**E N Y A**

COACHING

*The spark within. Your next chapter.*

*Little Fire* · *Kernel* · *Eye of God* · *Divine Care*

*Irish · Celtic · Hebrew · Arabic*

**Brand Brief & Identity Guide**

Prepared: February 2026

CONFIDENTIAL

# The Power Behind the Name

Enya is the anglicised form of the ancient Irish name Eithne, one of the oldest and most storied names in Celtic mythology. But its resonance reaches far beyond Ireland. Across languages and traditions, the sounds and roots of Enya carry meanings that perfectly align with a brand built to help women rediscover their fire, their core, and their power.

|  |  |  |
| --- | --- | --- |
| **Origin** | **Meaning** | **Brand Connection** |
| Irish Gaelic (Eithne) | Kernel, grain, seed | The essential core — your deepest potential waiting to grow |
| Celtic | Little fire | The inner spark that never dies, only waits to be reignited |
| Hebrew (Einya) | Eye of God | Being truly seen — divine attention and favour |
| Arabic (عناية) | Care, divine providence | Guided, nurturing care from a higher purpose |
| Irish Mythology | Mother of Lugh (Sun God) | Maternal strength, power, and the birth of brilliance |
| Greek (Aithne) | Enlightenment | Illumination, wisdom, and clarity of vision |
| Latin (iustus) | Just, righteous | Fairness, integrity, and standing in your truth |

*In Irish mythology, Eithne was the mother of Lugh Lámhfhada — the radiant sun god, the hero of light. She was imprisoned in a tower, yet from that confinement she gave birth to the most brilliant figure in Celtic legend. Her story is one of resilience, hidden power, and the extraordinary emerging from constraint. For women in midlife who feel unseen or confined by society’s narratives, Enya is the perfect name: a reminder that your fire was never extinguished, and the most brilliant chapter often begins in the place where you felt most limited.*

# 1. Brand Overview

|  |  |
| --- | --- |
| **Brand Name** | Enya Coaching |
| **Tagline** | The spark within. Your next chapter. |
| **Alt Tagline** | Your fire was never lost. |
| **Industry** | Women’s Health & Wellbeing Coaching |
| **Target Audience** | Women aged 40–60 |
| **Primary Domain** | enyacoaching.com |
| **Alt Domains** | enya.coach / enyawellness.com |
| **Market Focus** | GCC, UK, Global (English & Arabic) |

# 2. Brand Purpose & Positioning

**Mission Statement**

To reignite the fire within women in their 40s, 50s, and beyond — guiding them through life’s most powerful transition with expert coaching, fierce compassion, and an unwavering belief that their most brilliant chapter is waiting to be written.

**Vision**

A world where every woman approaching midlife recognises the spark she carries — not as something fading, but as a fire that’s been gathering strength for decades, ready to blaze.

**Brand Promise**

Enya Coaching doesn’t dim your fire to make the world more comfortable. We fan the flames. We meet you where you are, honour the fullness of your experience, and help you step into a version of yourself that feels more alive, more powerful, and more authentically you than ever before.

**Positioning Statement**

*For women aged 40–60* who sense there’s more to this chapter than the world has led them to believe, **Enya Coaching** is a holistic wellness practice that combines personalised fitness, nutrition, hormonal health guidance, and mindset coaching to help them reignite their energy, reclaim their strength, and write the chapter they were always meant to live.

**The Enya Difference**

Most wellness brands for this demographic either treat midlife as a medical problem or wrap it in soft platitudes. Enya Coaching does neither. We honour the fire that has always been within our clients — the Celtic “little fire” that is the name’s original meaning. We don’t reignite women because they’ve burned out. We reignite them because the world kept telling them to turn it down. This is the brand for women who are done dimming.

