



DARLENE VAN DE GRIFT  
BRAND IDENTITY

DATA-DRIVEN CREATIVITY



## BRAND IDENTITY

### **Brand Mission:**

Our mission is to lead individuals through transformative self-discovery and healing by welcoming intuitive insights and multidimensional wisdom. We clear energetic, emotional and physical blockages and empower people to embrace their true potential, creating fulfilling and purposeful lives.

### **Brand Vision:**

Our vision is to be a trusted leader in personal and spiritual growth, empowering individuals from all backgrounds to heal past traumas, embrace their full potential, and confidently co-create their future.

### **Brand Narrative:**

Darlene's personal journey began with a deep curiosity about the human body and a unique path shaped by life-changing experiences. From her early childhood marked by her mother's illness and the loss of an in utero twin, to her own spiritual awakening and channeling experiences, she has navigated complex layers of healing; physically, mentally, emotionally, and spiritually. After years of hands-on work with clients, Darlene realized that her approach—combining intuition, spiritual insight, and practical guidance—could help people identify, and heal their core issues in profound ways that traditional therapy often lack consideration.

Her mission is to connect clients with their deeper selves, uncovering blockages related to health, relationships, career, and spirituality. Whether resolving past life influences or offering actionable steps to tackle present challenges, Darlene empowers her clients to embrace who they are and unlock their fullest potential. Her work, whether through one-on-one sessions, group events, or her upcoming books, is about mentoring others on a journey of self-awareness and multidimensional healing.

### **Brand Values:**

- **Integrity:** Honesty and ethical practices in all interactions.
- **Compassion:** A deep sense of empathy for the personal struggles of others.
- **Wisdom:** Offering insights based on deep, intuitive understanding.
- **Empowerment:** Helping clients take control of their lives by understanding themselves.
- **Spiritual Growth:** Facilitating connection to one's higher self and multidimensional truths.



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### **Brand Positioning:**

Darlene presents herself as a multidimensional healer and guide for individuals seeking more than apparent surface-level solutions. Her unique blend of intuitive insight, past-life integration, and accessing clients innate wisdom sets her apart from traditional therapists, psychics, and spiritual coaches. She serves professionals and creatives alike and all those who are looking for deep, transformative shifts in their personal and spiritual lives.

### **Brand Personality:**

Darlene's brand embodies a warm, compassionate, and knowledgeable personality. She combines a spiritual, nurturing energy with a direct, realistic approach to healing and personal growth. Her ability to receive and share wisdom and provide practical guidance makes her feel both mystical and approachable. Clients are drawn to her deep empathy, her insightful wisdom, and her ability to challenge them in meaningful ways that encourage action and transformation.

### **Unique Selling Proposition (USP):**

Darlene offers an unmatched integration of spiritual guidance, intuitive insights, and practical steps for holistic healing. Unlike many practitioners who specialize in just one modality (such as therapy, past-life regression, or spiritual coaching), Darlene combines all of these approaches into a single session. Her ability to connect with multidimensional beings and tap into past lives sets her apart as a guide who offers clients a deeper, more profound understanding of themselves.

### **Target Audience:**

Darlene's audience primarily consists of women in their 30s to 50s, although it invites all genders and ages. Her clients are typically professionals, artists, and spiritual seekers who are curious about personal development and spirituality. They range from low-income individuals to millionaires, united by their desire for growth and transformation. These clients are often creatively inclined or interested in spiritual practices like meditation and plant medicine, and are looking for practical yet profound steps to improve their lives. Utilizing their evolution to assist others.

### **Visual Identity:**

- **Color Palette:** Soothing, calming tones like deep purples, blues, and golds to evoke spirituality, mystery, and wisdom.
- **Fonts:** Clean, modern serif fonts to blend professionalism with approachability. Script accents can reflect the spiritual, intuitive side.
- **Imagery:** Nature elements (such as water, light, and trees) combined with cosmic imagery to represent the multidimensional aspects of her work. Personal photos can make her more relatable, while abstract art might reflect her channeled insights and healing work.



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### Products and Services:

1. **One-on-One Phone Sessions:** 1-hour or 30-minute sessions addressing personal and spiritual issues.
2. **Cosmic Travelers Group:** Monthly interactive Zoom sessions with multidimensional beings, focusing on individual and global matters.
3. **Podcast:** Currently in its 3rd season, offering insights on various spiritual and personal development topics.
4. **Upcoming Products:**
  - **Multidimensional Chronicles:** A series of 5 books blending memoir, spiritual teachings, and multidimensional insights.
  - **Online Courses:** Future courses exploring spiritual teachings and personal growth.
  - **Art Prints:** Potential future offering of Darlene's personal art.

### Brand Collaboration and Partnership Opportunities:

- Collaborations with wellness centers and retreats to offer her one-on-one sessions or Cosmic Traveler group sessions.
- Podcasts and spiritual media platforms where Darlene can guest speak on topics like multidimensional healing, spiritual teachings, or overcoming past-life traumas and more.
- Publishing opportunities for her upcoming books, connecting with spiritual and personal growth publishers or self-publishing platforms to reach a wider audience.