

BRAND GUIDELINES



PRISM
LIFE DESIGN

PRISM Life Design

Founder: Bart A. Baggett,
author of the books
"The Magic Question" and
"Rich Happy Mind"

A step-by-step system for designing and living
your best life by harnessing the power of your
unconscious mind to work for you, every day.

01

Logo

The Logo

The PRISM Life Design logo reflects the brand's values and mission, and incorporates the brand colors.

PRISM
LIFE DESIGN

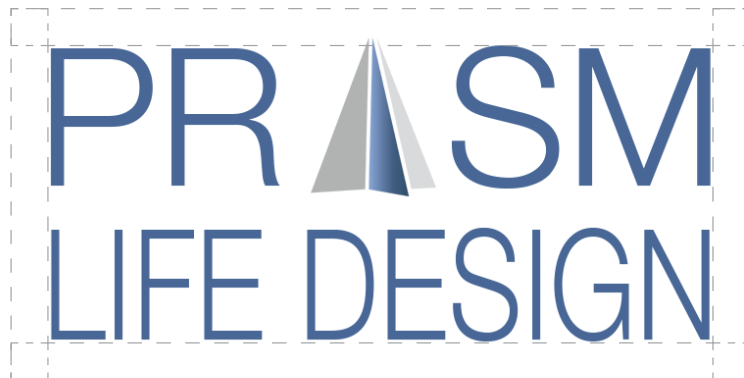
PRISM
LIFE DESIGN LIVE
Run Your Life Like A Million Dollar Business.

PRISM
LIFE DESIGN & ASSESSMENT
CERTIFIED CONSULTANT

 PRISM
HABIT TRACKER

 PRISM
HABIT TRACKER

Logo Usage



02

Brand Colors

Light Blue

C96% **M**58% **Y**16% **K**1%
R51 **G**102 **B**153
#336699

Light Blue (#336699): The HEX color code #336699 is a dark shade of blue that is commonly used in corporate logos and branding. It is often referred to as "Corporate Blue" or "Business Blue" and is considered a professional and trustworthy color.

- In the context of a corporate logo, the color #336699 may represent stability, security, confidence, and intelligence. It is often used by companies in the finance, technology, and healthcare industries to convey a sense of reliability and competence. The color blue is also associated with calmness and serenity, which can create a sense of trust and relaxation in customers. It is a versatile color that can be paired with other colors to create a range of different moods and aesthetics.

- Overall, the use of #336699 in a corporate logo suggests that the company is dependable, knowledgeable, and focused on providing high-quality products or services.

Silver / Metallic

C54% **M**43% **K**8%
R127 **G**127 **B**127
#7F7F7F

Silver / Metallic (#7f7f7f): This color represents innovation, modernity, and sophistication. It is used as a secondary color of the brand.

Bright Orange

C0% **M**82% **Y**95% **K**0%
R233 **G**83 **B**31
#E9531F

Bright Orange color: rgb(233, 83, 31);. This color represents energy and fun.

White

C0% **M**0% **Y**0% **K**0%
R255 **G**255 **B**255
FFFFFF

White (FFFFFF): This color represents purity, clarity, and simplicity. It is used to create a clean and minimalist look and feel.

03

Fonts & Typography

Aa

Montserrat - Bold

**Montserrat for the
brand name and
tagline**

Aa

Open Sans - Regular

**Open Sans for
body copy**

Montserrat - Bold

Bold

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m n o p q r

s t u v w x y z

Open Sans - Regular

Regular

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m n o p q r

s t u v w x y z

The brand voice of PRISM Life Design is inspiring, motivating, and supportive. It encourages people to take action towards their dreams and live their best lives.

Here are some examples of the brand voice:

- 1.** Get the breakthrough you have been looking for using the PRISM Life Design techniques
- 2.** Free Yourself from The Shackles of Your Faulty Money Beliefs And Experience The Success, Happiness, and Wealth You Have Dreamed of
- 3.** Our unique system of mental fitness strategies is the key to retraining your brain to achieve more in less time.
- 4.** We will help you learn 7-10 new 'habit forming' daily activities that break the cycle of frustration and disappointment which will result in more happiness, joy, money, and freedom.

Here the Core Emotional Values
which the company and all
participants resonate with:

Freedom

Integrity
Honesty
Trust

Fun
Laughing

Love & Kindness

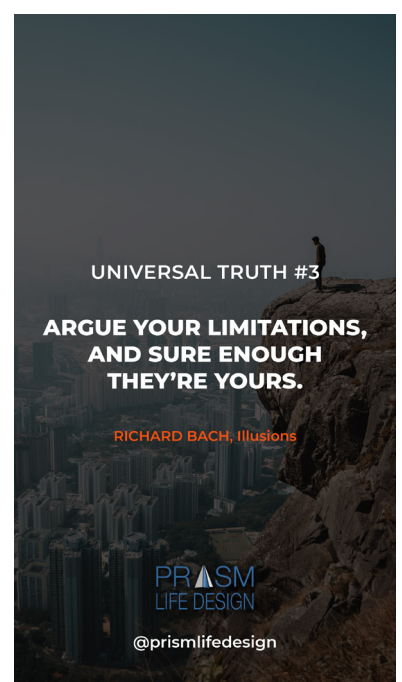
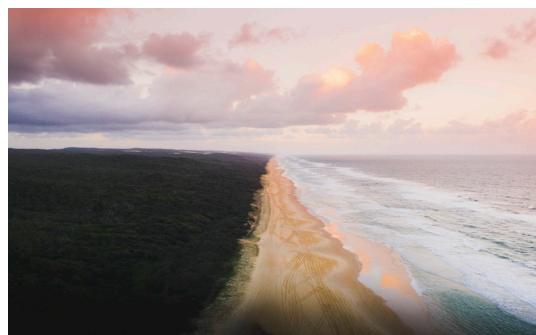
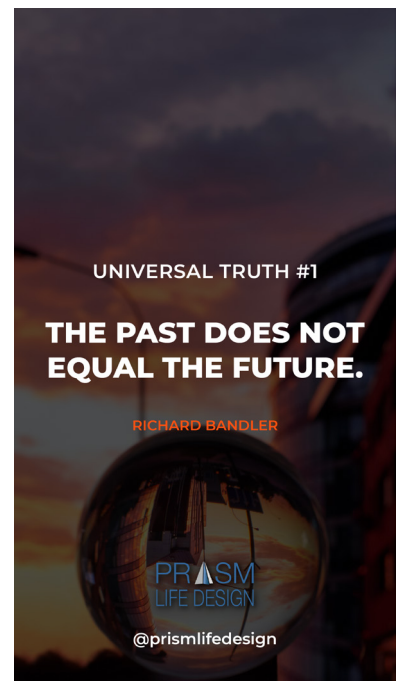
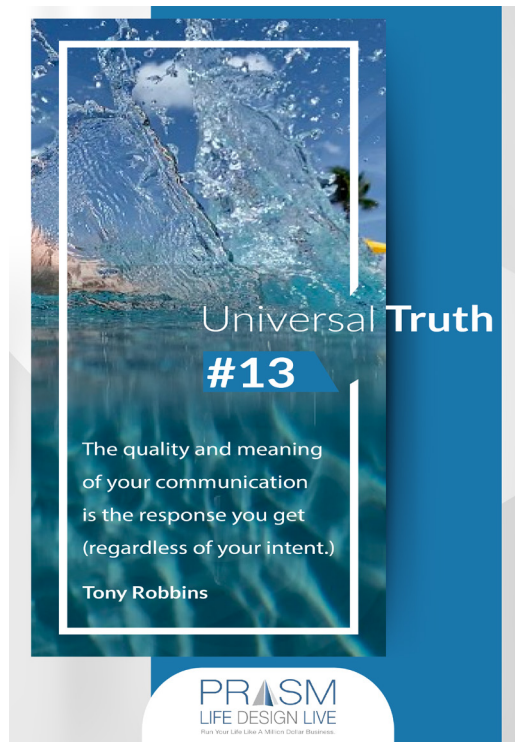
Making A Difference

Community &
Connection

06

Brand Elements

Imagery should be inspirational, but not generic or patronizing. If an image could have been on an motivational poster on an office wall in the 1980's, that image is not a good fit.



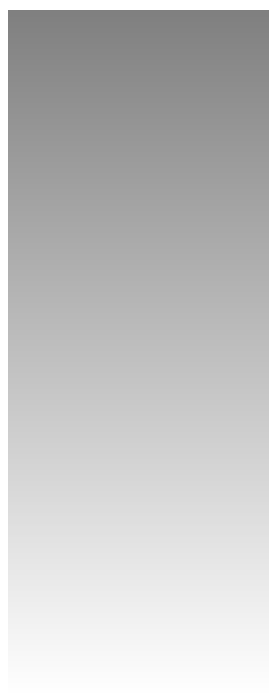
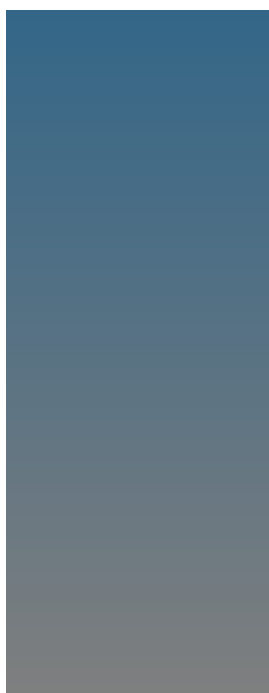
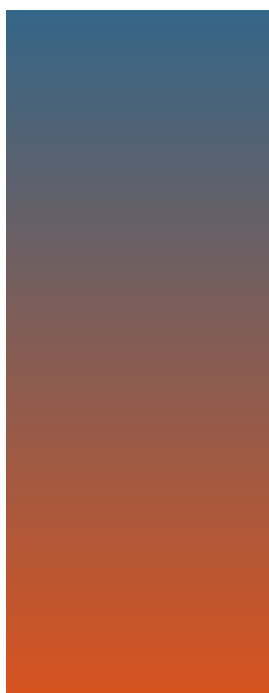
Icons:



Ornaments:



Gradients:



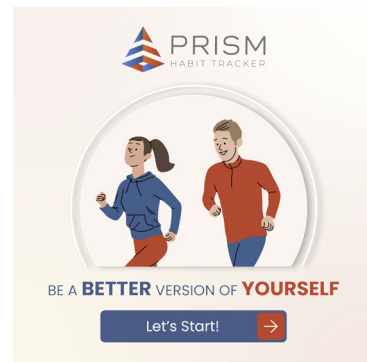
07

Products

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi iaculis nisl egestas tellus rutrum.



Self Help Books



Mobile App



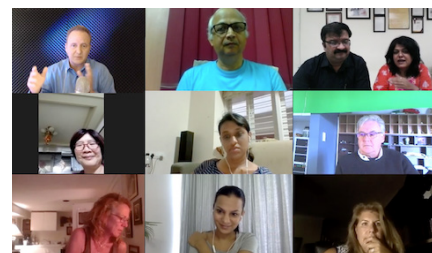
One-on-one Coaching



Seminars



Video Courses



Zoom Classes



Happiness Journals



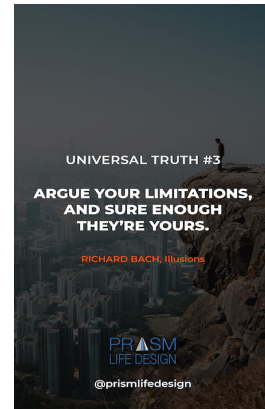
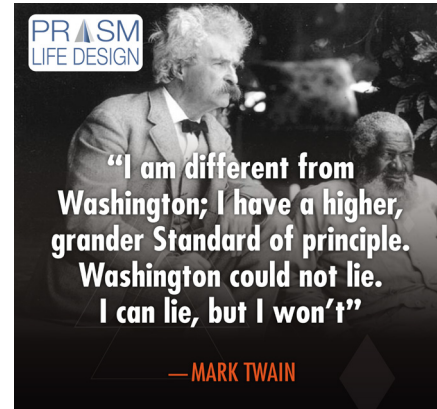
Audio Books

08

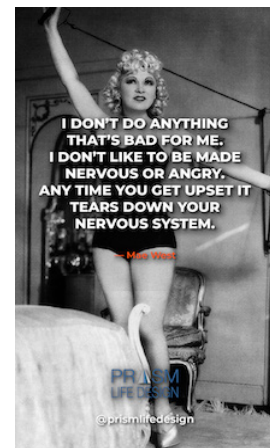
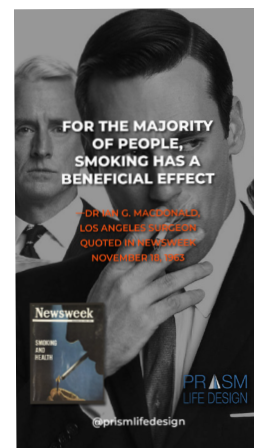
Social Media Assets



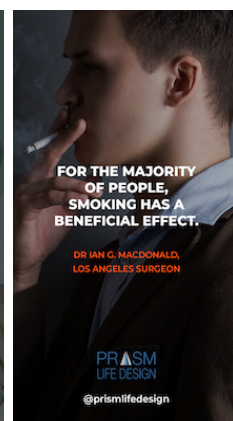
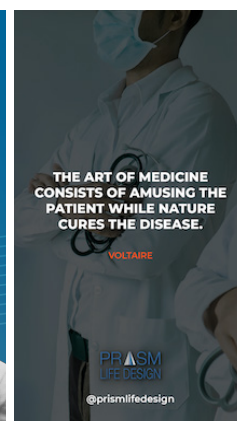
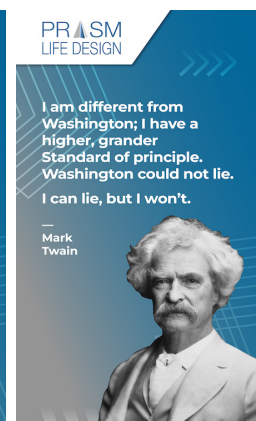
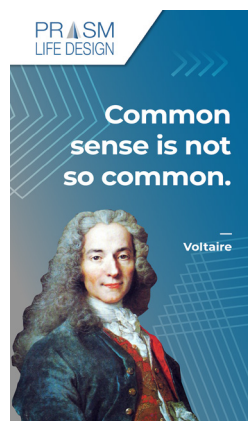
On Brand:



These designs were accepted because they are interesting and fit the design aesthetic.



Not On Brand:



These designs were rejected as being to boring, uninteresting, antiquated, and simply the image not matching the message or tone.