# 3. Target Audience

**Primary Audience Profile**

* **Age:** 40–60 years old
* **Gender:** Women
* **Geography:** GCC (UAE, Saudi Arabia, Bahrain, Qatar), UK, and global English-speaking markets
* **Lifestage:** Perimenopause, menopause, or post-menopause; navigating career peaks, relationship shifts, empty nesting, or personal reinvention
* **Income:** Mid-to-high; willing to invest in premium coaching that delivers real results
* **Mindset:** Motivated but frustrated; tired of generic advice that doesn’t account for her changing body
* **Pain points:** Hormonal changes, stubborn weight, disrupted sleep, anxiety, brain fog, loss of confidence, feeling invisible
* **Aspirations:** Renewed vitality, physical strength, mental clarity, confidence, purpose, and a community of women who truly understand

**What She’s Thinking**

*“I used to feel like I could take on the world. Somewhere along the way, my body stopped cooperating and my confidence followed. I don’t need another diet plan — I need someone who understands what’s actually happening and can help me feel like myself again.”*

**What She Needs to Hear**

*“Your fire never went out. It’s been gathering beneath the surface, waiting for you to stop listening to everyone else and start listening to your own body again. I’ll show you how.”*

# 4. Brand Personality & Voice

**Brand Archetype: The Sage + The Alchemist**

Enya Coaching blends deep expertise (The Sage) with transformative power (The Alchemist). The result is a brand that doesn’t just inform women — it catalyses change. Knowledge is the fuel; transformation is the fire.

**Brand Personality Traits**

|  |  |
| --- | --- |
| **Trait** | **How It Shows Up** |
| **Fiery** | Passionate, energising, and direct. We don’t tiptoe around truth — we light the way through it. |
| **Grounded** | Rooted in science, evidence, and real-world results. The fire is powerful because it has a solid foundation. |
| **Nurturing** | Fierce compassion, not soft pity. We hold space, celebrate wins, and never judge the journey. |
| **Wise** | Draws from the deep well of Celtic tradition, modern science, and lived experience. Knowledge served with warmth. |
| **Bold** | Challenges the narrative that midlife is decline. Refuses to dim. Encourages women to take up space. |
| **Transformative** | Every interaction should move a woman closer to her next chapter. We don’t do passive — we do powerful. |
| **Culturally Fluent** | Resonates across GCC, UK, and global markets. Respectful of diverse backgrounds, inclusive by design. |

**Tone of Voice**

* **We say:** “Your fire was never lost. Let’s fan the flames.”
* **We don’t say:** “Anti-ageing,” “fight menopause,” “get your old body back.”
* **We sound like:** A wise, accomplished woman who has walked through fire and now lights the path for others.
* **We never sound like:** A clinical textbook, a 25-year-old influencer, or a brand that pities its audience.

**Brand Voice Examples**

**On Instagram:** “In Celtic, Enya means ‘little fire.’ But there’s nothing little about you. Welcome to your next chapter.”

**On a website headline:** “The seed was always there. The fire was always yours. It’s time.”

**In an email subject line:** “What if the thing you’ve been told is ‘the end’ is actually the ignition?”

# 5. Visual Identity Direction

**Design Philosophy**

The Enya visual identity should feel like warmth you can see — the glow of embers, the golden hour, the first light of a fire catching. It should be premium but never cold, bold but never harsh. Think a luxury wellness retreat at sunset, not a medical clinic under fluorescents. Every visual element communicates: “there is warmth here, there is expertise here, and there is transformation waiting.”

**Colour Palette**

|  |  |  |
| --- | --- | --- |
| **Colour** | **Hex Code** | **Usage** |
| Deep Ember | #5C2018 | Primary headings, depth, authority — the deep glow of fire’s core |
| Warm Ember | #C2582A | The signature brand colour — accents, CTAs, highlights, energy |
| Burnished Gold | #C9A048 | Premium touches, GCC resonance, luxury details, dividers |
| Warm Cream | #FDF8F3 | Backgrounds, breathing space, the warmth of firelight on walls |
| Sage Green | #6B8F71 | Secondary accent, wellness/nature/balance — the earth that holds the fire |
| Charcoal | #2A2A2A | Body text, contrast, grounding — the embers in the dark |

**Typography**

* **Brand Name:** Elegant serif with generous letter spacing (e.g., Cormorant Garamond, Playfair Display) — timeless, warm, commanding
* **Headings:** Serif font (e.g., Georgia, Lora) — conveys warmth with gravitas
* **Body:** Clean sans-serif (e.g., Montserrat, Raleway) — modern, readable, approachable
* **Tagline:** Serif italic with generous tracking — like the whisper of a flame

