



FORGE

brand guidelines



guidelines to follow when creating
brand assets for Forge



IDEAL CLIENT: EARLY CAREER

Starting out in the workforce, defined by their focus on purpose, looking for ways to make an impact and a name.



WORRIED ABOUT PERSONAL CREDIBILITY.

Gen Z workers have a strong sense of self and expectations regarding their place of employment. They also struggle with insecurity over whether they measure up to their ideal organization and job. They need guidance to shape their career narrative and elevator pitch.



NEED TO BE PREPARED FOR JOBS THAT AREN'T YET CREATED.

Many Gen Z workers will hit their career stride in jobs that don't yet exist. Because they can't prepare for their specific line of work, they need to sharpen their other skills - soft skills and emotional intelligence - so they can come into their personal power when the opportunity arises.



TECHNOLOGY ENABLES COLLABORATION.

Gen Z is the first generational cohort that's fully digitally native. They know how to use technology on a personal level and expect constant, transparent communication. However, they need guidance on how to put their tech knowledge to work in the job search and/or how to use it as part of their professional communication skills as they seek to advance their careers.



IDEAL CLIENT: MID-CAREER

Ready to take ownership in their work & grow their skills. Mid-career individuals value content that is genuine & authentic.



POWERFUL TRENDSETTERS BOTH ONLINE AND OFFLINE.

Millennials are the largest generation the US has ever produced and they've been at the forefront of the social media revolution. They're reaching the apex of their career trajectory and buying power. Gen Z may be "cooler" but millennials are the generation with the power to shift perceptions and markets.



DRIVEN AND HIGHLY CAREER MOTIVATED.

Millennials are career-driven and don't have the same loyalty to individual organizations as previous generations. They don't hesitate to switch companies or to move to consulting if the money is right or if they feel underappreciated in their workplace.



VALUE A WORK-LIFE BALANCE.

Millennials seek purpose in their work-life. As a generation, the millennial psyche has been damaged by the uncertain work environment they've inherited (a recession, a pandemic, etc.), impacting their prime earning years. Millennials have decided they want more balance in their life and that work is valuable but not at the expense of family and relationships.



BRAND VOICE

the distinct personality your brand takes on in verbal communications



ONE

CONVERSATIONAL

Engaging people in meaningful discussions that resonate.

TWO

BOLD

Energizing. Refreshing perspectives. Tells it straight.

THREE

AUTHENTIC

Empathetic. Connected. Relatable. Compassionate.



MISSION & VISION

mission defines the parameters of your business
vision defines a desired future state for your business



MISSION

We help you master who you are so you can go into world and do work that matters.

VISION

We are a partner and resource for movers and shakers who want to light up the world with their talents.



KEY MESSAGES

the main points your audience should hear,
understand, and remember



ONE

FIND YOUR LIGHT

To showcase what you can offer, you must develop the self-awareness to understand who you are and the self-management to be your best in professional situations.

TWO

FAN YOUR FLAME

Use the program and our tools – coaching, courses and a supportive community – to develop the skills and emotional intelligence that will make you stand out among your peers.

THREE

FORGE YOUR PATH

When you're fully equipped with knowledge and with the confidence to put it into practice, we prepare you for the next step in your career.



TALKING POINTS

provides proof and credibility for key messages

key message 1: find your light



ONE

SELF AWARENESS/WHAT TO KNOW

Forge provides a starting point for young professionals to understand how they appear in the world. As we work together to mindfully shift your lens, you see yourself and your opportunities differently. You can create a different path forward.

TWO

SELF DEVELOPMENT/WHAT TO DO

To build on your self-awareness, you need the right resources to legitimize and use your unique skills. Forge provides assessments, expert reviews and resources to chart that path for the specific development resources that make a difference for your individual career path.

THREE

PERSONAL POWER/HOW TO OWN IT

Your light is unique. Tapping into it makes you different, captivates those around you and gives you a starting point to maximize your opportunities. Your Forge program gives you the resources you need to mindfully own and cultivate your strengths.



