

BRAND GRIMOIRE

The ins and outs of your badass brand.





Your brand. Your foundation.

In case you didn't know, there's no one else out there like you. Which is great! The world is waiting for you - are you ready for the world?

This brand - your brand - is now in your hands.
Nurture it, honor it, love it.

Now get off your butt, take this badass puppy of a brand, and go conquer.

And always, live your passion!

-W.

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BEING BOSS

Found through :
popularity within community



HIPPIE WITCH

Google keywords :
witch podcast



SO YOU WANNA BE A WITCH?

Google keywords :
witch business owner podcast
witch entrepreneur podcast



THE FAT FEMINIST WITCH

Google keywords :
witch podcast



A quick look into your industry.

Similarities to competitors :

- > FEMALE HOSTS (SPECIALLY, TWO FEMALE HOSTS)
- > SHORT-TERM GOAL IS TO HAVE SPECIAL GUESTS ON PODCAST
- > LIKE BEING BOSS, BOSSWITCH WILL STICK TO WEEKLY EPISODE SCHEDULE

Differences from competitors :

- > FOCUSES EXCLUSIVELY ON SELF-IDENTIFYING WITCH ENTREPRENEURS
- > COHESIVE BRAND ACROSS ALL PLATFORMS (WEB, SOCIAL AND PODCAST)
- > NICOLINA AND ENID HAVE MEDIA-RELATED CAREER BACKGROUNDS

Your place in the universe.

Every brand is unique in its own way. There's at least - at least - one special characteristic that makes your brand completely different from your competitors.

Use this positioning statement as a credo for who BossWitch Podcast is at its core. This might not be a statement you share with your clients, but it should definitely be a driving force for how you choose to communicate with others about your business. Share it with future employees or vendors you hire to do work for your brand. Share it with those who will have a direct hand in shaping your brand.

POSITIONING STATEMENT

Born out of a dream, or was it a premonition, on a moonlit summer night - BossWitch is a weekly podcast that provides a sacred space for badass witches to revel in all their bossness. Hosted by Nicolina McHugh, a brand designer and marketer for healers and spirit-based business owners, and Enid Nolasco, a budget-conscious brand consultant for creatives and makers, each BossWitch episode explores how intertwining your business side and your witchy side can lead to magical outcomes.



BossWitch is :
COMMUNITY
ENLIGHTENING
WOO WOO AS FUCK

WE'RE A SISTERHOOD, A COVEN, A COMMUNITY OF MOON-DRIVEN WITCHES WHO HAPPEN TO BE BOSSES, AND BOSSES WHO HAPPEN TO BE WITCHES. WELCOME TO BOSSWITCH PODCAST.

TARGET AUDIENCE

Aim for that dream client.

- > WOMAN
- > LIVES IN THE UNITED STATES
- > FLUENT IN ENGLISH
- > BETWEEN EARLY 20s TO LATE 40s
- > HAS A SIDE HUSTLE OR RECENTLY LAUNCHED A FULL-TIME SMALL BUSINESS
- > CONSIDERS HERSELF AN ENTREPRENEUR
- > HER SMALL BUSINESS IS MOST LIKELY IN THE HEALING INDUSTRY (TAROT, REIKI, YOGA, ETC.)
- > IS A SELF-PROCLAIMED WITCH OR BELIEVES IN ENERGY, KHARMA AND SIMILAR PRINCIPLES
- > FREQUENTLY PRACTICES RITUALS, EVEN IF VERY SIMPLE AND SMALL ONES
- > TRIES TO EAT HEALTHY AND EXERCISE
- > NO CHILDREN YET, BUT PROBABLY HAS A STEADY PARTNER OR SPOUSE
- > SHE HAS SOME DEBT TO PAY OFF, BUT CAN MAINTAIN A STABLE LIFE AT THE MOMENT
- > TAKES CARE OF HER POSSESSIONS AND VALUES HARD WORK
- > HAS TON OF ACQUAINTANCES, BUT FEW FRIENDS
- > GROSS INCOME IS OVER \$40K
- > OBTAINED AN ASSOCIATES OR BACHELORS DEGREE, BUT WORKS IN UNRELATED FIELD
- > CONSIDERS HERSELF TO BE AN INDEPENDENT, CREATIVE SOUL
- > HAS A DEFINED SENSE OF STYLE
- > AT TIMES IS EASILY DISTRACTED WITH NEW PASSIONS AND IDEAS
- > LOVES CULTURAL TOPICS AND TRAVEL
- > GETS EASILY FRUSTRATED WITH INJUSTICES AND POLITICS
- > IS TOO BUSY TO READ AND DO RESEARCH, PREFERS PODCASTS

