

REIMAGINE
Her

Brand Blueprint

Foundation and guide for brand and marketing efforts



Within This Deck

YOU CAN DISCOVER REIMAGINE HER'S

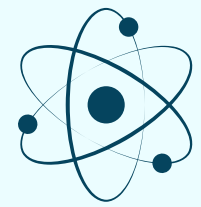


Brand Core



Brand Identity





Brand Core: Why?

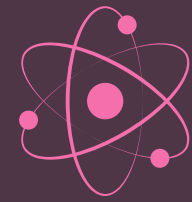
WHAT PROBLEM DOES REIMAGINER HER SOLVE?

Relmage Her teaches women how to **UNMASK from pain, fear, and self-doubt.**

Relmage Her... she's UNSTUCK, with clarity and walking with authentic confidence in her purpose!

It's time that you are Unmasked and Confident!





BRAND CORE VALUES

FAITH

We have the capacity to trust that despite our temporary hardships, we will eventually overthrow them to **become the best within ourselves and a shining reflection of who we want to be.**

FAMILY

We understand that the support we get from those we love and who love us **motivate us to work through whatever plagues our progress and ensures that we walk in strides of confidence.**

FITNESS

The first steps to an authentic healing process with authentic confidence is a healthy mind and body. **Dedication to exercises of self-affirmation keep the fire of hopefulness with promise of results alive.**

FINANCE

We aim to empower women to know that they are **more than capable of supporting their new lives and walking with financial confidence.**



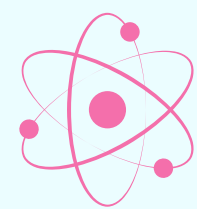
”



REMOVE THE MASK AND MOVE FORWARD WITH AUTHENTIC CONFIDENCE

- MARCIA Y. COLLINS-BROWN
LIFE COACH, & FOUNDER OF REIMAGINE HER





Brand Core: Mission

WHAT IS REIMAGINE HER'S PURPOSE AND OBJECTIVES?

ReImagine Her's mission is to **provide a community and space that allows women to heal and uncover love, confidence, and freedom.**





Brand Core: Vision

REIMAGINE HER 2 YEARS FROM NOW....

ReImagine Her's vision is **a movement of women who are educated, empowered, and equipped** with the tools to transform their lives and become the best versions of themselves.





Brand Core: Differentiator

WHAT MAKES REIMAGINE HER UNIQUE?

ReImagine Her offers **internal and external beauty consulting services** that uplift women and encourage them to take action in their life.





Brand Identity: Who?

WHAT DOES REIMAGINE HER LOOK & SOUND LIKE?

ReImagine Her looks like **healed and confident woman walking in her God-given purpose.**

ReImagine Her sounds like **an empowering and optimistic woman** who has been through heartache and suffering but will not allow her past to control her present.





Brand Identity: Name

WHAT DOES REIMAGINE HER MEAN?

Relmagine Her means **rebirth for women who feel lost, stuck, and hopeless.**





Brand Identity: Logo

WHAT DOES REIMAGINE HER LOOK LIKE?

Relmagine Her looks **bold, fun, and positive...**

REIMAGINE
Her



Brand Identity: Slogan

WHAT DOES REIMAGINE HER
LIVE BY?

Confident ON PURPOSE,
With PURPOSE!



Brand Identity: Personality

IN 3 WORDS HOW WOULD YOU DESCRIBE REIMAGINE HER?



FIERCE

ReImagine Her is **eager to heal from pain and the past** to uncover love, confidence, and freedom.



PERSONABLE

ReImagine Her is a **pleasant and admirable woman** who shares a similar path as other women.



CONFIDENT

ReImagine Her is **sure of herself and her abilities** — not in an arrogant way, but in a realistic, secure way.

REIMAGINE *Her*

GET IN TOUCH

MARCIA Y. BROWN

6421 N. Florida Ave Tampa, FL 33604

PHONE NUMBER

813-690-3231

EMAIL ADDRESS

marcia@iammarcia.com