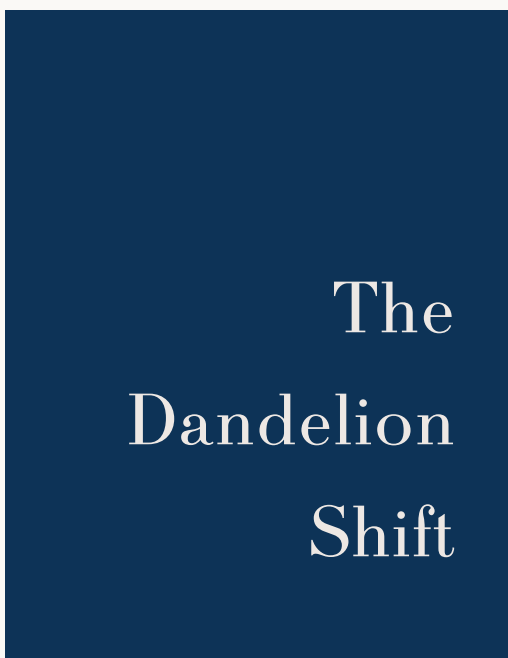
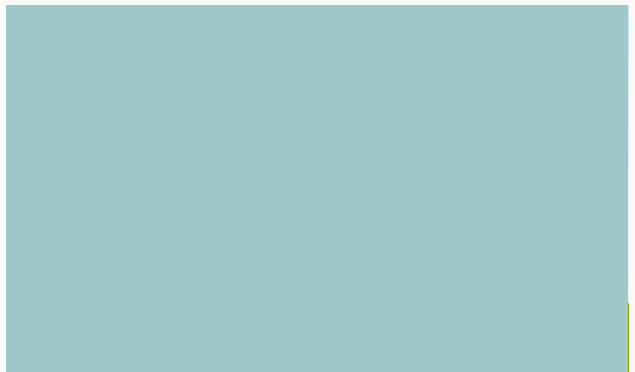
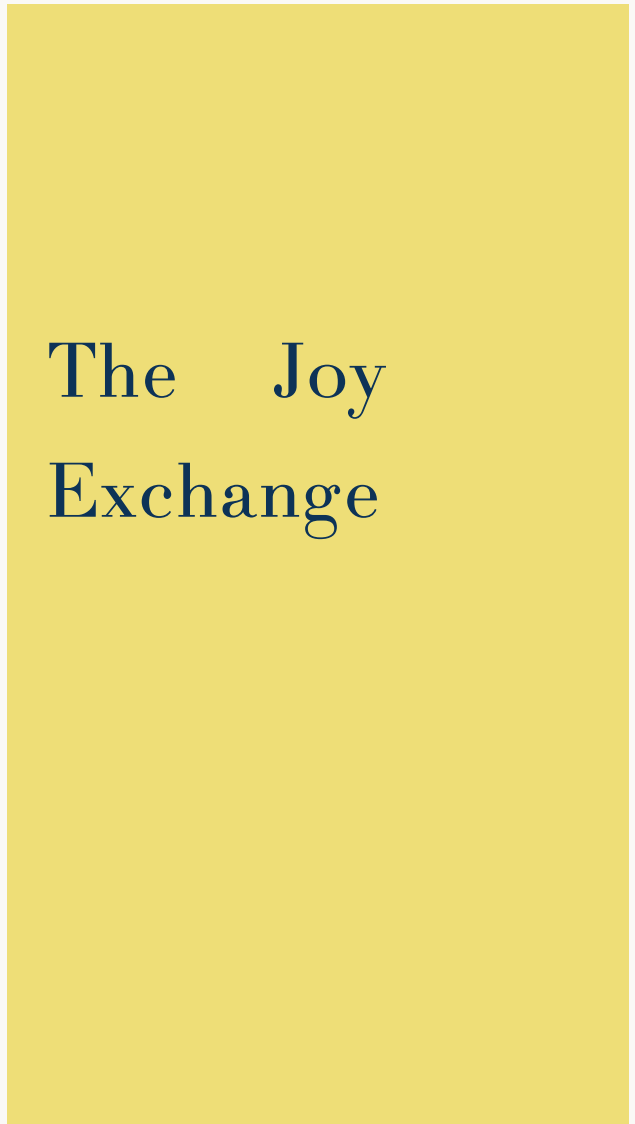




