



the 
ALigned
Actor

Branding
Guidelines
2025

storybrand framework

Overall Character Transformation

Before working with The Aligned Actor, clients feel:

- Hopeless and discouraged about their acting careers
- Overwhelmed by their inner critic and perfectionism
- Isolated, insecure, and unsure how to move forward
- Ashamed to talk about their career with friends or family
- Like they're constantly working, but not progressing

After working with The Aligned Actor, they become:

- Resilient: Able to handle the highs and lows of the acting journey with steadiness
- Empowered: In control of their mindset, no longer ruled by doubt or fear
- Confident: Presenting work they're proud of and speaking about their career with pride
- Playful and relaxed: Bringing joy and presence to auditions and self-tapes
- Focused: Taking inspired action aligned with their goals, not desperation

Character

Who is the customer?

Actors who feel stuck, insecure, and frustrated in their careers. They're working hard—auditioning, training, networking—but feel like their careers are going nowhere. They want to feel like legitimate actors and build a career they're proud of.

Problem

External Problem:

- Not booking roles
- Not getting auditions
- Constant self-doubt in their abilities
- Overwhelming perfectionism in self-tapes
- Feeling isolated and unsure about their next steps

Internal Problem:

- Frustration, shame, insecurity
- Feeling like they're not "real" actors
- Embarrassment or reluctance to talk about their career with others

Philosophical Problem:

Actors at any level deserve to be proud of their careers and live an intentional life in pursuit of that passion.

Villain:

The Inner Critic – a voice of self-doubt, perfectionism, and fear that keeps actors small, overwhelmed, and disconnected from their craft.

Guide

Empathy:

Amy is a professional actor with 20+ years of experience. She's been through the highs and lows of the industry and deeply understands the emotional roller coaster actors ride.

Authority:

- Certified life coach (Coaching Guild)
- Certified mindfulness practitioner
- Trained in neuro-linguistic programming
- Teaches mindfulness workshops for SAG
- She blends lived experience with powerful coaching tools.

Plan

Step-by-step Process:

1. Schedule a free session – Talk through your current challenges and get actionable tools to start seeing change.
2. Flexible coaching sessions – Zoom-based calls tailored to your schedule, with ongoing access via email or Marco Polo.
3. Build resilience & mindfulness – Develop the mindset and tools you need to navigate your career with confidence.

Call to Action

Direct CTA: Schedule a free session with Amy

Transitional CTA: Download the current lead magnet.

Avoid Failure

If they don't take action, they'll:

- Stay stuck in shame and self-doubt
- Keep presenting work that doesn't reflect their real talent
- Miss out on opportunities due to fear and perfectionism
- Continue dreading auditions and feeling isolated

Achieve Success

Clients will:

- Feel empowered, inspired, and confident
- Speak about their career with pride
- Develop the mindset to ride the actor roller coaster with resilience
- Present work they're proud of
- Reconnect with the joy of acting

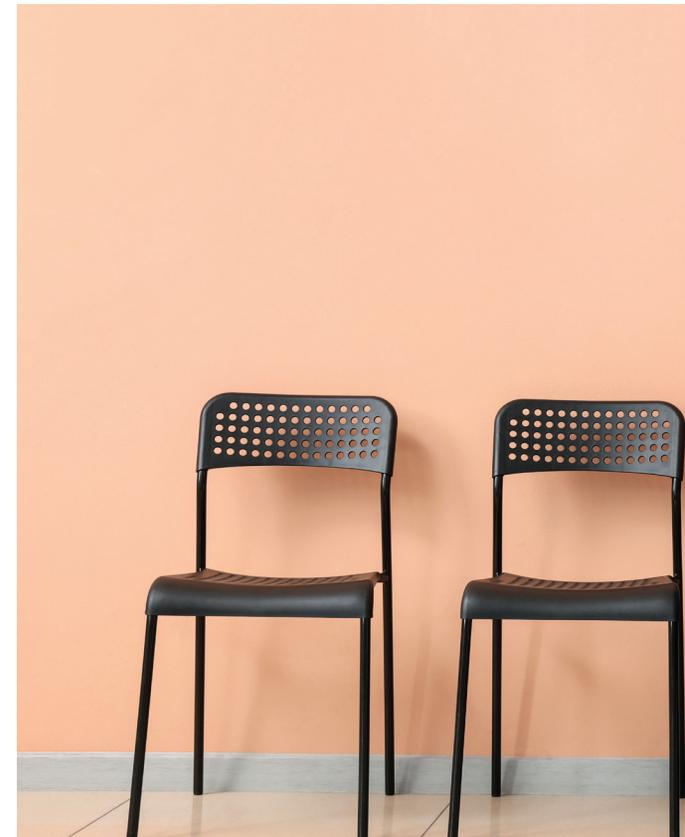


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Logo STANDARDS

PRIMARY LOGO

The Primary Logo pairs The Aligned Actor's name with the dual-mask icon, representing both the struggles and joys of the actor's path. Using the brand's signature purple and orange palette, it communicates resilience, empowerment, and playfulness while maintaining a polished, professional look.

