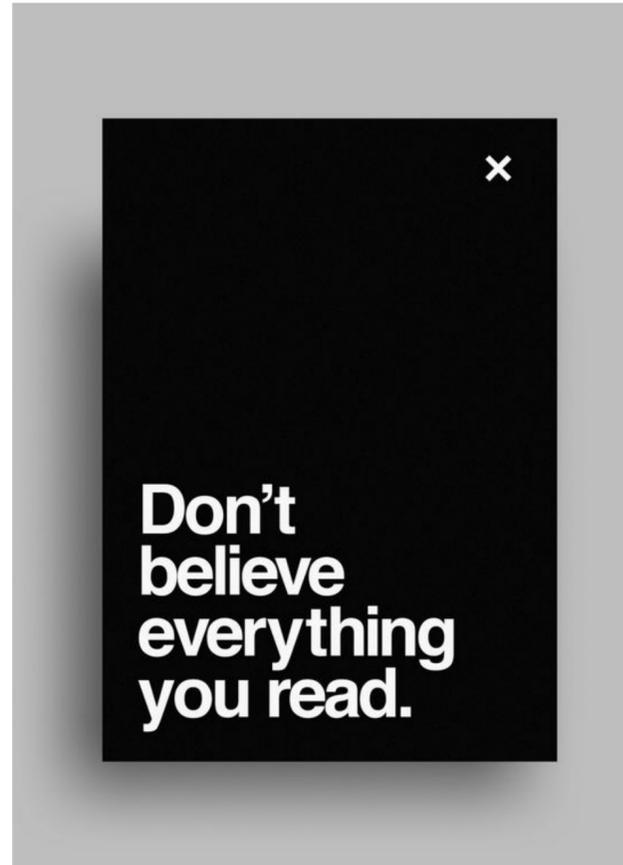


Ahead Coach

M O O D B O A R D S



/ Overview

CURRENT MARKET ANALYSIS

Personal and life coaching has become big business in America, as clients seek guidance for career transitions, starting a business, getting more organized, etc.

Market data estimates that the total U.S. personal coaching market was worth \$1.08 billion in 2017, up 6.5% from the prior year. The total market is forecast to grow at a 5.4% average annual pace, to \$1.38 billion by 2022, with a brief slowdown in 2019 due to a likely recession.

As the Baby Boomers age, the 75 million American Millennials will create demand for coaching services. Webinars, coaching apps, and online delivery via video conferencing will be the norm for personal and life coaching in the next few years, rather than by phone.

