

Brand Guidelines

SightCET

An Overview

This document communicates the brand identity of 'SightCET' clearly articulating the essentials for maintaining a visually consistent and professional image across all touchpoints.



Introduction

About

SIGHTcet is The Self-Mastery Coaching Institute for organisations, teams, and individuals who desire to master the science and art of deep and lasting inner transformation allowing them to live a prosperous and fulfilled life.

Research and practice are embedded in the fabric of everything we do.

Vision

Our mission is to raise the level of consciousness and empower soul-led leaders and entrepreneurs who endured significant-life setbacks to thrive and create the unimaginable.

Values

We commit to a professional quality that encompasses a coaching mindset, competence, capability, capacity, and mastery. Working with the whole human being and the coherence of the mind, body and soul with universal intelligence, expands awareness and perception of ourselves, our families, our community, and our environment.

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Brand Logo

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COACHING EXECUTIVE TRANSFORMATIONS



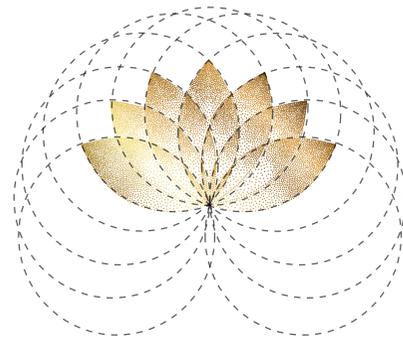
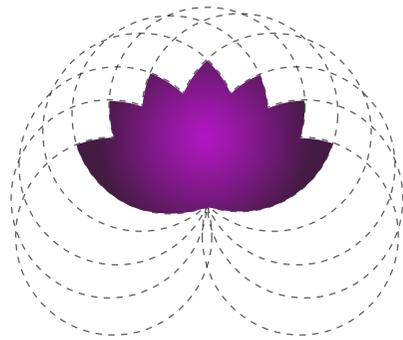
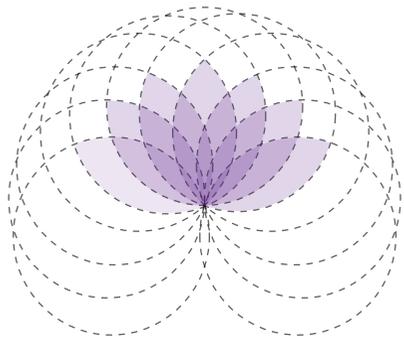
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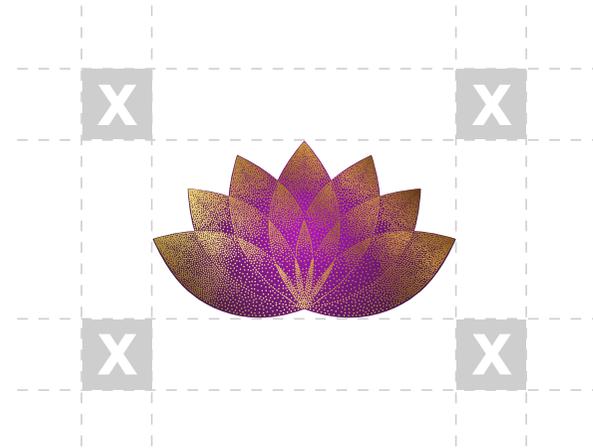
Logo Construction

The logo is inspired from the well known geometrical arrangements of 7 circles also known as Flower of Life.



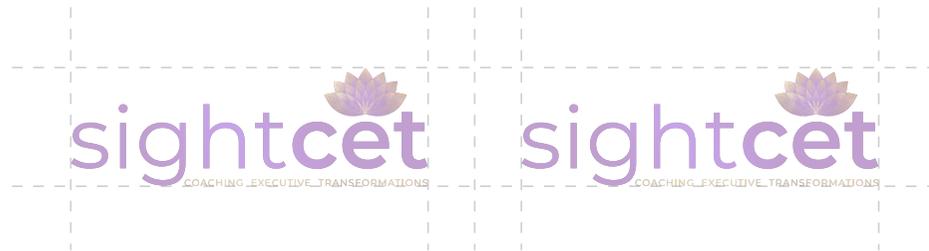
Clear Space

The logo should always be placed within area of white space surrounding it.
This ensures that no other graphic element interferes with the communication of the brand.



