



B

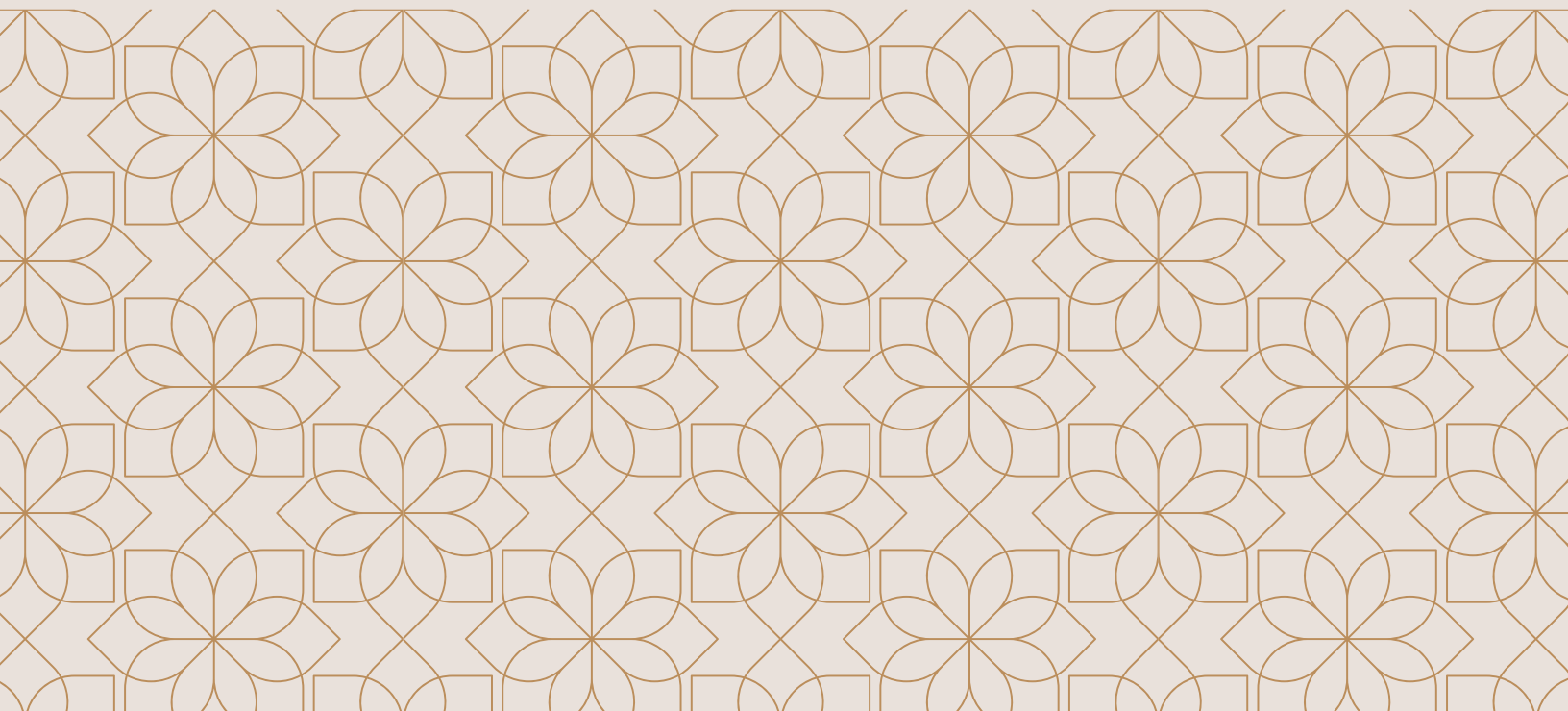
JUDI BONTREGER  
COACHING

JUDI BONTREGER

PERSONAL BRAND GUIDELINES

B

JUDI BONTREGER  
COACHING



# How to use this brand guide

This brand guide serves as the foundation for Judi Bontreger Coaching, ensuring a consistent, professional, and recognizable presence across all platforms and media. Whether you're creating marketing materials, social media content, or business documents, this guide will help you maintain brand integrity.

## Who Should Use This Guide?

This guide is designed for Judi and anyone involved in presenting or marketing her coaching services—including designers, copywriters, social media managers, vendors, and collaborators.

## How to Apply This Guide

- **Brand Voice & Messaging** - Refer to this section when writing content to maintain an empowering, professional, and faith-driven tone.
- **Logos & Visuals** - Use only the approved logo versions and color combinations to ensure brand consistency. Avoid unapproved modifications.
- **Color Palette & Typography** - Stick to the designated colors and fonts when designing marketing materials, social media graphics, and website elements.
- **Imagery & Icons** - Use on-brand photography and symbolic visuals to maintain a cohesive brand aesthetic. Avoid using pinks, pastels, or overly feminine elements.
- **Social Media & Digital Presence** - Follow the content themes and messaging guidelines to create posts that align with Judi's mission and values.
- **Marketing Materials** - Ensure that brochures, business cards, and presentations follow brand styling and tone.

## Why Brand Consistency Matters

Consistency builds trust, recognition, and professionalism. Following this guide ensures that every touchpoint, from Judi's website to her social media presence, reflects her expertise, values, and unique coaching approach.

By using this brand guide effectively, we ensure that Judi Bontreger Coaching is instantly recognizable, deeply impactful, and consistently presented across all platforms.

