



B R A N D B O O K



Transformation by Design!

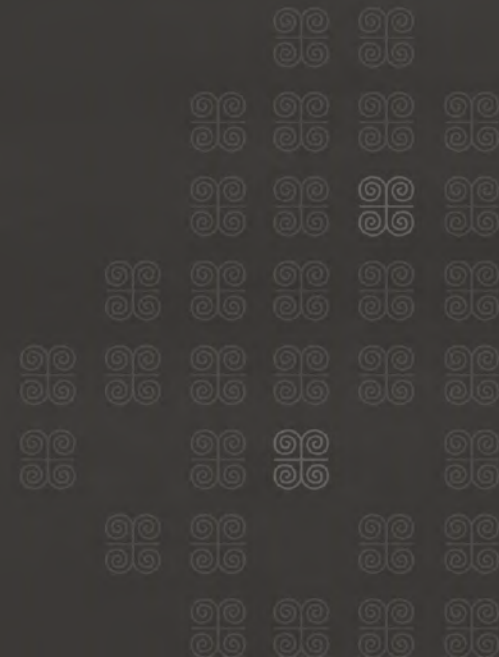


TABLE OF CONTENTS

WHO WE ARE	PAGE 4
1.1: DAREN THOMPSON BRAND STORY	PAGE 5
1.2: MESSAGING FRAMEWORK	PAGE 6
1.3: POSITIONING & TAGLINE	PAGE 6
1.4: TARGET AUDIENCE & BUYER PERSONAS	PAGE 6
1.5: BENEFITS	PAGE 8
1.6: STORIES & PROOFS	PAGE 9
1.7: BRAND PERSONALITY	PAGE 10
1.8: PHOTOGRAPHY DIRECTION	PAGE 11
 LOGO ELEMENTS	 PAGE 12
2.1: DAREN THOMPSON LOGO	PAGE 13
2.2: DESIGN ICON	PAGE 14
2.3: LOGO PROTECTION AND MINIMUM SIZE	PAGE 15
2.4: LOGO VERSIONS	PAGE 16
2.5: INCORRECT LOGO USAGE	PAGE 17
2.6: WATERMARK	PAGE 18
2.7: DESIGN ELEMENT	PAGE 19
2.8: DESIGN ELEMENT APPLICATION	PAGE 20
 COLOR PALETTE AND TYPOGRAPHY	 PAGE 21
3.1: COLOR PALETTE	PAGE 22
3.2: TYPOGRAPHY	PAGE 23
 APPLICATIONS AND STATIONERY SYSTEM	 PAGE 24
4.1: LOGO COLOR APPLICATIONS	PAGE 25
4.2: ELEMENT COLOR APPLICATIONS	PAGE 26
4.3: STATIONERY SYSTEM	PAGE 27
4.4: STANDARD LETTERHEAD	PAGE 28
4.5: STANDARD ENVELOPE	PAGE 29
4.6: STANDARD BUSINESS CARD	PAGE 30
4.7: EMAIL SIGNATURES	PAGE 31
4.8: POCKET FOLDERS	PAGE 32

Who We Are

1.1: OUR STORY

Due to the lack of access to appropriate and culturally responsive healthcare facilities, black men especially, find it difficult to find support when struggling with their self-image, mental and physical health. Daren Thompson had to learn this the hard way when he was dealing with an unsuccessful marriage, the death of his cousin and his overall unhealthy lifestyle. Through his unwavering, deep faith in God, hard work and determination, he managed to turn his life around and he is now inspiring to do the same for other black men who are experiencing similar struggles to him. Through his life coaching brand, he is here to guide them to the self-changing journey of envisioning and designing their dream life. Ultimately living a happy, healthy, prosperous life.



1.2: MESSAGING FRAMEWORK

The Messaging Framework is a tool used to define the foundation of a brand, whether that brand is a person, a product, or a company. It is an integral part of messaging and serves as the foundation from which all forms of visual and verbal communications are derived. All brand decisions stem from the Messaging Framework.

One Simple Thing

The one simple word/idea that defines
Daren Thompson

Design

Positioning

How we want to be perceived

Daren Thompson offers life
transformation coaching to black men
who have lost their way and are willing
to design a new lifestyle to help them
live their purpose.

Tagline

A clarifying thought that associates us
with our target market

Transformation by Design!

1.3:

TARGET AUDIENCE & BUYER PERSONAS

Target Audience

- 40–65-year-old black men who are not happy with their life and feel like they have given up on themselves. They have been stuck in a spiral for too long and want to get out of this rut. Some of the reasons that might have contributed to their current state are: low self-esteem, poor health choices, relationship problems, loss of a loved one, unfulfilling career, substance abuse etc.

