

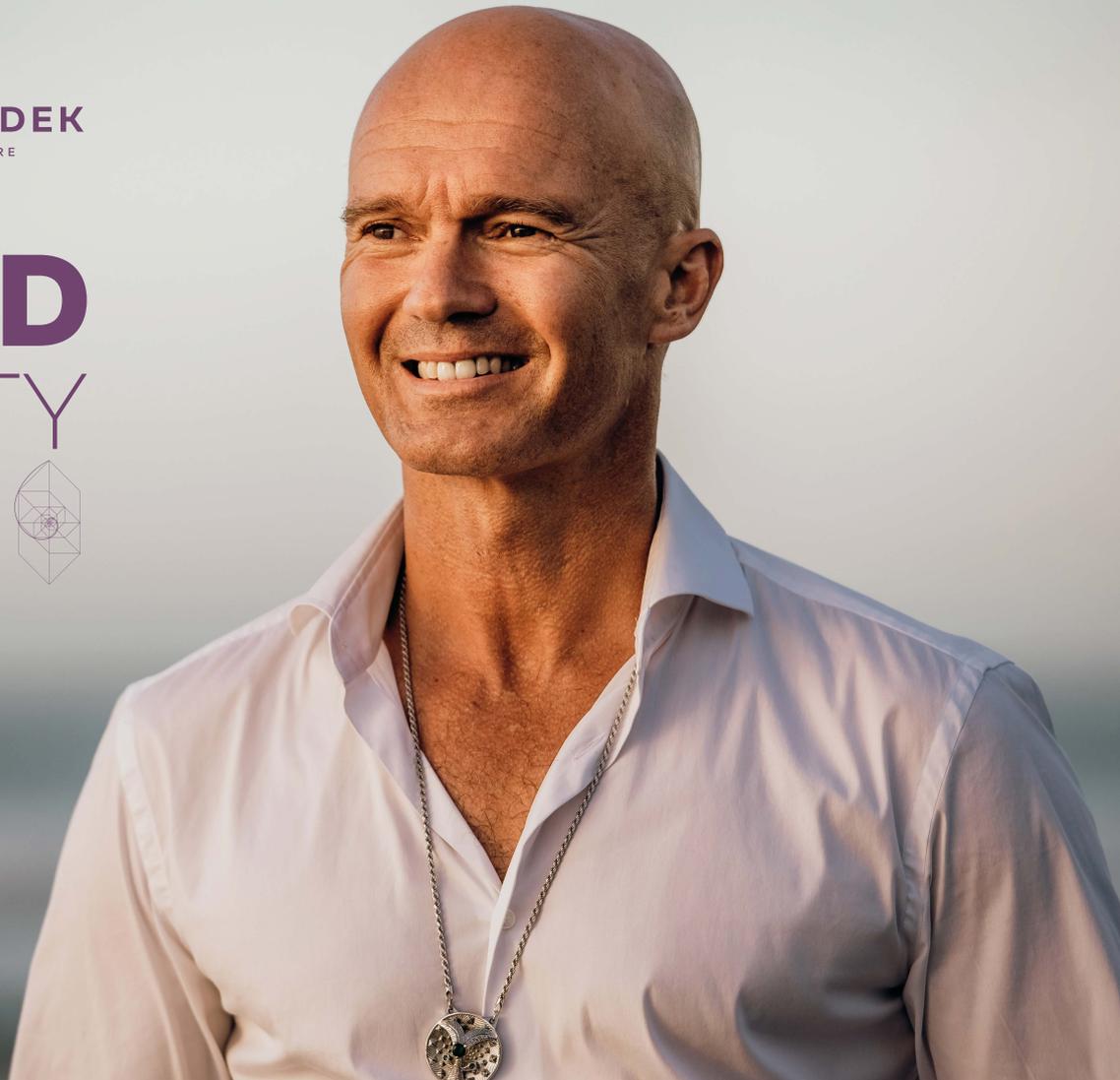


**CHRISTOF
MELCHIZEDEK**

EVOLVE : ALIGN : INSPIRE

BRAND IDENTITY BOOK

Christof Melchizedek
SPIRITUAL FUTURIST



WELCOME

TOGETHER, WE ARE GOING TO MAKE AMAZING THINGS HAPPEN FOR PEOPLE AND OUR PRECIOUS PLANET.

