



CoachWhizz Brand Kit

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Introduction

Welcome to our official brand book which documents how the CoachWhizz brand and associated assets are to be used by third parties. It's important that when using our brand assets (such as our logo) they are used in accordance with these guidelines in order to ensure that our licencing restrictions are adhered to.

The aim of this guide is to make this easy for you to do! Note that by using our brand assets/resources as documented in this guide, you accept our Terms of Service. Usage of these brand assets/resources may also be covered by the CoachWhizz End User Agreement and Privacy Policy

What We Do

CoachWhizz is an online virtual platform with a mission of easing access to professional coach training, while creating an equal opportunity in developing coaching skills. CoachWhizz holds the belief that coaching skills are a thriving and surviving toolkit for each individual who obtains them.

At the 3D Coaching Academy by CoachWhizz, we believe that learning is experiential; with mentoring, practice and reflection, our students become more self-aware and self-reliant in honing their coaching skills. In our multicultural classrooms, we cultivate a space for connection beyond languages, ideas, and differences.

Our Values

- We hold the belief that everyone is whole, capable and resourceful.
- We encourage a continuous 'learners mindset' and self-awareness as a foundation in growth.
- We value each individual as unique; and we nurture this as who they are as a coach.
- We believe that every experience is an opportunity for growth.

| Our Logo



Our Logo

Our logo can only be used in a Horizontal way, or the Logo Mark by itself



Horizontal Logo

| Icon & Favicon



Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.



165px

The CoachWhizz logo should never be smaller than 160 px in digital



60px

The CoachWhizz icon should never be smaller than 60 px in digital

| Dont's

Do not distort or alter the proportions of the logo.

Do not rotate the logo

Do not use the logo in any other colors.

Do not add contours to the logo.

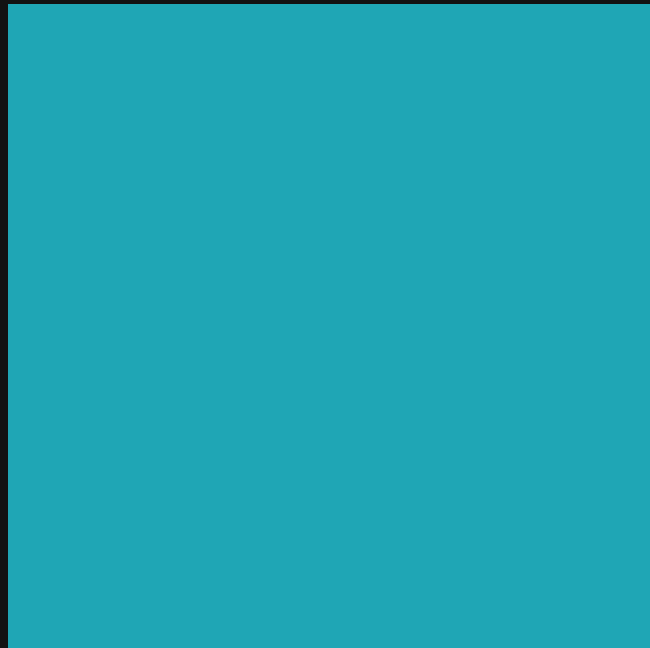
Do not add a shadow to the logo.

Do not make the logo bolder.

Our Color Palette

The colors selected for the CoachWhizz brand reflect the company's values. The colors have been specifically chosen to represent the brand and should not be altered under any circumstance.

Primary Color



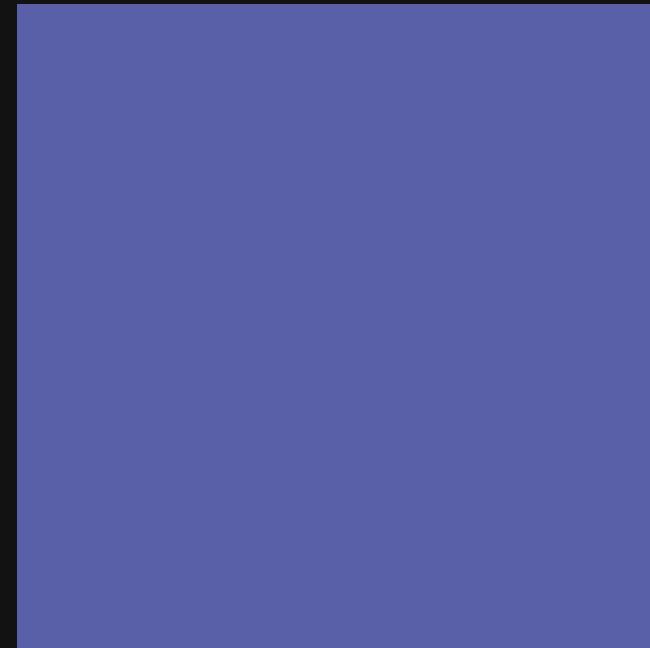
#1FA6B5

Secondary Color



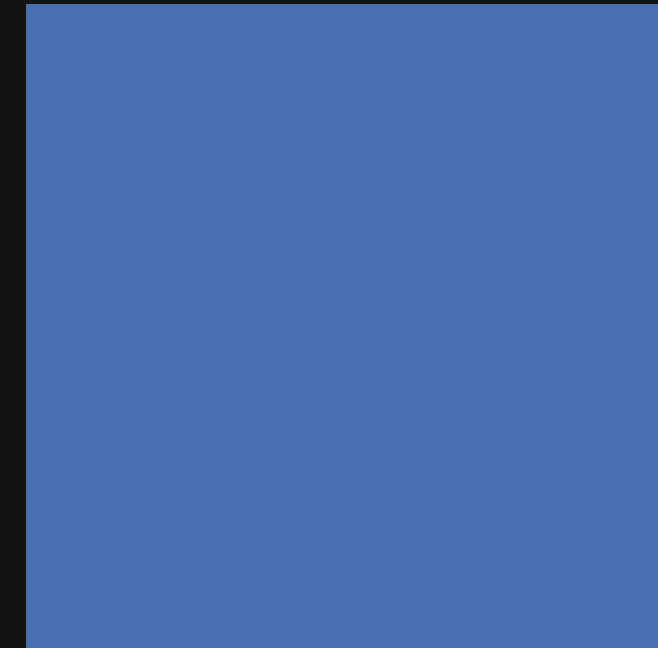
#317ABB

3rd Color



#5960A8

4th Color



#496EB2

Brand Typography

When mentioning CoachWhizz in any accusation you need always to write W and C in capital (CoachWhizz)

Our brand identity revolves around a consistent approach to the use of typography. All of the fonts used are usually set in lowercase. Our primary font is Cairo and it is used in 3 weights: Bold, Regular and Extra Light.

Cairo Bold 50p

Cairo Regular 40p

Cairo Extra Light 30p

Thank You

hello@coachwhizz.com