



ENYA COACHING

Brand Brief & Identity Guide | February 2026

The spark within. Your next chapter.

The Power Behind the Name

A global resonance of rediscovery.

IRISH / CELTIC

Little Fire Kernel

The essential core; the inner spark that never dies, only waits to be reignited.

HEBREW

Eye of God

Being truly seen.
Acknowledging divine attention and favor.

ARABIC

Divine Care

Guided, nurturing care from a higher purpose.
Providence.

MYTHOLOGY

Mother of Lugh

The birth of brilliance (the Sun God) emerging from confinement.

Key Insight: Across languages, Enya aligns with rediscovering power. It is a reminder that the fire was never extinguished, only waiting.

Purpose & Positioning

MISSION

To reignite women 40-60 through expert coaching and fierce compassion. We guide them through life's most powerful transition.

VISION

A world where midlife is seen as a blaze, not a fading light. A fire that has been gathering strength for decades.

THE PROMISE

We don't 'fix' midlife. We fan the flames. We reject 'anti-aging' for 'pro-power' and holistic strength

“We don’t reignite women because they’ve burned out. We reignite them because the world kept telling them to turn it down.”

The Enya Woman

THE CURRENT STATE

Demographics: Women 40-60 | GCC, UK, Global | Mid-to-High Income

The Pain: Feeling invisible. Brain fog. Anxiety. A sense that her body is no longer cooperating.

“I don’t need another diet plan. I need to feel like myself again.”

