

MARTY MURPHY
EXECUTIVE COACH

BRAND GUIDELINES

This guide outlines the brand standards for Marty Murphy, Executive Coach. It provides the guidelines for using our brand assets to ensure consistency and a strong, unified brand presence across all communications. Our brand is built on the belief that leadership works best when it starts with humanity, and our visual identity should always reflect this principle.

About the Brand

The Marty Murphy brand is a direct reflection of his coaching philosophy. It is professional, insightful, and deeply human. The brand's visual identity is designed to feel both authoritative and approachable, blending a sophisticated color palette with clean, modern typography. The logo, with its fluid, personal script, represents the unique journey of each leader, while the stable, structured typography signifies the solid foundation of Marty's experience. Every element is chosen to communicate a sense of clarity, connection, and trust—the very pillars of Marty's work. This is a brand that promises not just to guide, but to connect, creating a ripple effect of positive change that extends from leaders to their teams and throughout their organizations.
This guide outlines the brand standards for Marty Murphy, Executive Coach. It provides the guidelines for using our brand assets to ensure consistency and a strong, unified brand presence across all communications. Our brand is built on the belief that leadership works best when it starts with humanity, and our visual identity should always reflect this principle.

Brand Voice

- Clear
- Human-centered
- Experienced
- Grounded
- Insightful
- Trust-building

Brand Tone

- Calm and confident
- Direct and simple
- Warm but professional
- Focused on connection and clarity

Avoid overly motivational, formal, or corporate language. Keep everything grounded and human.

MARTY MURPHY

Leadership works best when it puts people first. This belief guides Marty Murphy's work and the leaders he partners with. He focuses on trust, clarity, and connection because those are the things that move people and shape results. His approach gives leaders the space to understand themselves, understand others, and build relationships that strengthen teams and improve outcomes.

Marty brings more than 25 years of leadership experience, including executive roles in marketing, sales, and operations at a Fortune 250 financial services company and leadership within a boutique executive search firm supporting Fortune 500 clients. He has coached leaders across healthcare, financial services, energy, consulting, retail, technology, media, and manufacturing.

Marty supports leaders at all levels, helping them build self-awareness, communicate with intention, and lead in ways that bring out the best in others. Clients trust him to surface blind spots, strengthen existing capabilities, and create ripple effects that improve the way teams work together.

As a founding partner of Exceleration Partners, he continues to advocate for human-centered leadership as the most effective path to meaningful, sustainable change.

Logo System

The Marty Murphy logo is the primary identifier of our brand. It is essential to use it correctly and consistently.

Primary Logo (Horizontal Lockup)

This is the main logo to be used in most applications.



NAVY



SILVER



GOLD



GRADIENT BLUE



Logo Icon (MM Mark)

The MM icon can be used in smaller applications where the full logo is not legible, such as social media profiles and favicons.











Logo Usage

- Navy Version: Use for most digital and print applications.
- Gold Version: Use for premium materials such as speaking one-sheets, event slides, and special collateral.
- Silver Version: Use on light backgrounds or for more subtle applications.
- Icon: May be used for social media profiles, favicons, watermarking, and secondary branding.

Clear Space & Rules

To ensure the logo's integrity, always maintain a minimum clear space around it.

•Clear Space:

Maintain one full circle-width of space around the icon and one “M” height of space around the full lockup.

•Do Not:

- Stretch or distort the logo.
- Change the script or typeface.
- Add shadows, outlines, or other effects.
- Place the logo on cluttered or high-contrast images without a proper overlay.

Color Palette

Our color palette is designed to be professional, warm, and approachable.



Color	HEX Code
Navy	#2B3853
Periwinkle	#A9BFF0
Soft Gray-Blue	#D7DEE8
Coral	#FF6A57
Emerald	#2A806D
Jade	#63B197
Yellow Amber	#FFC65A

Color Palette

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Typography

Consistent use of typography is key to our brand's voice.

• Title Font: This is a Title Heading

Novalion

• Paragraph Font:

Arial Condensed Nova

This is a paragraph set in Arial Condensed Nova. It is used for all body copy to ensure readability and a clean, modern look.

Approved Imagery

All photography should be professional, warm, and reflect Marty's confident and approachable personality. The approved headshot below should be used for all official bio and speaker profiles.