We are a social impact brand on a mission to help “Evolutionaries” upgrade their energetic intelligence and impact. We classify an “Evolutionary” as anyone who is helping to propel humanity forward. To assist them, we need brand standards that will help people immediately recognize us whenever they see us, hear us, or interact with us across the globe.



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PART ONE

OUR LOOK

BRAND IDENTITY AND GUIDELINES



LOGO

COLOURS

TYPOGRAPHY

PHOTOS

VIDEO

PLATFORMS

LOGO

— INTRODUCTION





CHRISTOF MELCHIZEDEK

EVOLVE : ALIGN : INSPIRE

The logo icon has an individual meaning behind it. The inner geometry depicts the Krystal Spiral. The Krystal Spiral and the mathematical sequence from which it emerges comes directly from the Zero Point or central point of all union. The Krystal Spiral perpetually retains a living, breathing connection through the preservation of what came before, as it expands through multiplication. Out of the one comes the many.

LOGO

— OPTIONS

There are two layout versions of the logo. Choose the version most appropriate for your application.



CHRISTOF MELCHIZEDEK

EVOLVE : ALIGN : INSPIRE



**CHRISTOF
MELCHIZEDEK**

EVOLVE : ALIGN : INSPIRE

Do not alter the logo symbol. Do not alter the logo type style. Do not change the size relationship between the logo symbol and logo type. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.

LOGO

— USEAGE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.



No graphic elements of any kind should invade this zone.

**To work out the clearspace take the height of the logo element and divide it in half. (Clearspace = Height / 2).*

COLOURS

— COLOUR PALETTE



CM GOLD

CMYK : C27 M27 Y61 K9
RGB : R187 G168 B110
HEX : #BBA86E



CM PURPLE

CMYK : C62 M79 Y29 K15
RGB : R113 G69 B111
HEX : #71456F



CM SAND

CMYK : C14 M13 Y28 K1
RGB : R225 G216 B192
HEX : #E1D8C0



CM BLUE

CMYK : C88 M78 Y31 K18
RGB : R57 G63 B107
HEX : #393F6B



CM LIGHT

CMYK : C2 M1 Y2 K0
RGB : R251 G251 B251
HEX : #FBFBFB



CM DARK

CMYK : C73 M63 Y59 K75
RGB : R38 G38 B38
HEX : #262626

TYPOGRAPHY

Muller ExtraBold

Headings

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@£\$%&

Muller UltraLight

Headings and subtitles

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Gotham Book

Paragraph text

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Gotham Light

Website Headings

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@£\$%&

Playfair Display

Social Media Quotes

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@£\$%&

Cowboy Strong Stylish

Signature font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@£\$%&

OUR PHOTOS

Photography is an enormous part of Christof.Love brand.

You'll see beautiful photos of smiling people in just about everything.

We like it that way.

Our photographic style is built on one simple thing — possibility.





OUR PHOTOS

Photography is an enormous part of Christof.Love brand.

We want everyone who interacts with our brand to feel inspired, motivated and ready to create lasting change.

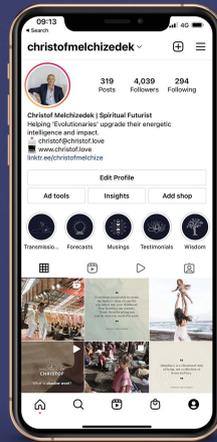
We like to capture natural moments — those that tell stories. If you need to shoot for us, there is no need to have subjects pose, nor have them look straight at the camera.





VIDEOS

Video is one of the most powerful ways to share, not just our energetic downloads, but also the impact of our work. From YouTube to IG Reels, these authentic moments are how we bring our work to life.



