



Challenge: Create a logo and brand identity from scratch for a change coaching business that helps it stand out in a crowded marketplace. Create a logo that exemplifies growth through change.

Client: Change is Growing

Logos with alternatives

Various versions of our logo are available to match different materials and uses.

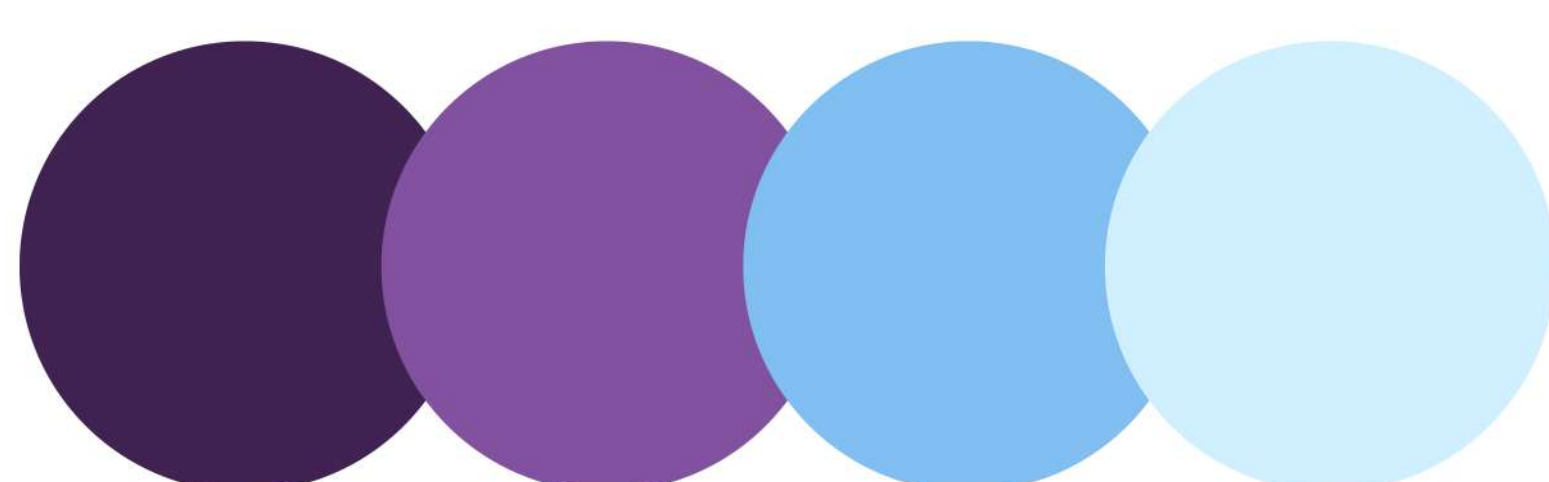


The logo serves as a powerful visual embodiment of the transformative journey towards change and personal growth. The triangle is inherently stable and one of the strongest shapes in engineering, representing balance, strength, and resilience. Triangles with pointed ends can also symbolise direction, progress, and personal growth. The mountain peak represents the journey of embracing change, and how it can take you and your career to new heights.

Color Scheme for the Brand

It reflects the identity and personality of our brand.

Purple is often associated with transformation, creativity, and spirituality. It can represent personal growth, intuition, and a higher level of consciousness. Various shades of purple, such as lavender or deep violet, can convey different aspects of growth and change.



#422354

#8352A0

#81BFF2

#CEEBFB

Fonts Guide

The best results can be achieved when fonts are paired and sized correctly.

