



MINDSTREAM
Mentoring

BRAND IDENTITY & SOCIAL MEDIA

Creative Direction & Brand Playbook

Color palette · Design system · Ad creatives

Social ideas · Formats · Landing page concepts

OCTOBER 2026 / [MINDSTREAM.CH](https://mindstream.ch)



One brand. Many perspectives.

Positioning and communication direction

CORE PROMISE

Make growth tangible.

Inspire people.

Open new perspectives.

The creative platform connects personal development, collaborative learning and business coaching.

01 Personal development

Clarity, reflection, growth

02 Seminars & events

Connection, practice, exchange

03 Business Coaching

Goals, orientation, change

DACH: DE · AT · CH

An expressive palette

Suggested digital colors based on the supplied logo



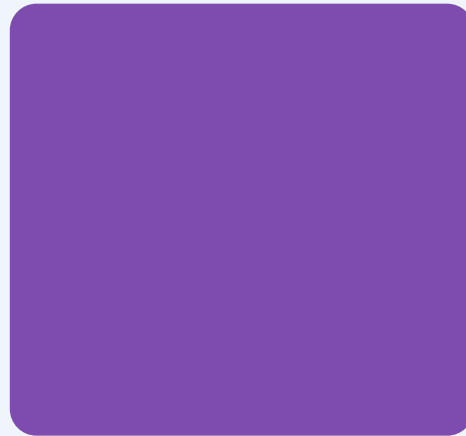
AQUA / TEAL

#00AEC1



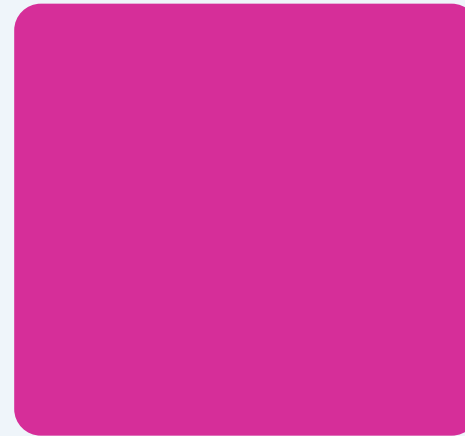
OCEAN BLUE

#3C80C0



VIOLET

#7E4CAE



MAGENTA

#D62E99



DEEP BLACK

#080A10



Gradient: teal > blue > violet > magenta

Make the logo unmistakable

Supplied original asset and proposed use cases



LIGHT / ORIGINAL LOCKUP



DARK / HIGH CONTRAST

Preserve proportions, original colors and clear space.
On photography, provide a calm area with good contrast.

Clear. Direct. Expressive.

Suggested type hierarchy for ads, slides and landing pages

More clarity.
More you.

HEADLINES / bold and clear sans-serif

Copy principle: concise, active, spacious. One key message per creative.

TYPE HIERARCHY

Headline: 46–72 px

Subline: 20–32 px

Body: 16–24 px

CTA: 18–26 px

German-language social ads

Creative concepts for the German-speaking market (DACH)



Personal transformation



Seminars & events



Business Coaching



MINDSTREAM
Mentoring

**Mehr Klarheit.
Mehr du.**

Persönlichkeitsentwicklung
mit Tiefe, Humor und
echter Veränderung.

Jetzt entdecken →

*Bewusster.
Stärker.
Du.*

- Stärkere Selbstwirksamkeit
- Mehr Lebensfreude
- Neue Perspektiven

Applications: feed ads · web hero · LinkedIn · event promotion

07 / VERSATILITY



LIGHT / EMOTIONAL



DARK / EXPRESSIVE

Visual approach: authentic faces, vibrant accents and real events.

Recommendation: A/B test creative variants rather than assume performance.

Four recurring pillars

Balancing trust, inspiration and conversion

01 INSPIRE

Reflection prompts, exercises
and new perspectives

02 BEHIND THE SCENES

Seminars, backstage moments
and authentic atmosphere

03 EDUCATE

Mentoring approaches, explainers
and bite-sized FAQs

04 INVITE

Programs, event dates,
community and consultation

10 ready-to-brief concepts

English editorial guidance; on-screen copy remains German

REEL

One question to shift perspective

CAROUSEL

5 ways to find everyday clarity

STORY

Behind the scenes of a seminar

REEL

Mentor-led reflection exercise

CAROUSEL

What happens at a Mindstream event?

STORY

Q&A: programs and attendance

POST

Finding courage to embrace change

REEL

3 questions before a major step

CAROUSEL

Business coaching: setting goals

AD

Explore upcoming events and calls

From concept to campaign

Suggested production and approval process

01 BRIEF

Define audience and offer

02 CREATE

Develop message and creative options

03 APPROVE

Check logo, claims and image rights

04 TEST

Test two variants in the target channel

NOTE: Concept samples only, not proof of published ad campaigns.

Review any health-related claims for legal and platform compliance.

Digital campaign destinations

German-language landing page examples for the DACH market

LANDING PAGE

**Design concepts
for Mindstream**

LIVE PREVIEW LINK

**mindstreamlanding.
monarchdigital.xyz/**

Click the address in this PDF to view the examples.

* DRAFT / HOSTING NOTICE

* These landing pages are preliminary design drafts, provided for review and approval. They are currently hosted on a temporary preview domain. Once finalized, hosting will be transferred to Mindstream and the pages will be published under its control.

Destination copy and calls to action are designed for German-speaking audiences.