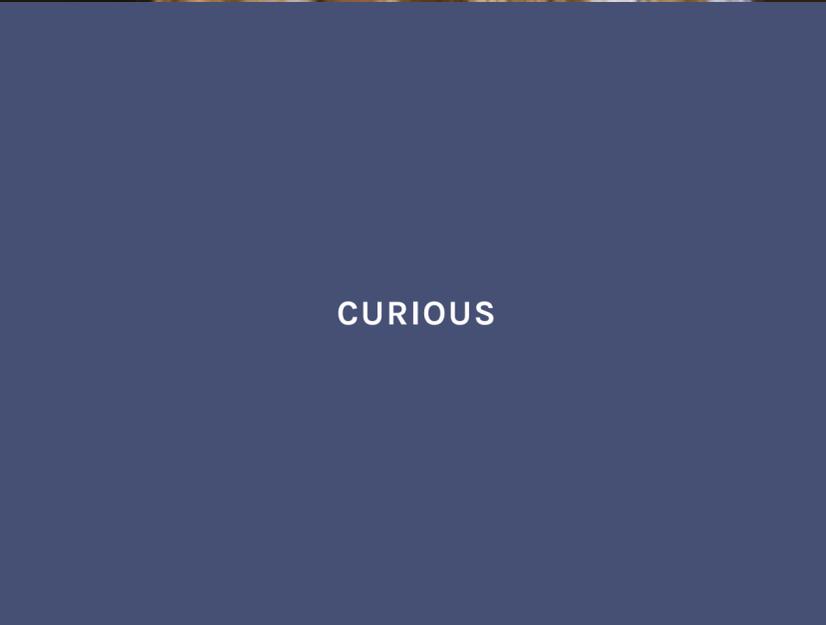
C L I E N T A V A T A R



EDUCATED



PROFESSIONAL



CURIOUS



PASSIONATE



INSECURE

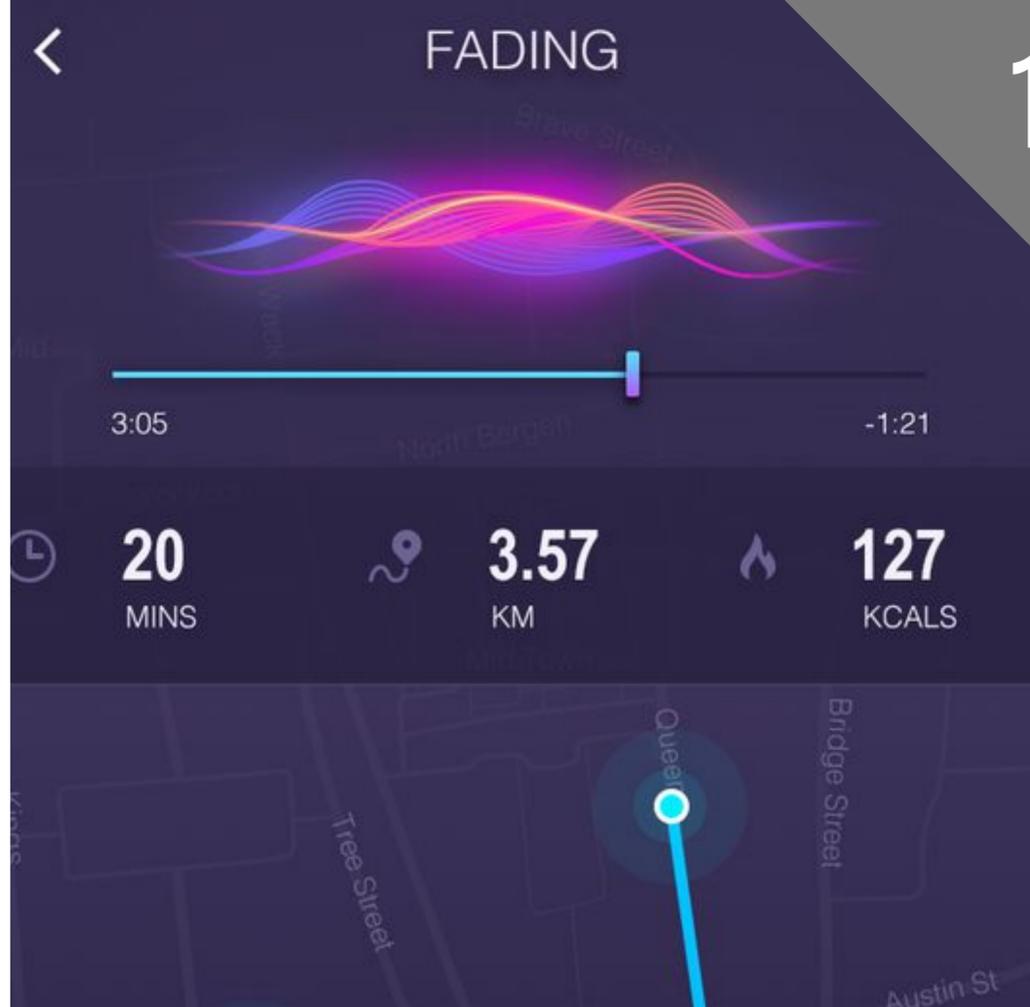


ENERGETIC



Concept 1

I C O N I C



1

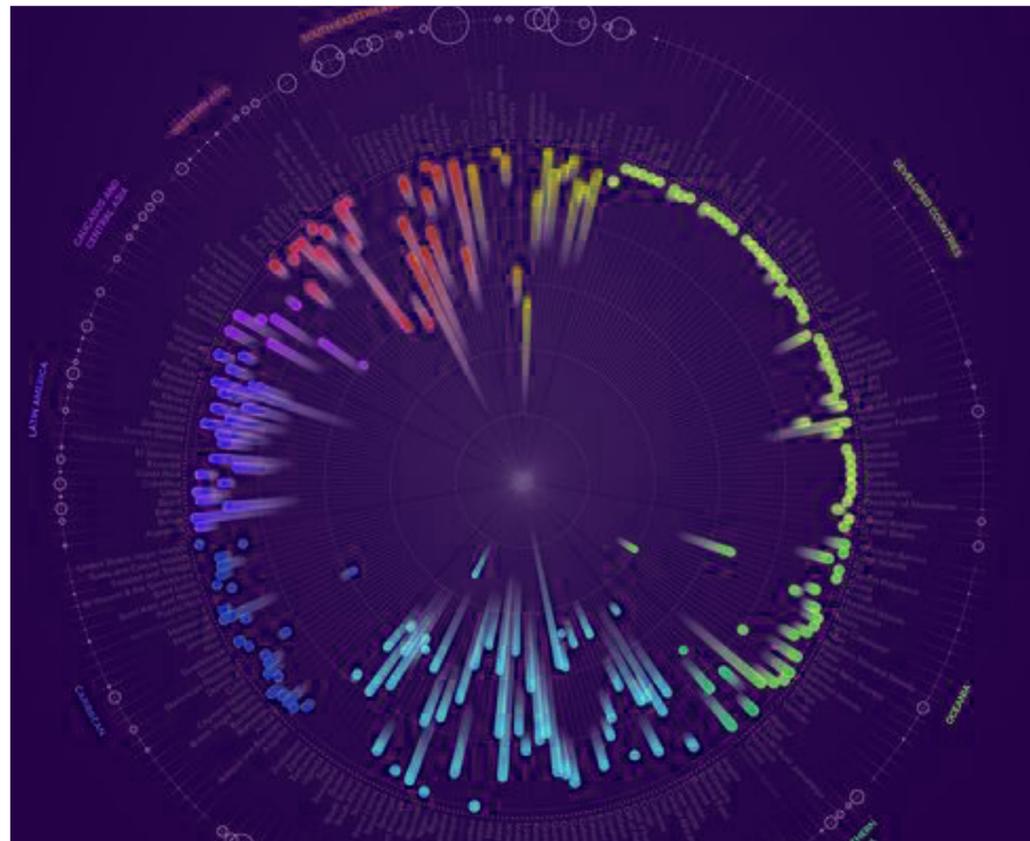
Direction 1: Iconic Language

BRAND ELEMENTS

Concept: Iconic language reinforces brand recognition and communicate messages quickly. The goal for this brand identity will be to simplify communication and grab attention online. UX design elements are clear, simple and has a visual pace that your target costumer is very familiar with. A brand identity that incorporates UX elements won't go unnoticed.

KEYWORDS: Rational, digital, clean, informed, direct

- Bright RGB color palette
- Iconic language
- Heavy use of infographics to communicate results, data, etc
- Clean sans serif fonts
- Use of gradients



3D WALL

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci

FREE TRIAL

VIEW ALL

Welcome



Your Photo

Grabient

Hand crafting unique world most beautiful gradients for your personal as well as commercial projects. For a low cost of zero dollars and

START BUILDING



Email address:

GROTESK TYPEFACE

DESIGNED BY JACK HARVATT

Radio-Grotesk^{YN}



FREE FOR PERSONAL USE

COMMERCIAL USE LICENSES AVAILABLE

Direction 1: Iconic Language

FONTS

Clean, modern, sans serif fonts

DENSE
THIN, REGULAR & BOLD



SAVE THE ARCTIC.