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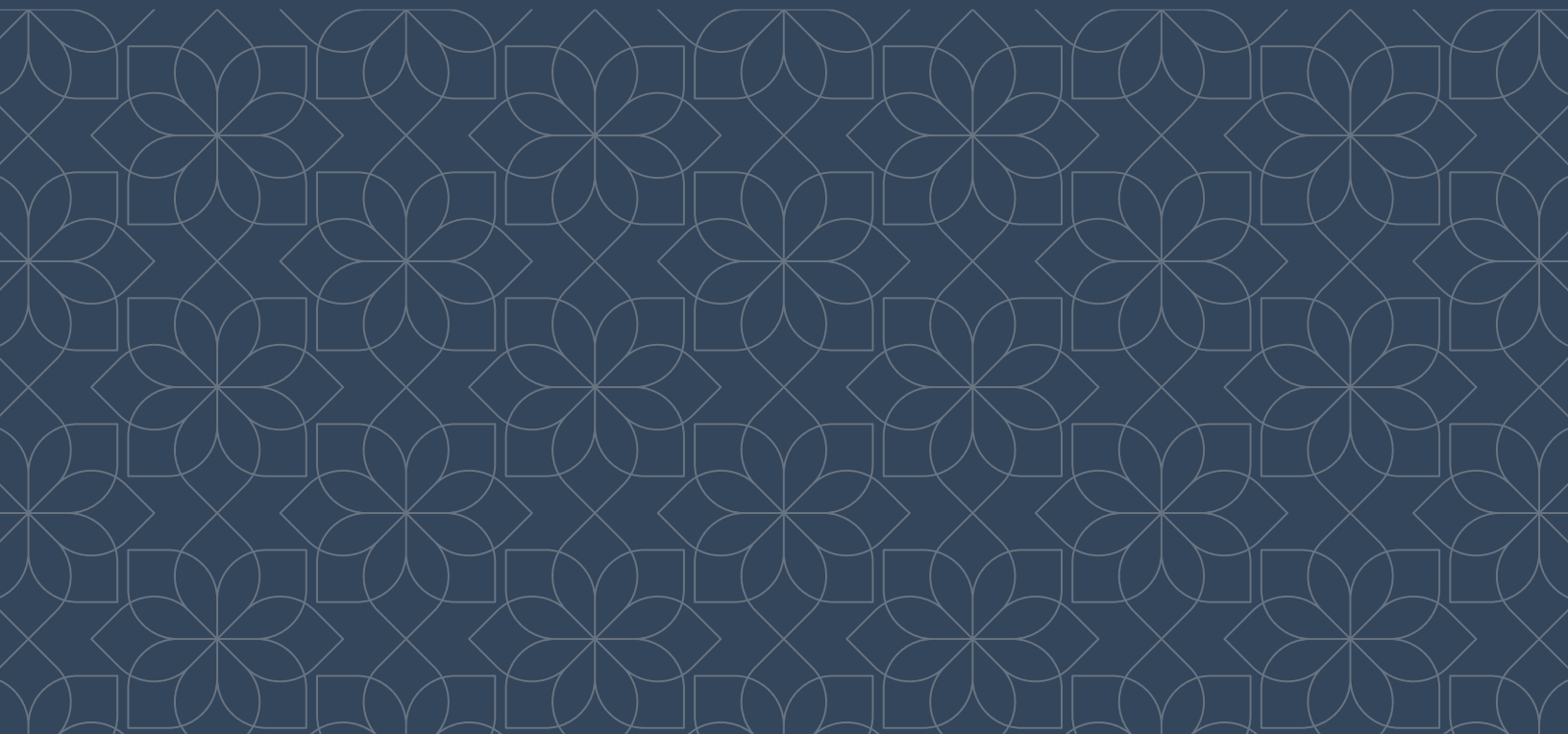
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MEET  
**JUDI**



# ABOUT JUDI



## Mission

*The core reason  
Judi does this work*

Judi's mission is to empower executive women to find clarity, confidence, and balance in their careers and lives. She helps high-achieving women navigate the challenges of leadership, prevent burnout, and create sustainable success without sacrificing their personal lives.

Through strategic coaching, faith-driven insights, and transformative guidance, Judi equips women to step into their calling, lead with purpose, and thrive in both their professional and personal worlds.

## Vision

*Where Judi sees her business  
and clients going in the future*

Judi envisions a future where executive women confidently lead in their careers without feeling torn between success and personal fulfillment. She strives to redefine leadership for women so that ambition and well-being coexist, and confidence replaces self-doubt.

By helping women find their direction and embrace their full potential, Judi is shaping a future where more women rise with strength, strategy, and unwavering confidence in both their work and their lives.

## Value Proposition

*How Judi's approach  
is unique and valuable*

Judi Bontreger helps executive women break free from burnout, reclaim their confidence, and build sustainable success in their careers and lives. Through her client-centered, faith-driven approach, she provides strategic coaching that blends leadership development, personal growth, and practical boundary-setting, helping women thrive professionally while staying true to their values.

# CORE VALUES

## **Faith**

Judi's coaching is deeply rooted in faith, shaping the principles and strategies she uses to guide her clients. She believes that every woman has a purpose and calling, and by aligning their careers and personal lives with their values, they can step into clarity, confidence, and fulfillment. Faith serves as a foundation for the transformation she helps her clients achieve.

## **Catalyst**

Judi sees herself as a catalyst for change in women's lives. She provides the guidance, tools, and perspective that help women uncover what they truly want, define their priorities, and take meaningful steps toward a more fulfilling career and life. She doesn't tell them what to do—she helps them see what's possible and supports them in making the changes they need.

## **Leadership**

As a former leader and executive herself, Judi understands the pressures, challenges, and opportunities that come with leadership. She coaches women who are in leadership roles—or aspire to be—helping them develop the confidence, skills, and mindset needed to lead with strength and balance.

## **Relationships**

True success isn't just about career growth—it's about thriving in relationships too. Judi helps women establish boundaries that allow them to nurture their relationships with coworkers, spouses, children, and themselves. Through her coaching, women learn to communicate effectively, restore strained relationships, and build healthier connections that support their personal and professional success.

Define your path and  
step into your calling.