PLATFORMS



LinkedIn is where many of our professional audiences hang out. We have yet to build our presence on this platform. When we do, we want to offer real value to our audience.



We love Facebook, it's the place where people truly feel like friends. It's good for awareness and inspiration. It is also good for behind-the-scenes, events and sharing wisdom on all things about collaborative leadership.



Instagram is a natural fit because it's very visual. We love using beautiful imagery to connect people with our work. It's a great way of connecting with millennial leaders.



YouTube is the place we house all of our videos. We believe in the power of storytelling. We want to use this platform in a bigger way. In the future, we want to share insights and stories with our members and community.

PART TWO

OUR VIBE

BRAND IDENTITY AND GUIDELINES



VISION
STORY
ESSENCE
VALUES
CULTURE & CHEMISTRY
AUDIENCE

SPIRITUALLY AND ENERGETICALLY, HUMANITY
IS EVOLVING. PEOPLE ARE AWAKENING.

**THE EVOLUTIONARIES
ARE DRIVING A NEW
CONSCIOUSNESS TO SWEEP
THE PLANET.**

IT'S A NEW KIND OF IMPERATIVE.



**OUR SOCIETY IS
RE-ORGANISING
ITSELF FOR A
NEW APPROACH**

WE ARE ON THE RECIPE OF THE LARGEST GLOBAL REVOLUTION AND CULTURAL RENAISSANCE IN HUMAN HISTORY.

Together, authenticity, relating, family, healing and transformation are at the centre of a community grassroots shift in consciousness.

VISION

100 MILLION SOULS WITH
SUPER CONSCIOUSNESS
BY 2050

A pink lotus flower is in bloom on the left side of the image, its petals reflected in the dark water below. The background is a deep purple and black, filled with numerous glowing bokeh light spots of various sizes, creating a dreamy and ethereal atmosphere. The text is centered in the upper half of the image.

WE INSPIRE AND ASSIST
EVOLUTIONARIES TO RISE
AS THEY EMBRACE THEIR
INTERNAL AND EXTERNAL
JOURNEYS THAT WILL
CHANGE THE WORLD.

STORY

— THE WAKE-UP CALL

Christof had his life shaped through his mother's constant health challenges. She had a Hysterectomy when he was 5, and breast cancer when he was 13. This involved surgery, radiation, and chemotherapy. He observed it again when he was 26. He saw how the medical fraternity failed his family. Watching his mother go through such profound agony made him wonder how civilised treatment can be worse than the disease.

This direct experience led him on a quest to find the answers to prevent acquiring diseases in the first place. It led him to discover that thoughts, beliefs, and emotions affect the tissues. But ultimately, primary to all health and vitality is the bio-energy field.



STORY

— THE PATH OF EVOLUTION

Christof has been a lifelong learner. He immersed himself in as many books relating to quantum physics and energetic intelligence.

He travelled the world training with some of the world's leading thinkers in health, healing, performance, spirituality, and consciousness.

He completed a four-year diploma in Energy Medicine through Ex-NASA Scientist Barbara Brennan. Afterwards, he went straight to a seven-year shamanic apprenticeship by the Gabon and Shipibo lineages.

Today, he has helped thousands transform their lives. All are from his mentorship, wisdom, and genuine passion for helping humanity evolve into greater spiritual maturity.

Together with his team, they facilitate experiences, and projects that connect thought leaders who are bold, visionary, and unbelievably motivated — those who aim to grow and evolve themselves, their communities, teams and families.



STORY

— THE EMBODIED UNION

In 2014 Christof met Alaya and they instantly recognised and remembered each other with a deep reverence and love. Their path in the beginning, required them to work through more deeper held patterns and programs, being reflected in their relationship.

Their commitment and love for each other enabled them to work through many of the factors and frictions creating discordance in the early phases of their love journey. To now enjoy a deep harmony, coherence, love and passion in their marriage.

Together they serve side by side in an embodied union at their live events, experiences, tours and ceremonies. Bringing a beautiful balance of a healed and harmonised masculine and feminine energy to their containers and community.