Buyer Personas

- A man in his mid-forties who wants to change his career path because he feels like he is stuck in a professional rut.
- A man in his forties or fifties who wants to exercise regularly and follow a specific dietary regime. He has tried everything else but nothing has worked so far.
- A middle-aged man who had to deal with the loss of a loved one and feels like there's no escape to the sadness and sorrow he is constantly experiencing.
- A 60 - something year old who wants to start over with his life and doesn't know where to begin.
- A man relatively young in his mid-forties who is at risk of developing diabetes.
- Someone who wants to build a deeper relationship with his partner.
- A man in his fifties who wants to get unstuck from the unhealthy patterns he has created in his life. Toxic relationships, people-pleaser, learning how to say no, putting himself first etc.
- A middle-aged man who wants continued growth and success in growing his business and leading his team.
- A man in his sixties who feels the pressure of having to have his life together.

1.4:

FUNCTIONAL BENEFITS

The reasons why our consumers benefit from us

EMOTIONAL BENEFITS

Why do consumers believe they benefit from us; why do they tell themselves to do business with us?

Self-assertive

Daren Thompson will teach how to be more assertive in personal and professional relationships with others.

Confidence

Daren Thompson has all the necessary techniques to help you develop your confidence and self-belief. He will help you raise your self-esteem and create a positive outlook on life, starting from within yourself. A healthy body comes from a healthy mind.

Identify your strengths

Daren Thompson will make you get a better sense of who you are, unearth your skills, talents and gifts, and discover what gives your life true meaning

Overcoming Grief

Daren Thompson knows firsthand the long, never going feeling of grieving over the loss of a loved one. A feeling that will never go away, however with his guidance and coaching it can turn to an album full of happy memories filled with joy and give you inspiration to go on with your life, stronger than ever.

Health-conscious

It's not about getting on a diet and losing weight, Daren Thompson will be your ultimate guide on changing your entire lifestyle in order to be happy and healthy.

Emotional support

It is extremely difficult to grow without confronting the thing that limits you. Daren Thompson will be your emotional support throughout the whole journey of you learning how to ask for help and not feel like a burden, have those hard conversations you have overplayed in your head so many times and change your life for good.

1.5: STORIES

A simple way to explain how customers benefit from Daren Thompson

PROOFS

Proofs that support our claims.

A recently divorced middle-aged man who feels like he has lost everything and has no motivation or desire to start over.

A recently divorced middle-aged man who has talking sessions with Daren Thompson learns how to love and appreciate himself without the need to be in a relationship.

A forty-something black man who if he doesn't change his unhealthy lifestyle might soon develop diabetes.

A thirty-something black man who takes Daren Thompson's guidance and proper education on how to take care of his body and treat it like a temple, and ultimately changes his entire lifestyle and says goodbye to diabetes forever. It's not about the right diet, it's about having the right mindset.

A fifty-something black man who is overworked and feels completely burned out and stuck in a life he doesn't want.

A forty-something black man who feels stuck in a career he doesn't want takes Daren Thompson's tips and learns that he can start his life over no matter his age or life-stage.

A middle-aged black man who has put almost all his focus on his career and cannot seem to find the balance between work and personal life.

Middle aged black man who after consulting with Daren Thompson is relearning how to find the perfect work-life balance.

1.6: BRAND PERSONALITY

What personality do we want to permeate through our communications?

Trustworthy

The target audience can trust and fully believe that they are going to be guided by someone who truly cares about them and knows and fully understands all their struggles because he had to overcome all of them in order to be in the position he is now.

Knowledgeable

At Daren Thompson we are constantly thinking of ways on how to provide more education on healthy nutrition to the black community. **Eating healthy** can help you lose weight, have more energy and prevent many diseases.

Inspiring

Daren Thompson's ultimate objective is to keep inspiring his supporters to become the better version of themselves. Whether it is through spiritual awakening, healthy living, building a stronger confidence or putting more emphasis on their education.