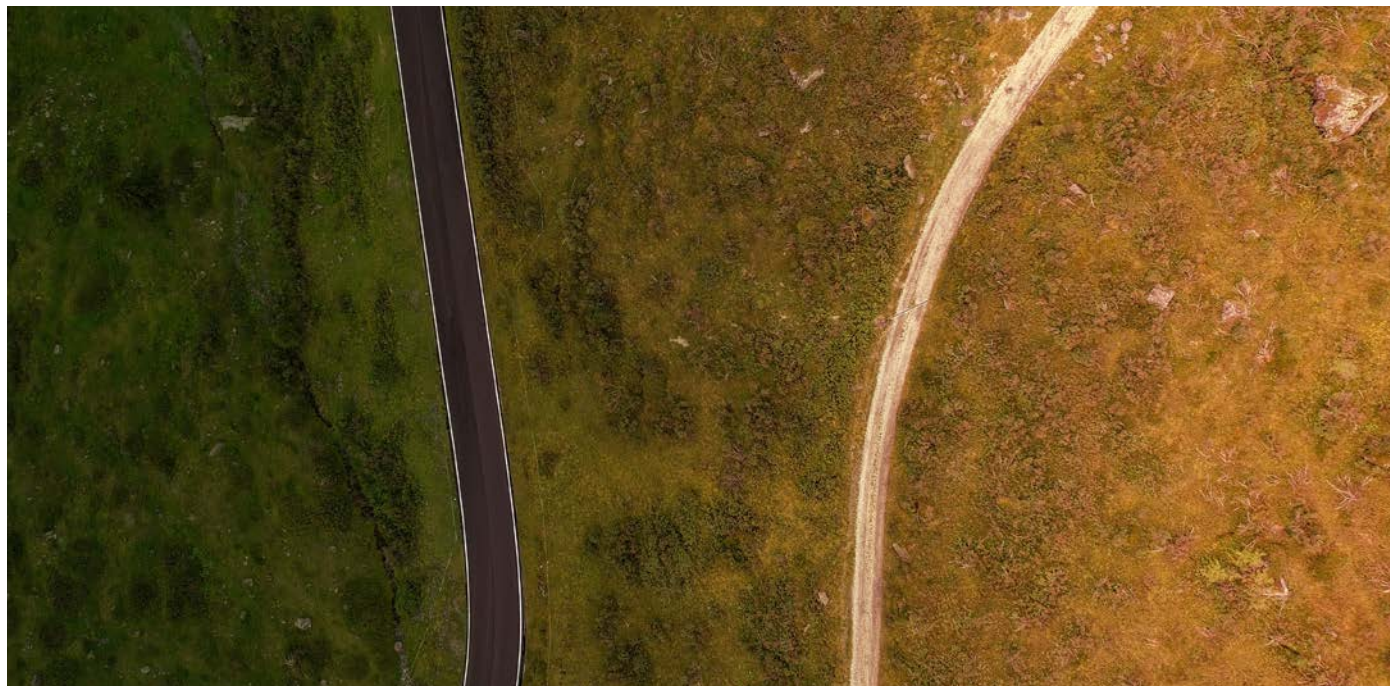
**JUDI**

This mantra captures the essence of Judi's coaching philosophy—clarity, purpose, and action. It is an invitation to take ownership of your life, to stop feeling stuck, to break free from burnout, and to start moving toward a career and life that truly align with who you are meant to be.



# BRAND STORY

Judi Bontreger understands the pressure of leadership firsthand. She spent years in a high-level role, navigating the demands of her career while trying to maintain the life she had envisioned for herself. Like so many ambitious women, she found herself wondering, *"Am I where I'm supposed to be? Is this success, or is something missing?"*



**She discovered  
that success  
didn't have to  
come at the  
cost of her  
well-being.**

It was through life coaching that Judi found the clarity she needed, not by abandoning her leadership journey, but by realigning it with her values, priorities, and purpose. She discovered that success didn't have to come at the cost of her well-being, and that leadership wasn't just about performance but finding fulfillment in her career.

Now, Judi is the catalyst she once needed. She helps executive women who feel stuck, burned out, or uncertain about their path redefine success on their own terms. Her coaching isn't about telling women what to do, but it's about asking the right questions that unlock their potential to lead boldly, live fully, and create a career and life that truly align with who they desire to be.

# tone of voice

Judi Bontreger Coaching's tone of voice is a reflection of Judi's mission to empower executive women with clarity, confidence, and direction. Her communication is designed to be both uplifting and practical, ensuring that women feel supported, understood, and equipped to take meaningful steps toward their goals.

## Empowering

Speak with confidence and encouragement to help women recognize their potential and take ownership of their lives.

## Strategic

Messaging is intentional, clear, and action-oriented, offering practical solutions and insightful guidance.

## Supportive

Warm and approachable to create a coaching experience where clients feel seen, heard, and valued.

SAY IT LIKE THIS	NOT LIKE THIS
<p><b>EMPOWERING</b></p> <p>"What would it look like for you to create success on your terms?"</p> <p>"Where do you feel tension between your career and personal life, and what would need to change for you to feel more aligned?"</p> <p><b>STRATEGIC</b></p> <p>"If nothing changed in your career over the next year, how would that feel? What opportunities might you be missing?"</p> <p>"What's holding you back from stepping into the leadership role you want?"</p> <p><b>SUPPORTIVE</b></p> <p>"How does your faith shape the way you approach your career and leadership?"</p> <p>"What if the position you're in right now is exactly where you're meant to grow? How would that change your perspective?"</p>	<p><b>OVERLY PRESCRIPTIVE</b></p> <p>"You need to set better boundaries if you want to succeed."</p> <p>"You should just go after that promotion—it's the next logical step!"</p> <p><b>LACKING DEPTH</b></p> <p>"You got this! Just work harder, and everything will come together."</p> <p>"Stay positive! The right opportunity will come when it's meant to."</p> <p><b>COLD AND CORPORATE</b></p> <p>"Optimizing work-life balance requires implementing structured productivity strategies."</p> <p>"Career advancement is contingent upon enhancing executive competencies and networking tactics."</p>

# DREAM CLIENT

## Sarah – The Burned-Out Executive

Age: 42

Job Title: Vice President of Operations

Education: MBA, Business Administration

Family: Married with two kids (ages 7 and 10)

Faith: Strong Christian values, active in her church community

### Challenges & Pain Points

- Feels guilty about missing out on time with family.
- Wants balance, but she doesn't know how to create it without stepping away from her career.
- Worried that if she pulls back at work, she'll lose respect or opportunities.
- Mentally exhausted but doesn't know how to slow down.
- Has lost passion for her work.