TALKING POINTS

provides proof and credibility for key messages
key message 2: fan your flame



ONE

SELF AWARENESS/WHAT TO KNOW

Every moment, you're shaping people's opinions of you, your work ethic and your potential. Through Forge's courses and coaching resources, we help you see yourself the way others see you, to shape your communication efforts and to tap into the facets of your personality that are most likely to lead to your success.

TWO

SELF DEVELOPMENT/WHAT TO DO

You know what you bring to the table. Make it visible and ensure others see it too. Forge offers programs specifically designed to hone your executive presence, so you can build influence, communicate with power and confidence, and be able to ask for (and get!) the things you need to be successful.

THREE

PERSONAL POWER/HOW TO OWN IT

Once you're ready to present yourself as a leader and a candidate for positions of influence, Forge continues to evolve and transition your skills. We coach and train you as you shift from being a skilled contributor to a confident leader, and we find ways for you to make an impact on others following in your footsteps.



TALKING POINTS

provides proof and credibility for key messages
key message 3: forge your path



ONE

SELF AWARENESS/WHAT TO KNOW

As you grow in your career, your goals and desires may change. Forge helps you see yourself and your path clearly, focusing on who you are, what you offer and how you want to evolve. Forge offers training materials and introspective assessments, so you can determine how you need to shift so you can be where you want to be.

TWO

SELF DEVELOPMENT/WHAT TO DO

Being a leader means taking care of yourself – present and future. Through Forge, you'll have access to resources that help you enhance and sustain your performance over time. Forge also provides the tools to build a network that will position you for your next career move.

THREE

PERSONAL POWER/HOW TO OWN IT

Your belief in yourself and your ability to showcase your confidence and competence – that's how you own it, grow influence, gain support and succeed. Forge coaches support you as you continue moving forward in your career so you can seize any valuable opportunity that arises.



COLOR PALETTE

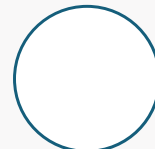
the set of colors that represent your brand personality and provide visual consistency



Primary: Teal

CMYK 0, 0, 0, 5
RGB 242, 242, 242

HEX #F2F2F2



Accent: White

CMYK 0, 0, 0, 5
RGB 242, 242, 242

HEX #FFFFFF



Secondary: Electric Blue

Dunt amus non non reptas molup
lant si cuptatium in et volutr.

HEX #51BEE1



Secondary: Orange

CMYK 0, 48, 86, 7
RGB 237, 125, 49

HEX #EE8E42



Secondary: Lime Green

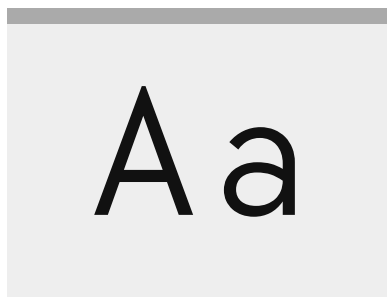
Dunt amus non non reptas molup
lant si cuptatium in et volutr.

HEX #D1DE3F



TYPOGRAPHY

provides consistency to and visual clarity for your
brand's written communications