Honest

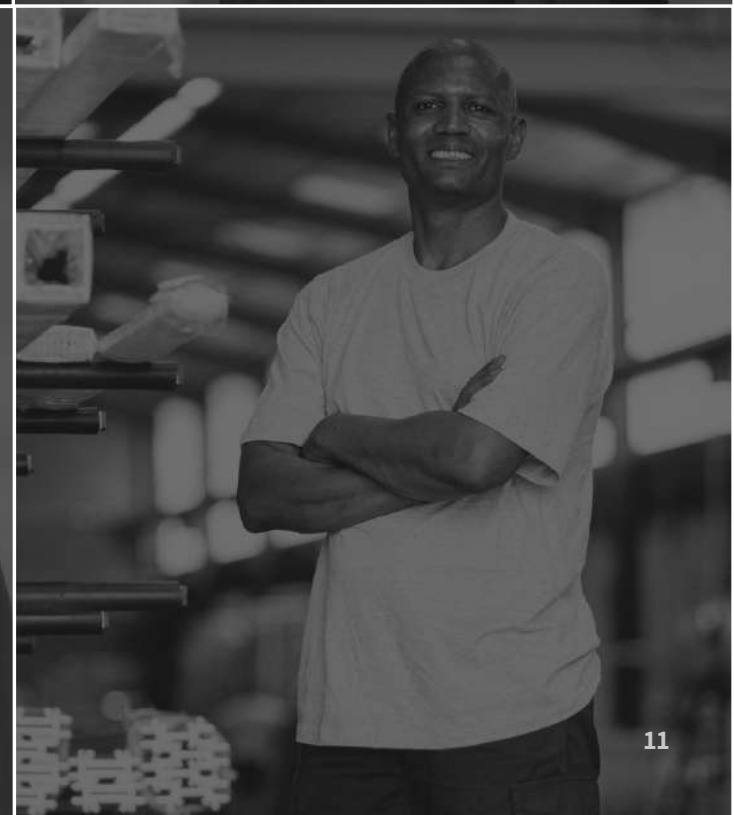
Honesty is something we deeply value at Daren Thompson. You can't change yourself without being extremely honest with yourself. Learning to accept all your flaws and imperfections is a long but satisfying process of self-healing and self-acceptance.

Caring

Daren Thompson deeply cares about everyone who chooses to learn from him and follow his path. Caring is part of his brand identity, and wants to make sure his supporters feel cared after and appreciated throughout their whole life-changing journey.

1.7: PHOTOGRAPHY DIRECTION

There is an 83% dark gray mask over all photography of users or professional. It's the color used to convey certainty and authority.



Logo Elements

2.1:

DAREN THOMPSON LOGO

The new logo is used to identify Daren Thompson, increase brand recognition, and differentiate Daren Thompson from competitors.

A logo is the combination of an icon, wordmark, and color. Below is a breakdown of what each represents for Daren Thompson.

Wordmark:

The wordmark is the actual name of the company. The wordmark is made of a sans serif font, which gives the logo a modern touch that is scalable in print and mobile platforms.

Color:

Color is used to visually separate the two words as well as representing the two sides of the business, which protects users to outside threats.



2.2:
DAREN THOMPSON
ICON



2.3: LOGO PROTECTION & MINIMUM SIZE

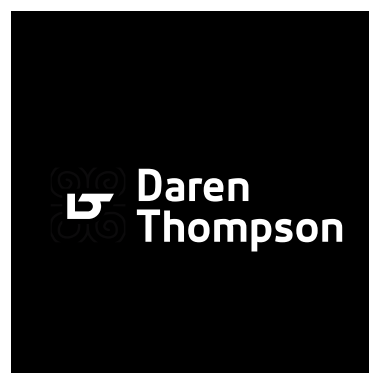
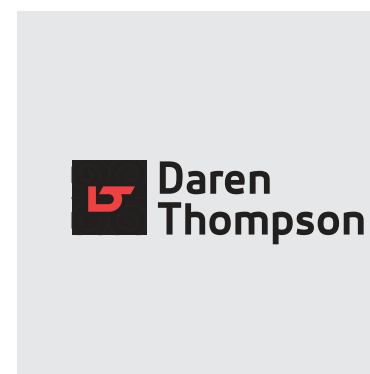
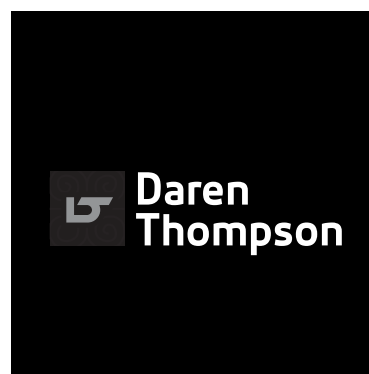
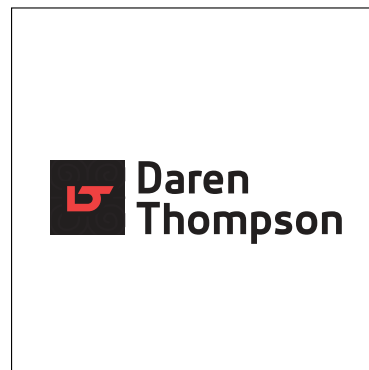
The protection area prevents other elements from invading the identity, ensuring presence, hierarchy, and readability. The protection area is the height of half of the logo.