### What She Wants

- Clarity on whether she should stay in her job or make a change.
- A strategy to set boundaries without jeopardizing her leadership role.
- To rediscover her passion for work (if possible).
- More intentional family time.
- To feel confident in her decisions about her future.



### Background & Situation

Sarah has worked her entire career to get to this position, and from the outside, she looks like she has it all—an executive role, a great salary, and a respected name in her industry. But behind the scenes, she's exhausted, overwhelmed, and emotionally drained.

Her days are a constant juggle—early morning meetings, back-to-back calls, late-night emails, and a workload that never seems to end. Her company expects her to be always available, and she struggles to set boundaries without feeling like she's falling behind.

She used to love her job, but now she's starting to wonder, *"Is this even worth it?"* She dreams about quitting, downsizing, and spending more time with her family, but she's afraid of walking away from everything she's built.

### Why She Needs Judi's Coaching

Sarah doesn't need someone to tell her what to do. She needs someone to help her navigate her thoughts, explore her options, and make a decision that aligns with her values. Through Judi's strategic, faith-driven coaching, Sarah can gain clarity on her path forward, redefine success on her terms, and take action to reclaim her time and energy, whether that means staying in her role with a new mindset or making a career shift with confidence.

# DREAM CLIENT

## Emily – The Middle Manager

Age: 35

Job Title: Senior Marketing Manager

Education: Bachelor's in Marketing

Family: Married with three kids (ages 8, 11, and 12)

Faith: Faith is important to her but isn't sure how it fits into her career

### Challenges & Pain Points

- Wants a leadership role but isn't sure how to position herself for it.
- Lacks confidence in speaking up for a promotion.
- Struggles with self-doubt and feels like others are more qualified.
- Worries about work-life balance if she moves up.

### What She Wants

- A clear strategy to position herself for leadership.
- Confidence in asking for a promotion or exploring new opportunities.
- To overcome imposter syndrome and step into her full potential.
- To align her career with her values, making sure leadership is the right next step.
- A mentor or coach to help her navigate the process.



### Background & Situation

Emily has been in middle management for years, and she's ready for the next step. She's been putting in extra hours, taking on more responsibilities, and trying to prove herself, but nothing seems to be moving forward.

She sees other colleagues getting promoted and wonders, "*What am I missing? Why am I not moving up?*" She wants to step into leadership, but imposter syndrome and self-doubt hold her back.

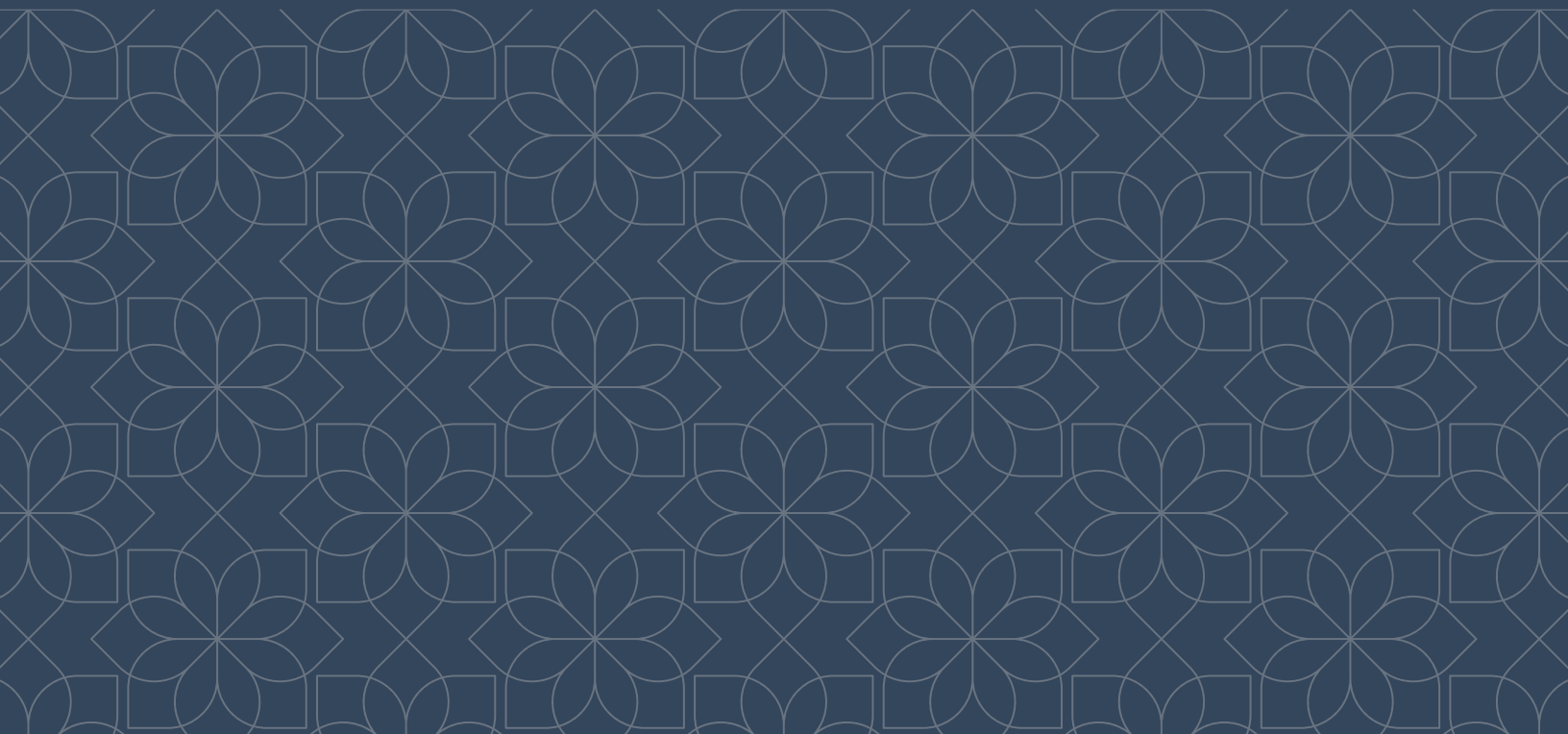
Emily loves her work, but she's starting to feel stuck and undervalued. She's considering switching companies or asking for a promotion, but she doesn't know what the best move is or how to advocate for herself confidently.