STORY

— THE FAMILY CONTAINER

Christof and Alaya have two children Noa and Aurora who fill their lives with adventure and joy. They are deeply committed parents, utilising their Neo-Shamanic wisdom and awareness, to bring them up in a highly conscious environment.

Family is the centre point of Christof and Alaya's life, all their direction, focus, and commitment places their family as the first and highest priority in their life. Their children are a direct reflection of their commitment to their spiritual and personal growth.

Much of their work in human transformation comes from the desire to free parents from conditioning so the children of the world can evolve and thrive. They are fiercely committed to assisting others in creating loving harmonious family environments, so that the children of the world can flourish.



STORY

— THE 2050 VISION

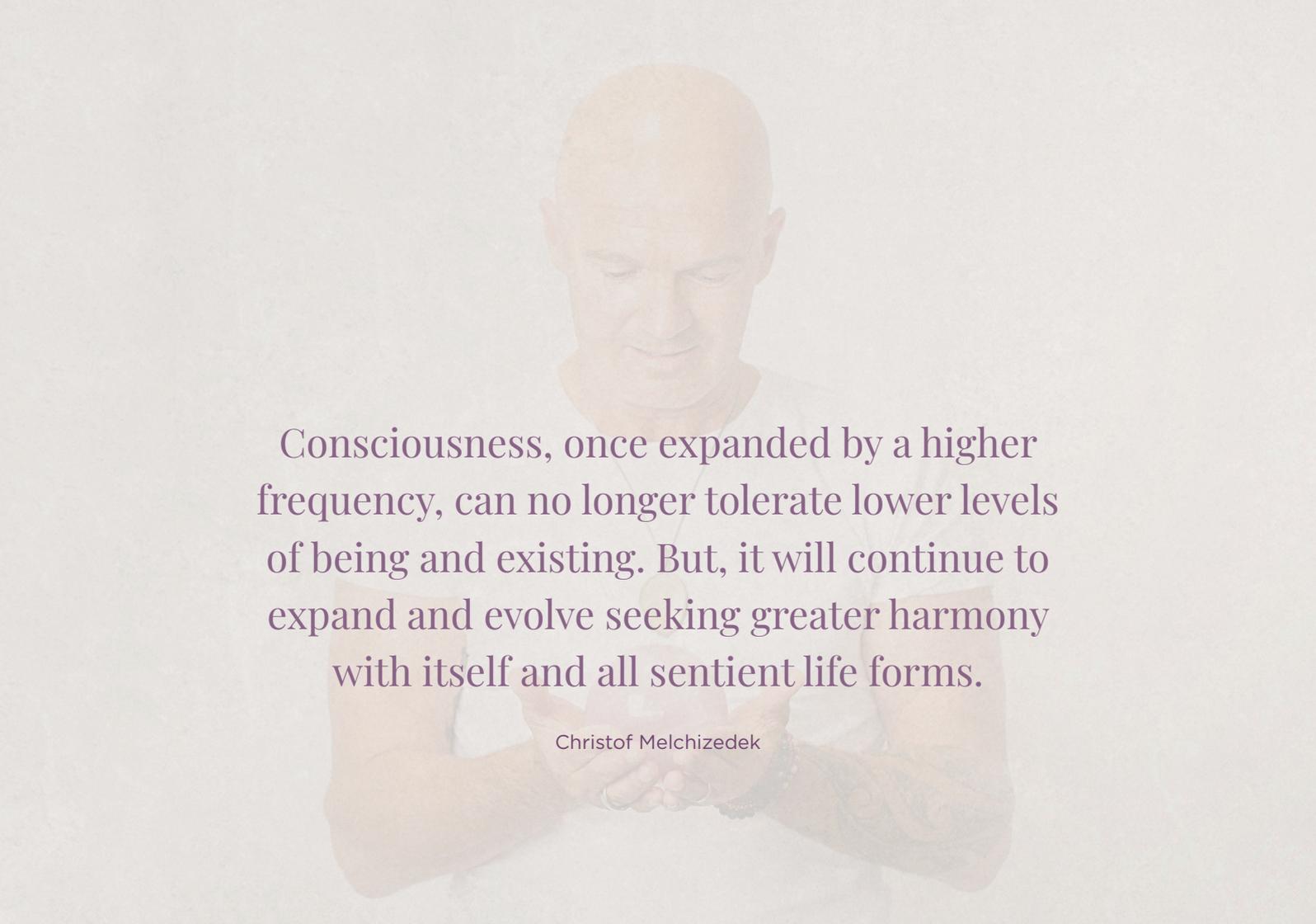


As a Spiritual Futurist, Christof sees the potentials and pitfalls that exist for humanity. He believes we are dealing with a specific type of crisis - a crisis in consciousness.

He “knows” that humanity is on the verge of a great evolutionary leap. In the Exponential Age, we have the solution at our fingertips to propel humanity forward into a harmonious future. Our systems will finally be synchronised and aligned with Mother Earth.

The world’s issues can get resolved if, individually and collectively, we have more expanded consciousness. Through this, we will be able to make different decisions and align our choices with the principles of Nature and Natural Law.

The only question is whether our consciousness will keep up with the demands. The thought inspired Christof to start the Neo-Shamanic Society. This is a way for shamanic facilitators to train under his mentorship to help evolve humanity.



Consciousness, once expanded by a higher frequency, can no longer tolerate lower levels of being and existing. But, it will continue to expand and evolve seeking greater harmony with itself and all sentient life forms.

Christof Melchizedek

ESSENCE

— EVOLVE : ALIGN : INSPIRE

We are here to impact a deep change by raising people's vibration and expanding consciousness through three simple initiatives:



We help people evolve by enhancing their energetic intelligence and supporting them through impactful personal transformation.



We help people align with their Soul Purpose and Pre-Birth Soul Agreements. We help guide them to own their sweet spot — where they are destined to fulfil their potential to propel humanity forward.