TT Chocolates

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&*+,-./:;@

BODY COPY + ACCENTS



TT Drugs

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&*+,-./:;@

TITLES + SUBTITLES



CASSANNET PLUS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

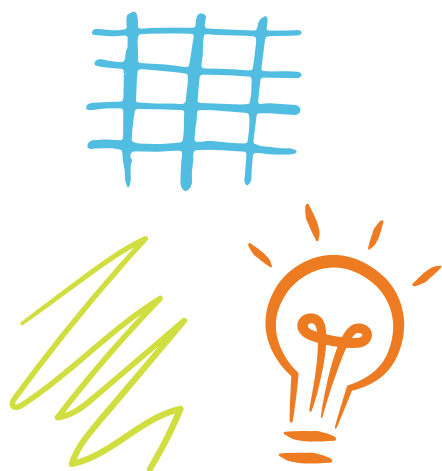
0123456789!"#\$%&*+,-./:;@

PRE-HEADERS



brand visuals

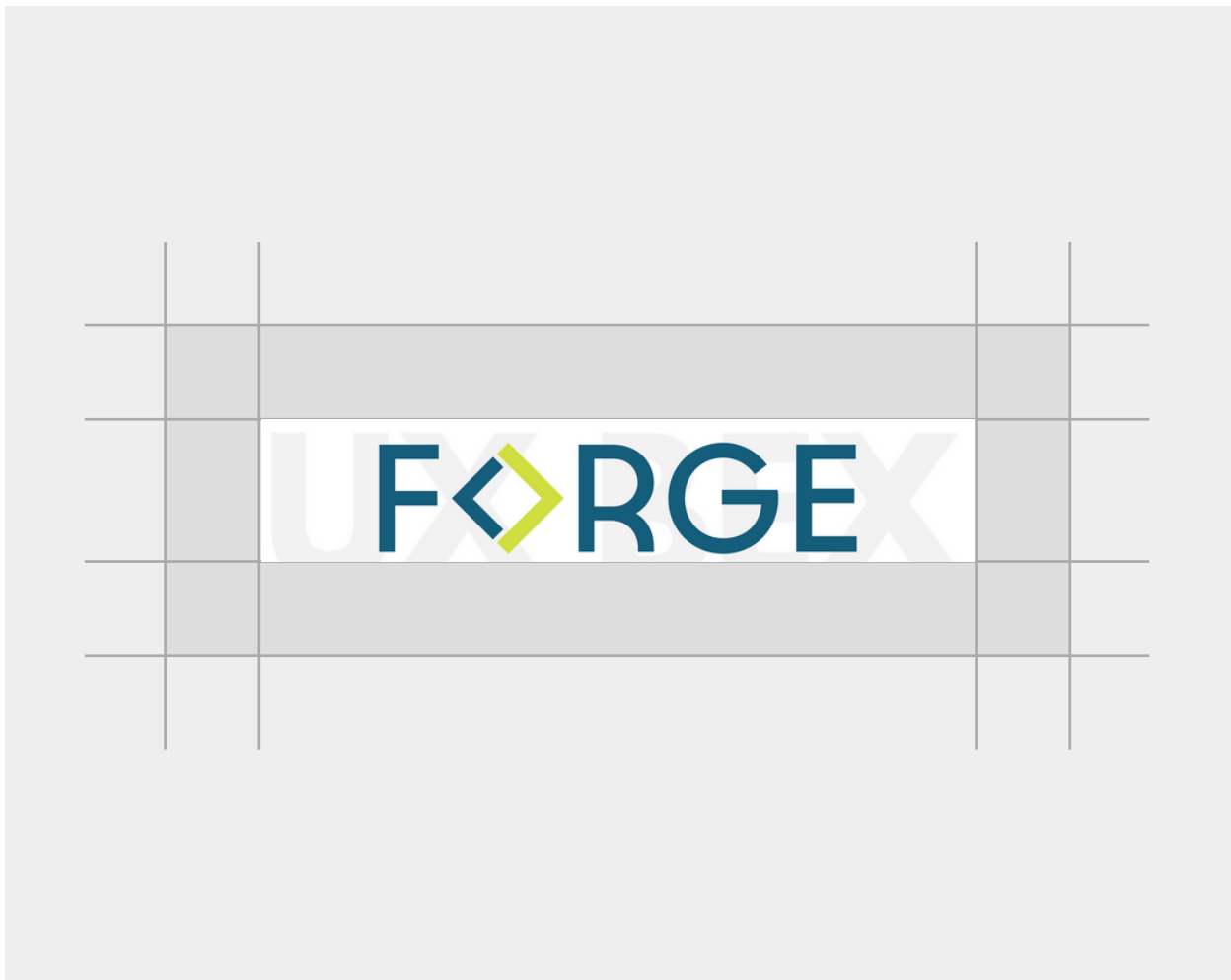
FORGE represents the bold and exciting transition
to a new career pursuit





logo placement

logo and iconography should
always be centered with the text



logo variations

A bold neural font treatment featuring bright directional arrow icon pointing forward.



Primary Logo

Teal lettering with bright green arrow pointing forward.