None of the reductions may be less than the specified size. This measure has been defined to ensure the integrity of the identity.



3 cm wide

2.4: LOGO VERSIONS



2.5: INCORRECT LOGO USAGE



MONOCHROMATIC LAYERING



SHADOW



NON PROPORTION



PATTERNS OUTSIDE OF THE
MATCH ELEMENT



OUTLINE



GRADIENT

2.6:

WATERMARK

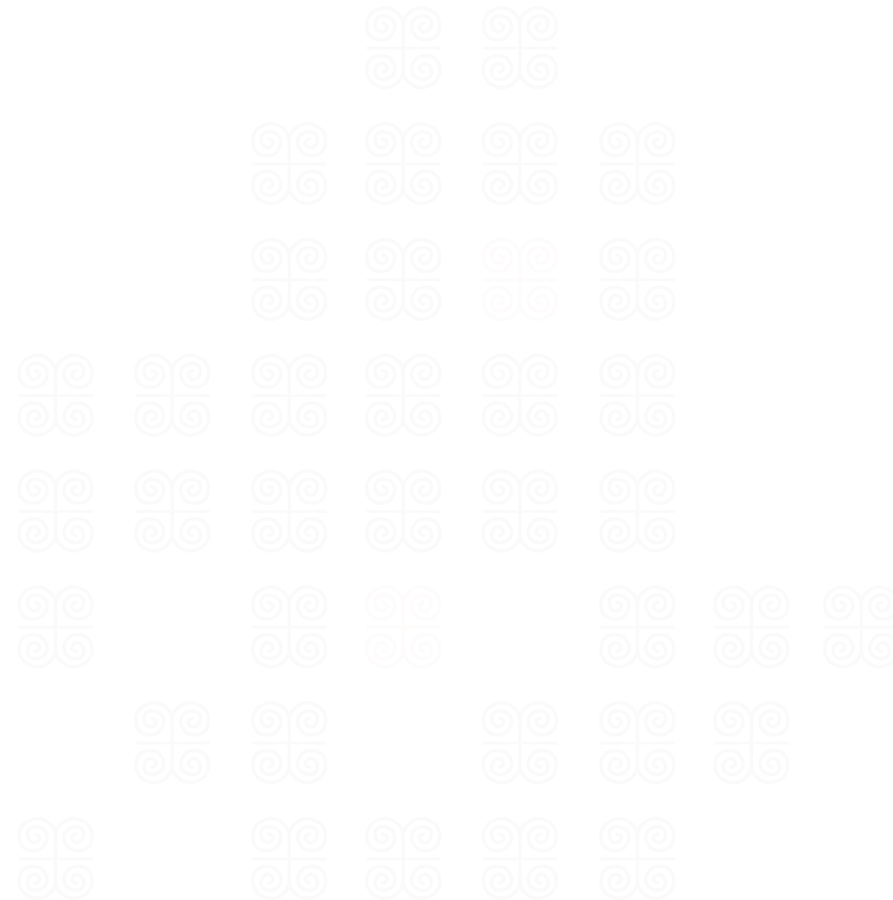
The watermark should be used in the following ways:

- As a lower border where there is information or copy.
- In business or marketing documents.

The watermark pattern is formed by a series of rams horns. It will be used at 20% of the original color.

It can be used for example:

- Folder interiors
- Envelope interiors
- Presentations
- Wall imagery
- Letterhead
- Packaging



