

**NICHOLAS**  
**WHITAKER**  
C O A C H I N G



BRAND

GUIDELINES

# BRAND GUIDELINES

NICHOLAS WHITAKER COACHING



Logotype

**Poppins**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ

abcdefghijklmnopqrstu  
vwxyz



**NICHOLAS**  
**WHITAKER**  
C O A C H I N G

# Logo



# Color



#CE8464

Primary color



#70CFF9

Secondary color



#0D2449

Base dark

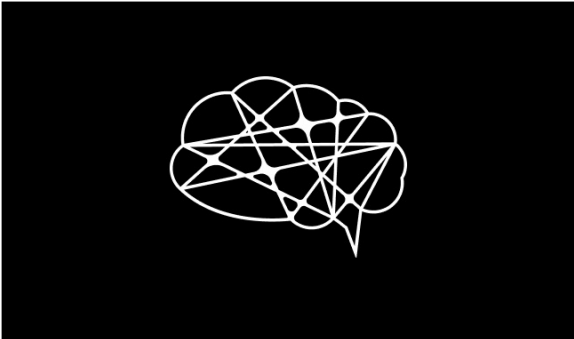
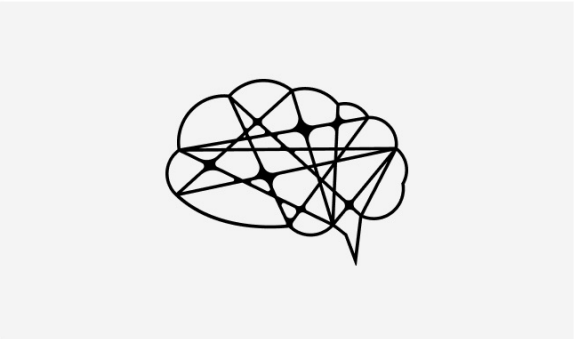
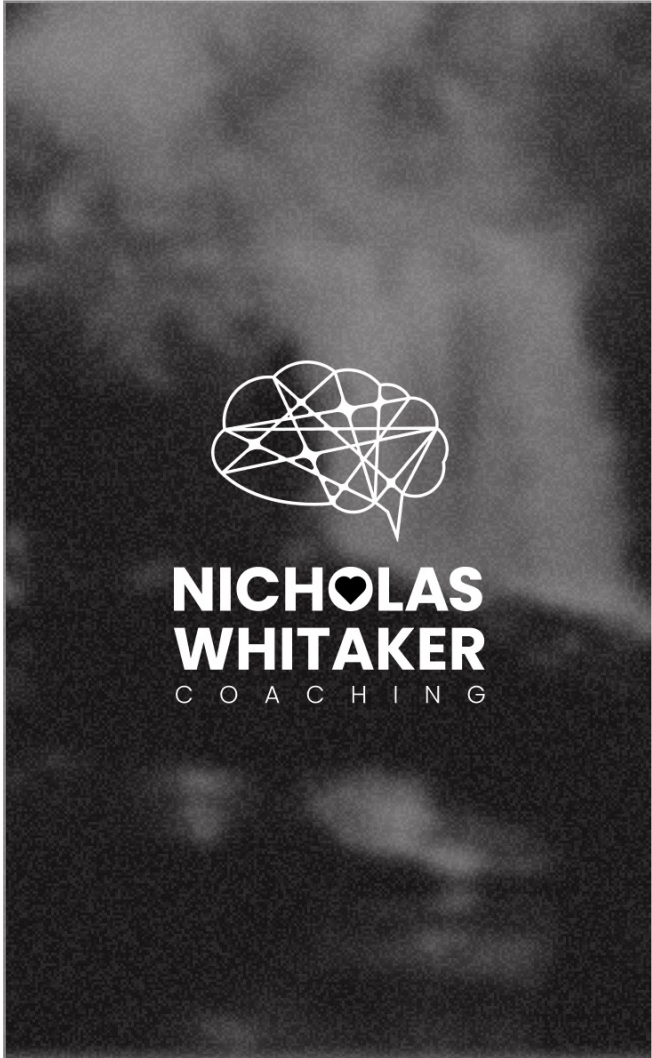


Blue Gradient



May you be well!

# Black white





# Mockups



**NICHOLAS  
WHITAKER**

Chief Wellbeing Officer And  
Coach for Tech Workers

**NICHOLAS  
WHITAKER**  
COACHING

**NICHOLAS  
WHITAKER**

Chief Wellbeing Officer And  
Coach for Tech Workers

**NICHOLAS  
WHITAKER**  
COACHING

**NICHOLAS  
WHITAKER**

Chief Wellbeing Officer And  
Coach for Tech Workers

**NICHOLAS  
WHITAKER**  
COACHING

**NICHOLAS  
WHITAKER**

Chief Wellbeing Officer And  
Coach for Tech Workers

**NICH  
WHI**  
COACHING

# Mockups



**MAY  
YOU  
BE  
WELL**