

danielle holman

CAPTURING BEAUTY FROM THE INSIDE OUT

ORACLE BRAND BOOK



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brand soul

Brand Archetypes

The Lover and Creator are the archetypes that were found to be predominant throughout my life and in my unconscious. These are the guides that have supported me in my life on every level and are now an expression of my brand and business.

The following statements are some of the ways in which my archetypes express themselves in my life and brand.

AS A LOVER

- I am passionate about love/passion and finding ways to express it in all aspects of my life.
- I fall in love (passion) with people, places or things that I see beauty in or truly value.
- I have the gift of helping people feel special.
- I notice people, places or things that evoke beauty, love, passion and connection.
- My strength is helping people appreciate each other, create strong intimacy and helping them see the beauty in each other and around them,
- I understand that love must come from within first.

AS A CREATOR

- My passion is to help people express who they are.
- I am authentic and honest with who I am and how I express myself in the world.
- I help transform chaos into structure in my life and the lives of others.
- I am open to the possibilities of what could be created.
- My creation process includes being guided by my intuition.
- I see creating as the process of manifesting a beautiful and timeless work of art.



brand soul

Brand Magic & Spells

LOVER MAGIC

- I believe God is Love and Love is one.
- I believe that love must come from within first.
- I see beauty around me.
- I help people see the beauty in themselves and each other.
- I help people feel special and cared about.
- I am charismatic, intense, and passionate.

CREATOR MAGIC

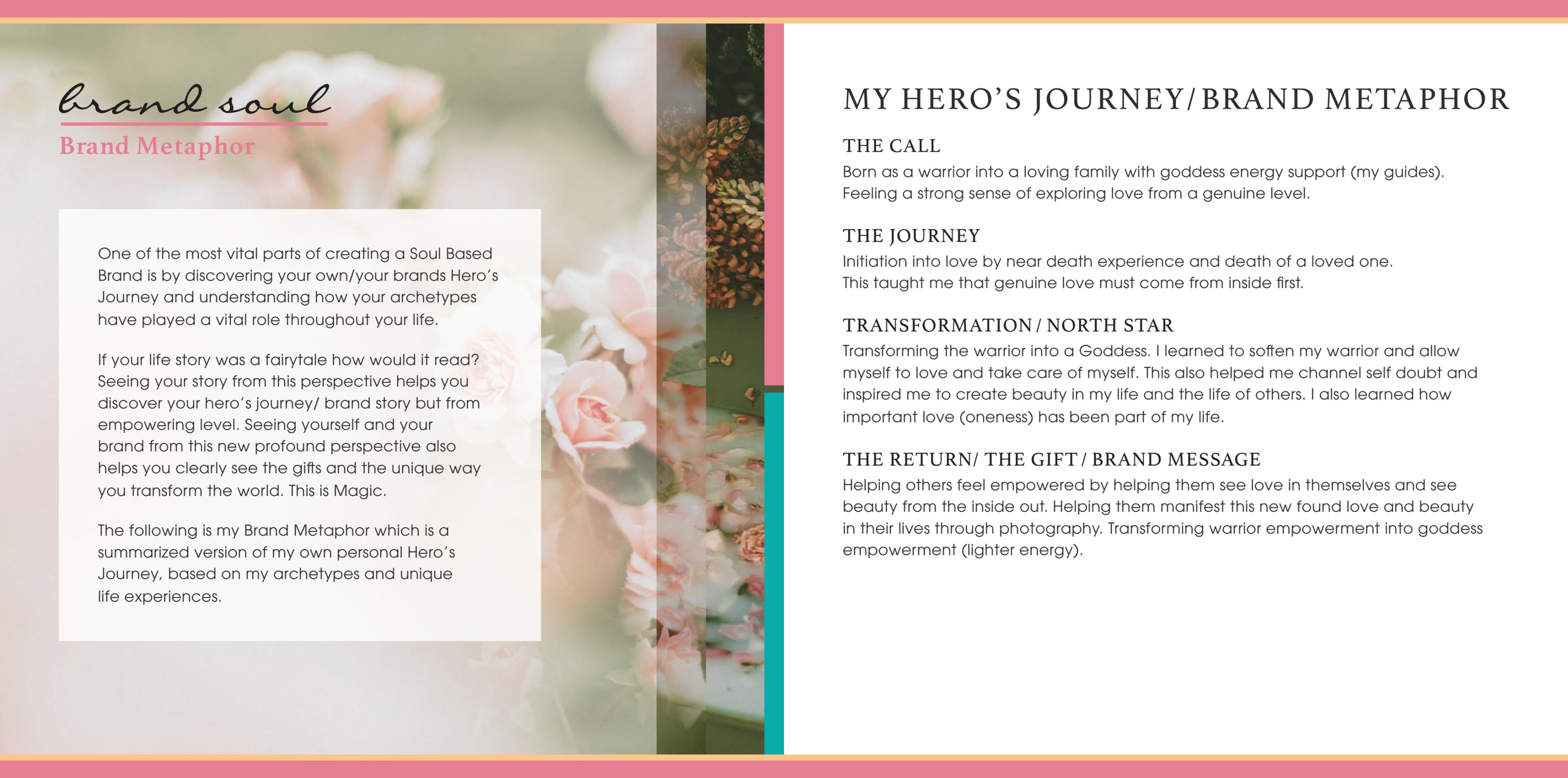
- I create to reflect the Soul.
- I follow my intuition.
- I give form to vision.
- I am authentic with myself.
- I transform chaos into structure.
- I help to create genuine identity.
- I value the creation process as much as the end result.