The Arctic is one of the most unique places on Earth. Join us to protect



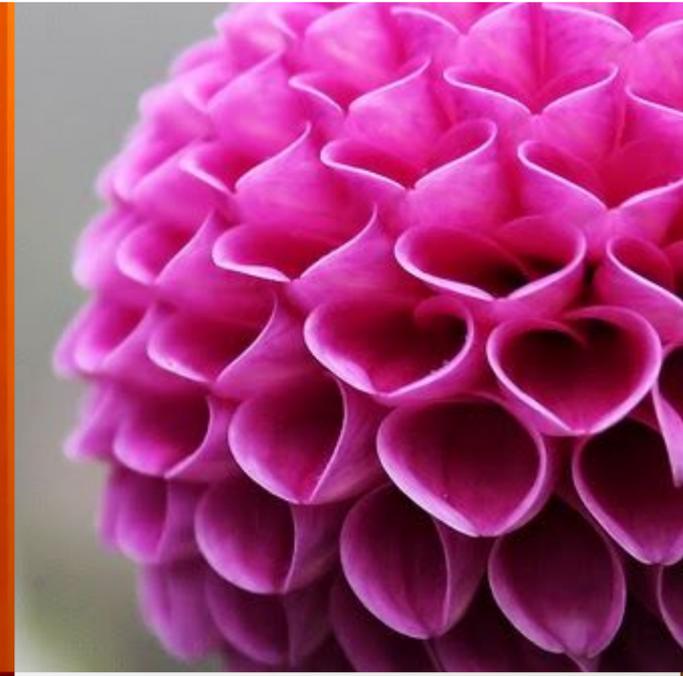
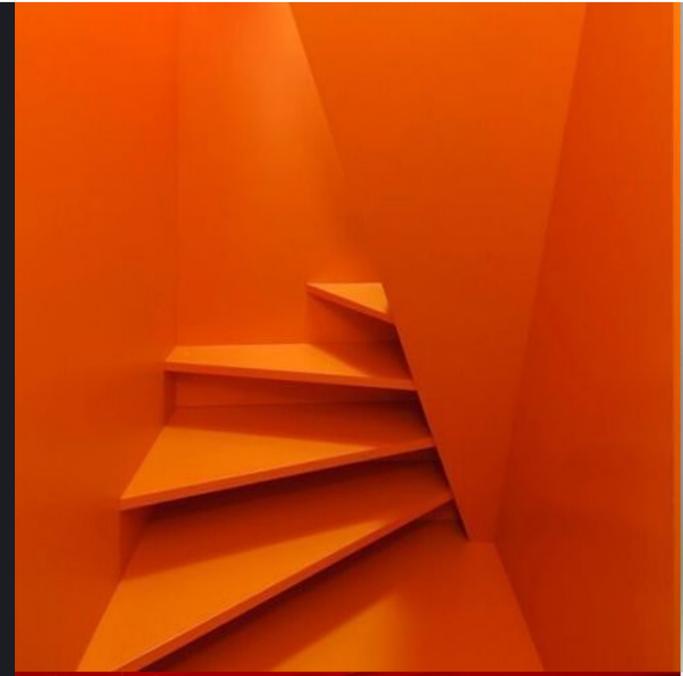
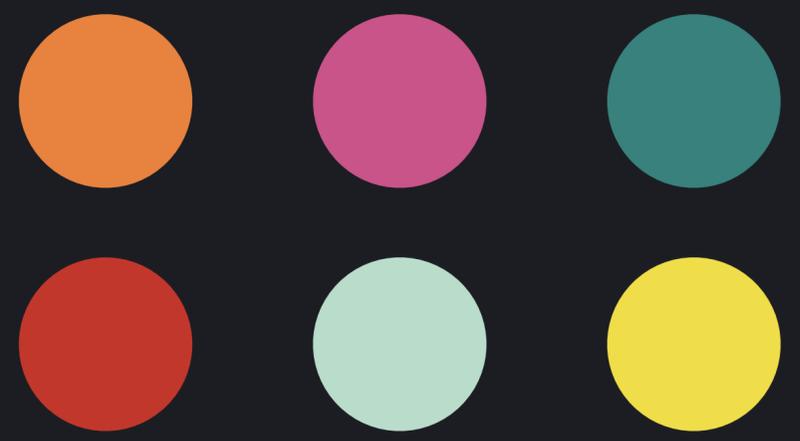
Watch Video