This version is the fullest expression of the brand and should be used whenever possible across print and digital materials.

SECONDARY LOGO

The Secondary Logo is a more elongated version of the design, maintaining the masks and wordmark in a streamlined format. It was created for versatility and is especially effective in smaller applications where space is limited but legibility and brand recognition are still important.

Ideal for social media, email headers, or other compact placements, this logo ensures the brand remains clear and consistent across every touchpoint.



Full-Color Logo: The logo in full color should be used whenever possible on light backgrounds.

Single-Color Version: For simplified applications, the one-color version of the logo may be used. This is especially useful for print materials or merchandise where only one color is available. The single-color version should maintain contrast for clarity and visibility.

Reversed (White) Logo: The reversed logo (white) should be used on dark backgrounds to ensure legibility and brand consistency.

Icon: This logo version is best used in social media icons, favicons, or anywhere a small, simplified mark is needed.



MINIMUM SIZE

The minimum size of The Aligned Actor logo is 1 inch (25.4mm) wide for print and 100 pixels wide for digital use. This ensures the logo remains legible and visually effective across all platforms and applications.

UNACCEPTABLE USES

To maintain brand consistency, The Aligned Actor logo should never be:

- Distorted or stretched in any way.
- Altered in terms of color beyond the approved color palette.
- Placed on busy or overly complex backgrounds that compromise legibility.
- Cropped in a way that removes any part of the bison, mountains, or text.
- Rotated or flipped.

CLEAR SPACE

To maintain visual clarity and impact, The Aligned Actor's logo should always be surrounded by a minimum amount of clear space. The clear space around the logo should be at least equal to the height of the "A" in "Actor". This space ensures that the logo remains distinct and uncluttered, even when placed near other design elements.



PRIMARY COLORS

The Aligned Actor's colors capture the balance between the vulnerability and joy of the acting journey. Purples represent depth, resilience, and creativity, while the vibrant orange brings warmth, playfulness, and forward momentum.



#7367AE
RGB: 115 103 174
CMYK: 62 66 0 0

Deep Violet

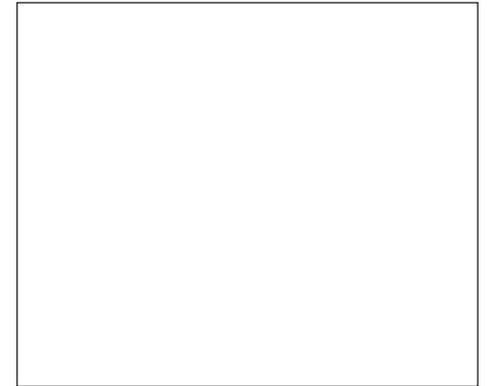
A strong, steady purple that communicates resilience, depth, and professionalism. Ideal for headers, bold accents, and grounding the visual identity.



#F2935C
RGB: 242 147 92
CMYK: 2 51 69 0

Radiant Orange

This vibrant orange conveys play, momentum, and optimism. It's most powerful in calls to action and attention-grabbing elements.