LOVER SPELLS

- Being addicted or seeking love outside myself instead of finding it inside first.
- Feeling empty when not loving or being loved.
- Losing myself in another to the point of having no real sense of self.

CREATOR SPELLS

- Getting stuck in the feeling of always wanting to create something new and not finishing projects.
- Self judgment to the point of it affecting my self esteem.
- Perfectionism to the point of feeling overwhelmed.



brand soul

Brand Metaphor

One of the most vital parts of creating a Soul Based Brand is by discovering your own/your brands Hero's Journey and understanding how your archetypes have played a vital role throughout your life.

If your life story was a fairytale how would it read? Seeing your story from this perspective helps you discover your hero's journey/ brand story but from empowering level. Seeing yourself and your brand from this new profound perspective also helps you clearly see the gifts and the unique way you transform the world. This is Magic.

The following is my Brand Metaphor which is a summarized version of my own personal Hero's Journey, based on my archetypes and unique life experiences.

MY HERO'S JOURNEY/ BRAND METAPHOR

THE CALL

Born as a warrior into a loving family with goddess energy support (my guides). Feeling a strong sense of exploring love from a genuine level.

THE JOURNEY

Initiation into love by near death experience and death of a loved one. This taught me that genuine love must come from inside first.

TRANSFORMATION / NORTH STAR

Transforming the warrior into a Goddess. I learned to soften my warrior and allow myself to love and take care of myself. This also helped me channel self doubt and inspired me to create beauty in my life and the life of others. I also learned how important love (oneness) has been part of my life.

THE RETURN/ THE GIFT / BRAND MESSAGE

Helping others feel empowered by helping them see love in themselves and see beauty from the inside out. Helping them manifest this new found love and beauty in their lives through photography. Transforming warrior empowerment into goddess empowerment (lighter energy).

brand soul

Core Inner Compass

Values are the foundation of who we are and how we make decisions about every aspect of our lives.

When we are not clear what our values are we could be making decisions that are out of alignment with our Soul and that could also impact us in negative ways.

Your values are your inner compass and just as we all need them to truly thrive so does our brand.

