



BRAND GUIDELINES

OUR BRAND

Emmanuel Quesada, Life Coach, is the embodiment of transformation and empowerment. As a distinguished personal and career life coach, Emmanuel Quesada delves deep into personal development, utilizing a unique technique designed to unearth the power of the subconscious mind. Through years of dedication and relentless refinement, he has honed a suite of programs with exceptional success in catalyzing profound transformations for individuals, marriages, and professionals.

At Emmanuel Quesada’s core lies an unwavering mission – to shed light on the truths within ourselves, the intricacies of human relationships, and the profound meaning of life. His intention is clear and powerful: to empower individuals with unwavering clarity, boundless love, unshakeable compassion, and an unyielding sense of peace and absolute confidence. He stands as a beacon, guiding those who seek his expertise toward a life illuminated with purpose and determination.

Life coaching, as championed by Emmanuel Quesada, is more than a profession; it’s a calling. It’s about recognizing the innate potential within us all and daring to unlock it, step by step, day by day. It’s a relentless journey toward self-discovery, self-improvement, and self-empowerment. In today’s fast-paced world, where challenges abound, improving ourselves daily cannot be overstated. It’s about realizing that personal growth isn’t a one-time endeavor but a lifelong commitment.

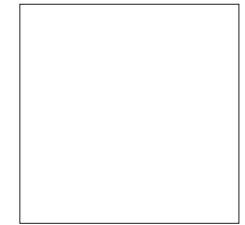
Emmanuel Quesada’s programs will inspire you to embrace each day as an opportunity for growth, transformation, and empowerment – whether in one-on-one sessions or the dynamic energy of group settings. Emmanuel Quesada is the beacon of change, guiding you toward a life of purpose, fulfillment, and relentless progress. Join him on this exhilarating journey and unlock your true potential today.






CMYK: 0, 0, 0, 100
 RGB: 0, 0, 0
 html:000000



CMYK: 90,35,84,29
 RGB: 0,100,67
 html:006443



CMYK: 0,0,0,0
 RGB: 255, 255, 255
 html: ffffff

One Color	Four Color (CMYK)	Reversed One Color
 <p>All Black or all green must be used.</p>	 <p>Green: 90, 35, 84, 29 Black: 0, 0, 0, 100 White: 0, 0, 0, 0</p>	 <p>Green: 90,35,84,29 <u>or</u> Black: 0, 0, 0,100 <u>or</u> White: 0,0,0,0</p>

MISSION

Emmanuel Quesada is a distinguished personal and career life coach in El Paso, Texas, renowned for his unwavering commitment to personal development and transformation. With a unique technique that delves into the power of the subconscious, Emmanuel has meticulously developed and perfected a program suite that consistently delivers remarkable results for individuals, couples, and professionals. His mission is nothing short of profound – to illuminate the truths within ourselves, unravel the intricacies of human relationships, and unveil the deep meaning of life.



ALTERNATE COLORS



CMYK: 87,55,75,72
RGB: 0,40,30
html: 00281e



CMYK: 90,35,84,29
RGB: 0,100,67
html:006443



CMYK: 18,2,27,0
RGB: 210,228,196
html: d2e4c4

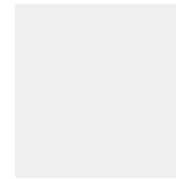
SECONDARY COLORS



CMYK: 55,45,45,10



CMYK: 28,22,22,5



CMYK: 6,4,4,0



CMYK: 32,12,53,0
RGB: 179,195,142
html: b3c38e



CMYK: 85,20,98,6
RGB: 25,141,71
html: 198d47

HORIZONTAL LOGO



TYPOGRAPHY

Playfair Display – Logo use and Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MONTERRAT LIGHT – LOGO USE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

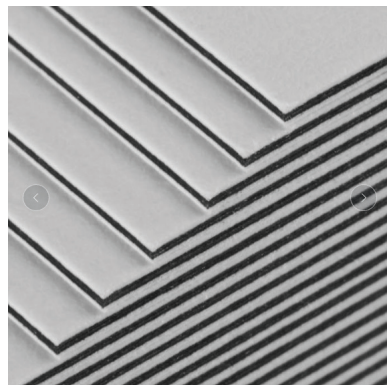
GOTHAM – Used for all body copy/text and headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial (System Font) - Alternate font to use for Powerpoint presentations. It will load on all computers.

BRANDED OFFICE SUITE

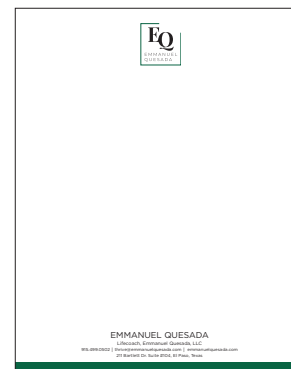
Concept 1



Recommending the Luxe line of Business cards with black edge.

<https://www.moo.com/us/business-cards/luxe>

Concept 2



EXAMPLES OF LOGO USE