We help people embody their unique energetic signature. Once expressed, they will inspire others to join their cause to change the world.

ESSENCE

— IMPACT ENTREPRENEURISM

Embracing a Common-Unity. It's all about the spark of your Soul. The one that lights your fire to find the catalyst of the big WHY you are here. Now that you are awake, what will you do about it?

We are all about harnessing the power of community so that all may rise. Souls will lead souls. We are all here for the same reason, to inspire with our hearts.

The days of hierarchical, patriarchal or matriarchal governing are gone. We are moving to common unity through a shared vision and inspired ideas. It is attainable through the power of WE.

A new style of collaborative leadership is bearing forth. It will be free of dogma and control. It will anchor in Spiritual Principles and Natural Law.



VALUES

FAMILY

Our number one. Everything we do comes back to this simple question: is it good for our family?

AUTHENTICITY

We come from a place of raw authenticity. Our lessons are from labours of love and direct experience. We share from a place of embodied wisdom.

EVOLUTION

We are fully committed to continuing to evolve ourselves. We will keep pushing the envelope of human consciousness by being the test pilots of possibility.

INTEGRITY

We have a Code of Honour that creates an unbreakable bond of trust. We are there for each other no matter what. We are here for you.



MAGICK

As Maji, we bring the Magick. As Mystics, we bring the Mystical. We bring you direct experience of your divinity.

SYNERGY

We harness the power of unified group intention and allow the wave of the container to lead us.

We have a Code of Honour that creates an unbreakable bond of trust. We are there for each other no matter what. We are here for you.

LOVE

We hold unconditional love for your sacred journey. Sometimes with kindness. Sometimes with fierceness, but always with love.



CULTURE & CHEMISTRY

SHADOW

We illuminate the shadows, so the unseen can be seen. The lower states will transcend. It's direct, honest, and truthful. It is not always pleasant, but it's always prophetic.

SINCERE

We sincerely believe in the greatness of humanity. We have a chance to evolve and grow with compassion and kindness. We believe in "we". We will help you evolve through our carefully cultivated culture.