The following Core Values are an expression of who I am and what my brand stands for based on the wisdom gained from my top archetypes. These are my Core Inner Compass for myself and my brand.



OUR CORE VALUES

FAMILY/SOULMATE

We believe that family and loved ones are the most important part of our lives.

LOVE

Love is something you find inside and out - it makes you feel adored, cherished and empowered to live your life to the fullest.

CREATIVE

We promise to make each photoshoot creative and fun.

INTERACTIVE

We encourage you to be a part of the process by listening to your vision and ideas. We will give you guidance to interact with one another in a genuine way.

AUTHENTIC

We promise to help tell your story in an authentic way that captures your unique relationships and visions.



brand uniqueness

Archetypal Customer Avatar

ARCHETYPAL CUSTOMER AVATAR CORE POINTS

- She is a bride to be that feels stressed about planning her their big day. She feels responsible about making sure everything goes smoothly. She may feel so stressed out she is not feeling loved or appreciated by family or the people around her. She may be feeling like she doesn't deserve love. She may feel she doesn't have enough time to create the creative vision she has for here wedding day.
- She has an inner self critic that tells her she's not pretty enough (I'm not skinny enough, I'm not pretty enough to be photographed). She is feeling so overwhelmed finding the perfect vendors and location that's in her budget to help create her dream wedding. She feels she is running out of time and needs to get things done and booked so she can get out of her mind and can finally breath.
- She is looking for a Photographer that makes it easy and fun for her to be photographed and share the pictures and experience with others. She craves to feel special and like a goddess on her special day.
- Her dream solution is a confidence booster and a sense of peace that everything will be perfect. That everything falls into place because she deserves that and love. She wants to feel that everyone loves her no matter what and if they don't, she doesn't want to worry about it any more. She wants to feel she is enough and has enough to make anything come true.
- She is looking for beautiful timeless photographs that are creative and capture the unique love of her wedding day. She doesn't want the same old same old.

brand uniqueness

Brand Aspects

Brand Aspects are the unique gifts that your archetypes share with your audience to make your brand, strong, focused and specialized.

All archetypes have many aspects. When you discover the aspects that are in alignment with who you are and the deep Soul yearning of your audience, you create powerful brand positioning.

When you can genuinely embody these aspects in yourself and your brand you create brand positioning that is unique to only you. This is what makes your competition irrelevant!

The following are the Brand Aspects that were uniquely discovered for my brand and are based on my inner work, top archetypes and ideal audience.

BRAND LOVER/CREATOR ASPECTS

INITIATION TO LOVE FROM WITHIN

Transforming powerful new initiation of wedding day from stressed out, overwhelmed, unloved to magical, loved, passionate, creative and empowered.

Beautiful photographs that capture the bride, groom and family truest expression of love. A memorable experience of self empowerment through bride discovering her inner goddess and loving herself from the inside out.

- Not just beautiful photographs but creative art that makes her wedding magical and memorable.
- Focus is also on helping bride and groom feel at ease and appreciated.
- Helping clients feel like a goddess and empowered through our process of working together.
- Replace negative self talk with positive loving talk to empower her inner goddess and help her feel beautiful from the inside out.

brand uniqueness

Product/Service Aspects



AS A LOVER & CREATOR BRAND I OFFER PRODUCTS & SERVICES THAT:

- Photographs that are a unique expression of her love, wedding and family.
- Helping her feel loved and supported.
- Photographs that help her see her inner beauty.
- An authentic process.
- Love notes (Expression of love notes).
- A special ritual that's feels like an initiation to helping her feel beautiful.
- Passionate energy that inspires her.
- Give a small gift that will make couple's time more relaxing, sensual and romantic.
- Offer something symbolic of their love and passion.
- Some kind of meditation that helps her feel loved and empowered and calms her mind and negative self talk.
- Helping her feel connected to her body and beauty in an authentic way.
- Offer yoga, hike, massage ect as part of a package to help them take their mind off stress of wedding or stress in general.

brand uniqueness

Brand Motto

CAPTURING BEAUTY FROM THE INSIDE OUT

is my brand motto and the meaning I create in my clients' lives.

