

DISTINCTIONS FOR LIFE

BRAND INFORMATION

NAME:

Official: Distinctions For Life

Short: DFL

Legal: Reactuate Software LLC, DBA Distinctions For Life

Tag line: Little changes that make a big difference.

BRAND VALUES:

Deep

Beautiful

Warm

Cerebral

Masculine

Practical

Actionable

DESCRIPTION:

Distinctions For Life guides ambitious people to get what they really want through elite one-on-one mentoring and a free toolbox of articles about little changes that can make a big difference in your life.

Mentoring Description:

Our mentoring program is all about you. Each session we will work on the issues most critical for you right now. We start by guiding you to figure out what you really want in every aspect of your life. Then work out a process to get you there. After that every session we will work on the specific skills and knowledge you need to get a little closer to your ideal.

Not just book learning, mentoring is a dialog between your mentor and you. The key is often knowing the questions to ask as much as it is getting answers.

VISUAL IDENTITY INFORMATION

LOGO:



TYPOGRAPHY:

Primary/Headline Trajan Pro 3 (Adobe) Google Alt: Cinzel	Secondary/Body: Lato
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COLORS:



colors

colors.co/450016-142842-830e12-cc6633-fbab4c

#450016, rgb(69, 0, 22) cmyk(48%,86%, 65%, 69%)	#142842, rgb(20, 40, 66) cmyk(95%, 81%, 46%, 49%)	#830e12, rgb(131, 14, 18) cmyk(0%, 89%, 86%, 49%)	#cc6633, rgb(204, 102, 51) cmyk(0%, 50%, 75%, 20%)	#fbab4c rgb(251, 171, 76) cmyk(0%, 32%, 70%, 2%)
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LOCATION INFORMATION

ADDRESS:

The Domain Abilene
1290 South Willis Street, Suite 100
Abilene, TX 79605

URLS:

Website:

<https://www.distinctionsforlife.tv/>

Facebook

<https://www.facebook.com/distinctionsforlife>

Twitter

<https://twitter.com/Distinctions4L>

YouTube

<https://www.youtube.com/user/distinctionsforlife>

Instagram

<https://www.instagram.com/distinctionsforlife/>

Short Links:

Toolbox short:

<http://bit.ly/toolbox-dfl>

Mentoring short:

<http://bit.ly/dflmentor>