### Why She Needs Judi's Coaching

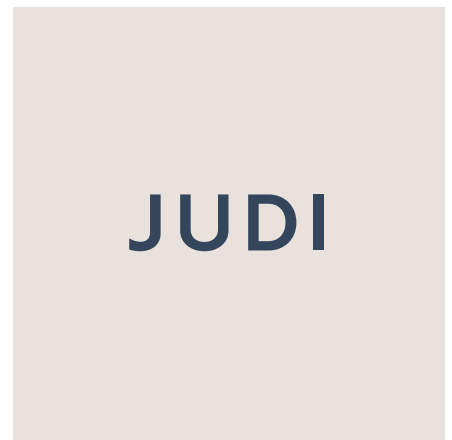
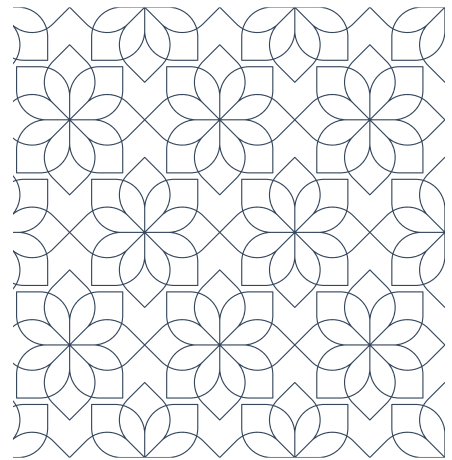
Emily is ambitious and ready for growth, but she lacks clarity on how to take that next step. Judi's coaching can help her identify what's holding her back, create a plan for career advancement, and build the confidence to step into leadership without sacrificing balance or burning out.



THE  
**VISUALS**



# VISUAL AESTHETIC



**Minimal | Professional | Balanced | Grounded**

## LOGO VARIATIONS

These logos are the core representation of Judi Bontreger Coaching and should be used for consistency and recognition

### Coaching Brand

**B**  
JUDI BONTREGER  
COACHING

JUDI  
BONTREGER  
COACHING

### Personal Brand

**B** JUDI  
BONTREGER

**B**  
JUDI BONTREGER

### Secondary

**JUDI**

**B**

## PRIMARY COACHING LOGO

This is the primary representation of Judi Bontreger Coaching and should be the first choice for all branded materials.

Use this in instances where the full brand identity need to be clearly displayed such as:

- Website
- Business cards
- Presentation materials
- Other marketing collateral



JUDI BONTREGER  
COACHING

## Color Variations



JUDI BONTREGER  
COACHING



JUDI BONTREGER  
COACHING



JUDI BONTREGER  
COACHING



JUDI BONTREGER  
COACHING

Monogram must always be gold unless the entire logo is one color.



## SECONDARY COACHING LOGO

This logo is designed for situations where space is limited while maintaining brand recognition.

Use this in instances where "Judi Bontreger Coaching" needs to be clearly referenced in a compact layout, such as:

- Website footers
- Email signatures
- Banners
- Social media

JUDI  
BONTREGER  
COACHING

## Color Variations

JUDI  
BONTREGER  
COACHING

JUDI  
BONTREGER  
COACHING

JUDI  
BONTREGER  
COACHING

JUDI  
BONTREGER  
COACHING

## STACKED PERSONAL LOGO

This logo represents Judi's personal brand and is ideal when explicitly stating "Coaching" is not necessary, allowing for broader brand recognition beyond her coaching business.

Use this in instances where "Judi Bontreger" can stand alone without the coaching brand, such as:

- Collaborations
- Guest features
- Branded stationery
- Personal content



JUDI BONTREGER

## Color Variations



JUDI BONTREGER



JUDI BONTREGER



JUDI BONTREGER



JUDI BONTREGER

Monogram must always be gold unless the entire logo is one color.

