REAU STUDIO · BRAND BOOK

BRAND IDENTITY · 2025

Best Self Sara



BRAND BUILD AND WEBSITE

THE BRIEF

Sara came to us wanting to make wellness her life's work. She had the knowledge and the commitment; the brand did not exist yet. We built it start to finish, from the strategy and identity to her voice and her website.

Sara works as a guide, warm but rooted in expertise. Her voice had to feel encouraging without ever sounding clinical or forceful, so we set it down in her guidelines: the tone, the key phrases and the words she leaves out. The identity was designed to carry it.

The seal gives the brand the weight of a qualification; the wordmark is for everyday use. Navy and buttercream lead the palette, with light blue and brown as accents and three secondary palettes for range. CMU Serif and Arimo carry the type.

Her website, bestselfsara.com, brings it together, from her first line to her programmes.

DELIVERED

Brand Strategy & Positioning

Naming · Positioning and value proposition · Messaging · Brand voice · Key phrases and language to avoid · Brand pillars

Creative Direction

Brand identity · Logo, seal and colourways · Primary and secondary palettes · Typography · Personal portrait direction · Brand guidelines · Branded client materials

Websites & Platforms

Website design and development · Booking system · Programme and service pages



SARA, FOUNDER OF BEST SELF SARA



NAVY ON BUTTERCREAM



BUTTERCREAM ON NAVY

BEST·SELF·SARA
HEALTH & WELLNESS COACHING

BEST·SELF·SARA
HEALTH & WELLNESS COACHING

BEST SELF SARA

THE WORDMARK

NAVY ON BUTTERCREAM

#F2F1EB

BUTTERCREAM ON NAVY

#101A2B

COLOUR

Primary palette

Navy

#101A2B

PRIMARY

Buttercream

#F2F1EB

PRIMARY

Light Blue

#B6C0C1

ACCENT

Brown

#82675D

ACCENT

SECONDARY PALETTE

Light

Slate Blue

#67829D

PRIMARY

Mist

#B4C2C7

PRIMARY

Cloud

#E0E5E9

ACCENT

Pearl

#EFEFF2

ACCENT

SECONDARY PALETTE

Dark

Midnight

#01012B

PRIMARY

Deep Navy

#0C2239

PRIMARY

Espresso

#53382F

ACCENT

Taupe

#6A605A

ACCENT

SECONDARY PALETTE

Alternate

Forest

#242B17

PRIMARY

Olive

#7D8B49

PRIMARY

Sage

#AEAA88

ACCENT

Stone

#B6BBB7

ACCENT

HEALTH & WELLNESS COACHING

Become Your Best Self.

HEADLINES AND PARAGRAPHS

CMU Serif

SUBHEADINGS

Arimo

BUILDING THE VOICE

Warmth, with authority.

Her voice speaks to clients as “you”, keeps the language simple and always looks ahead to the person they are becoming.

Guiding	Direction rather than instruction, like a steady coach.
Empowering	Clients leave feeling capable and committed.
Authentic	Sincere words, never harsh or forceful.
Visionary	Always speaking to the future you.

Wellness, to me, is the purest form of self respect.

