



BRAND STYLE GUIDE

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LOGO

PRIMARY

THE FOUNDATION OF VISUAL IDENTITY: PRIMARY LOGO USAGE

Using a logo correctly is an essential aspect of maintaining a cohesive brand identity. As a visual representation of Cynthia James Enterprises, our **Primary Logo** serves as the "anchor" for our entire ecosystem. To ensure the brand is easily recognizable and memorable, the primary logo must be applied to all marketing and advertising materials—even when a specific sub-brand is present.

Whether you are promoting the Women Awakening Podcast, a specific Intensive, or a Community Conversations event, the primary logo should remain visible to establish a professional "umbrella" identity. Consistency in color, font, and placement is crucial to building trust across all platforms, including websites, social media, and promotional items. By layering our primary logo alongside our sub-brands, we create a unified experience that reinforces Cynthia's authority as a Champion for Change.



LOGO SECONDARY

SUB-BRAND: WOMEN AWAKENING PODCAST

The Women Awakening logo is the dedicated visual identity for Cynthia's podcast and its associated media. While this sub-brand captures the specific energy of the show's global conversations, it should always be used in alignment with the primary Cynthia James brand standards to ensure a seamless connection between the podcast and the master brand.



COLOR

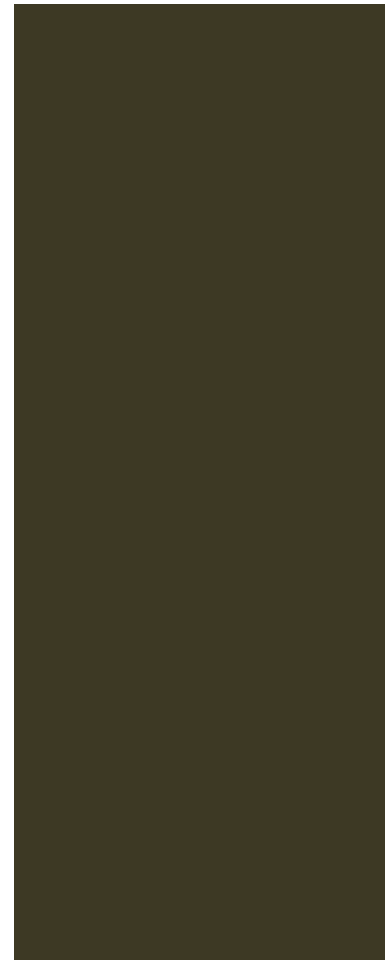
DEEP MOSS GREEN

RGB: 52, 90, 43
#345A2B



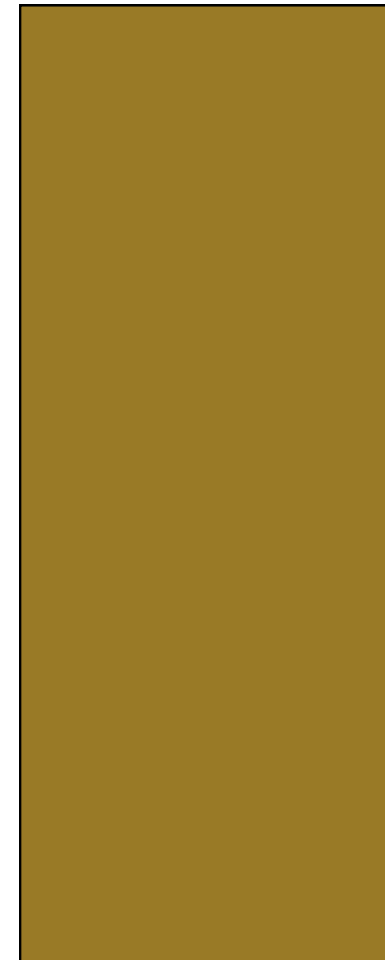
DARK OLIVE/BROWN

RGB: 61, 57, 36
#3D3924



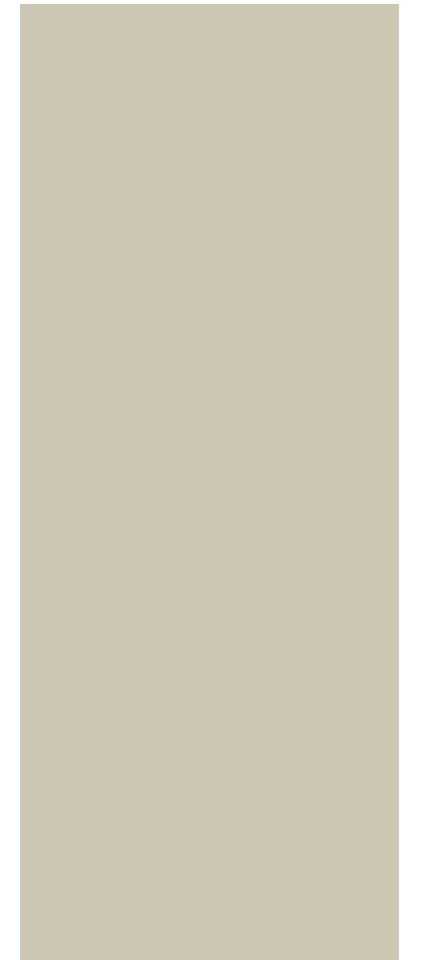
LUXOR GOLD

RGB: 153, 122, 38
#997A26



FOGGY GRAY

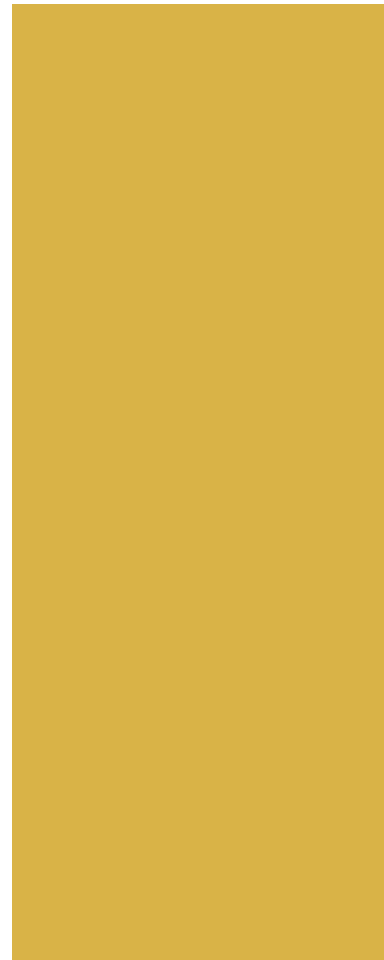
RGB: 204, 199, 178
#CCC7B2



COLOR

GOLDEN SAND

RGB: 217, 179, 71
#D9B347



OLIVE GREEN

RGB: 145, 172, 62
#91AC3E



DARK SAGE

RGB: 95, 130, 64
#5F8240



TERRACOTTA

RGB: 220, 117, 47
#DC752F



SOURCE SANS PRO

Typography: Primary Heading (H1)

Font Family: Source Sans Pro

Application: All Main Page Headers and Section Titles

Source Sans Pro is our foundational typeface for all primary headings. As a clean, open, and modern sans-serif, it was selected to reflect the clarity and directness of Cynthia's teachings. By utilizing this font for all H1 elements, we ensure a high level of legibility and a sophisticated, professional aesthetic across all digital and print platforms.

Primary Headings (H1):

- Weight & Style: Normal 400
- Size: 42px
- Line Height: 1.2
- Letter Spacing: 0
- Color: #345A2B
- Usage: Reserved for the most important message on the page. It should be used sparingly (typically once per page) to establish a clear focal point and strong brand authority.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TYPE