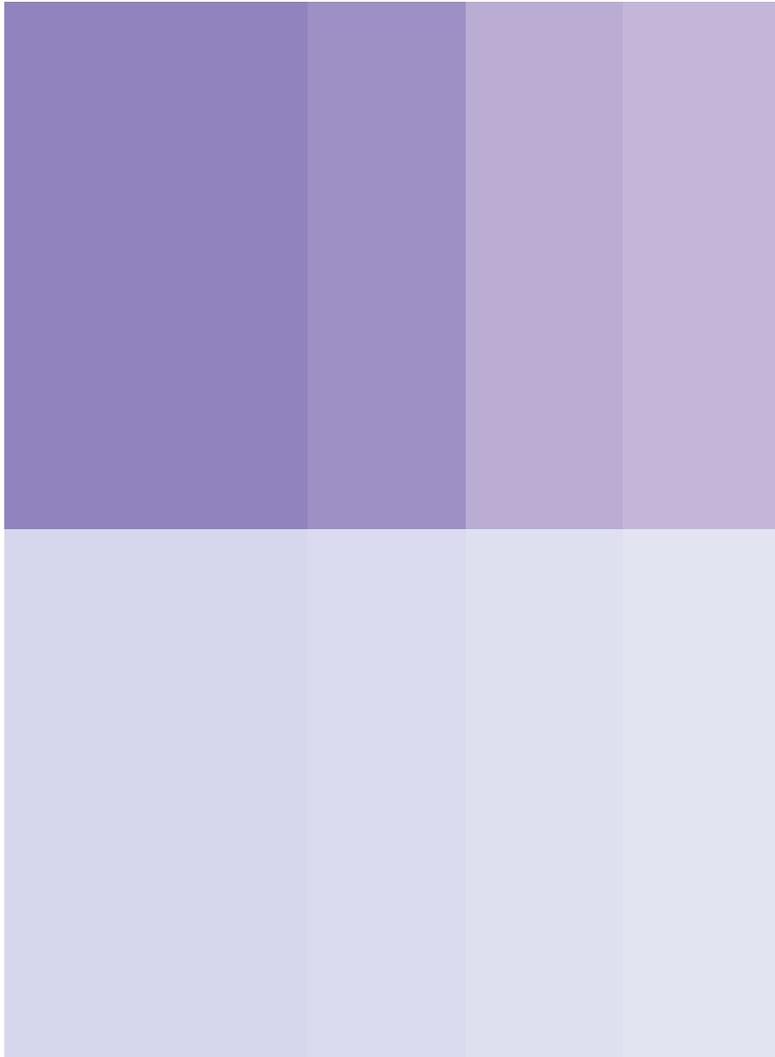
#FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

White

A neutral foundation that represents clarity and presence. It provides balance, breathing space, and contrast for the brand's brighter tones.

SECONDARY COLORS

The secondary colors complement the primary palette, adding depth and versatility to the brand's visual identity while staying true to the idea of calm confidence and mindful presence.



#9D85F2
RGB: 157 133 242
CMYK: 45 50 0 0

Lavender

An uplifting purple that embodies calm confidence. Works beautifully in backgrounds, buttons, or secondary accents.

#D5D7F2
RGB: 213 215 242
CMYK: 14 12 0 0

Gentle Periwinkle

Soft, airy, and balanced, this shade keeps layouts open and inviting. Best suited for backgrounds.



typography

The Aligned Actor's typography blends creativity with clarity to reflect the brand's voice.

Variex OT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 & % \$ # @ + ?

variex ot Light

Usage:

Best for main headers, section titles, and impactful statements.

Hierarchy:

H1 (Main Titles): 42px

H2 (Section Titles): 36px

H3 (Subsection Headers): 24px

Variex OT Light's unconventional rhythm and minimalist letterforms bring a sense of creativity and individuality to every headline. Its distinctive stroke-based design breaks from tradition, much like The Aligned Actor encourages actors to step away from self-doubt and embrace their authentic voice. By balancing clarity with a bold, memorable style, Variex OT Light sets the tone for the brand—confident, modern, and unapologetically unique—while guiding readers into content with energy and presence.

Nexa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&%\$#@+?}

Nexa Book

Usage:
Best for paragraphs, captions,
and supporting copy.