## HORIZONTAL PERSONAL LOGO

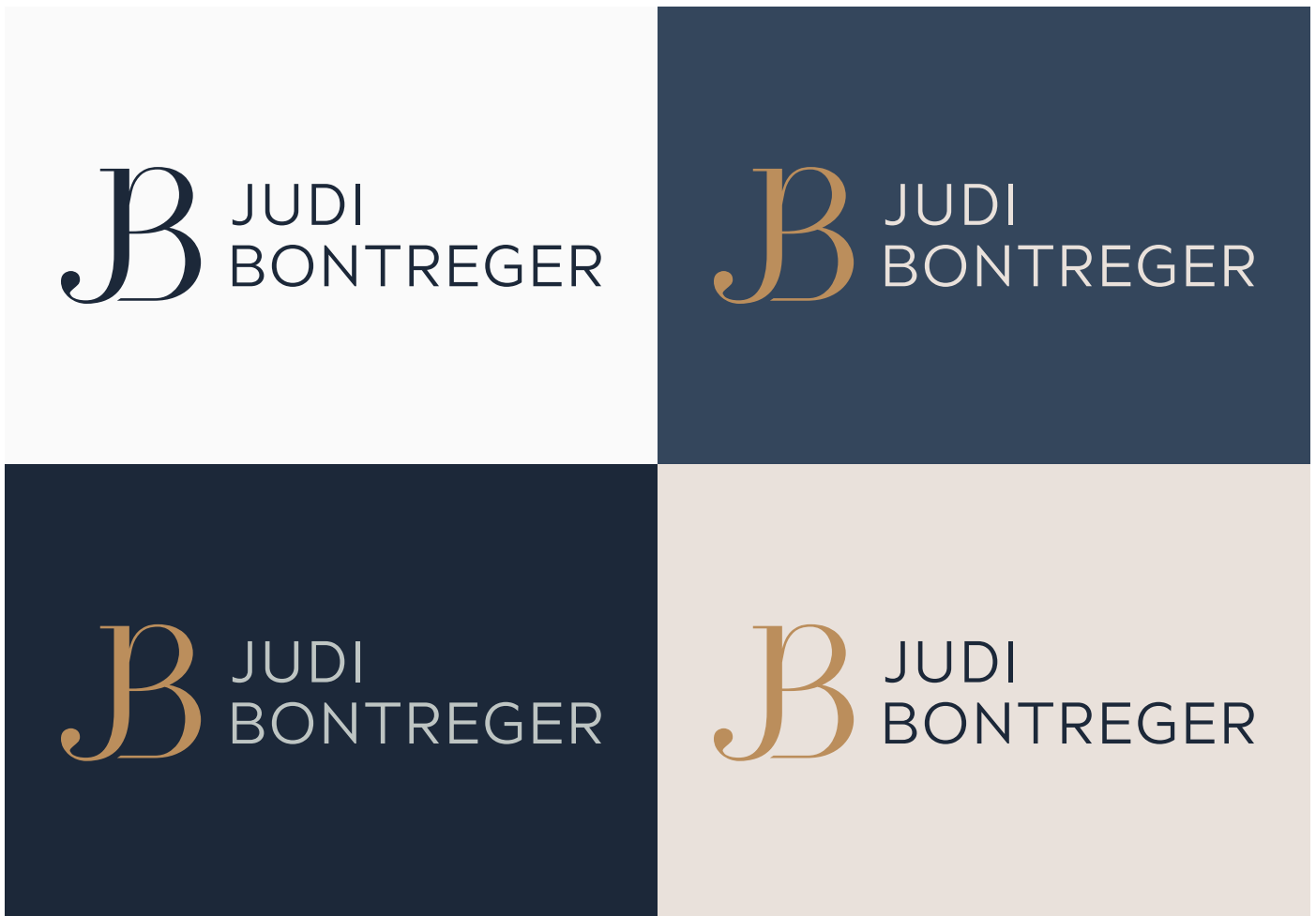
This logo represents Judi's personal brand and is ideal when stating "Coaching" is not necessary, allowing for broader brand recognition beyond her coaching business.

Use this in instances where "Judi Bontreger" can stand alone without the coaching brand and vertical space is limited, such as:

- Website headers or footers
- Email signatures
- Social media banners
- Nameplates or presentations



## Color Variations



Monogram must always be gold unless the entire logo is one color.

## JUDI LOGO

This logo is a strong representation of Judi's brand and works well when a full name is not necessary, keeping the branding clean, modern, and approachable while reinforcing Judi's personal presence.

Use this in instances where a single-name identifier is effective, such as:

- Quote graphics or personal statements
- Social media avatars or profile images
- Informal branding and promotional materials
- Podcast covers or digital content

JUDI

## Color Variations



## MONOGRAM

This compact and versatile monogram reinforces Judi's brand identity in a clean and minimal way, designed for small-scale applications ensuring consistency across digital and print applications while maintaining strong brand recognition.

Use this in instances where a subtle yet recognizable brand presence is needed, such as:

- Website favicon
- Social media profile images
- Watermarks on graphics or documents
- Branded merchandise or embossing



## Color Variations



# LOGO USAGE

Below are examples of **what NOT to do** when using Judi Bontreger's logos. Avoid any alterations that compromise the integrity, legibility, or professionalism of the brand. Each logo should always be used in its original form, following the approved color palette, proportions, and typography.



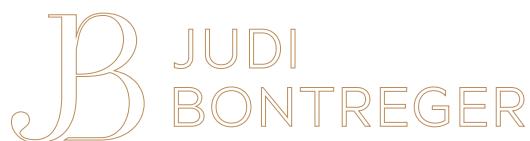
**Do not modify the typography.**

The font and letter spacing should remain as designed. Changing the typeface or adjusting spacing disrupts brand consistency.



**Do not alter the colors.**

Logos should only be used in the approved brand colors. Changing the color weakens brand consistency.



**Do not add effects.**

The logo should remain clean and sharp. Adding gradients, bevels, outlines, or other effects alters its professional and modern aesthetic.



**Do not remove or rearrange elements.**

The structure of the logo should remain intact. Avoid removing the monogram, altering alignment, or mixing different logo components in ways that do not follow brand guidelines.



**Do not place on busy backgrounds.**

The logo should always be clearly visible. Avoid placing it on cluttered, overly textured, or low-contrast backgrounds that make it hard to read.



**Do not stretch or distort the proportions.**

Always maintain the original aspect ratio. Distorting the logo by stretching or compressing it makes it look unprofessional.

# LOGO SPACE + SIZING

## Clear Space

Logo must have a minimum clear space the size of the "D" in Judi Bontreger to ensure that the logo remains legible and unobstructed.

1. The clear space ensures that the logo is legible and recognizable when it is displayed in cluttered environment. If the logo is too close to other design elements, it may become difficult to read.
2. Keeping the logo separate from other design elements makes it easier for people to associate the logo with the brand.
3. By having a clear guideline for the amount of clear space required, you can ensure that this logo always maintains consistency across different platforms and mediums.



## Minimum Width

The minimum width that the logo can be is 1-1/2" to ensure it remains legible and recognizable.



# LOGO SPACE + SIZING

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## Minimum Width

The minimum width that the logo can be is 1-1/4" to ensure it remains legible and recognizable.

JUDI  
BONTREGER  
COACHING

—————  
Minimum Width:  
1.25"



# LOGO SPACE + SIZING

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## Minimum Width

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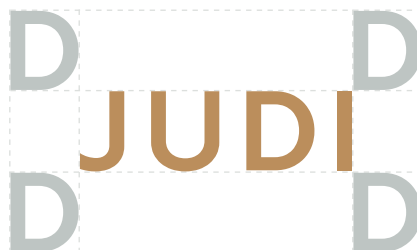


# LOGO SPACE + SIZING

## Clear Space

Logo must have a minimum clear space the size of the "D" in Judi Bontreger to ensure that the logo remains legible and unobstructed.