Photography for me is more than taking beautiful photographs. It is an experience that helps you connect with the unique genuine beauty inside yourself and helps you shine your inner goddess out into the world. The photographs we capture then become a beautiful piece of timeless art that continue to remind you of who you really are.

My goal during our time together is to help you feel so cared and loved that it becomes a magical experience of genuine self-love and self-empowerment.

A photograph of a sunset over the ocean. The sky is a mix of light blue and yellow, with soft clouds. The water is a deep blue, and the waves are gently washing onto a sandy beach. A vertical pink bar is on the left side of the image. A large pink rectangular box with a thin orange border is overlaid on the right side of the image, containing the brand motto text in white, all-caps, serif font.

BRAND MOTTO
CAPTURING
BEAUTY FROM
THE INSIDE OUT

brand uniqueness

Bio

PROFESSIONAL TITLE

Danielle Holman

Creative Wedding Photographer

PROFESSIONAL BIO

Danielle Holman is a creative wedding photographer. Her passion is to help you capture your greatest expression of beauty and love on your special day.

She believes that real beauty can only be captured when it comes from within. Working with her is a unique process of helping you discover your inner goddess and supporting you in feeling loved, cared about and easing any stress that comes along with finding the right wedding photographer for your special day.

You can be sure you will feel cared about, feel right at home and be provided with beautiful timeless and creative photographs that capture your genuine expression of love for many years to come!

SHORT BIO

Danielle Holman is a creative wedding photographer. Her passion is to help you capture your greatest expression of love on your special day.



brand uniqueness

Word Vault

LOVER & CREATOR WORD VAULT

Fantasizer Star-gazer Attraction

Dreamer Heart Elegance Venturesomely

Idealist Supernatural Sacred Friend Artistry

Kindred Cozy **Fearlessly** Inner Beauty

Romantic Courageously Grit True Self Network

Confidence Valiantly **Family** Spirit Couple

Home Courage **Timeless** Eagerness Lasting

Authentic Everlasting Credible Ageless **Original**

Creative Legit Unique Connection **Imagination**

Inspired Kinship **Spunk** Tribe Life Heart Collectively

Art Lifestyle Union Expression **Visionary Identity**

Reflection Together **Memories** Remembered

Undivided Flashback Reminiscence **Loved** Radiant

Stunning Natural Outdoors **Talent Connected**

Natural **Gorgeous** Elegant Environment **Intuition**

brand uniqueness

Brand Summary

BRAND MOTTO

Capturing beauty from the inside out

BRAND GUIDES

Lover & Creator

MISSION

To be a leading creative wedding photographer for brides to be that are looking to feel beautiful and loved from the inside out on their special day. To capture their greatest expression of beauty and love on their special day.

BRAND METAPHOR/ IDEA

I help others to feel empowered by helping them see love and beauty from the inside out. I also help them manifest this new found love and beauty in their lives through photography on their wedding day.

BRAND INNER COMPASS

Family/Soulmate, Love, Creative, Interactive, Authentic

BRAND UNIQUENESS / CORE BRAND ASPECT

Transforming powerful new initiation of wedding day from stressed out, overwhelmed, unloved to magical, loving, passionate, creative and empowering.

I create beautiful photographs that capture the bride, groom and family truest expression of beauty and love on their special day. I also create memorable experience of self empowerment through bride discovering her inner goddess and loving herself more from the inside out.

IDEAL AVATAR SUMMARY

Bride to be that is feeling overwhelmed and stressed about her wedding. She wants making sure she selects the right photographer that will ease her stress and capture beautiful timeless and creative photographs; that are an expression of the love and beauty on their special day.