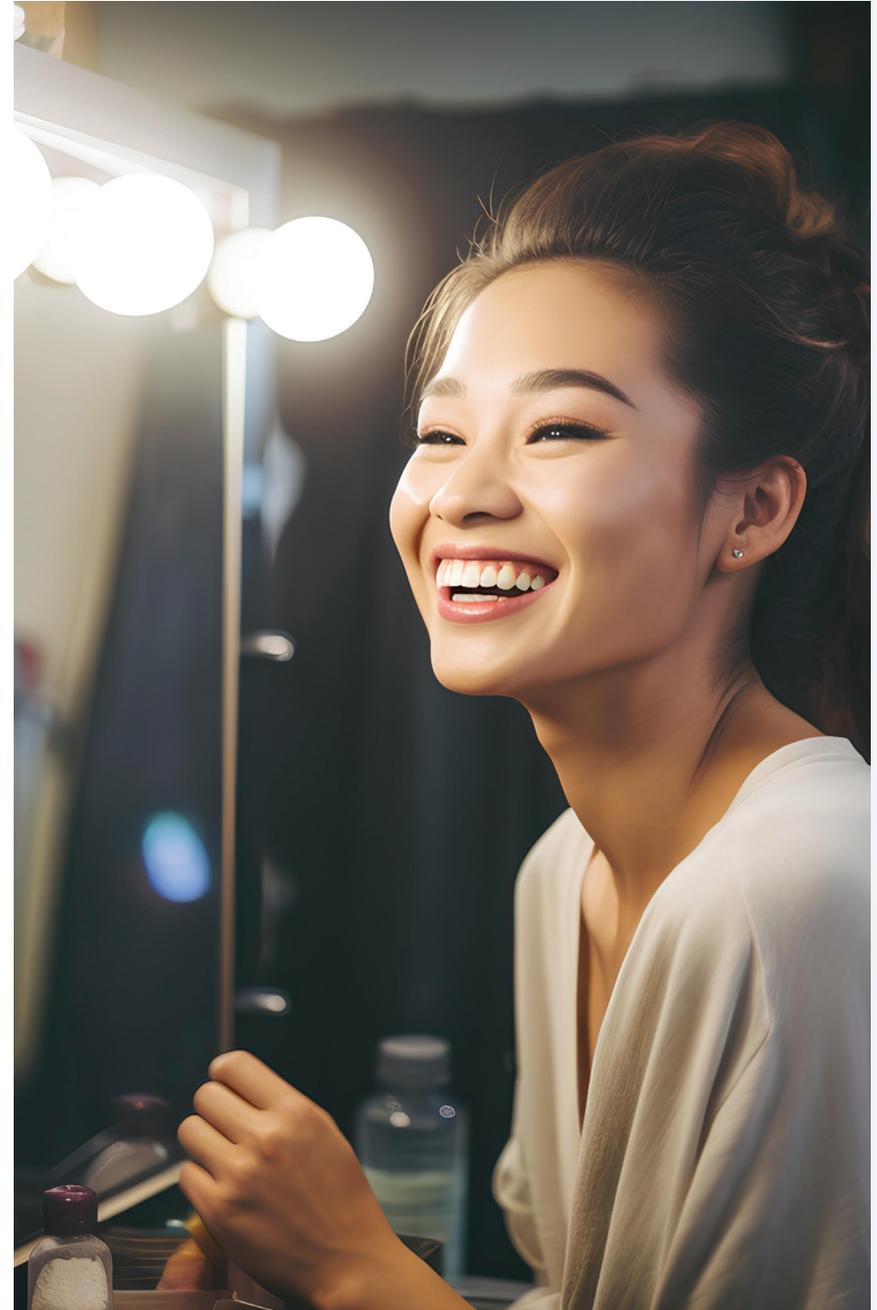
Nexa Book

Open Sans Semibold

Hierarchy:
H4(Sub Titles): 24px
H5(Section Titles): 18px
H6(Subsection Headers): 16px

Open Sans Bold

Nexa is a modern geometric sans serif chosen for its clarity, warmth, and versatility. With its dedicated Nexa Text subfamily and a wide range of weights, it keeps body copy approachable, professional, and easy to read. Its clean, balanced letterforms align with The Aligned Actor's voice—clear, supportive, and easy to connect with.



mood board

The Aligned Actor's mood board captures the emotional essence of the acting journey—balancing vulnerability with joy, focus with play. Soft purples and airy pastels convey mindfulness, calm, and resilience, while vibrant orange adds sparks of creativity and energy. Visuals should feel open, light, and authentic, highlighting actors in moments of presence, movement, and connection. The overall mood is supportive yet empowering: a reminder that acting isn't just about chasing roles, but about finding alignment, confidence, and joy in the process.



when you quiet
the inner critic,
you create space
for confidence
& joy





Textures:

Favor soft, airy textures like watercolor washes, light gradients, or cloud-like overlays. Keep them subtle to create a sense of calm and mindfulness. Avoid heavy or busy textures that distract from the message.

Imagery:

Choose candid, authentic photography that shows actors in movement, rehearsal, or reflection. Use natural light and open framing to highlight vulnerability and joy. Skip overly posed or polished glamour shots.

Layouts:

Keep layouts clean and spacious with plenty of white space. Use soft purples as grounding elements and Radiant Orange sparingly for highlights or calls to action. Maintain a balanced, approachable hierarchy.

Tone:

The tone should be supportive and empowering. Designs need to feel warm, mindful, and encouraging.



Creative Direction
By

Melissa Mae
DESIGNS

385-350-3825

melissa@melissamaedesigns.com