

Clear Insight with Julie Farha

BRAND GUIDELINES

Clear Insight, LLC
juliefarha.com
Updated April 2026

LOGO



Clear Insight
with Julie Farha

Color on light



Clear Insight
with Julie Farha

White on dark

"with Julie Farha" is part of the lockup for public-facing materials.
"Clear Insight, LLC" for legal and formal documents.

TYPOGRAPHY

HEADINGS / DISPLAY

Lora

Weights: Regular (400), Semibold (600), Bold (700), Italic (400i)

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

BODY / UI / LABELS

Nunito Sans

Weights: Regular (400), Semibold (600), Bold (700)

The quick brown fox jumps over the lazy dog.

Google Fonts: fonts.google.com/specimen/Lora | fonts.google.com/specimen/Nunito+Sans

COLOR PALETTE

Deep Navy
#0B2D3E

Vivid Blue
#1E89C5

CTA Gold
#B8964A

Deep Ink
#1A1A18

Charcoal
#2D2D2A

Slate Warm
#5E5D58

Stone
#8A8880

Cream Border
#E8E6DC

Warm Cream
#EDEBE3

Warm Linen
#F5F3ED

White
#FFFFFF

Every neutral has a warm undertone.
No cool grays anywhere.

Soul Specialty Colors & Usage

SOUL SPECIALTY COLORS (FIXED, NEVER CHANGE)



Each specialty has a tinted background variant at 10-15% opacity for cards and UI elements.

DO

DO

Use warm linen (#F5F3ED) as the default page background. No pure white pages.

DO

Use Lora for headings and Nunito Sans for body text. Lora italic for pull quotes.

DO

Use sentence case for all headlines. Soul Specialties™ on first mention per page.

DO

Keep clear space around the logo. Minimum size: 120px wide.

DO

Use invitational language. "What if you..." not "You need to..."

DO

Refer to Julie as "intuitive personal coach" not "life coach."

DON'T

DON'T

Use cool grays or pure white backgrounds. Every neutral must have a warm undertone.

DON'T

Add colored side borders or top accents to cards. That's generic AI design.

DON'T

Use pressure language: "Don't miss out," "Limited time," "Act now."

DON'T

Use spiritual jargon: "manifest," "raise your vibration," "unlock your potential."

DON'T

Alter the Soul Specialty colors. They are fixed across all platforms.

DON'T

Use drop shadows on cards. Use ring shadows or subtle border only.

VOICE

Grounded

Not clinical or detached. Everything connects to the body, to real experience.

Inviting

Not instructional. Julie opens doors, she doesn't push people through them.

Confident

Not arrogant. She knows her stuff and doesn't hedge. But never becomes superiority.

Practical

Not vague or mystical. Makes spiritual concepts usable on a Monday morning.