**Photography Style**

Golden hour warmth is the signature. Natural light, amber tones, and the glow of dawn or dusk. Real women in their 40s and 50s — vibrant, confident, and lit from within. Outdoor settings: sunlit terraces, autumn landscapes, fireside retreats, desert golden hours, morning coastlines. Warm earth tones, soft focus backgrounds, genuine expressions of joy and power. Avoid clinical environments, harsh lighting, or stock imagery. The aesthetic should feel editorial and luminous — like a Vogue Wellness feature shot at magic hour.

**Logo Direction**

The word “ENYA” in a refined serif typeface with generous letter spacing, creating an open, breathable feel. “COACHING” beneath in a lighter sans-serif. Consider a subtle flame motif integrated into the letter “E” or a small ember/spark mark above the wordmark — referencing both the Celtic “little fire” meaning and the transformative energy of the brand. The logo should work in deep ember on cream, burnished gold on white, and white reversed out on deep ember. A secondary brand mark: a standalone stylised flame or spark for social media profile icons and favicons.

# 6. Social Media Bios & Copy

**Instagram**

@enyacoaching

**Bio:** *The spark within. Your next chapter. ✨*

Health & wellbeing coaching for women 40–60

Science-backed · Soul-led · Fire-fuelled

Enya (Celtic) = Little Fire · Kernel · Essence

⬇️ Your free guide awaits [link]

**Facebook Page**

Enya Coaching

**About:** Enya Coaching reignites women aged 40–60 who are ready to step into their most powerful chapter. Through personalised coaching in fitness, nutrition, hormonal wellbeing, and mindset, we help women rediscover the fire that never went out. Named from the ancient Irish Eithne, meaning “little fire” and “kernel” — the essential spark at the core of everything. Enya is more than a name. It’s a declaration.

**LinkedIn**

Enya Coaching | Women’s Health & Wellbeing

**Headline:** Evidence-based health & wellbeing coaching for women 40–60. The spark within. Your next chapter.

**About:** Enya Coaching partners with women in their 40s, 50s, and beyond who are ready to transform how they experience this powerful life stage. We deliver personalised coaching programmes that honour the unique physiological, emotional, and psychological shifts women navigate during midlife — from hormonal transitions and metabolic changes to identity evolution and renewed purpose. Our approach is evidence-based, results-driven, and deeply human. We don’t do quick fixes. We build lasting change. Named from the ancient Irish word for “little fire” and “kernel” — Enya represents the essential spark at every woman’s core. Operating across the GCC and internationally, we bridge Eastern wisdom and Western science to serve women wherever they are.

**TikTok / Reels Hook Lines**

* “In Celtic, my name means ‘little fire.’ This brand exists to prove yours never went out.”
* “They said your best years were in your 20s. So why do I feel more powerful at 50?”
* “Stop treating menopause like a disease. Start treating it like a superpower.”
* “The workout advice that’s actually sabotaging you after 40.”
* “In Hebrew, Enya means ‘eye of God.’ You were always meant to be seen.”
* “What no one tells you about protein, hormones, and your 40s.”

# 7. Key Messaging Pillars

**Pillar 1: The Fire Within**

Every woman carries a spark — an essential, unextinguishable fire that may have been dimmed by decades of putting others first, but was never lost. Enya Coaching exists to fan that flame back to full blaze. The Celtic meaning of our name — “little fire” — is our founding belief.

**Pillar 2: The Kernel — Getting to Your Core**

The Irish meaning of Enya is “kernel” — the seed, the essence, the vital core. We strip away the noise, the contradictory advice, and the one-size-fits-all programmes to get to what actually matters for your body, your goals, and your life right now.

**Pillar 3: Science Meets Soul**

Every recommendation is grounded in current research on women’s physiology, hormonal health, and behavioural science. But delivery is always human — warm, empathetic, and personalised. We are the bridge between clinical expertise and compassionate coaching.