# Brand Kit



# Brand Story

[Back to Navigation Page](#)

In 2003, Laura began volunteering at esp as a college student. Martha Wyllie, esp's Founder and volunteer Executive Director, was diagnosed with cancer less than a year later. Months following her passing, Laura received a call that changed her life, asking her to step up and fill Martha's role. While a daunting request, she knew it was the next right thing. The challenges were seemingly insurmountable: with a need to raise more than \$50,000 to run a summer camp, recruit a team of camp counselors, while keeping the magic that Martha had created... at age 19, while finishing her sophomore year of college. Laura dug deep into her well of strength found in her faith. She rallied the community, raising the funds needed for her first summer camp.

Now, after nearly 20 years, Laura serves as the CEO and looks back over the decades of humble leadership to see millions of dollars raised to serve nearly 1200 families, build a multi-million dollar complex in Athens, and expand to new cities: Atlanta, Rome, and Savannah. And, Laura and the esp team have no plans of slowing down.

# Mission, Vision, Values

[Back to Navigation Page](#)

- **MISSION (WHY DO WE EXIST?):**
  - Leaning in with love, LHW exists to shift perspectives, seed hope and grow joy-filled communities.
- **VISION (WHAT WILL THE WORLD LOOK LIKE BECAUSE WE EXIST?):**
  - LHW will inspire a world in which ability is seen in all people.
- **VALUES (WHO WE ARE & HOW WE ACT):**
  - **Empowerment:** We believe in unlocking potential by seeing ability in every individual. We lead with a strengths-based mindset and champion opportunities that allow others to grow, lead, and thrive.
  - **Visionary Leadership:** We lead with courage, clarity, and conviction—casting bold visions for the future and taking decisive steps to make them a reality.
  - **Community:** We create spaces where everyone belongs. Through storytelling, empathy, and shared experiences, we build bridges that unite people across all walks of life.
  - **Joy:** We approach life and work with warmth, optimism, and celebration. We believe that joy is not a distraction from hard work—it is a vital part of it.
  - **Faith & Integrity:** We are grounded in faith and guided by principles. We do what's right even when it's not easy, and we lead with transparency, consistency, and trust.
  - **Resilience:** We meet challenges with strength, grace, and persistence. We believe that obstacles are not the end of the story—they're often where transformation begins.

# Brand Personality

[Back to Navigation Page](#)

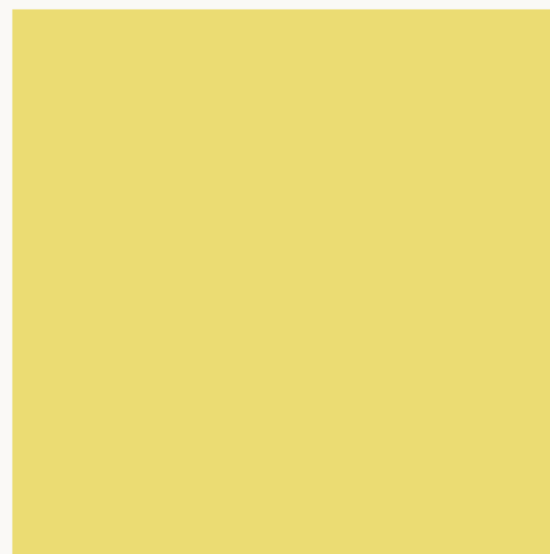
LHW's brand personality is rooted in heart-led leadership, joyful energy, and visionary action.