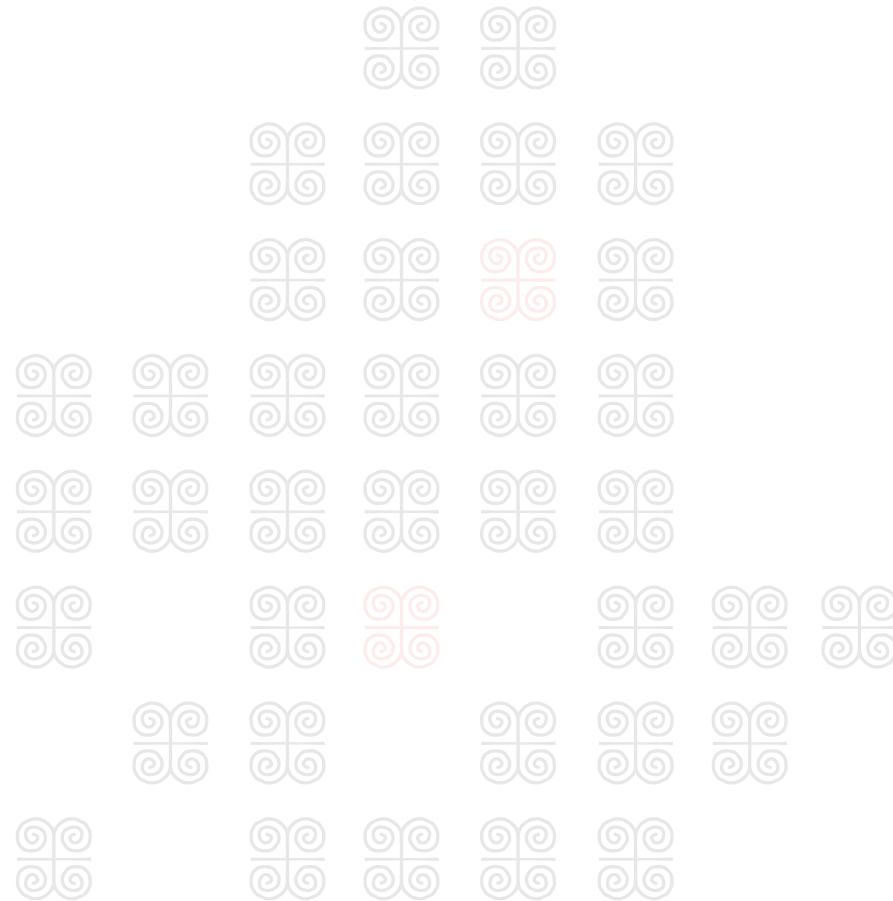
2.7: DESIGN ELEMENT

Design Element:

The Daren Thompson icon represents the initials of the brand. It's a symbol that comes from the continent of Africa which means "Strength". Dwennimmen, literally meaning "ram's horns," symbolizes that even the strong have to also be humble. The symbol is a bird's eye view of two rams butting heads, and the rams' horns symbolizes strength and humility through the characteristics of a ram.

The design element is turned into a pattern which forms a hand symbolizing the Darens services reaching people in the position of need.

The design element should always be placed on the right lower corner of the page on any material.



2.8: DESIGN ELEMENT APPLICATION

The brand will only show 25% of the brand element when used on photography. The element will be screened at 15%.



Color Palette & Typography

3.1: COLOR PALETTE

Color can influence decision making as well as increase trust for a brand.

The colors that have been selected coincides with the brand story of ethics, integrity, technology, and hope for making the world of technology and mankind better.

Red

The red color meaning is associated with excitement, passion, danger, energy, and action.

Black

Black is associated with boldness, formality, strength, luxuriousness, and seriousness.

Gray

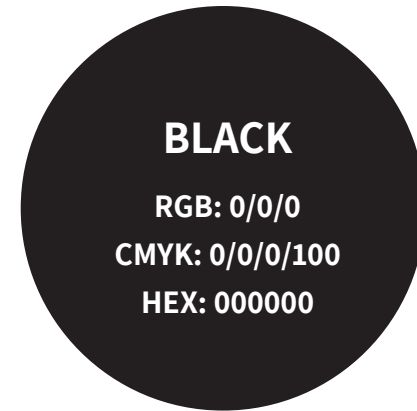
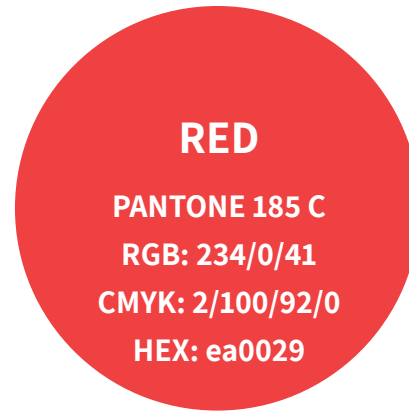
Gray is a sophisticated color that represents smarts, wisdom, and intelligence.

White

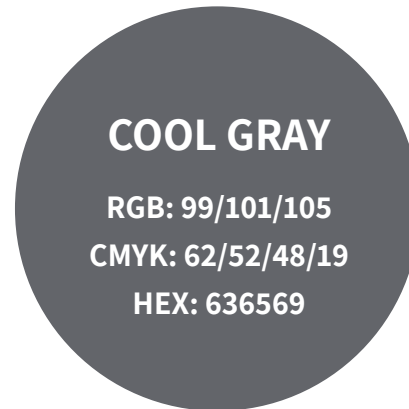
White represents purity, cleanliness, and integrity. White shouldn't be underestimated.