**Pillar 4: Your Chapter, Your Way**

There is no single template for thriving in midlife. Enya Coaching creates bespoke programmes that honour each woman’s unique body, goals, culture, and circumstances. Whether she’s in Dubai, London, Riyadh, or anywhere in between.

**Pillar 5: Seen, Not Invisible**

The Hebrew meaning of Enya — “Eye of God” — speaks to the deepest need many midlife women feel: to be truly seen. Enya Coaching creates a space where every woman is seen, heard, valued, and celebrated. Our community — The Enya Circle — is built on radical visibility and mutual empowerment.

# 8. Content Themes & Calendar

**Weekly Content Pillars**

* **Fire Monday:** Reigniting motivation — mindset shifts, client transformations, empowerment stories, the “little fire” series
* **Wisdom Wednesday:** Science-backed tips on nutrition, hormonal health, sleep, stress management, supplements
* **Fierce Friday:** Workout demos, strength training for midlife, mobility and recovery, energy protocols
* **Enya Stories:** Real women, real journeys — client spotlights, holistic before-and-after (not just physical)
* **The Enya Edit:** Curated wellness picks, books, podcasts, recipes, and rituals for the midlife woman
* **Ask Enya:** Q&A format addressing the audience’s most common questions and taboo topics

**Signature Content Series**

* **The Name Series:** A weekly post exploring one cultural meaning of “Enya” (fire, kernel, eye of God, divine care, mother of heroes, enlightenment) and connecting it to the coaching philosophy. Builds brand story over eight compelling weeks.
* **The Spark Challenge:** A 30-day challenge inviting women to commit to one transformative habit each day — drives engagement, email list growth, and community bonding.
* **Fireside Talks:** A podcast or video series featuring conversations with inspiring women 40+ sharing their stories of reinvention, resilience, and reignition. Intimate, warm, and powerful.

# 9. Service Framework

While service offerings will evolve, the following framework aligns with the brand positioning and audience needs:

**Tier 1: The Enya Ignite Programme**

A 12-week 1:1 coaching programme combining personalised fitness programming, nutrition guidance, hormonal health education, and mindset coaching. The flagship offering. Premium pricing. Named for the brand’s core promise: reignition.

**Tier 2: The Enya Circle**

A membership community offering group coaching calls, curated resources, a private forum, and monthly masterclasses. Mid-tier pricing. Builds recurring revenue and brand community. The “circle” evokes women gathered around a fire — warmth, wisdom, and connection.

**Tier 3: The Spark**

A self-paced digital course or starter programme for women who want to begin their journey before committing to 1:1 coaching. Entry-level pricing. Serves as a lead generation funnel. The “spark” is the first step before the full flame.

**Tier 4: Corporate Wellness**

Workshops and programmes delivered to organisations focused on supporting women in the workplace through midlife transitions. Positions Enya Coaching as a B2B thought leader in an underserved corporate wellness category.

# 10. Recommended Next Steps

1. **Secure domains:** enyacoaching.com, enya.coach, and enyawellness.com
2. **Register social handles:** @enyacoaching on Instagram, Facebook, LinkedIn, TikTok, and YouTube
3. **Commission logo design** using the visual identity direction in this brief — serif wordmark with flame/spark motif
4. **Build landing page** with lead magnet (e.g., “The Enya Guide: 7 Days to Reigniting Your Energy After 40”)
5. **Develop 90-day content calendar** using the themes, pillars, and signature series outlined above
6. **Trademark search:** Conduct formal trademark searches in target markets (UAE, UK, Saudi Arabia, GCC) before launch
7. **Launch The Name Series:** Begin building brand narrative on social media — one cultural meaning of “Enya” per week for eight weeks
8. **Set up email marketing:** Build a welcome sequence and weekly newsletter (“The Enya Letter”) to nurture leads
9. **Record pilot Fireside Talk:** First episode of the signature podcast/video series to build authority and warmth from day one

**E N Y A**

COACHING

*The spark within. Your next chapter.*

*Little Fire · Kernel · Eye of God · Divine Care · Mother of Heroes · Enlightenment*