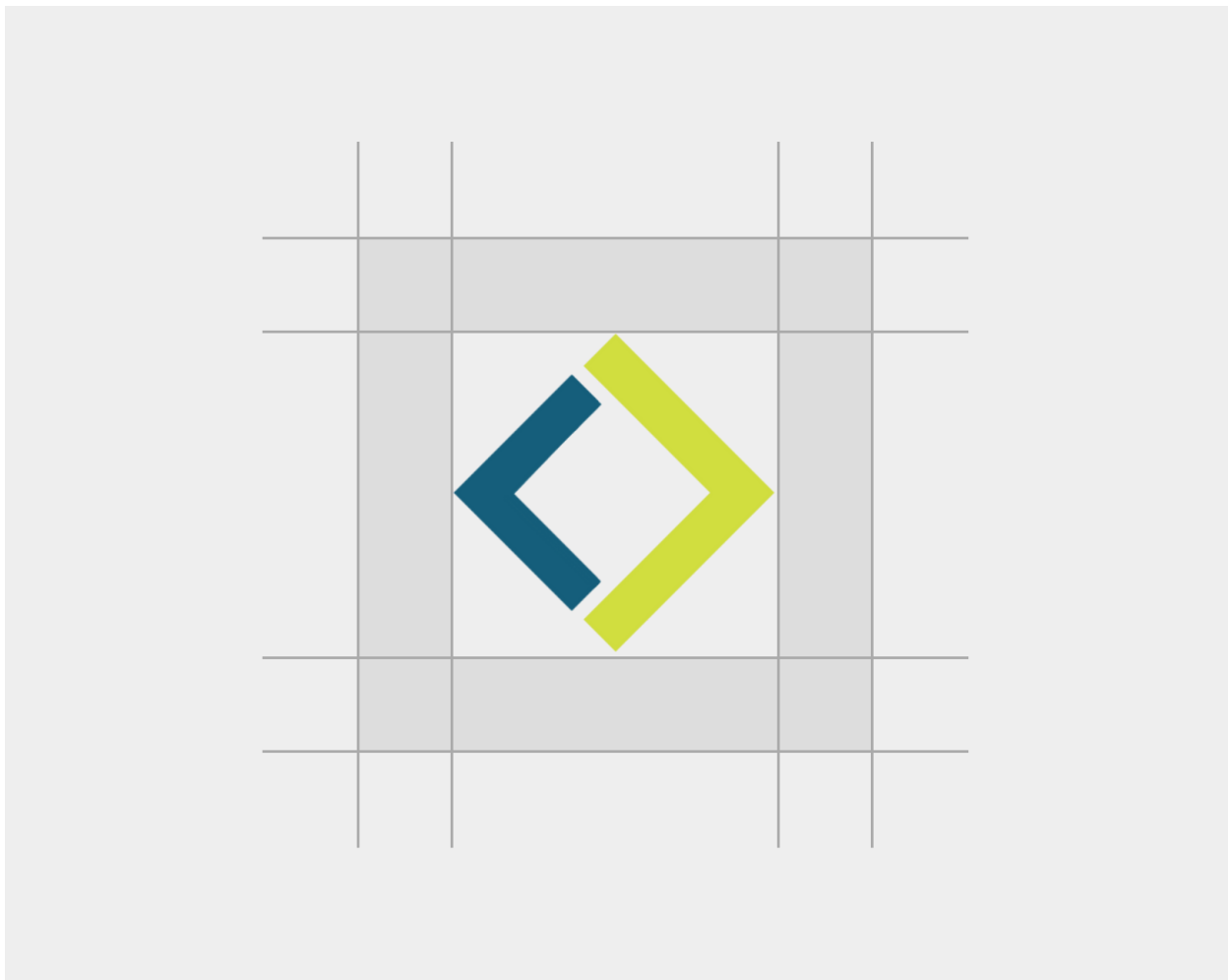
Reverse Logo

White lettering with bright green arrow pointing forward.



logo placement

The angular "O" in FORGE is used to represent the ignition of directional movement forward .



logo variations

The angular "O" in FORGE is used to represent the ignition of directional movement forward .



Primary Logo

Bright green arrow pointing forward coupled by teal frame.



Reverse Logo

Bright green arrow pointing forward coupled by white frame.



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