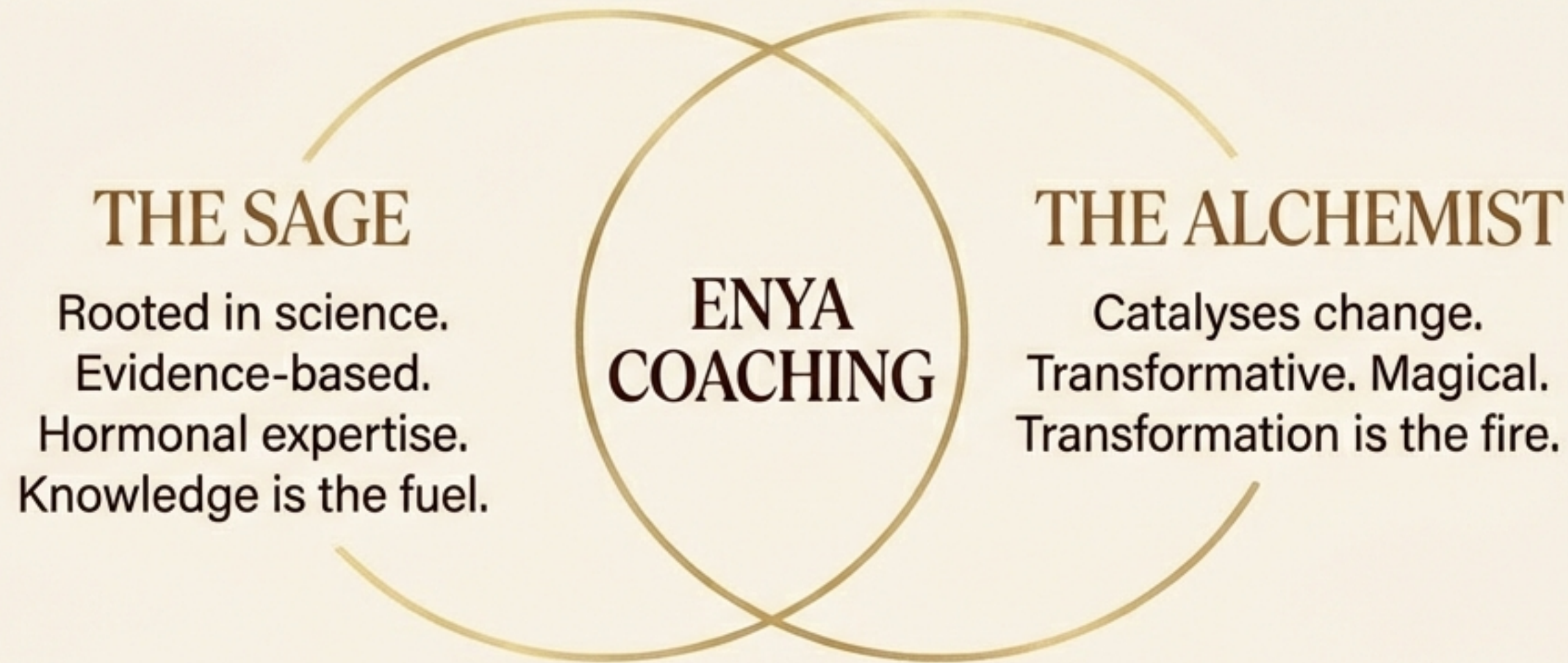
THE FUTURE STATE

The Shift: Renewed vitality. Physical strength. Mental clarity. Listening to her own body.

The Feeling: Powerful. Seen. Ignited.



Brand Archetypes



Personality Traits: Fiery · Grounded · Nurturing · Wise · Bold · Culturally Fluent

“Fierce compassion, not soft pity. We hold space, celebrate wins, and never judge the journey.”

Tone of Voice

WE SOUND LIKE

A wise woman who has walked through fire.
Fiery, passionate, direct.

- Fan the flames
- Next chapter
- Reignite
- Power

“Stop treating menopause like a disease. Start treating it like a superpower.”

WE NEVER SOUND LIKE

A clinical textbook, a 25-year-old influencer, or a brand that pities its audience.

- Anti-aging
- Fight menopause
- Get your old body back
- Fix yourself

“Here are 5 ways to look 20 again.”

Key Messaging Pillars



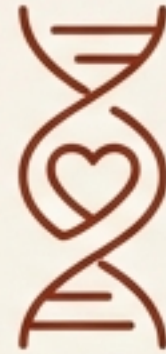
The Fire Within

The spark was never lost; it was just dimmed by societal noise.



The Kernel

Getting to the core. Stripping away noise to find what matters.



Science Meets Soul

Physiology + Empathy. Evidence-based research with human warmth.



Your Chapter, Your Way

Bespoke programmes honoring culture and body.



Seen, Not Invisible

Radical visibility. Creating a space where she is valued.

Design Philosophy

Warmth You Can See.

Think luxury wellness retreat at sunset,
not a medical clinic under fluorescents.
Premium but never cold. Bold but never
harsh. Luminous. Organic. Editorial.

The Palette: From Ember to Ash



Typography & Logo Marks

Headlines

Cormorant Garamond

Elegant Serif. Warmth with gravitas.

Body Copy

Montserrat

Clean Sans-Serif. Modern and readable.

Taglines

Italic Serif

A whisper of a flame.



ENYA

Refined serif wordmark with breathable spacing.
Iconography references the 'Little Fire'.

Photography Style: The Golden Hour



Guidelines: Real women 40-50+ who are vibrant, not frail. Lighting must be natural, dawn or dusk (backlit/amber). Settings include nature, deserts, coasts, and fireside.

The Anti-Stock Rule: No clinical environments. No measuring tapes. No sad women looking at salads.

Service Framework



Content Rhythm

MONDAY

Fire Monday

Focus Point:
Mindset & Motivation

WEDNESDAY

Wisdom Wednesday

Focus Point:
Science, Hormones,
Nutrition

FRIDAY

Fierce Friday

Focus Point:
Strength & Movement
Demos

SIGNATURE SERIES

- The Name Series: 8 weeks exploring the meanings of Enya.
 - **Fireside Talks:** Podcast interviews with women 40+.
 - **The Spark Challenge:** 30-day habit transformation.
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Digital Presence & Hooks



“ In Celtic, my name means
“little fire”... 🔥 ”

“ Stop treating menopause
like a disease. 💪 ”

“ They said your best years were
were in your 20s. Why do I feel
more powerful at 50? 📈 ”

Channels: Instagram, LinkedIn, TikTok, The Enya Letter (Newsletter).

Launch Roadmap



PHASE 1: IMMEDIATE

- Secure domains.
- Register social handles.
- Finalize Logo Design.



PHASE 2: SHORT TERM

- Build Landing Page.
- Lead Magnet ('7 Days to Reignite').
- 90-day content calendar.
- Trademark search.



PHASE 3: LAUNCH

- 'The Name Series' campaign.
- Email welcome sequence.
- Podcast pilot.

*The seed was always there.
The fire was always yours. It's time.*