STYLE

Our quintessence is with style through experiential art. Our endeavour involves beauty, richness and humour. We make Spiritual Growth fun.





SACRED

All our offerings and experiences are grounded in the sacredness of ritual, ceremony, and reverence for life. We believe in the sacredness of every breath and moment of living. These are the windows of experimentation to our Soul.

SIDDHI

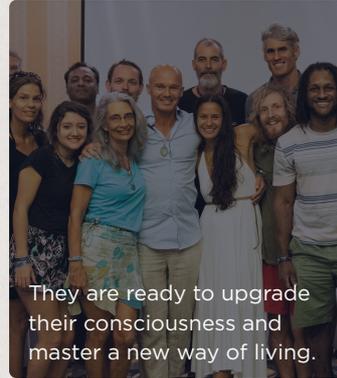
Our Spiritual Siddhi is our ability to help others to obtain transcendental states of consciousness. We help people find their direct communion with God — without intermediaries.

SYMPHONY

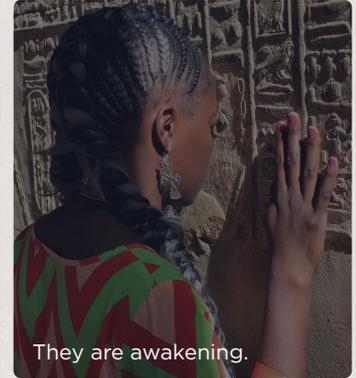
This play on words brings us to the root word of all that we believe. “Syn” means to act in unison. Together, we play our roles and listen to the Uni-Verse (The One Song) of Love. When we come together with Love, we make music.

AUDIENCE

We work with conscious men and women with visions to create a better world.



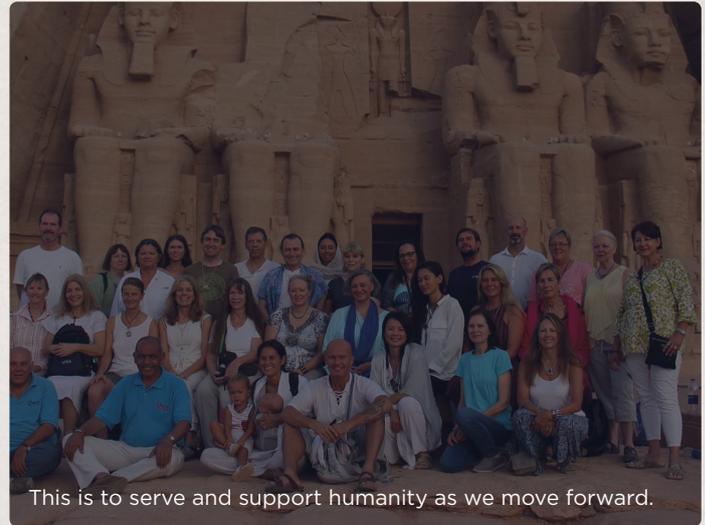
They are ready to upgrade their consciousness and master a new way of living.



They are awakening.

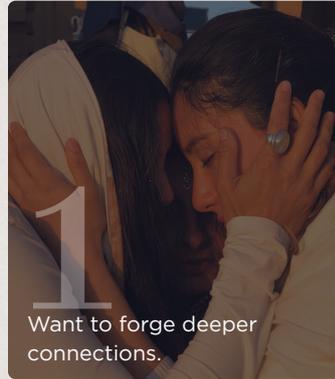


They are a mix of entrepreneurs, philanthropists, financiers, healers, coaches, technologists and more.

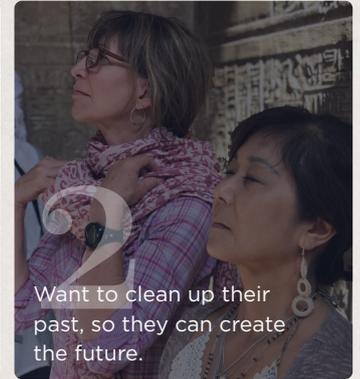


This is to serve and support humanity as we move forward.