OPEN SANS

Typography: Secondary Heading (H2) & Body Copy

Font Family: Open Sans

Application: All Secondary Headings (H2) and Primary Body Text

Open Sans is our workhorse typeface, chosen for its warmth and excellent readability. Its friendly yet professional character provides a soft contrast to our primary headers, creating an inviting experience for the reader.

Secondary Headings (H2): * Style: Normal 400

- Size: 32px
- Line Height: 1.2
- Color: #D9B347
- Usage: Used for sub-headers and section breaks to guide the reader through the content.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Body Copy: * Style: Normal 400

- Size: 18px
- Line Height: 1.6
- Color: #3D3924
- Usage: Used for all paragraph text. The generous line height ensures a spacious, accessible feel—allowing Cynthia’s message to "breathe" on the page.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789

TYPE

OPEN SANS CONDENSED

Typography: Accent Heading (H3)

Font Family: Open Sans Condensed

Application: Accent Headings and Callouts

Open Sans Condensed is used for our third-level headers to provide visual interest and a sophisticated "editorial" feel. The condensed structure allows for impactful headings without overwhelming the surrounding content, while the Luxor Gold color reinforces the premium, soulful nature of Cynthia's work.

Accent Headings (H3):

- Style: Book 300
- Size: 24px
- Line Height: 1.2
- Color: #997A26
- Usage: Ideal for feature callouts, testimonial names, or smaller sub-sections where a pop of brand color and a refined weight are needed to draw the eye.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TYPE

ACCESSIBILITY

A COMMITMENT TO ACCESSIBILITY & INCLUSION

In our mission to support a global community, we strive to make our content accessible to everyone, regardless of visual ability. To ensure our message is clear and inclusive, please keep the following principles in mind when designing:

- **Prioritize High Contrast:** Always ensure there is a strong contrast between text and its background. For example, avoid placing our Brand Gold (#997a26) text on light tan backgrounds, as this can be difficult for those with low vision or color blindness to read.
- **Legibility Over Aesthetics:** While our palette is soft and soulful, readability is our priority. Always test text overlays on images to ensure the background doesn't "swallow" the words.
- **Inclusive Design:** Remember that color should not be the only way we convey meaning. Use clear headings and distinct button styles to help guide all users through their journey of transformation.

Hard To Read

Hard To Read

Hard To Read

Hard To Read

Hard To Read

Hard To Read