PROPOSED COLOR PALETTE

Direction 1: Iconic Language

COLOR PALETTE EXPLORATION

Bright, UX inspired, directional



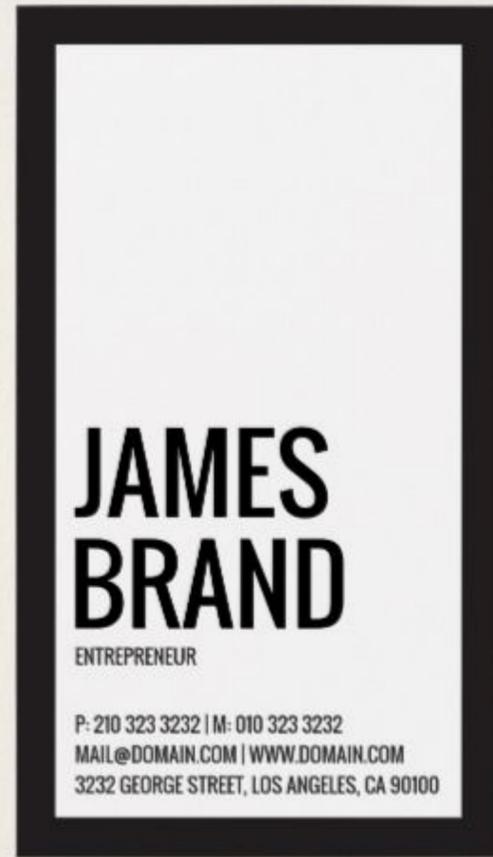


Concept 2

T Y P O G R A P H I C



2



Direction 1: Typographic Language

BRAND ELEMENTS

Concept: Typography alone can carry its on message and often carries deeper and more lasting memories. Some of the most effective campaigns and promotions rely on a headline and an image working together as a single unit.

KEYWORDS: Emotional, expressive, fashion forward, trendy

- Minimalist black and white color palette with a pop of color
- Typographic language
- Heavy use of typography to communicate messages
- Mixed fonts
- Use of graphic patterns



ELISSA SMITH

THE
PAST
WAS
HERE

POWER

Direction 2: Typographic Language

FONTS

Mixed fonts



?PROBLEM

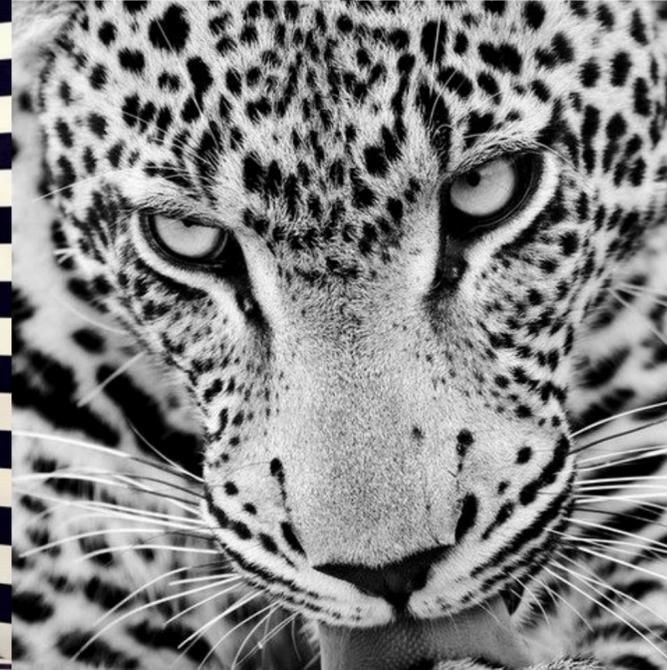
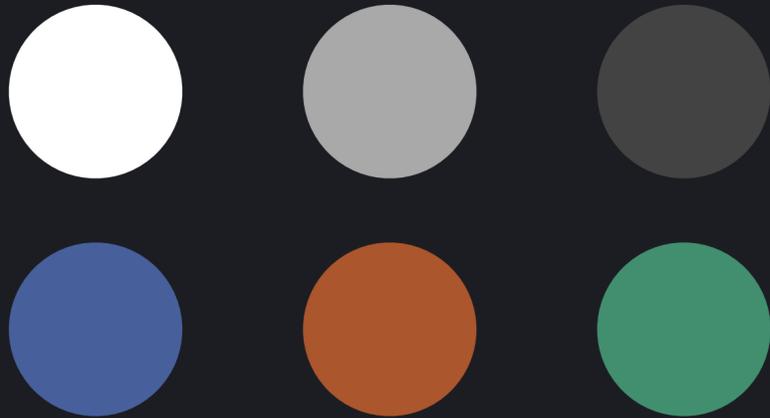


PROPOSED COLOR PALETTE

Direction 1: Iconic Language

COLOR PALETTE EXPLORATION

Black and white + grays and a color pop



crème
DE MINT