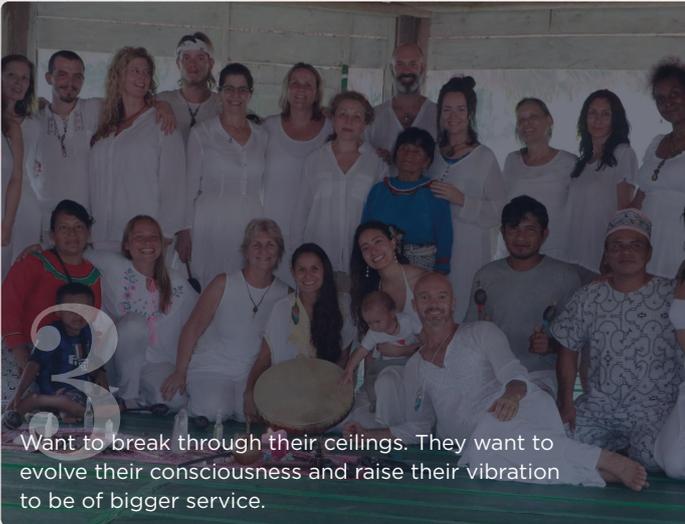
While they come from different backgrounds, the common thread is that they...



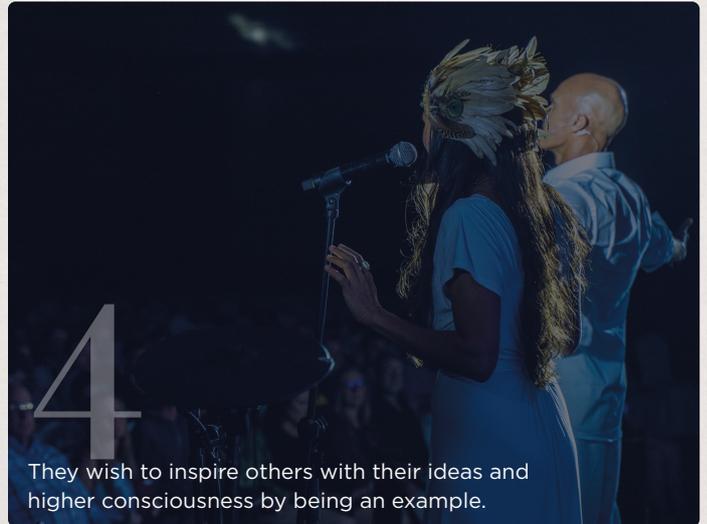
Want to forge deeper connections.



Want to clean up their past, so they can create the future.



Want to break through their ceilings. They want to evolve their consciousness and raise their vibration to be of bigger service.



They wish to inspire others with their ideas and higher consciousness by being an example.

PART THREE

OUR SOUND

BRAND IDENTITY AND GUIDELINES

ARCHETYPE
PERSONALITY
MANIFESTO
TONE
LANGUAGE
THAT'S US!

ARCHETYPE

— SAGE/FAMILYMAN

Christof teaches his students to look at the world differently. He inspires them to achieve greatness on their terms. He helps them understand that life happens not to them but through them. He helps them experience the interconnectedness in everything, and imprint their intent on existence. His greatest teaching is the modelling of life through his direct example and their Family Container — the centrepiece of his world.



First and foremost, he is a dad, husband and family man.



ARCHETYPE

— SHAMAN/MYSTIC

Christof has travelled the world training, formally and informally, with some of the brightest minds in shamanism, from lineages of Africa and the Amazon.

Through this experience, Christof has undergone a physical or metaphorical re-birth process. It gave him a sensitivity to both the earthly and spiritual realms. He facilitates deep Shamanic transformation through initiations, rituals, and ceremonies. This entails providing deep mystical experiences and teachings through his embodied wisdom.

He is the gatekeeper and bridge between worlds and can translate the invisible world to the physical one. He is an ambassador for the Guardian Alliance, a group of non-physical beings supporting humanity's spiritual evolution. He also directs a growing group of Spiritual Activists (The Guardians) to help co-create a better tomorrow by working on the Planets Morphogenic fields today.