OFFERINGS

Wedding photography packages, inspirational online content and guidance of how feel/look like a goddess (reduce stress) from the inside out for your special day.



brand manifestation

Mood Board

The overall feel and look for my brand is inspired by the energy of soft light, elegant creativity and a clean look.

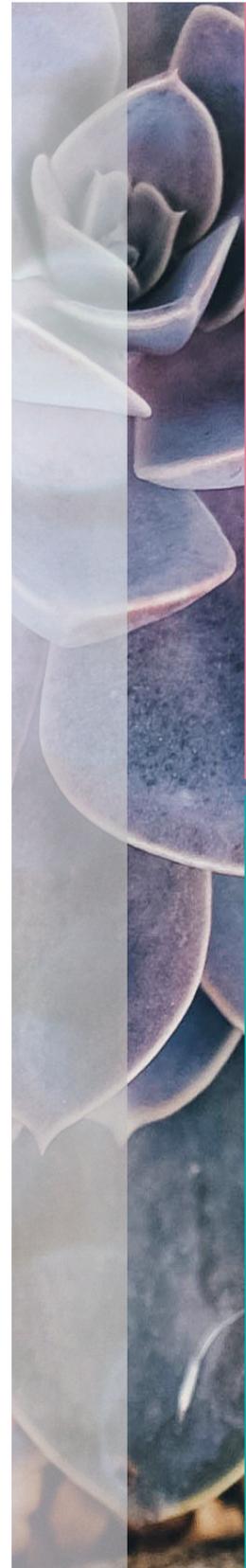
Using nature is a vital part of my brand and represents the Creator archetype.

The use the ocean is also a vital inspiration for my brand and invokes the Lover archetype.

The use of rose pink, green blue, gold and deep grey balance the Lover and Creator archetypes for my brand.

My brand is also inspired by the rose pinks and green purples that are found in succulent plants. These are found near the ocean, in the high desert and create a pop of creative color.

The use of lots of white creates a clean calming feel while the deep grey creates a professional accent.



brand manifestation

Brand Colors

ROSE PINK

Logo, Headlines, Text & Backgrounds

CMYK 7, 62, 23, 0
RGB 204, 125, 146
HEX CC7D92

OCEAN TURQUOISE

Logo, Headlines, Text & Backgrounds

CMYK 80, 8, 37, 0
RGB 89, 169, 170
HEX 59A9AA

OCEAN SUNSET GOLD

Headlines & Accents

CMYK 0, 24, 51, 0
RGB 238, 197, 139
HEX EEC58B

DEEP GREY

Headlines, Text & Accents

CMYK 72, 66, 65, 74
RGB 37, 37, 37
HEX 252525

OFF WHITE

Backgrounds & Accents

CMYK 7, 5, 5, 0
RGB 234, 234, 234
HEX EAEAEA

WHITE

Backgrounds & Accents

CMYK 0, 0, 1, 0, 0
RGB 255, 55, 255
HEX FFFFFFFF

brand manifestation

Brand Fonts

Liorah Bt

Liorah Bt is the main font for my brand. It is a handwritten font that creates an organic, romantic, creative and inspiring feel. This font should only be used for the logo, headline copy and inspirational quotes.

Athelas

Athelas is a beautiful font that has an elegant feel and is easy to read in headlines and copy and logo fonts.

ITC Avant Garde Gothic Pro

ITC Avant Garde Gothic Pro is a clean font that has a circular feel to it. It is an easy and elegant font to read for copy and helps to balance both my main fonts.

