

WORKWONDER

Identity Guidelines August 2020

Messaging Strategy

What I say and to whom.

The people I work with are a special breed: they lead departments, found nonprofits, and always seek to do better, for themselves and for the world.

I'm here to support them in the amazing things I know they can do more of – in the ways that make most sense for where they are in their journey. I meet my clients where they are, and endeavor to take them to the next level, and the next one – until we find their level best.

I'm not here to boss, baby, lecture or scold. Rather, to shine a light on each individual's capacity to experience hope, joy, success and the freedom to keep growing. I am here to inspire them to do and be their best.

I have been known to make magic happen, but I am not a miracle worker – my clients are. My promises are only as good as the ones my clients make to themselves. I help them find their way to achievable aspirations, to take them as far as they're willing to go.

I exist outside of the everyday, which allows me to think about the big picture: today, tomorrow, and the long term, and the indeterminable future. My gifts are my eagle-eye view, decades of experience, magical web of connections and personal power, conveyed vis-a-vis my confidence and cleverness.

I'm comfortable having conversations that are the hard to have: those about attachments, the way things were, yesterday's failures and tomorrow's aspirations. In uncertain times, I work to find comfort in uncertainty.

I am here to show them that I believe they're ready to "do the work."

I am here to serve as a pillar of strength, bolstering them from the outside in.

I am here to show the way to real success and the willingness to fail. We can figure it out together.

Language & Tone

How I say it and how I don't. From missives to an entire network, to intimate client conversations, word choice and tone of voice build or break trust.

While in the flow of thinking out loud, remember your intent. Healthy communication is powered by empathy, understatedness, and surety.

Rooted, not ethereal

Down-to-earth phraseology channels The Universe, without the woowoo.

LESS *"Whatever you manifest can be yours if you ask the universe for it."*

MORE *"Saying your goals out loud, with conviction, is your first step to making them real."*

Note: Speaking in the second-person, using "you" and "your" reminds the listener that it's all about them.

Inspire healthy boundaries, not cultish devotion

A positive-yet-realistic approach to goals, growth, and results encourages vulnerability and honors personal limitations.

LESS *"If you want to grow your company's revenues, I need you to trust me."*

MORE *"What are your non-negotiables? How would you feel most comfortable working through this together?"*

Respectfully honest honey catches more flies

Our experience is why they've called us here. Be all-knowing, not a know-it-all. Recognize their inherent wisdom in asking for help.

LESS *"Obviously what you've been doing hasn't worked."*

MORE *"It's so hard to let go of something you worked hard on. What can we put in its place?"*

Sophisticated is the new bad-ass

Elegance sells. Radiance speaks for itself. Aim not to kill them with kindness, but rather to convey generosity and grace.

LESS *"You could really kill it if you put your ass on the line more. Do you want this or not?"*

MORE *"There is a strength in how much you hold back. You might be surprised at what happens if you soften a bit."*

Mindfulness matters most; spirituality supports it

Real change comes from within, and it's bigger than us, too. Owning your role in growth and adapting to fate is true resilience.

LESS *"Oh well. It just wasn't meant to be."*

MORE *"It can be so frustrating when life gets in the way of what we wanted to happen, but scarcity is the greatest motivator for innovation."*

Tell the truth, but tell it with:

- Authenticity
- Approachability
- Purity
- Playfulness



A - WW ICON Gradient on True Blue, one-color when reproduced at smaller sizes



B - 2 LINE OK to use the gradient or a gray



C - 1 LINE OK to use the gradient or a gray, and it's OK to make it big!

Logo

The logo can be expressed as a single "WW" icon, a stacked, two-line version, or the full one-line version.

Always put the gradient on white, so it shines, and use darker, higher-contrast grays as the logos gets smaller in size, to aid in legibility.



Be sure to leave a single O's-worth of safe space around any logo reproduction!

Typography

Omnibus-Type's Chivo meets all of the identity's typographic needs, modulating size across a single weight, Regular. Other weights can be used as needed.

Always keep the heading-to-body ratio at least 2:1, if not greater. Track in or out as needed; Chivo tends to be overly letter-spaced, especially at larger sizes.

Text links are always in True Blue, which is the brand's action color.

Chivo is open-source, so no license or attribution is needed. The font used in the logo, Domaine Display, is licensed, and was purchased from Klim Type Foundry for this project.

WORKWONDER

LOGO Domaine Display Black, all caps; use only for the logo, never anywhere else

Crafting a growth plan is like setting an intention.

HEADINGS Chivo Regular, shown here at 36/42pt, -10 tracking

In my three decades of coaching and consulting, I've observed that true transformation comes from commitment, bravery and willingness to be vulnerable – even, and especially, when the future's uncertain.