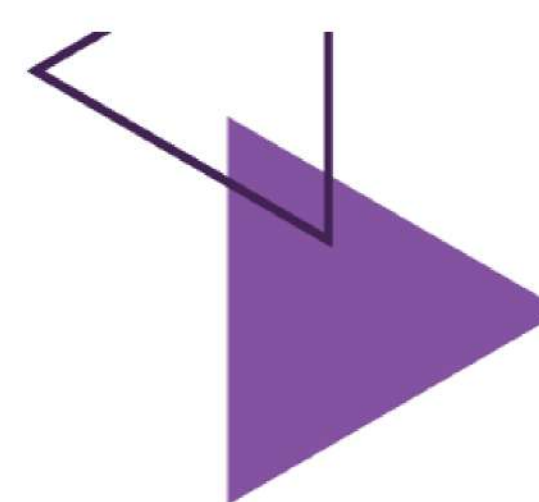
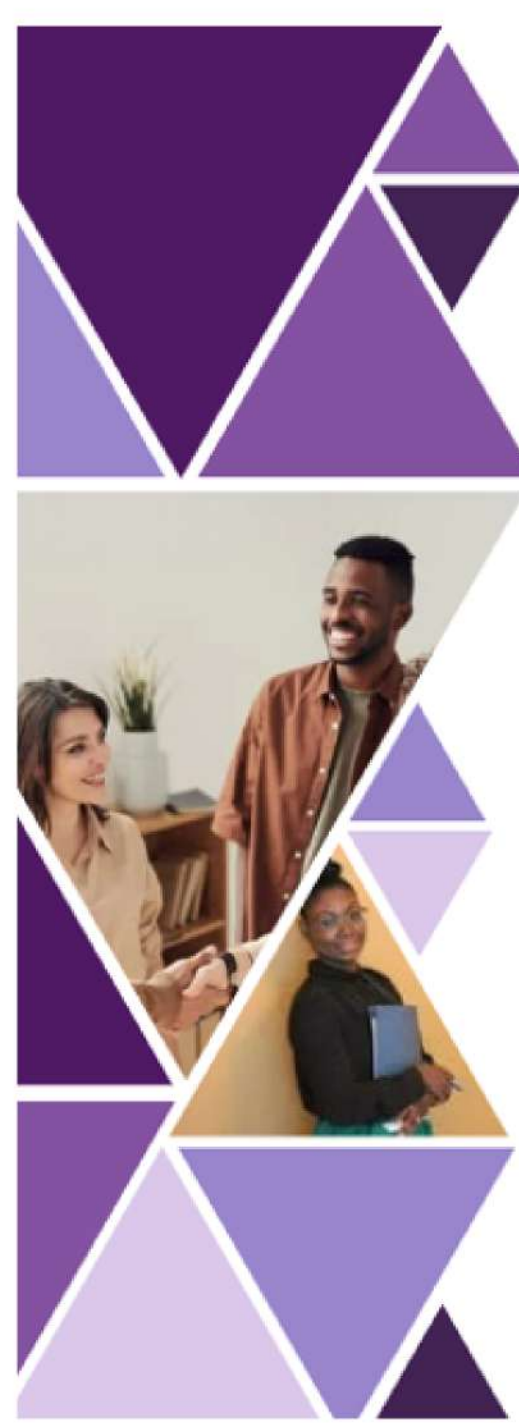


Logo Font: Gill Sans MT

Text Font: Lato

Can be used in main headers.

Can be used in subheaders and paragraph text.

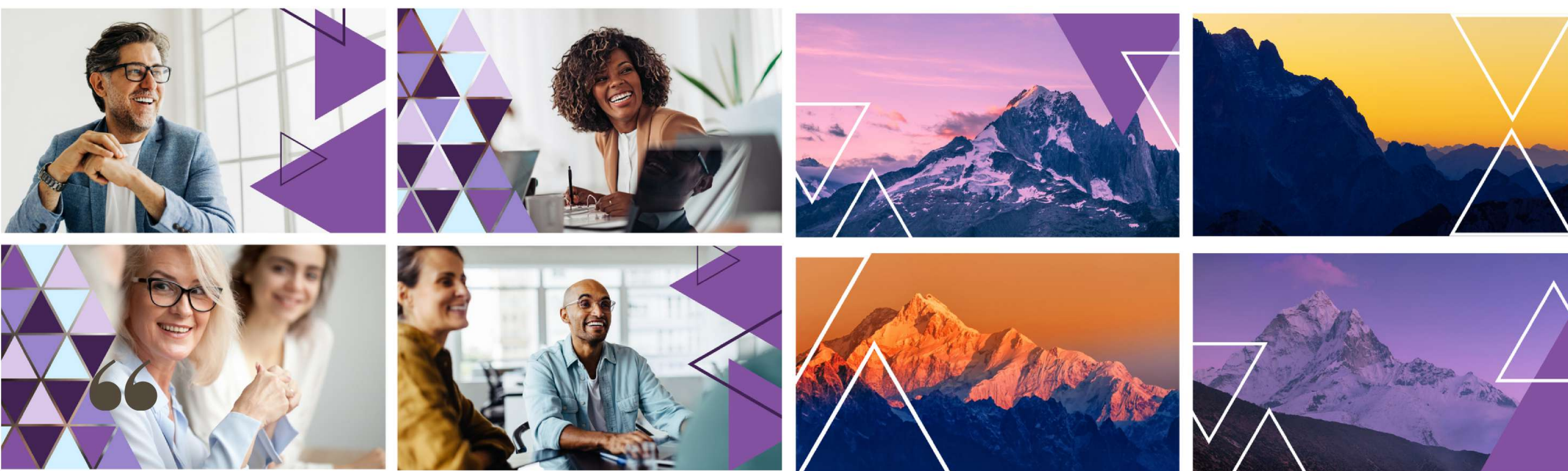


The Triangle Motif

The brand incorporates triangular patterns as part of its visual language. These patterns can be used to present images within the triangle space or simply fill in white space, as indicated on this page.

Brand Images

When needed, images of people can be used, with the triangle motif overlaid on the image. Images of mountains can be used, with the triangle motif overlaid on the image.



"I knew I would need to partner with somebody for marketing, however in retrospect I am quite astounded by how much more I got from Bottomline Agency. Jonathan and team helped my company from the word go, literally, they produced the name of the company. In order to come up with a name, they walked me through understanding how to get to my business niche which is reflected in all elements of the brand identity provided by Bottomline Agency team. They created the logo, the colour palette, the fonts, the thinking behind these elements and then some. These are all an integral part of who we are as a company today. I am immensely pleased to collaborate with Bottomline Agency and would recommend them without hesitation."



★★★★★
Warren Dix
Founder & Head Coach
[Change is Growing](#)



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