- **Warm & Relatable:** Connects quickly, feels approachable
- **Visionary & Driven:** Thinks big, leads with purpose
- **Empowering & Inclusive:** Uplifts and inspires people of all abilities
- **Joyful & Celebratory:** Brings fun, gratitude, and joy to every interaction
- **Authentic & Faith-Grounded:** Transparent, honest, values-centered, real

# Color Palette

[Back to Navigation Page](#)

## PRIMARY



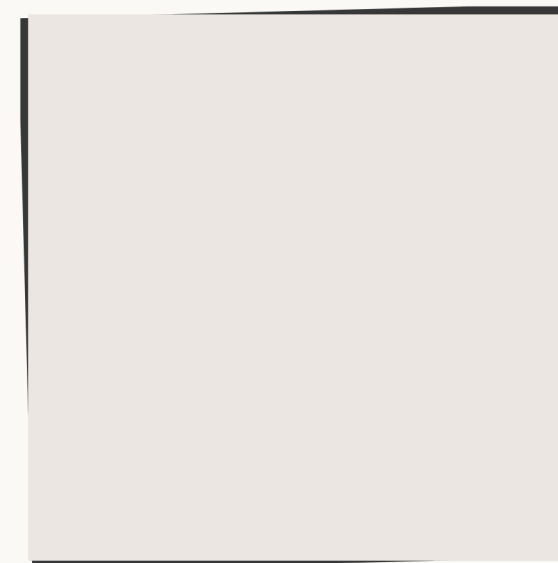
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- Secondary logo
- Elements



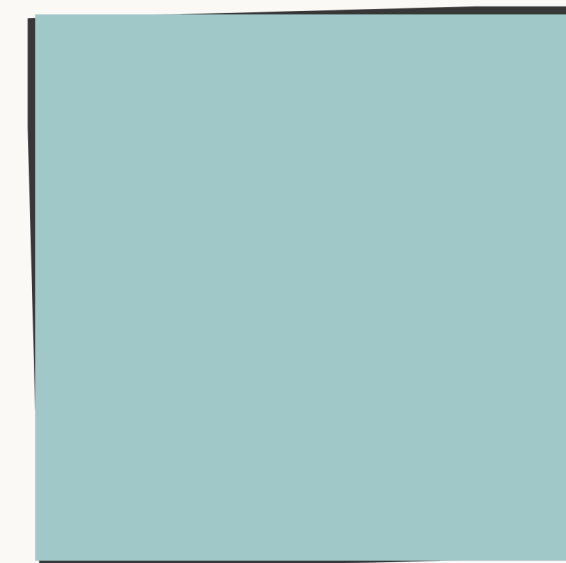
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- Text on light backgrounds
- Secondary logo
- Submarks
- Elements



HEX CODE  
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- Primary Logo
- Backgrounds
- Text on darker backgrounds



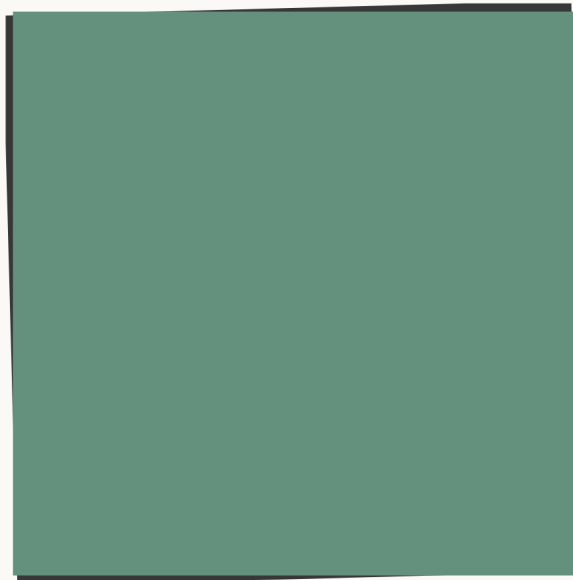
HEX CODE  
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- Background
- Text on dark background