Brand Coverage Percentage: Primary 15% (Red and Dark Grey), Secondary 75% (Gray and White), Copy 5% (Black and Gray), and Accent 5% (Blue).

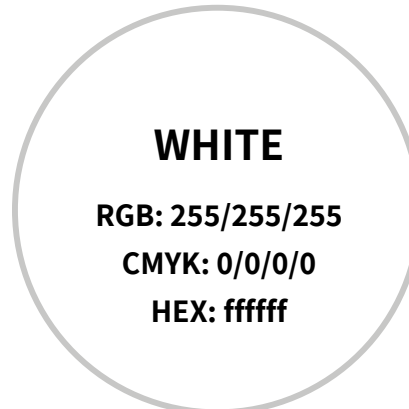
PRIMARY



COPY



BACKGROUND



3.2:

TYPOGRAPHY

Typography is an essential component in the construction of the brand image.

The proper management and consistent use of these fonts will support the recognition of the brand.

LOGO FONT:
ACCORD ALTERNATE W00 EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 (!@#\$%{...}^&*')

PRIMARY FONT:
ASSISTANT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 (!@#\$%{...}^&*')

COPY FONT:
HIND GUNTUR LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 (!@#\$%{...}^&*')

Applications & Stationery System

4.1: LOGO COLOR APPLICATIONS

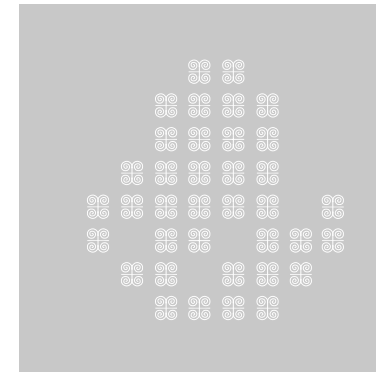
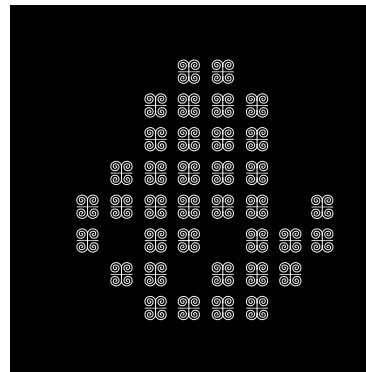
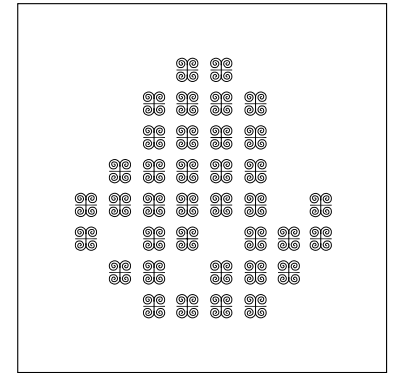
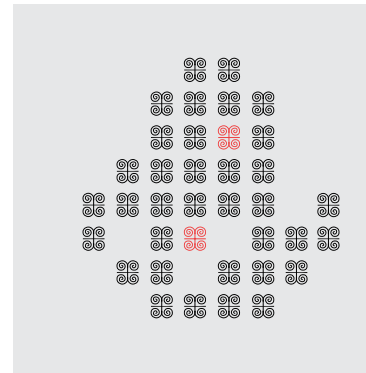
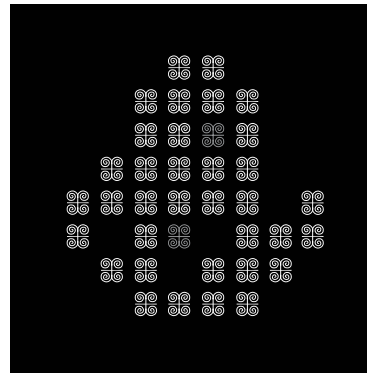
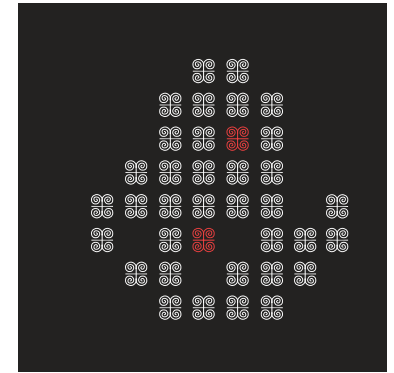
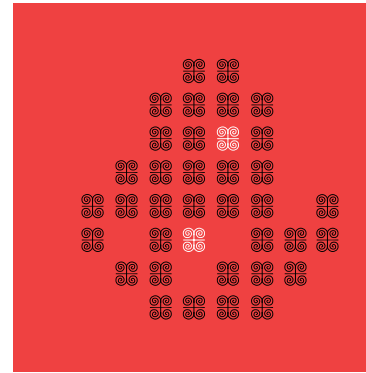
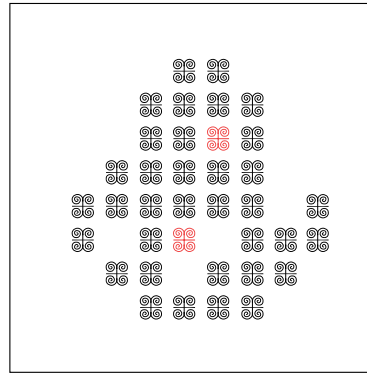
PRIMARY