Lock Ups

When incorporating partner logos with 'Sightcet' logo, make sure to maintain clear space.



Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units recommended staying within to preserve the quality of the logo.



Background Variation

For a better readability and recognition, high contrast colors are used for background that ensure the logo stands out.



Brand Colors

Primary Colors | Accent Colors



Suggested for type on websites and collaterals.

MARDI GRAS

Suggested for general use throughout the brand identity like patterns, icons and website

GOLD

Suggested use throughout the brand in combination with black and Purple

MIDNIGHT

PURPLE

Suggested use throughout the brand in combination with black and Midnight

Suggested use throughout the brand in combination with black and Hot Purple

HOT PURPLE

DELUGE

COBALT

Suggested to pair with the bold and complimentary color and act as accent color

DARK MAGENTA

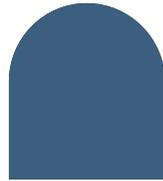
QUARTZ

WHITE SMOKE

Suggested for backgrounds on collateral design and website.



PRIMARY



3C5F7F

79 26 79

79% 100% 31% 30%



7A0F87

122 15 35

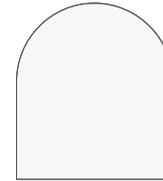
72% 100% 6% 2%



4F1A4F

76 29 76

79% 100% 31% 30%



F7F7F7

255 255 255

4% 2% 2% 0%



161516

22 21 22

89% 75% 53% 73%

HEX

RGB

CMYK

ACCENT



E1E1EF



7065A0



B017C1



0E4D99



45°



9E762B



F4E280



D8A64E



8E5A24



DA9F43



A6722A

HEX

Typography

Primary Font | Secondary Font

Primary Font

Montserrat

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

LIGHT REGULAR MEDIUM **BOLD**

Secondary Font

Quiche Sans

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

THIN LIGHT REGULAR MEDIUM **BOLD EXTRABOLD**

Heading and Subheading

Quiche Sans

Medium

This can be used for headings only.

Regular

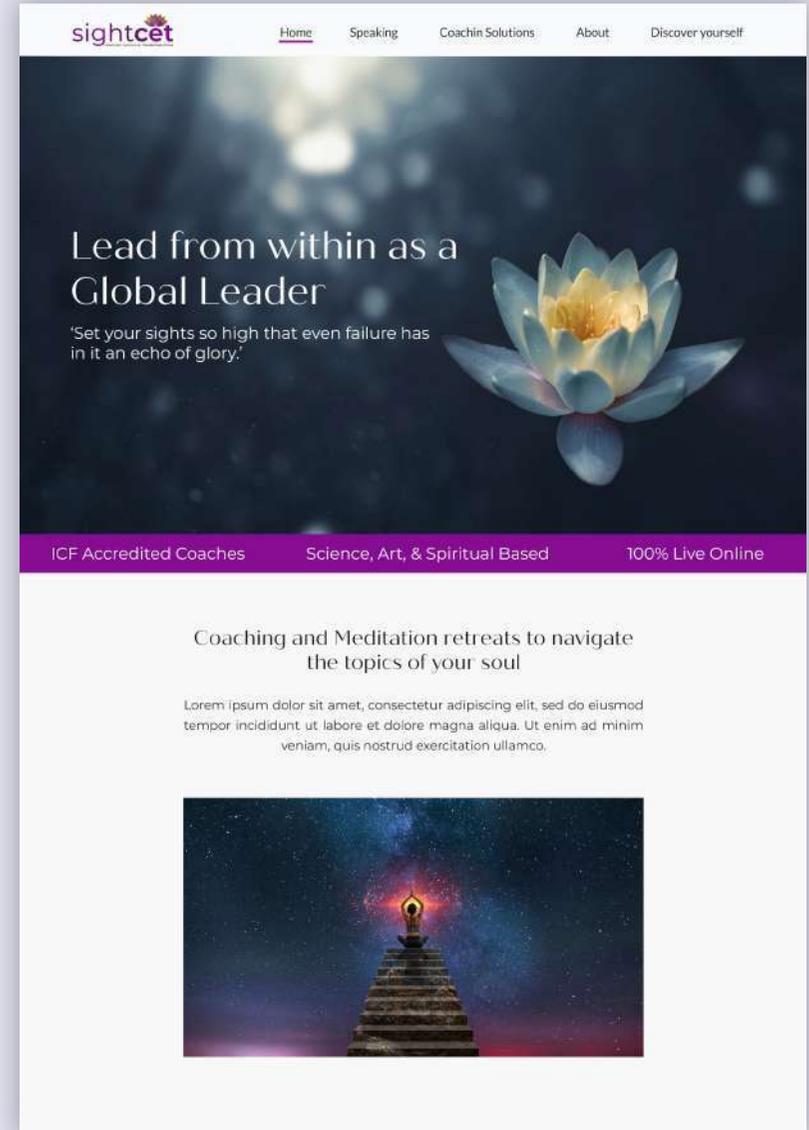
This can be used for headings and Subheadings.

