

# Globe & Wings

## Brand Identity

### What I do:

Mentoring small companies and entrepreneurs (probably more women biz profiles than men) to analyse, explore, scale their businesses into the *Globe* and achieve their international objectives, by helping them build tailored strategies (*Wings*) using mainly digital tools, social media channels and innovative resources to successfully sell their products/services abroad.

### My target audience:

Entrepreneur women (and men) with a successful product / service already being offered in Spain or Ireland that are willing to explore opportunities globally. They do not have a huge budget to invest, their skills are limited and their main goal is to achieve direct online sales, therefore they would prefer to be guided by a mentor in order to get all steps simplified and make sure they can grow their businesses sustainably.

### A quote that would inspire me / my audience:

“Until you spread your WINGS you will have no idea how far you can FLY”

### Words that would identify the personality of my business:

Happy, uplifting, innovative, friendly, customised service, inspiring, professional, approachable, creative, modern, simplify, passion, organised, transparency, direct, clear, light, smart, explorer, humble, fresh, minimal, confidence, trustful, caring, personalised, clean

### Colours that I think would match my business personality:

Colours that relate to the sky, the globe, the sun, the clouds, the air..

- **Innovation, Creativity, Uplifting:** Yellow similar to #F8d37f
- **Customised, Closeness, Trustful:** Turquoise similar to #85dce8
- **Professional, Modern, Smart:** Dark Grey similar to #253234
- **Passionate, explorer:** Pink similar to #ED76A6

(do not need to use all colours above and can recommend others, of course!)

**Typography Styles:** Modern, Rounded.. (Brandon Grotesque, Futura, etc..)

## Some examples :)

A website/logo that would inspire my business project: [www.melyssagriffin.com](http://www.melyssagriffin.com)

Logo Layout ideas:



<http://www.voilamontessori.com/en/>



<https://learninbound.com>

And maybe a Vectorised style or a modern design of the following ideas:



Thanks!!