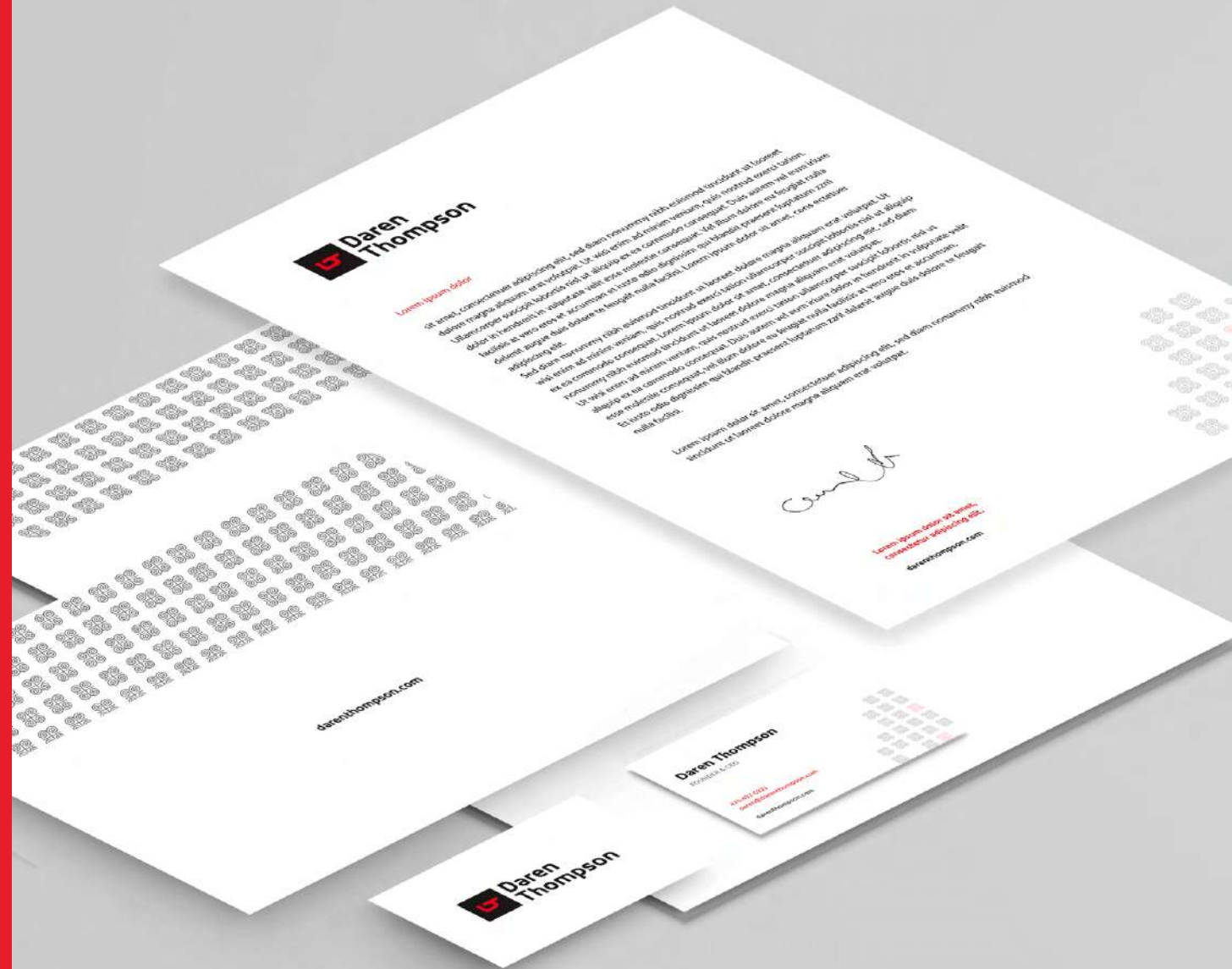
SECONDARY



4.2: ELEMENT COLOR APPLICATIONS



4.4: STATIONERY SYSTEM



4.5: STANDARD LETTERHEAD

Size: 8.5 x 11 inches

Color: 3/0 (Red and Black)