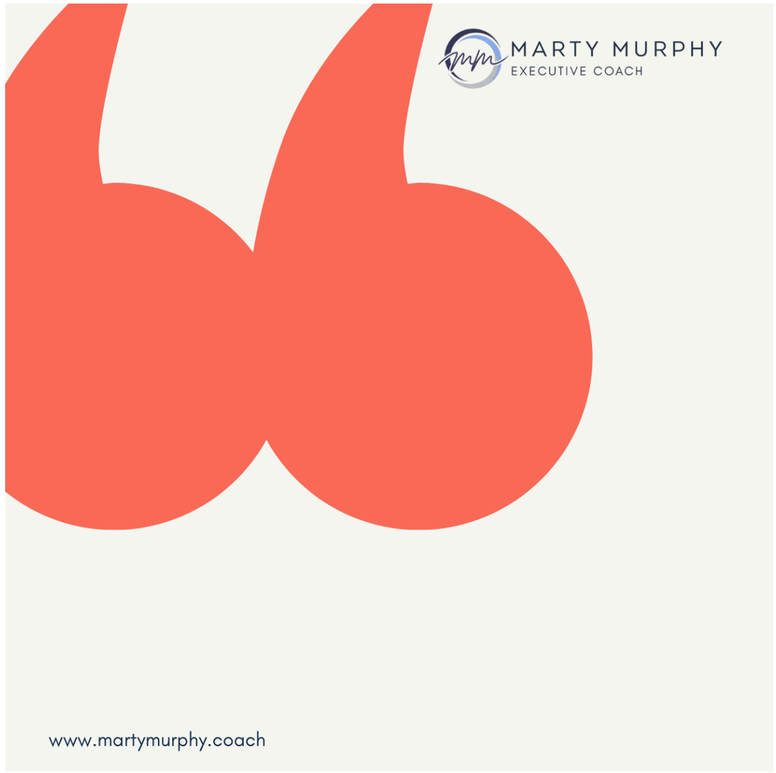




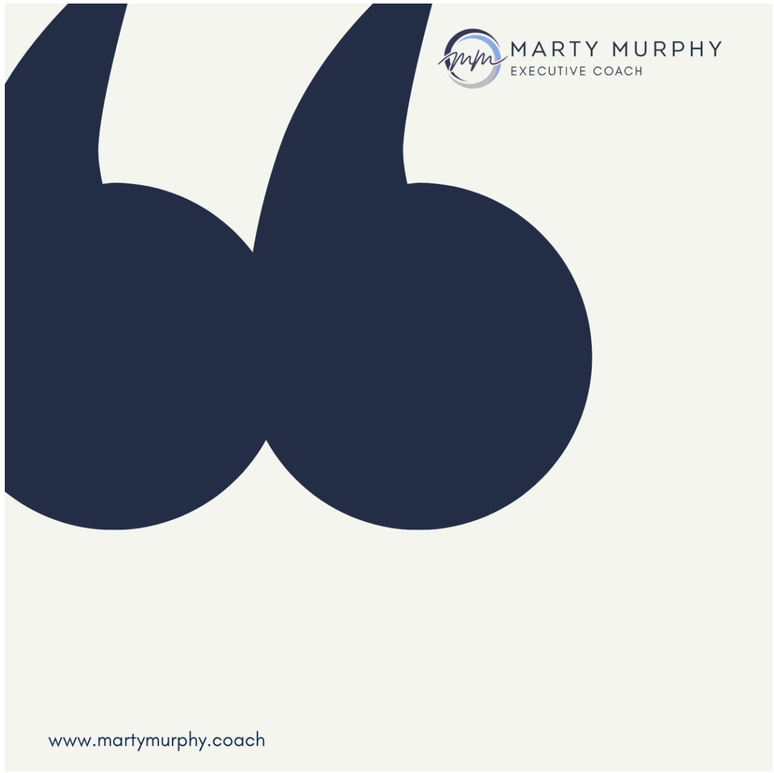



Social Media Templates

This section is a placeholder for future social media templates. All social media graphics should adhere to the brand guidelines, using the approved logos, color palette, and typography.