ab AB
liorah bt

Aa Bb
Athelas Bold

Aa Bb
ITC Avant Garde Gothic Pro

Aa Bb
ITC Avant Garde Gothic Pro

brand manifestation

Brand Textures & Images

BRAND TEXTURES



BRAND IMAGES



brand manifestation

Brand Images Don'ts

IMAGES DON'TS



Bright background images



Images of dark water



Nature images that are dark and not part of our color palette



Images of succulents that are dark and heavy



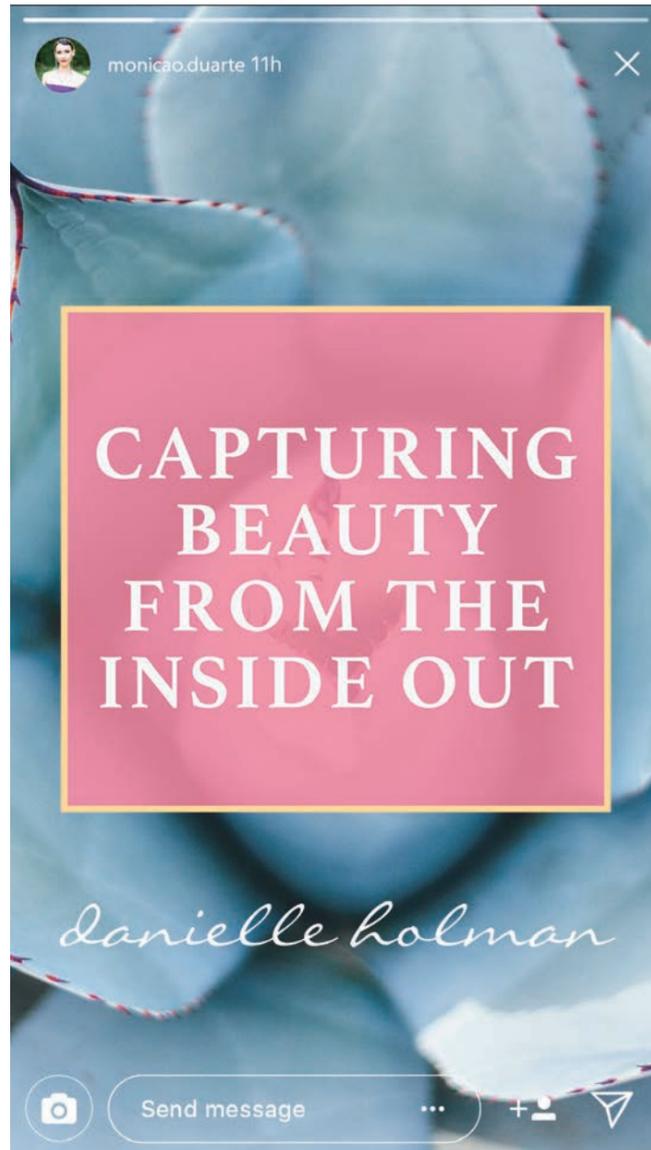
Corporate / strongly posed images



Busy images

brand manifestation

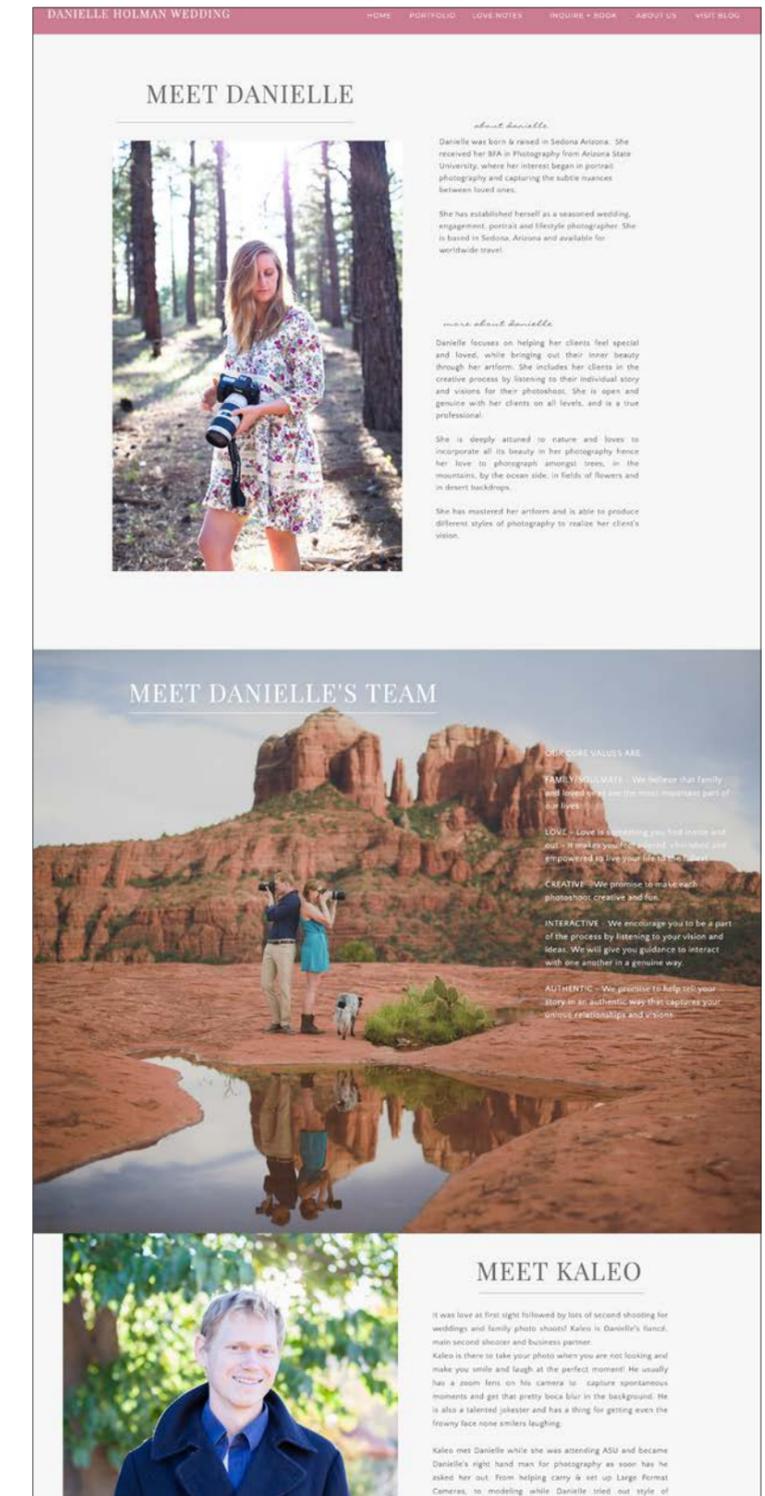
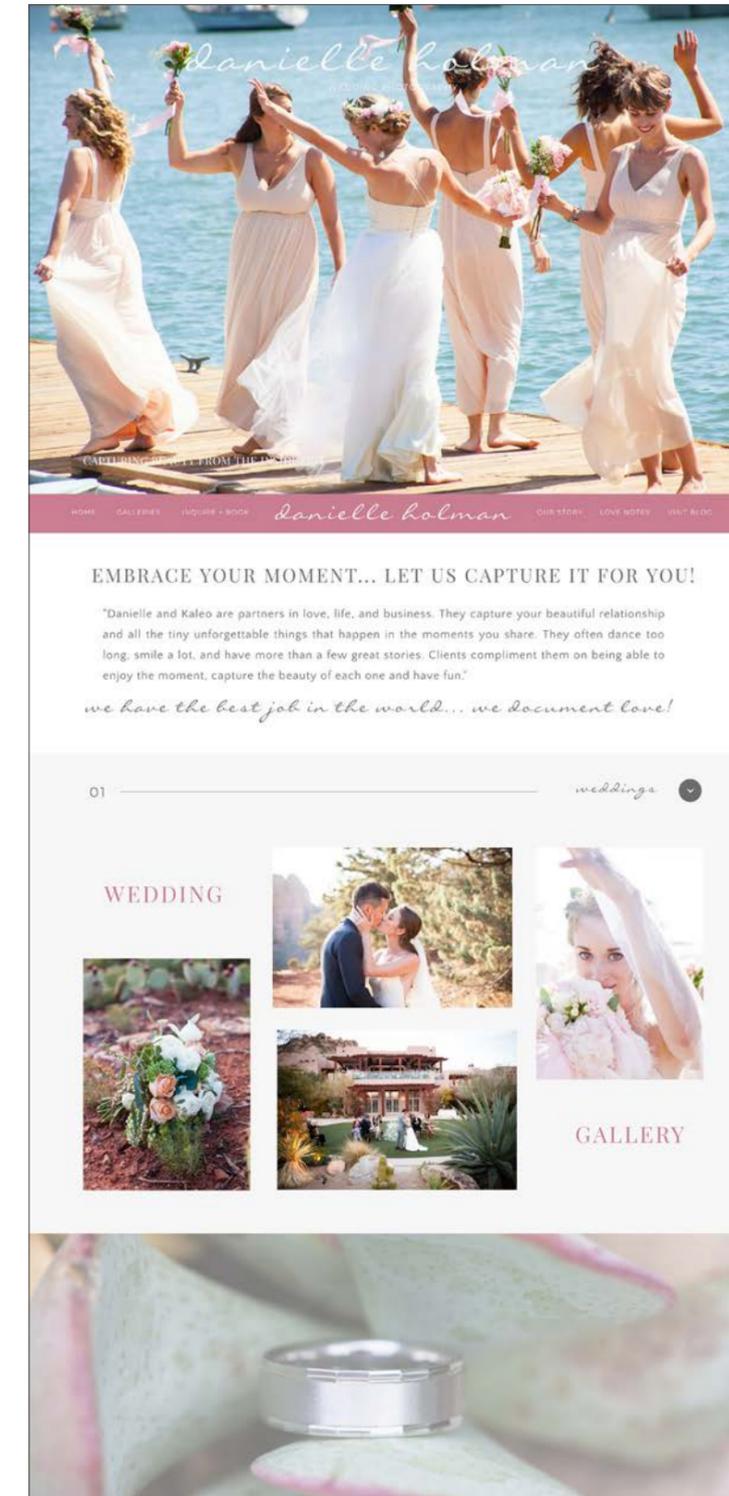
Brand Application