BODY Chivo Regular, shown here at 14/19pt, -10 tracking

Icons made by Freepik from [flaticon.com](https://www.flaticon.com/).
Photos courtesy of [pexels.com](https://www.pexels.com/).

CAPTIONS Chivo Regular, shown here at 10/14pt, +10 tracking

Color

Workwonder's gradient, incorporating colors from Karen's past entities, forms the core of the palette, with True Blue as an accent and Oxford for a black.

The "power pastels" – Lavender, Salmon, Lemon and Teal – form the gradient *and* give us a group of secondaries, as well tertiaries that span between each. The grays, which give us a range to handle less important information, are tinted slightly blue.



True Blue

#344CC1 R52 G76 B193

Pantones

286 U, 2728 C

P 110-8 U C100 M35 Y0 K24

P 106-16 C C100 M52 Y0 K13



Wonder

Gradient, 60° angle

● Lavender 0%

● Salmon 33.3%

● Lemon 66.6%

● Teal 100%



Oxford

#38485C R56 G72 B92

Pantones

446 U, 445 C

P 117-16 U C100 M0 Y0 K60

P 111-16 C C100 M35 Y0 K60



Lavender

#B18DE8 R177 G141 B232

Pantones

2573 U, 2573 C

P 91-4 U C33 M52 Y0 K0

P 91-4 C C33 M52 Y0 K60

● #BD8EDB

● #C890CD

● #D491C0

● #DF93B2



Salmon

#EB94A5 R235 G148 B165

Pantones

701 U, 701 C

P 59-3 U C0 M52 Y30 K0

P 59-3 C C0 M52 Y30 K0

● #EDA391

● #EFB17D

● #F1C06A

● #F3CE56



Lemon

#F5DD42 R245 G221 B66

Pantones

7404 U, 116 C

P 4-8 U C0 M8 Y100 K0

P 7-8 C C0 M18 Y100 K0

● #D9DD5B

● #BDDD73

● #A2DD8C

● #86DDA5

● #6ADDBD



Teal

#4EDDD6 R78 G221 B214

Pantones

319 U, 319 C

P 121-6 U C72 M0 Y21 K0

P 122-5 C C61 M0 Y18 K15



Echo

#687483 R104 G116 B131

Pantones

7546 U, 7554 C

P 174-8 U C65 M48 Y37 K0

P 179-9 C C0 M0 Y0 K60



Manatee

#98A0AA R152 G160 B170

Pantones

Cool Gray 7 U, 7 C

P 174-5 U C51 M38 Y29 K0

P 179-7 C C0 M0 Y0 K47



Link

#BCC1C7 R188 G193 B199

Pantones

Cool Gray 5 U, 5 U

P 179-6 U C0 M0 Y0 K40

P 179-6 C C0 M0 Y0 K40



Iron

#E0E2E3 R224 G226 B227

Pantones

Cool Gray 3 U, 3 C

P 169-3 U C19 M16 Y19 K0

P 169-3 C C19 M16 Y19 K0



Ivory

#F8F8F7 R248 G248 B247

Pantones

Cool Gray 1 U, 2 C

P 179-2 U C0 M0 Y0 K11

P 179-2 C C0 M0 Y0 K11

Photography

Focus on people in moments of reflection, intensity and transformation. The wonder being worked is often at the individual level.

Diversity is also key—age, race, level of formality in dress, and emotion. We hold space for everyone to feel a wide range of emotions.

Backgrounds can be one-color (gray is best), or contain everyday life scenery—professional or personal.



BUTTONS



PRIMARY CTA
Chivo Regular
Ivory text
True Blue button
3px corner radius



SECONDARY CTA
Chivo Regular
Violet text
Violet outline
3px corner radius



TERTIARY CTA
Chivo Regular
Ivory text
Manatee button
3px corner radius

[Click here for more](#)

TEXT LINKS
Body format
True Blue text

ICONS



COACHING
Lavender–Salmon color range



CONSULTING
Salmon–Lemon color range



FUNDRAISING
Lemon–Teal color range

SUB-BRANDING

WORKWONDERNEWS

WORKGROWS+
WONDERGLOWS

WORKWONDER
REFLECTIONS

Original lockup in Manatee, paired with Domaine Sans Regular (needs to be purchased) in secondary colors

PATTERN



Elements

These complement the identity as needed, adding to and extending the brand's personality across various channels.

Buttons (top) are for use on the website, MailChimp emails, and any other interactive medium. Primary CTAs denote main actions, where secondary and tertiary formats are for less important actions.

Icons (middle) are for when we're talking about the services offered. They can also live one-color if necessary.



Sub-branding (below) is for any recurring event or communication that will take on its own name. Use the pattern when you need a background or decorative element to keep things fun!