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2. Keeping the logo separate from other design elements makes it easier for people to associate the logo with the brand.
3. By having a clear guideline for the amount of clear space required, you can ensure that this logo always maintains consistency across different platforms and mediums.



## Minimum Width

The minimum width that the logo can be is 1/2" to ensure it remains legible and recognizable.

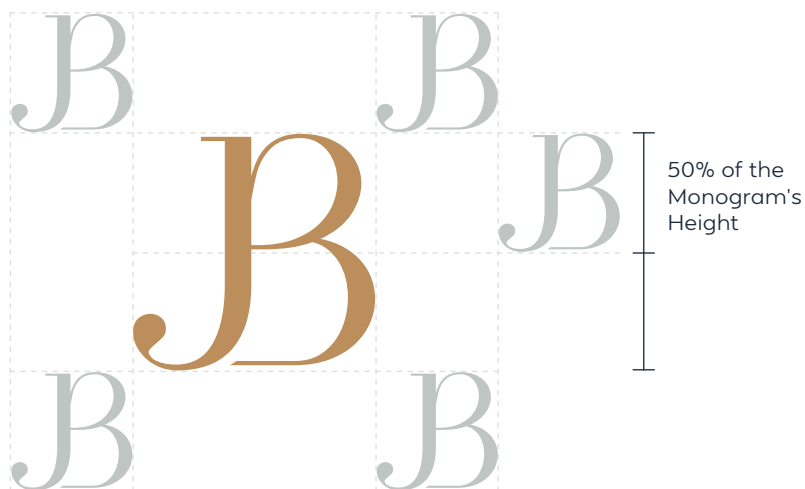


# LOGO SPACE + SIZING

## Clear Space

The monogram must have a minimum clear space equal to 50% of its width on all sides to ensure it remains legible and unobstructed.

1. The clear space ensures that the monogram is legible and recognizable when it is displayed in cluttered environment. If the logo is too close to other design elements, it may become difficult to see.
2. Keeping the monogram separate from other design elements makes it easier for people to associate the monogram with the brand.
3. By having a clear guideline for the amount of clear space required, you can ensure that this monogram always maintains consistency across different platforms and mediums.



## Minimum Width

The minimum width that the logo can be is 1/2" to ensure it remains legible and recognizable.



# TYPOGRAPHY

Typography is essential to maintaining a cohesive and professional brand identity. The selected fonts create a balance of strength, sophistication, and approachability while establishing a clear visual hierarchy. Proper use of headlines, subheadings, and body text enhances readability and ensures a polished, consistent brand presence.

## Dejanire Headline

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

0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

## Mansfield

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

0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

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

0 1 2 3 4 5 6 7 8 9

# THIS IS A PAGE HEADER

## This is a Headline

### This is a Subhead

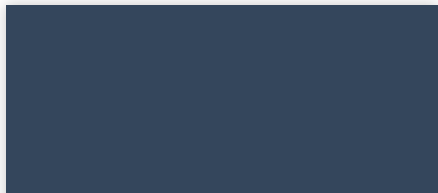
This is body copy. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

# COLOR PALETTE



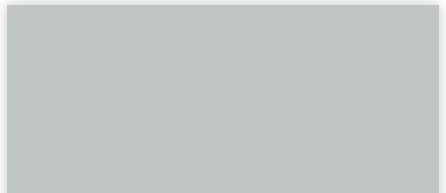
**Deep Navy**

Hex: #1E293A  
CMYK: 86, 74, 51, 56  
RGB: 30, 41, 58



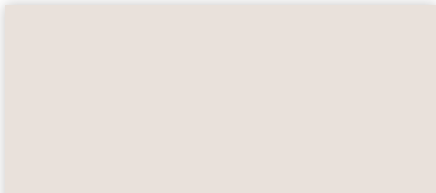
**Slate Blue**

Hex: #35485C  
CMYK: 83, 67, 44, 30  
RGB: 53, 72, 92



**Soft Sage**

Hex: #C0C6C3  
CMYK: 25, 16, 20, 0  
RGB: 192, 198, 195



**Sand**

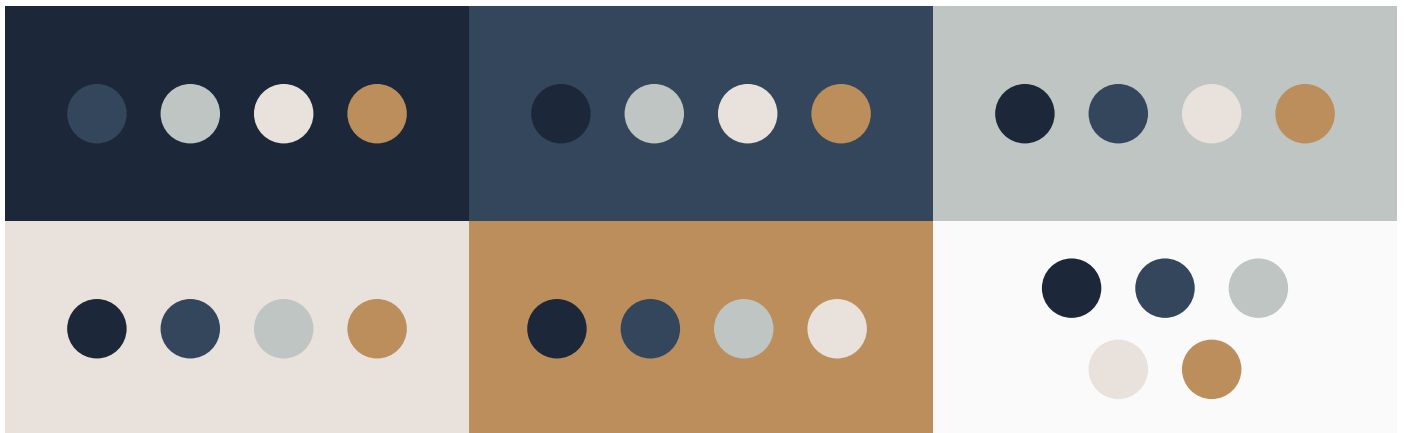
Hex: #E8E1DB  
CMYK: 8, 9, 11, 0  
RGB: 232, 225, 219



