Our empathetic approach fosters trust, collaboration, and mutual understanding, allowing us to create brands that truly resonate with our clients and their audiences.

## Inspiring

Wild Woman Digital strives to inspire and uplift both our clients and their audiences. We believe in the power of storytelling, inspiration, and positive messaging to create meaningful connections and drive change. Through our work, we seek to inspire others to embrace their authenticity, pursue their passions, and make a difference in the world. Our goal is to leave a legacy of inspiration and empowerment that transcends the brands we create.

# Tone of Voice Characteristics

Tone of voice characteristics refer to the distinctive qualities or attributes of how our brand communicates its message through language. It is the style, personality, and emotional resonance of our brand's communication, whether it's in written, spoken, or visual form. These characteristics help shape how our brand is perceived by our audience and contribute to building a consistent and cohesive brand identity.



## 1. Authoritative yet Personal

Our tone of voice strikes a delicate balance between authority and intimacy. We speak with confidence and expertise, drawing upon our years of experience and deep knowledge of branding and design. We infuse our communication with a sense of warmth and connection with our audience.



## 2. Inspirational

Our tone of voice is infused with both inspiration and aspiration. We believe in the power of dreams and the potential for transformation. Through our words, attitude, and actions, we seek to ignite a spark of inspiration within our audience, encouraging them to dream big, embrace their authenticity, and pursue their passions with courage and conviction.



## 3. Encouraging

A tone of encouragement has the power to fuel confidence, foster growth, and propel our clients toward their goals and aspirations. We are committed to supporting and uplifting others on their journey of growth and self-discovery. Through our words, we offer ongoing encouragement, validation, and affirmation, reminding our audience of their innate strengths, resilience, and capacity for greatness.

# Pillars

The following pillars are foundational principles or core values that serve as the guiding framework for Wild Woman Digital. They represent the fundamental beliefs, ideals, and priorities that define the essence and identity of our brand.

## PILLAR #1

# Authentic Branding

We believe that authenticity is not just a buzzword but a fundamental principle that informs every aspect of our work. Our approach to branding goes beyond surface-level aesthetics; it delves deep into the essence of our clients' truth. We guide our clients through a journey of self-discovery, uncovering their unique voice, vision, and values. From there, we craft brands that authentically reflect who they are at their core, resonating with their audience on a soul level. Authentic branding builds trust, fosters loyalty, and creates meaningful connections that stand the test of time.

## PILLAR #2

# *Soulful Connection*

True connection is born from authenticity, empathy, and vulnerability. Our aim is to create brands that go beyond surface-level engagement; they inspire deep, meaningful connections with our clients' audience. We infuse every aspect of our branding with soul and intention, from the visual identity to the messaging and beyond. By tapping into the deeper layers of human experience, we create brands that resonate with the hearts and minds of our clients' audience, fostering genuine relationships and lasting impact.

### PILLAR #3

## *Fearless Leadership*

Fearless leadership is about more than just taking charge; it's about embodying courage, vision, and integrity in everything we do. At Wild Woman Digital, we empower our clients to step into their power and lead with confidence and conviction. We believe in challenging the status quo, pushing boundaries, and embracing the unknown. Our aim is to inspire others to rise to their highest potential, to dare to dream big, and to pursue their passions with unwavering determination. Fearless leadership is not about being fearless; it's about facing our fears head-on and moving forward with courage in pursuit of our dreams and aspirations.

# Proof Points

## 3 KEY METHODS TO ESTABLISH OUR AUTHORITY

Our proof points demonstrate the real-world impact of our work, showcasing the success stories of our satisfied clients and providing tangible evidence of the value we bring to their brands.

### 1. Testimonials

Testimonials are powerful social proof that validate the effectiveness and value of our services. At Wild Woman Digital, we prioritize client satisfaction, and our testimonials reflect the positive impact we've had on our clients' lives and businesses. These testimonials highlight the tangible results our clients have experienced, such as increased visibility, greater engagement, and enhanced credibility. By sharing the authentic voices of our satisfied clients, we build trust and confidence with potential clients, reassuring them that they're in capable hands when they choose to work with us.

### 2. Case Studies

Case studies provide in-depth insights into the process and outcomes of our work with clients. They offer a detailed narrative of the challenges our clients faced, the strategies we implemented, and the results achieved. Through case studies, we illustrate our ability to deliver tangible, measurable results, such as increased brand recognition, higher conversion rates, and improved customer loyalty. By showcasing real-world examples of successful brand transformations, we demonstrate our expertise, creativity, and effectiveness in delivering value to our clients.

### 3. Before & After Examples

Before-and-after examples offer visual evidence of the transformative power of our services. By presenting side-by-side comparisons of selected clients' brands before and after working with us, we highlight the tangible improvements we've made. These examples showcase the evolution of our clients' brands, from outdated or inconsistent visuals and messaging to cohesive, impactful identities that authentically reflect their essence and resonate with their target audience. Before-and-after examples provide compelling visual proof of the effectiveness of our approach and the significant impact we've had on our clients' brands.

# Design Direction

LOOK AND FEEL



# Mood Board

This mood board is a collection of images designed to evoke creativity for our brand style. Images used are not our own and are merely intended to inspire design direction.

*Nature-inspired imagery*

*Mystical elements*

*Golden Accents*

*Evocative storytelling*



# Winter Brand Season

Dramatic, opulent, cutting edge and luxurious. And grounded, understated, modest and minimalist. Winter is a season of extremes with an uncompromising and highly focused approach. It's a compelling, distinctive and highly aspirational look, whichever end of the spectrum you're aiming at.

The Winter personality is usually highly focused on the task in hand and excellent at both the big picture and drilling down into the detail. High end fashion, luxury cars or holidays as well as many financial services and banks are Winter personalities.

Colors are bright, intense and clear with a coolness about them, rather like the Winter personality. Geometric shapes, clean lines and an uncluttered and highly intentional look are essential in creating a strong, Winter look.

# Color Palette

These colors have been intentionally selected based on the psychology behind the Wild Woman Digital brand. They should be used throughout all brand activations, both online and offline, for print and web

## BLACK

HEX: 000000  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100

## WHITE

HEX: FFFFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

## SATIN SHEEN GOLD

HEX: C5963E  
RGB: 197, 150, 62  
CMYK: 0, 24, 69, 23

## DARK GOLDENROD

HEX: B8821B  
RGB: 184, 130, 27  
CMYK: 0, 29, 85, 28

## HUNYADI YELLOW

HEX: F0C36E  
RGB: 240, 195, 110  
CMYK: 0, 19, 54, 6

# Font Selection

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the quality and high-class feel of the Wild Woman Digital brand and should be used across all print and web applications.

Your Headline Goes Here

Forfelast Royalten

SUBHEADING OR SIDENOTE TEXT GOES HERE

Montserrat Regular

Lorem ipsum dolor sit amet. Aut ipsum neque et delectus quidem ut error iste rem aliquid pariatum est sunt iure aut quas nisi. Ab placeat quis aut repellendus autem nam consequuntur rerum ea recusandae dolore in inventore amet. At perspiciatis tempore aut necessitatibus fuga ab porro corrupti ut nesciunt aspernatur. Ut fugiat adipisci non voluptatum quibusdam et assumenda quia rem illum optio.

Montserrat Regular

*Accent font note*

Licorice

**PRIMARY BUTTON**

**SECONDARY BUTTON**

Montserrat SemiBold

Tertiary Button

This Brand Strategy has been  
created with magic by



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