brand manifestation

Brand Application

As part of our Soul Brand process, Monica O. Duarte provided us with Soul Brand Consulting. The overall goal was to make sure our website truly captured both the Lover and Creator aspects of our brand. We incorporated our Soul Brand to all aspects of our website including colors, images, fonts, layout, brand story, and copy. Additionally, we also went through my photography portfolio and made sure each image was on-brand with the overall look and feel.



brand manifestation

Brand Style Inspiration

One of the many gifts of using archetypes for your brand is the ability to clearly understand what kind of fashion style to incorporate for your brand. By doing this not only does styling feel more natural but you are also embodying your brand at every opportunity possible. This is living your brand from a Soul Level. The following are styling recommendations for my Soul Brand based on my Lover and Creator archetypes:

- Rose pinks, green blues, light golds and soft colors with floral or organic prints. Think of the vibrant and soft colors of the ocean.
- Flowy long dresses with elegant floral or ocean inspired prints.
- Flowy blouses with soft colors and fun floral prints. Go for elegant creative.
- Mix dark jeans with elegant soft shirts that have fun prints for more casual look.
- Use jewelry and shoe accents that invoke more of a warrior goddess feel to create an empowering look. Think of the goddesses who have a soft but strong presence to them. The strong should only be sprinkled throughout and not the main focus.

*Style images are for inspirational purposes only.



Credit: Zaful



Credit: Sunward



Credit: Chiros



Credit: Milumia

www.danielleholmanwedding.com

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