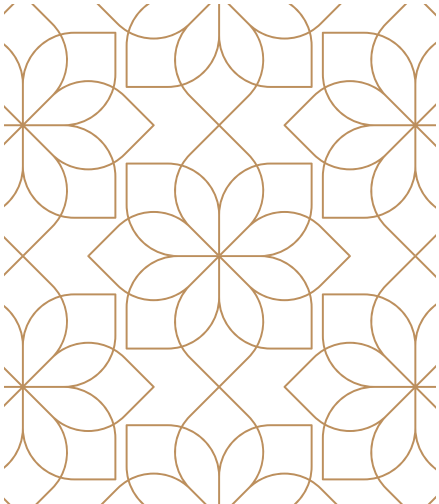
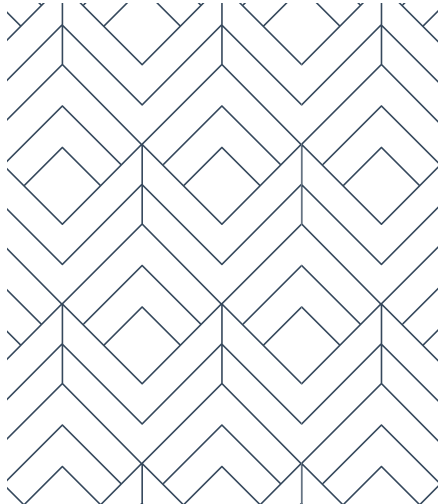
**Gold**

Hex: #BB8E5D  
CMYK: 26, 44, 71, 4  
RGB: 185, 141, 92

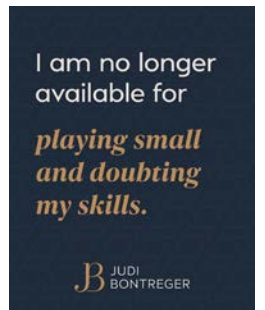
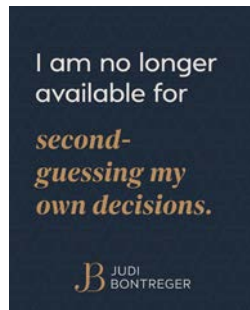
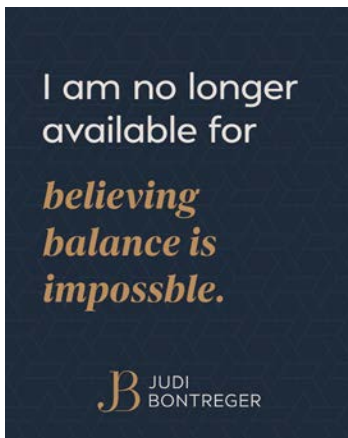
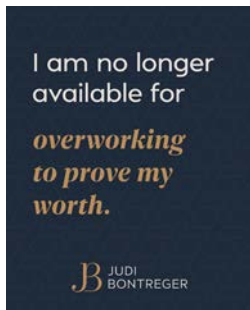
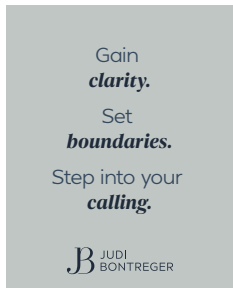
## Color Combinations



# PATTERNS



# SOCIAL MEDIA GRAPHICS





# BUSINESS CARD



Gold Foil Stamp



# TRI-FOLD BROCHURE

### Meet Your Coach

Judi Bontreger is a coach, speaker, and catalyst for executive women who want to lead with confidence and live with intention. With firsthand experience, she understands the challenges high-achieving women face in balancing career growth with personal fulfillment.

### Judi's Mission

Through strategic coaching, faith-driven insights, and transformative guidance, Judi equips women to step into their calling, lead with purpose, and thrive in both their professional and personal worlds.



## ARE YOU READY FOR A CHANGE?

Book a free discovery call!

**CONTACT JUDI**

(574) 536-7319

connect@judibontreger.com

judibontreger.com

**FOLLOW JUDI**

f i in

# B

## JUDI BONTREGER COACHING

Define your path and step into your calling.



### One-to-One Coaching

Personalized guidance for ambitious women seeking clarity, confidence, and career alignment.

One-to-one coaching is a once-a-week one-hour session with Judi designed for executive women who feel stuck, overwhelmed, or uncertain about their next step. Whether you're navigating burnout, preparing for a promotion, or redefining success on your terms, this individualized coaching experience helps you gain clarity, set boundaries, and take intentional action toward a fulfilling career and life.

- Define your personal and professional priorities
- Establish boundaries that protect your time and energy
- Gain confidence to step into leadership or career growth
- Move from feeling stuck to leading with purpose





### Momentum (Group Coaching)

Stop drifting and create a plan for the life you want.

Momentum is a 3-month coaching experience designed for women who want to build a clear, purpose-driven life plan. This mastermind-style group meets on Zoom and follows the book Living Forward, providing a structured yet flexible space for learning, accountability, and growth.

- Month 1:** Recognize where you're drifting & discover the power of having a plan
- Month 2:** Design your legacy, define priorities & create space for a personal retreat (optional but encouraged)
- Month 3:** Implement your plan with accountability & real-life application

Momentum is built through weekly personal action steps and the support of a like-minded ambition women ready to lead their lives with intention.

### Workshops & Team Building

Empower your team and build stronger leaders in your company.

Judi works with organizations to provide high-impact workshops and presentations that help teams improve communication, prevent burnout, and strengthen leadership skills. Your team will receive practical, actionable strategies that make a lasting impact.

- Leadership development for emerging and executive leaders
- Boundary-setting and work-life integration for high-performing teams
- Effective communication and team collaboration strategies
- Customizable presentations based on your organization's needs

You are already  
capable enough to  
*achieve your goals.*

JUDI

# B JUDI BONTREGER

## PERSONAL BRAND GUIDELINES