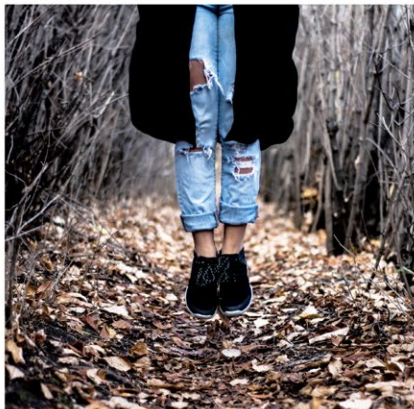
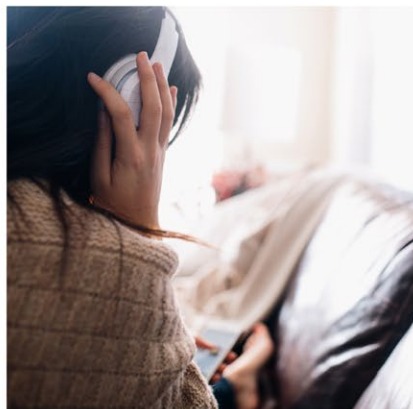
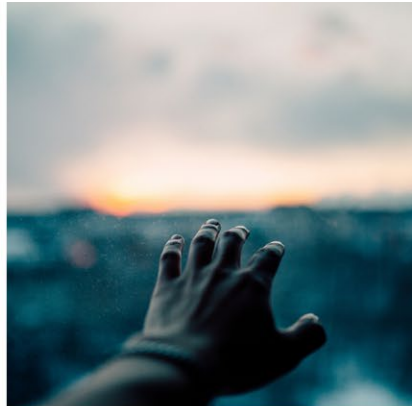
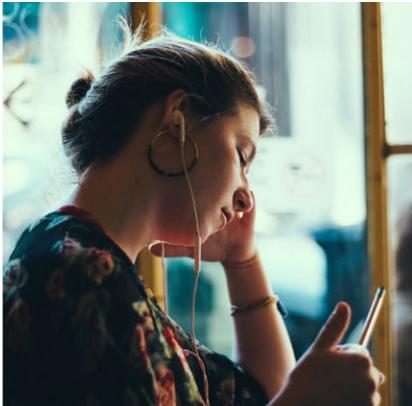


BossWitch Podcast's brand voice is energetic and inspiring. Filled with tidbits of useful information and unconditional support, the collective voice of this brand emanates a deep sense of community. No more hiding in the shadows. No more carrying the weight of the past.

BossWitch creates safe spaces (both through the podcast and social media) where witches can unleash their power as creatives, entrepreneurs, business owners, and masters of their life path.

BossWitch is not shy and will throw a good fucking curse word here and there. There's a perfectly imperfect balance of professionalism and casualness to the podcast that should be present throughout the brand. Talking about budgeting and marketing can easily intertwine with a deep exploration into how moon phases affect decision-making. This ebb and flow of spiritual topics with branding goodness is what makes BossWitch Podcast a badass brand.

THE MOODBOARD



BRAND IDENTITY





BOSSWITCH

PODCAST



LOGO USAGE





THE LOGO

THE MARK



Let's always avoid the use of a magnifying glass to check out the logo. Don't size the logo at less than 01" or 300px in width. There has to be better way.



ADDITIONAL ICONS





LOGO COLOR VARIATIONS

Let it be in moonlight blue, white or black, the BossWitch Podcast logo is at its best when placed over a solid color or photo background. Don't place the logo over a busy pattern. Ideally, the white version should be your default logo used on top of a photo with an overlay applied to create more contrast. Your secondary options are the moonlight blue and black variations used over a light background. The full logo should never be used in magick purple, as this is only an accent color.

01.

The BossWitch Podcast logo comes in three colors. Stick to these three ONLY.

02.

Make the logo STAND OUT on either a solid background or a darkened photo.

03.

Don't add gradients or drop shadows. Don't stretch or rotate it. Just don't.

04.

In a giving mood? Donate to charity. Don't add text, graphic elements or outline.

05.

There's no need to give yourself a headache recreating the logo. Use the eps, png or jpg file.



The BossWitch logo is down for good company, but it needs some breathing room. Always keep at least one 'full moon' distance on all sides.

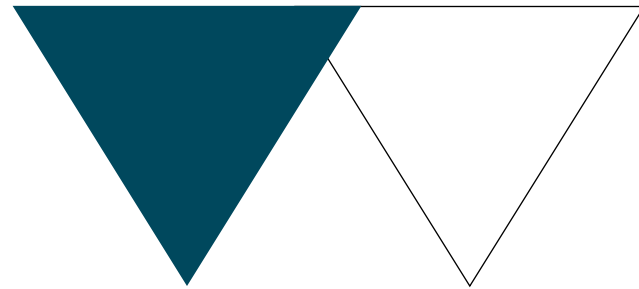
**A PODCAST FOR BOSSES AND WITCHES,
AND BOSS WITCHES DOING AMAZING THINGS.**

Your catch phrase.