IN SARA'S WORDS

I

Align

WITH INTENTION

II

Commit

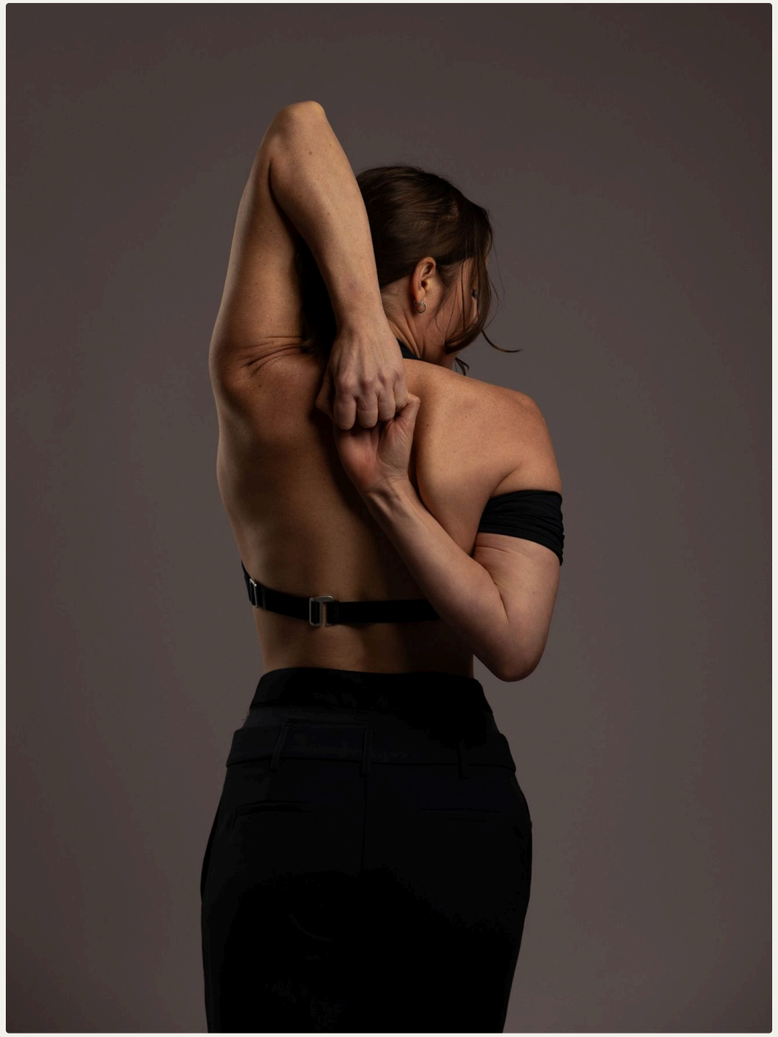
TO CONSISTENCY

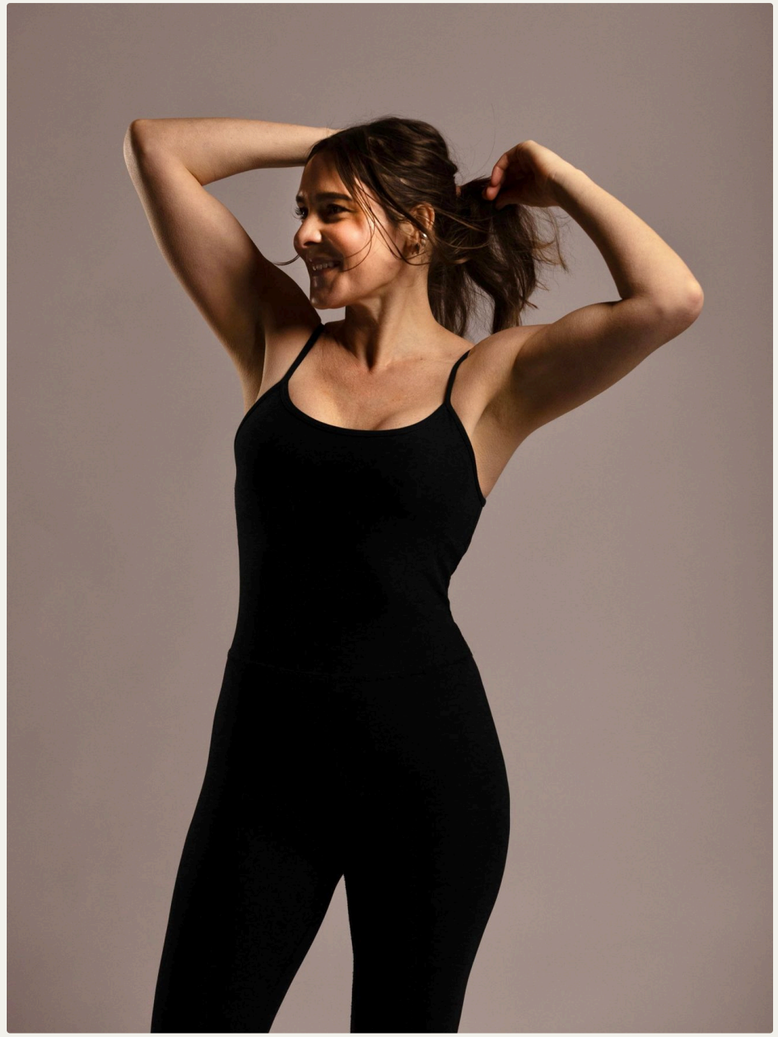
III

Elevate

THROUGH AWARENESS







PERSONAL PORTRAITS

REAU STUDIO

She came to us with a dream.
She left with a brand built around it.

Begin your own chapter ↗

REAU STUDIO

REAUSTUDIO.COM · NOW TAKING ENQUIRIES FOR 2027