

The SAVVY U

Brand Guide

Serving leaders ready to win from the inside out, teaching timeless truths that build trust, transform lives, and shape lasting legacy.

Table of Contents

Logo	2
Brand Colors Primary & Secondary Colors Color Usage	4-5
Brand Fonts	6
Sample Worksheet Designs	7
About the Brand	8

Logo: Main

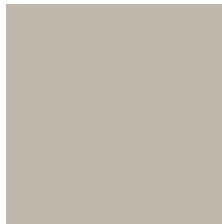


Inverted Logo

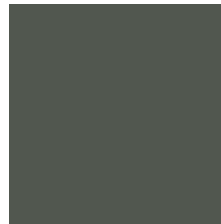


Brand Colors

Warm Neutrals



Tan / Sunday Stroll
190, 183, 172
#beb7ac



Dark Putty
81, 87, 79
#51574f

Greens



Basil
82, 136, 87
#528857



Herb Bouquet
154, 164, 147
#97a493



Caldwell
98, 112, 103
#627067

Black



Soft Black
35, 31, 32
#231f20

Blue-Green Core



Weekend
59, 90, 94
#3b5a5e



BM Wythe Blue
123, 167, 162
#7ba7a2



BM Aegean Teal
103, 132, 122
#67847a

Deep Anchors



Earthen Espresso
70, 60, 50
#463c32

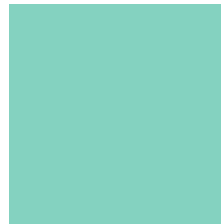


SW Rainstorm
33, 79, 99
#214f63

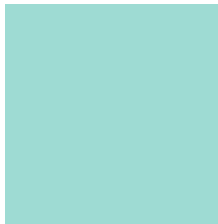
Brighteners (Uplift & Balance)



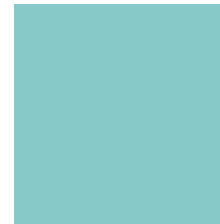
Mist Meadow
119, 199, 181
#77c7b5



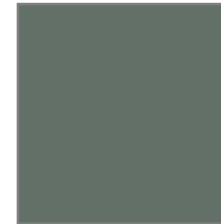
Tranquil Tide
132, 210, 192
#84d2c0



Bluebell Mist
158, 219, 211
#9edbd3

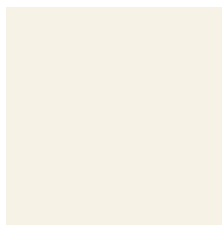


Gentle Current
135, 201, 200
#87c9c8

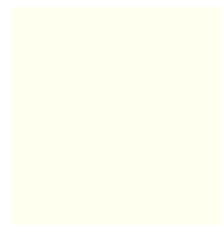


Coastal Calm
113, 170, 178
#71aab2

Ivory / Off-Whites



Savvy Ivory
247, 242, 230
#f7f2e6



Brighter Ivory
255, 255, 240
#fffff0



Saffire Light
244, 226, 179
#f4e2b3

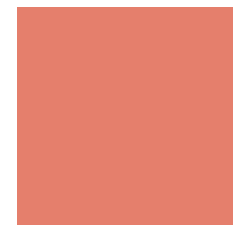


Windham Cream
240, 222, 189
#f0debd



Safflower
247, 222, 154
#f7de9a

Warm Accents



Savvy Coral
229, 127, 108
#e57f6c

Possible Color Usage Ideas

Core anchor color: for section headers and dividers.



Teal / Weekend
60, 90, 94
#3c5a5e

For body text



Soft Black
35, 31, 32
#231f20

For any subtle text boxes or reflection areas
(barely perceptible tone-on-tone contrast)



Ivory / Cream
255, 255, 240
#fffff0

Accent Colors: only as thin lines, icons,
or small section dots



Yellow / Safflower
248, 222, 154
#f8de9a



Coral
229, 126, 108
#e57e6c

Brand Fonts

Headings

Size: 16-20 pts, Bold, uppercase, Color: Teal

Playfair Display

THIS IS A HEADING.

Body Text

Size: 12-14 pts, Color: Soft Black

Poppins

This is a text sample.

Decorative

Size: 14-16 pts, Bold, Color: Teal/White

Bollivia Rosilla Script

It's An Inside Game

Footers, Copyright Text

Size: 10-12 pts, Color: White/Soft Black

Garamond

This is a text sample.

Sample Worksheet Designs

THE SAVVY U COACHING PROGRAM | *It's An Inside Game*

COACHING DEFINITIONS AND ETHICS


These guidelines are adapted from the ICF Code of Ethics and John Maxwell Team standards.

- **"Client"** - the individual or team/group being coached, the coach being mentored or supervised, or the coach or the student coach being trained.
- **"Coaching"** - partnering with Clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
- **"Coaching Relationship"** - a relationship that is established under an agreement or a contract that defines the responsibilities and expectations of each party.
- **"Confidentiality"**- protection of any information obtained around the coaching engagement unless consent to release is given.
- **"Conflict of Interest"**- a situation in which a coach is involved in multiple interests where serving one interest could work against or be in conflict with another. This could be financial, personal, or otherwise.
- **"Ethics"** - the standards by which you operate as a coach.

GUIDELINE FOR COACHING ETHICS

- Ensure that prior to a coaching engagement, my coaching client (and sponsor, if applicable) understands the premise of coaching, confidentiality protocol and limitations, financial and other terms of the coaching agreement.
- Provide a written agreement outlining roles and expectations of all parties involved before commencing the coaching engagement.
- Uphold client confidentiality, including compliance with any laws regarding personal data and communication.
- Do not disclose client names, situations, or information without the express consent of the client. Do not pressure clients for the use of their names or information for marketing or other purposes.
- Disclose and manage conflicts of interest with transparency and professionalism.
- Abide by the coaching agreement with regard to the right of all parties to terminate the coaching relationship at any point during the coaching process.

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1

THE SAVVY U COACHING PROGRAM | *It's An Inside Game*

COACHING CALL PREP FORM

Please email your responses to me at michelle@thesavvyu.com at least 1-12 hours before each scheduled session. Taking just a few minutes to answer these questions before each session will help you organize and focus your coaching time to get the most out of our time together.


My Name:	
My phone number:	
My email address:	
Coach, I will call you for our coaching session on the following scheduled date/time:	
Date/Time/Time Zone:	

This week, I'm most grateful for:

The "win" I most want to acknowledge this week is:

The actions I committed to from my previous session were:

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1

About the Brand

Tagline

Serving leaders ready to win from the inside out, teaching timeless truths that build trust, transform lives, and shape lasting legacy.

Brand Voice

Tone: Warm, wise, encouraging, and slightly witty.

Personality: A coach with empathy and edge; a professor with play; a guide with grace.

Phrases to Reinforce:

- You bring the courage, we bring the keys.
- Eight Rooms. One U.
- Lead from the inside out.
- Where wisdom meets the game plan

Brand Story Essence

The Savvy U palette reflects the transformation that happens when trust meets truth. Each color mirrors a layer of The Inside Game: clarity (ivory), growth (green), calm (blue-green), wisdom (brown), light (yellow), and courage (coral). Together, they create a visual rhythm of peace and purpose.