Social Media Templates







Social Media Templates

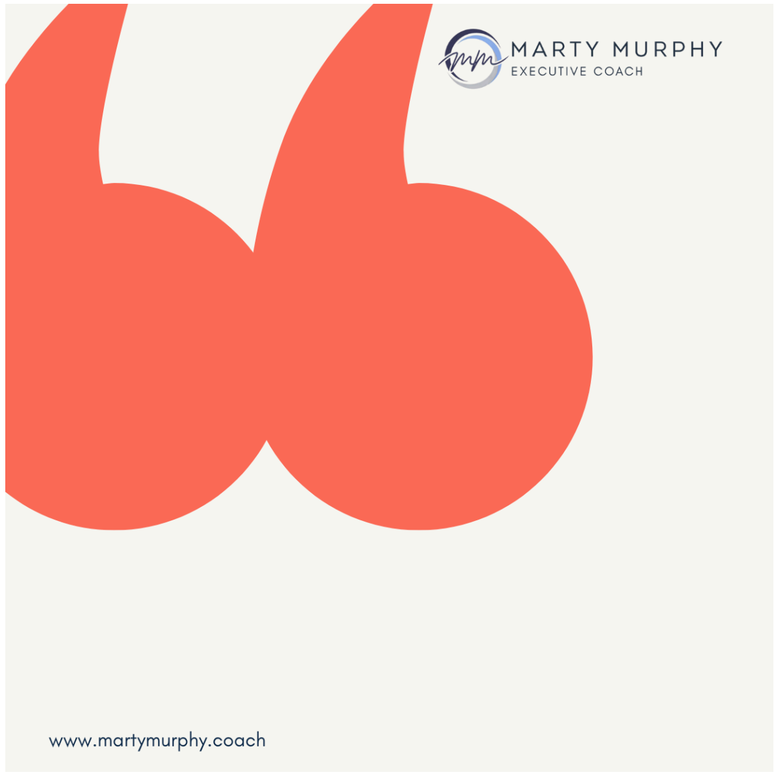


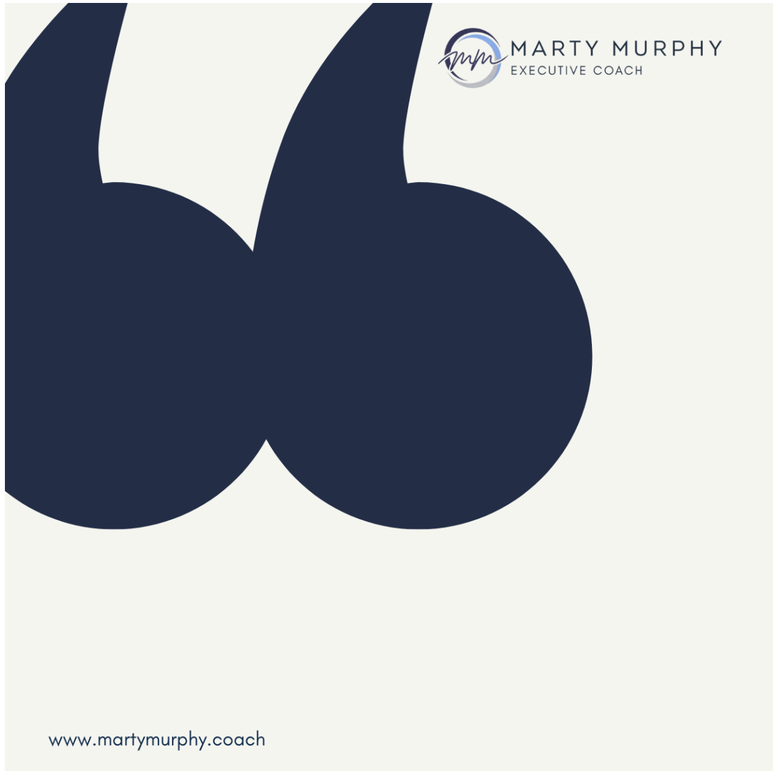




Social Media Templates







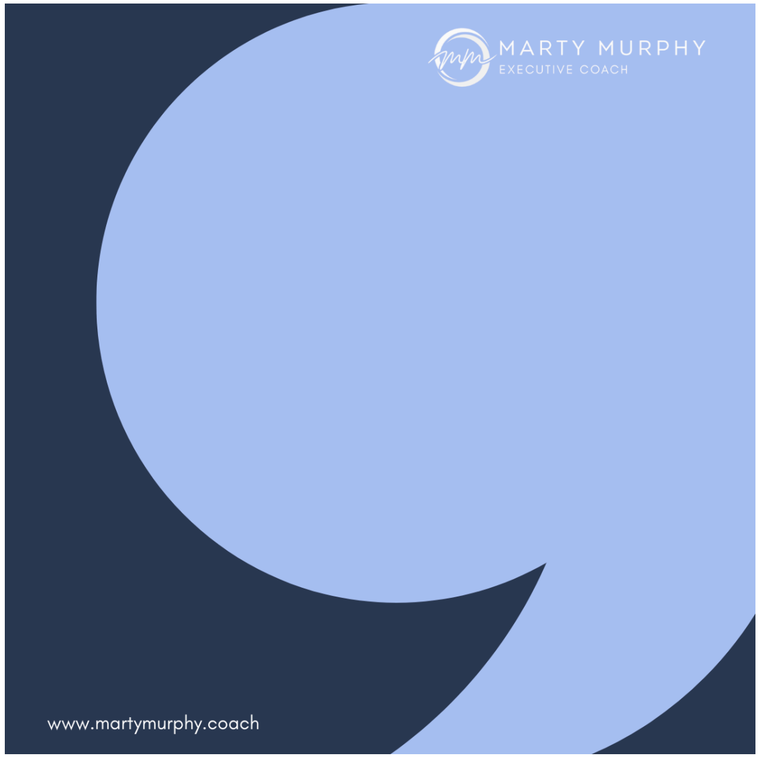
Social Media Templates







Social Media Templates







Social Media Templates





Contact

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