# Color Palette

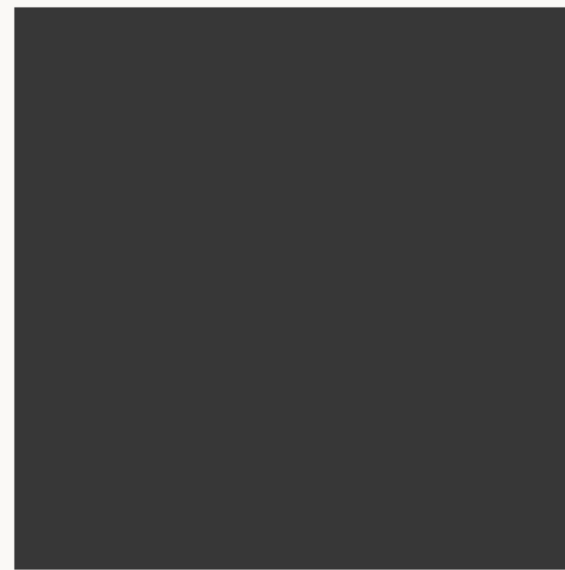
## SECONDARY

[Back to Navigation Page](#)



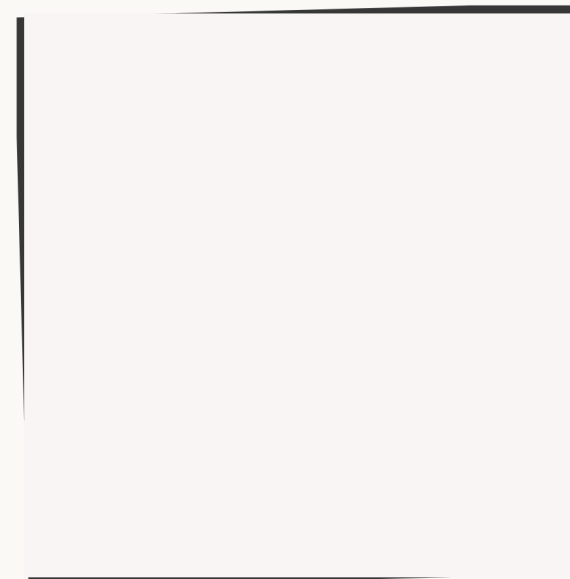
### HEX CODE

- #67937F
- Secondary logo
- Submarks
- Elements



### HEX CODE

- #3A3A3B
- Body text



### HEX CODE

- #FAF9F6
- Background
- Text on dark background



### HEX CODE

- #5BC5DC
- Secondary logo
- Elements

## MAIN LOGO FEATURES



LOGO MARK



WORD MARK

## LOGO VARIATION



## RULES OF APPLICATION

### DO'S AND DONT'S

Logo mark can be used in dark blue and yellow colors. Word mark can be used in this stacked format for more confined spaces. Don't rotate or flip logo mark. Don't make word mark smaller than 1.5 inches.

# Elements, Shapes, & Illustrations

[Link to Elements PNGs](#)

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[Back to Navigation Page](#)



Used on the primary logo mark and word mark. Alone, this element can be used sparingly as decor on presentations, the website, business cards, and email signature.



Used for items relating to *The Joy Exchange* book

# Font

## FONT OVERVIEW

[Back to Navigation Page](#)

### Didot LP

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*()

### Helvetica

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*()

### Moontime

For accent type such as quotes

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&\*() ' |

## TYPE APPLICATION

### Laura Hope Whitaker

LEADER, SPEAKER, & HOPE DEALER

Write a Brand Statement

# Photography

[Back to Navigation Page](#)

Best of LHW Photoshoot



Camera-quality photos, edited using esp's BV Film 5 Preset. Styled solo shoots, speaking events, and candid photos with family, friends, and participants.

