

first chair life coaching | case study | first chair life coaching | case study | first chair life coaching

# BRAND CASE STUDY

by  989 creative group



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## BEFORE THE BRAND REFRESH



- First Chair Life Coaching had no complete brand guidelines, logo variations, icons, or succinct messaging for brand strategy, tone, and voice. While the branding did encompass Owner, Allison's, vision and dreams for her business, she felt that it did not fully capture her true essence of helping folks authentically show up as themselves.

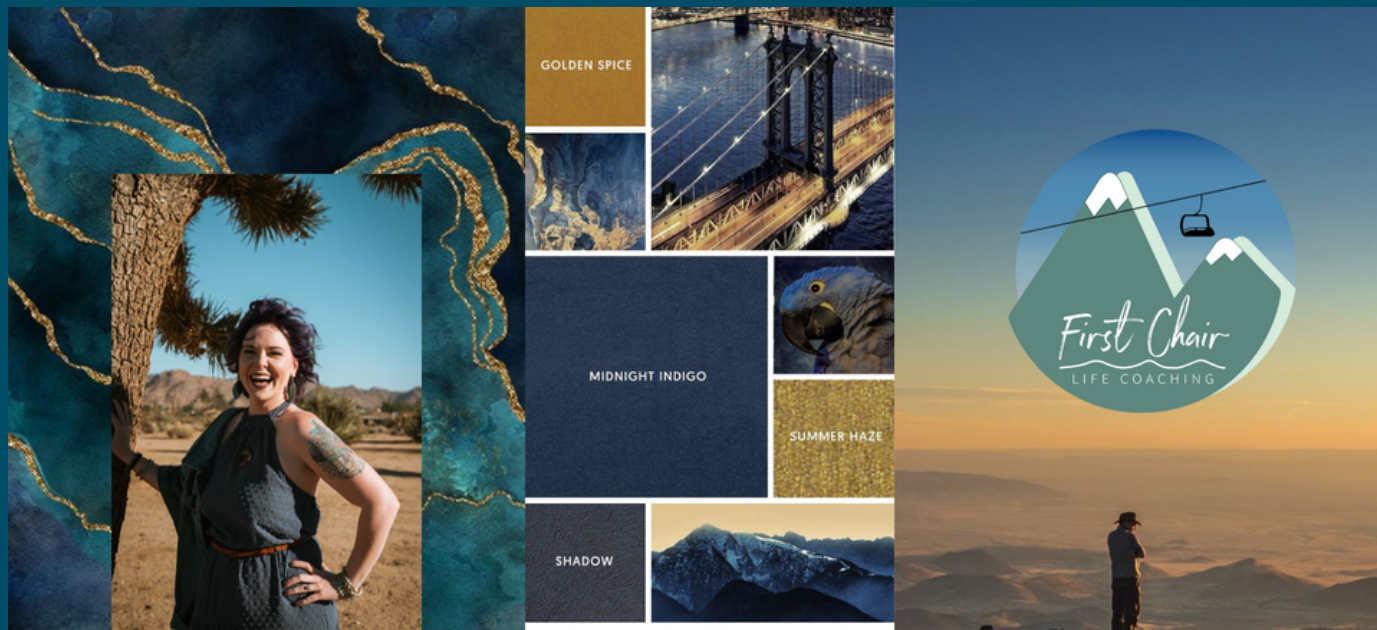
## GOALS FOR BRAND REFRESH

- Have a clear visual identity that represents the brand well
- Grow brand recognition and awareness
- Build a community to offer the coaching businesses services at more feasible and cost effective price point
- Streamline offerings for clients and complimentary workshops
- Strategize techniques for short form video content (Instagram Reels, TikTok)

Before



# FIRST THINGS FIRST: *catch a vibe*



so, what did we do next?





## WHAT WE DID - PART 1

- We worked alongside Allison to create the brand refresh and community of her dreams! It was important to us to stay true to the story behind First Chair Life Coaching's brand while added some versatility to their imaging to raise brand awareness



- Full Logo Suite of 14+ color variations of FCLC logo
- Canva Brand Hub Setup (brand fonts, brand colors, logos)
- Designed branding for their new community, Q.U.E.S.T
- Setup systems for their new community, the Q.U.E.S.T
- Refreshed pages on their website with new branding
- Built Q.U.E.S.T community portal on Circle.io
- Setup & trained Allison on Flodesk email mktg software

After

so, what did we do?



## WHAT WE DID - PART 2

- Allison expressed the importance of being able to offer her clients and community members more accessible ways to be able to work with her 1:1 without the sometimes steep cost of her 1:1 coaching services. Thus, the Q.U.E.S.T Community was born.



QUICKLY & UNCONSCIOUSLY EXPERIENCE SELF TRANSFORMATION

- **Designed branding for the Q.U.E.S.T Community**
- **Setup the Community Portal via Circle.io**
- **Strategized email marketing rollout via Flodesk**
- **Implemented opt-in forms & workflows**
- **Coached FCLC on pricing for the Community**
- **Consulted FCLC on social media strategy + content creation**

After

so, what happened next?

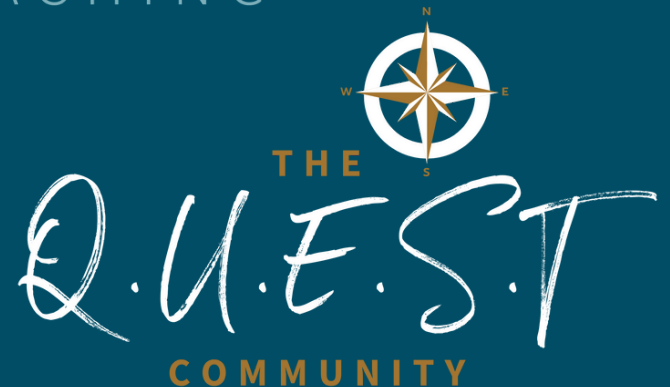


## FIRST CHAIR LIFE COACHING & THE Q.U.E.S.T COMMUNITY HAS THRIVED!!

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First Chair  
LIFE COACHING



## HERE'S WHAT ALLISON HAD TO SAY

"Cameron & his company 989 Creative Group have the power to take your business/project to its fullest potential & even surpass your expectations.

He CARES. 150%"

so, what happened next?



*want to work with us?*

**visit the link in our bio  
to book a 30 minute  
complimentary discovery call.**

*we're looking forward  
to hearing all of your creative  
goals for your brand!*

