

# CGI, LLC | Cherilynn Castleman | Brand Guidelines

## Brand Voice

Elegant. Clear. Empowering.

Every message is designed to uplift, clarify, and connect-rooted in purpose and authenticity.

## Visual Identity

### Logo Usage







Use the primary logo (as seen in the banner) on white or dark backgrounds. Maintain clear space around the logo.

### Campaign Graphics

#1MillionWomenBy2030 visual identity includes diverse women in illustration and photography.

Core Phrase: "To Good To Be Ignored"

## Brand Colors

Green (Primary)	#219147	
Dark Blue	#0F2344	
Burgundy	#91216B	
Golden	#917F21	
Light Blue	#213391	
Gray*	#6N6F77	

## Typography

Headers: Playfair Display or Georgia

Body: Lato, Open Sans, or Helvetica Neue

Maintain generous line spacing and an uncluttered layout.

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### Contact

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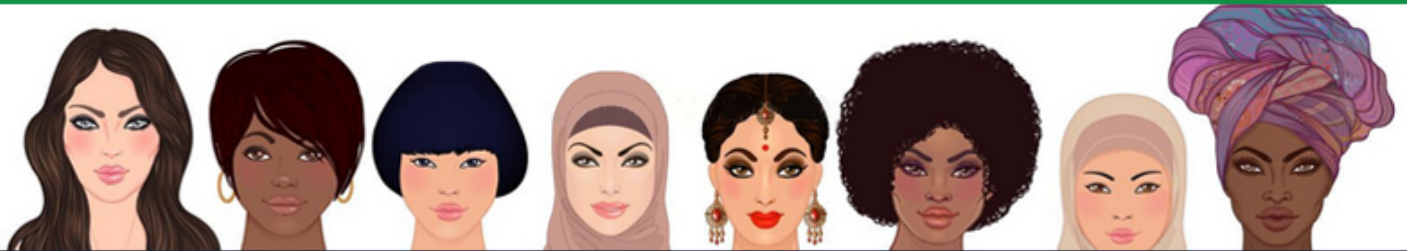


**#1MillionWomenBy2030**  
CHALLENGE ACCEPTED

CHERILYNN CASTLEMAN  
*The Relationship Sales Expert*



**#1 Million Women By 2030**



**CHALLENGE ACCEPTED**

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