- Natural light, real moments, candid shots
- Inclusive representation and community
- Visual storytelling with emotion and hope

# Brand Voice

[Back to Navigation Page](#)

## BRAND VOICE:

- This is the consistent style of communication across all platforms and formats.
- Laura's brand voice should feel like a conversation with a wise and inspiring friend.
- **Warm:** Uses heartfelt, approachable language
- **Visionary:** Speaks with clarity, conviction, and optimism
- **Authentic:** Honest, transparent, grounded in real stories
- **Empowering:** Highlights others' strengths and encourages action

## BRAND TONE:

- Toneshifts based on context (e.g., speaking engagement vs. a caption), but always stays true to the brand voice.
- **Instagram:** Playful, warm, inspirational, authentic
- **Speaking Events:** Bold, visionary, heartfelt
- **Website:** Polished, welcoming
- **LinkedIn Post:** Professional, mission-driven, confident

# Brand Messaging

[Back to Navigation Page](#)

These are Laura's core communication pillars—the big ideas that should show up consistently in her content and speaking

- **The Dandelion Shift:** “seed community,” “planting seeds”, “exchanging insignificance for invaluableity“
- **Seeing Ability:** “shifting perspectives,” “exchanging ‘them’ for ‘us’,” “seeking out the extraordinary,” & “uncovering the remarkable”
- **The Joy Exchange**
- **The L-team**
- **Transforming Communities:** “see communities,” “change communities for the better”, “see ability that seeds community”
- **Resilience:** “Sometimes you choose your job. Other times, it chooses you.”

**We wouldn't say...** “I've accomplished so much over the years, and honestly, I think my story is the most inspiring you'll ever hear.”

- spotlight entirely on herself instead of on the people, lessons, or shared mission

**We would say...** “The most inspiring parts of my story are the people who've shaped it—friends who've challenged me, taught me, and shown me what's possible when we truly see ability in everyone.”

- humble, people-focused, and mission-drive

**Tagline:** Leader, Speaker, & Hope Dealer

**One Liner:** See ability that seeds community

**Mission Statement:** LHW exists to shift perspectives, inspiring celebration and interconnection of the abilities of all people

# Content Guidelines

[Back to Navigation Page](#)

## CONTENT PILLARS

- **Faith-Based Inspiration:**

- Working Mom
- Gifts & Identity
- Courage Over Fear
- Purpose
- Community & Relationships

- **Business-Based:**

- Vision
- Community Building
- Social Responsibility
- Culture
- Leadership
- Non-profit Work
- Entrepreneurship

- **Personal Life & Growth:**

- Family & Friends
- Real Emotions & Hardships
- Life Updates

- **Promotional:**

- The Joy Exchange
- esp, inc. (follow esp, inc. brand guide)
- Java Joy (follow Java Joy brand guide)
- SeeAbility (follow SeeAbility brand guide)

# Email Signature

[Back to Navigation Page](#)

GENERAL



# Laura Hope Whitaker

LEADER, SPEAKER, & HOPE DEALER



(706) 254-4850



[laura@espyouandme.org](mailto:laura@espyouandme.org)



[lurahopewhitaker.com](http://lurahopewhitaker.com)



189 VFW Dr, Watkinsville, GA 30677



# Email Signature

JOY EXCHANGE

[Back to Navigation Page](#)



# Laura Hope Whitaker

LEADER, SPEAKER, & HOPE DEALER



(706) 254-4850



[laura@espyouandme.org](mailto:laura@espyouandme.org)



[lurahopewhitaker.com](http://lurahopewhitaker.com)