Body

Montserrat

Regular

This can be used for body.



Social Media

Instagram | Facebook



Stationeries and Merchandise

Business Cards | Letterhead & Envelope | Bookmark | Thankyou & Greeting Cards | Coaching Cards | Calendar | Diary | Tumbler



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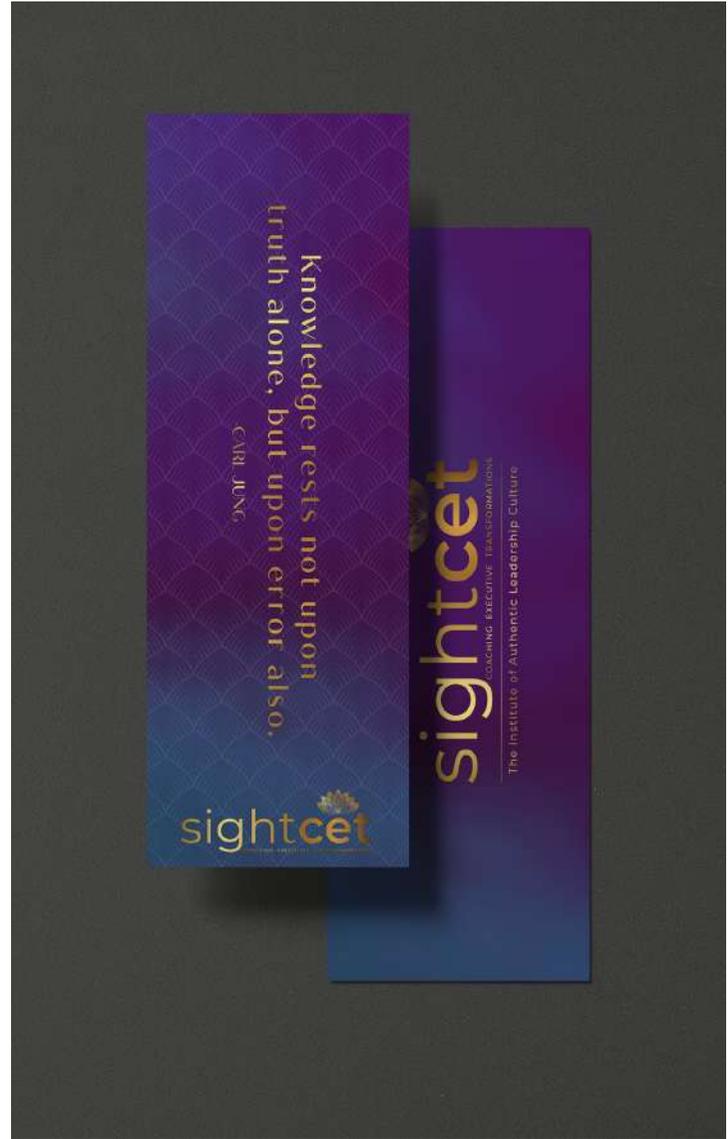
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WE WISH YOU WITH JOY AND CHEER A

Happy Holidays

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Eid
MUBARAK.

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