With a name so strong as BossWitch, it's important to back it up with a tagline that drives the message home. In this case, the tagline is more of a descriptor that clearly communicates the podcast theme. This descriptor can be used verbally during the podcast intro or in the description field within iTunes.

BRAND COLORS





MAIN COLORS

MOONLIGHT
 HEX : 134B5F
 RGB : 19 75 95
 CYMK : 100 61 45 30

WHITE
 HEX : FFFFFFFF
 RGB : 255 255 255
 CYMK : 00 00 00 00



ACCENT COLORS

MAGICK
 HEX : 371D36
 RGB : 55 29 54
 CYMK : 67 90 47 58

BRONZE
 HEX : 705232
 RGB : 112 82 50
 CYMK : 38 63 88 32

> When possible, in printed or pre-manufactured materials, use a bronze finish to accent the brand.

BRAND TYPOGRAPHY



MONTSERRAT

Headline, subheadline, and body copy font.

Ww Ww Ww Ww **Ww** **Ww** **Ww**

Thin. ExtraLight. Light. Regular. SemiBold. ExtraBold. Black.

> For subheadlines use Montserrat SemiBold in all caps. No end punctuation is needed for headlines. Subheadlines should always be in sentence case, with end punctuation, and Montserrat Regular. For body copy use Montserrat Regular as well. Go to [Fonts.Google.com](https://fonts.google.com) to find and download the Montserrat font family. See next page for more typography guidelines.

Aa Bb Cc Dd Ee Ff Gg Hh
 Ii Jj Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv Ww Xx
 Yy Zz á é í ó ú 0 1 2 3 4 5 6 7 8 9
 @ # \$ % ^ & * () _ - + = { }
 [] | \ : ; “ ’ ‹ › , . ¿ ? / ~ ¡



A UNIVERSE-CENTRIC PODCAST

Cast your spell for success.

Born out of a dream, or was it a premonition, on a moonlit summer night - BossWitch is a weekly podcast that provides a sacred space for badass witches to revel in all their bossness. Hosted by Nicolina McHugh, a brand designer and marketer for healers and spirit-based business owners, and Enid Nolasco, a budget-conscious brand consultant for creatives and makers, each BossWitch episode explores how intertwining your business side and your witchy side can lead to magical outcomes.

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WITCHY GOODNESS IN THIS WEEK'S EPISODE.

[LISTEN HERE](#)

H1 : MONTSERRAT
WEIGHT : SEMIBOLD
SIZE : 24
TRACKING : 25
LEADING : +2 MORE THAN FONT SIZE
HEADLINES ARE ALWAYS IN ALL CAPS WITH NO PUNCTUATION (EXCEPT FOR QUESTION MARKS).

H2 : MONTSERRAT
WEIGHT : REGULAR
SIZE : 18
TRACKING : 25
LEADING : +2 MORE THAN FONT SIZE
SUBHEADLINES ARE ALWAYS IN SENTENCE CASE WITH END PUNCTUATION.

BODY COPY : MONTSERRAT
WEIGHT : REGULAR
SIZE : 14
TRACKING : 00
LEADING : +2 MORE THAN FONT SIZE

H3 : MONTSERRAT
WEIGHT : REGULAR
SIZE : 18
TRACKING : 25
LEADING : +2 MORE THAN FONT SIZE
H3 ARE ALWAYS ALL CAPS WITH SENTENCE PUNCTUATION.

HYPERLINKS : BODY COPY IN ALL CAPS
BUTTONS : ROUNDED CORNERS, SOLID COLORED IN MAGICK PURPLE

PHOTOGRAPHY GUIDELINES



Bathed in moonlight blue.

Any images or photography used to represent BossWitch Podcast must have a certain tonality that is in-line with the brand colors. As seen throughout this Grimoire, photos should pair perfectly with the moodboard and highlight at least one color from the palette : moonlight blue, magick purple or bronze.

An extra step can be taken to ensure photo tonality leans more toward blues than yellows or reds. The following page shows how a moonlight blue overlay can transform the feel of an image to be more brand consistent.



ORIGINAL PHOTO



MOONLIGHT BLUE LAYER
BLENDING MODE : MULTIPLY, LIGHTEN, SCREEN OR OVERLAY
OPACITY : BETWEEN 21% - 71%



BOSSWITCH BRAND-FRIENDLY PHOTO



Before you share your brand
with the universe.

A brand is the sum of its parts - a complete experience defined by the consumer, not the maker. Respect your badass brand, and when in need of guidance, refer back to these guidelines.



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www.witchcraftbranding.com

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