Lorem ipsum dolor

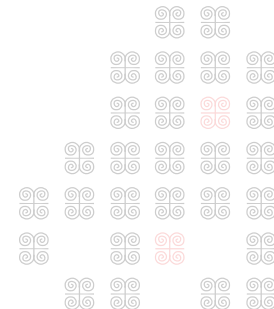
sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation. Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan. Et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

darenthompson.com

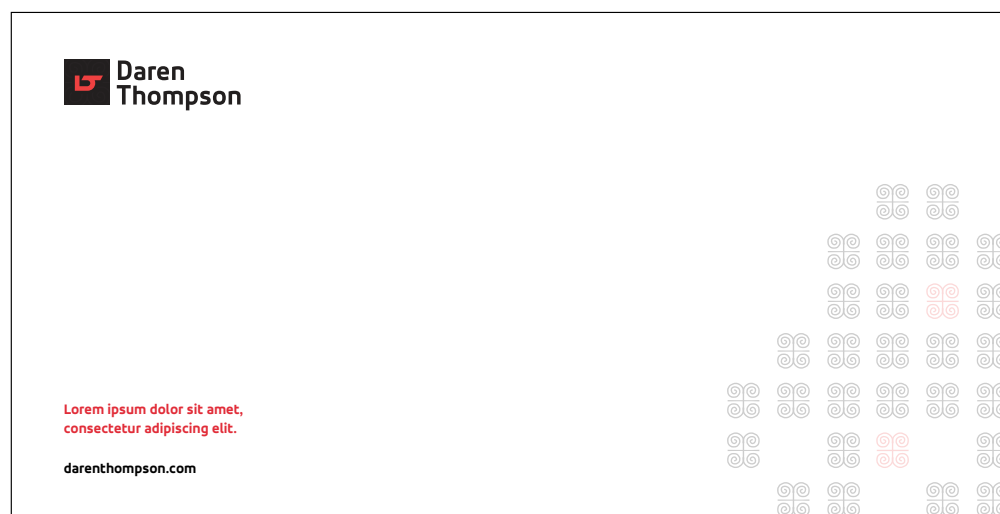


4.6:

STANDARD ENVELOPE

Size: #10 9.24 x 4.125

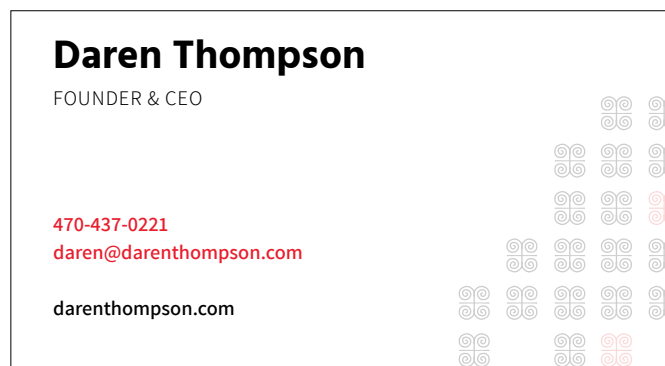
Color: 3/0 (Red and Black)



4.7: STANDARD BUSINESS CARD

Size: 3.5 x 2 inches

Color: 3/2 (Red and Black)



4.8: EMAIL SIGNATURES

Daren Thompson
FOUNDER & CEO

470-437-0221
daren@darenthompson.com

darenthompson.com



**Daren
Thompson**



Confidentiality Notice: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac urna ipsum. Nullam in libero at sem interdum eleifend. Donec interdum volutpat libero, a pharetra nulla. Maecenas tristique nunc at pulvinar pharetra. Sed lectus tellus, bibendum lacinia aliquam in, aliquet sit amet eros. Curabitur suscipit fermentum nibh, in fringilla mi convallis non. Phasellus sit amet ultricies nisi. Curabitur accumsan fermentum ante, sit amet gravida nibh

4.9: POCKET FOLDERS





www.darenthompson.com