189 VFW Dr, Watkinsville, GA 30677



# Print & Digital Mockups

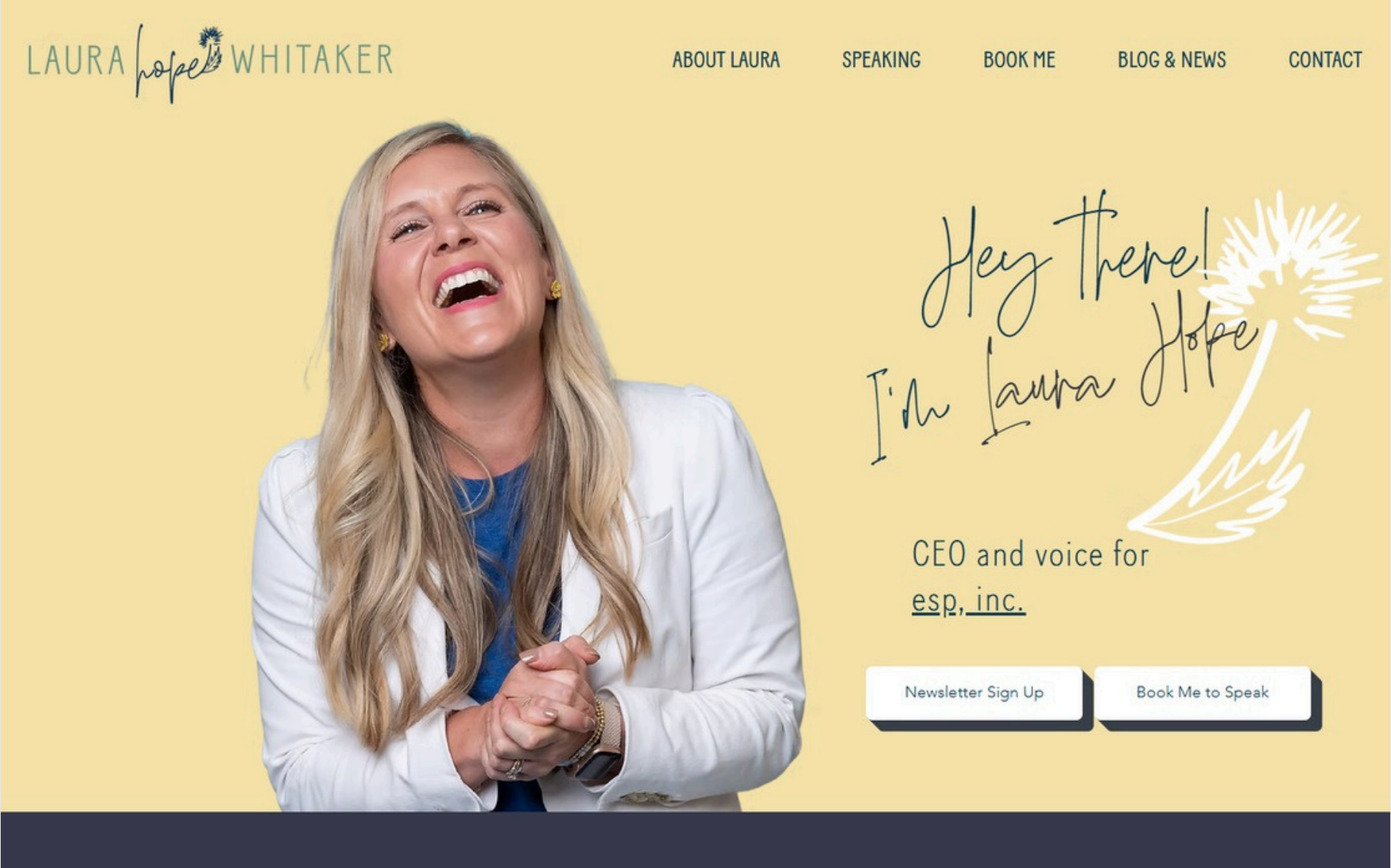
[Back to Navigation Page](#)



LAURA *hope* WHITAKER

Leader, Speaker,  
& Hope Dealer

Let's Connect  
Instagram: @laurahopewhitaker  
Website: laurahopewhitaker.com  
Email: laura@espyouandme.org

A small portrait of Laura Hope Whitaker, a woman with blonde hair, wearing a white blazer over a white top and a striped skirt, smiling and leaning against a white wall.A website mockup for Laura Hope Whitaker. The header features the name 'LAURA *hope* WHITAKER' on the left and navigation links 'ABOUT LAURA', 'SPEAKING', 'BOOK ME', 'BLOG & NEWS', and 'CONTACT' on the right. The main content area has a yellow background with a photo of Laura Hope Whitaker on the left. On the right, there is handwritten text: 'Hey there! I'm Laura Hope' next to a dandelion seed head illustration. Below this, it says 'CEO and voice for esp, inc.'. At the bottom right, there are two buttons: 'Newsletter Sign Up' and 'Book Me to Speak'. The entire mockup is set against a light gray background.