'The guardian of souls.'



PERSONALITY

VISIONARY

We help people attune their internal compass by being their NorthStar Navigators. We assist people in becoming the visionary architects of a better life for themselves, their family, their community and, ultimately, the planet. We do it for the children, and their children, and theirs...

EVOLUTIONARY

We are driven by the importance of being in Conscious Evolution if we want to survive harmoniously with one another, with nature and the planet. We recognise the need for the emergence of a new evolutionary worldview which is driven consciously and intentionally through lives that are led with direction and purpose.

LOVING

We hold an unconditionally loving culture and container where we see people whole, healed, and free. We help cultivate conviction, self-empowerment and self-esteem by lovingly directing people back to themselves. We believe that everyone has the potential to self-actualise if given the right direction, guidance and love.





TRUTH-TELLING

We are seekers and sharers of truth, and recognise that the ultimate truth is only found in The Divine Presence and the principles of Natural Law. We strive to live in alignment with the ultimate truth of Natural Law. We recognise that everything that happens, happens through us, not to us. Ultimately, we seek the comprehension of our circumstances through deep contemplation of these laws in motion.

GENEROUS

We are a divinely open channel. We give freely. We believe generosity transcends altruistic action; it's an ideology, and it's what we do. It allows us to discover rewards in contribution. In doing so, we can make a difference to our incredible community that we love and serve.

HUMBLE

Humility breathes life into all other leadership ingredients. When we think about individual purpose and legacy, we believe meaningful success is not about ourselves but is something greater — serving others and helping propel our precious planet forward.

MANIFESTO

HIGHER CONSCIOUSNESS

How do we get there?

EVOLVE : ALIGN : INSPIRE

THE SELF-DIRECTING ACTIONS
THE COMMUNITY CONSCIOUSNESS
UNDERTAKES ACCORDINGLY TO
THE HIGHEST VALUES, IDEALS AND
INNOVATIONS.

*Align with our soul needs. Evolve our consciousness.
Inspire our family, community and the world.*

TOGETHER, WE HAVE GOT THIS...

SOUL INSPIRATION

*For a better world. Opening the door to a
new way. Propelling humanity forward.*



tone

COPYWRITING

How do you write for us? Our voice is clear, poetic, and prophetically precise. We are visionary and inspiring. Instead of sounding like a company, sound like a person. Everything we write is written by a person, for a person. It's always in first-person and comes from Christof. Write as if he is speaking directly to someone.

SOCIAL MEDIA

While we always keep things professional, we think of social media as a place to demonstrate our personality, share our passion, and relate to the community. We use social media to provide a glimpse into our personal lives. Like our brand voice, our social voice has a human tone. Our posts typically celebrate our community, share wisdom, and always offer value. More than anything, we try to create daily connections both to our work and the people who make it possible.





MESSAGE

We all have the power to upgrade our life through expanding our energetic intelligence, and we all have a role to play in the Divine Plan.

PERSONALITY

We are seekers of truth, knowledge, and wisdom. We are light, fun, playful and warm. We have a depth of life experience that shines through our being. We see the bigger picture, and we shape our future with our conscious intent. We give people hope and direction for a future that is worth investing their time, energy, and effort in. We give people a sense of purpose and meaning. We help elevate minds and hearts, to live and lead from a higher energetic frequency.

LANGUAGE

TAGLINE

Evolve: Align: Inspire

Helping 'evolutionaries' upgrade their energetic intelligence and impact.

PROBLEM/WHY

Our planet has a crisis in consciousness. What the world needs more than ever is more people to wake up, grow up and show up. We need more people to live from the inspiration of their Soul Intelligence.

INSPIRATION

We move the needle of living through the inspiration of being part of something that makes a difference to the world.

Our tribe is motivated to act through an inspiring vision of a better world.





STORY

We tell our story using story principles: the Wake-Up, the Pathway of Awakening and Seeing the Vision.

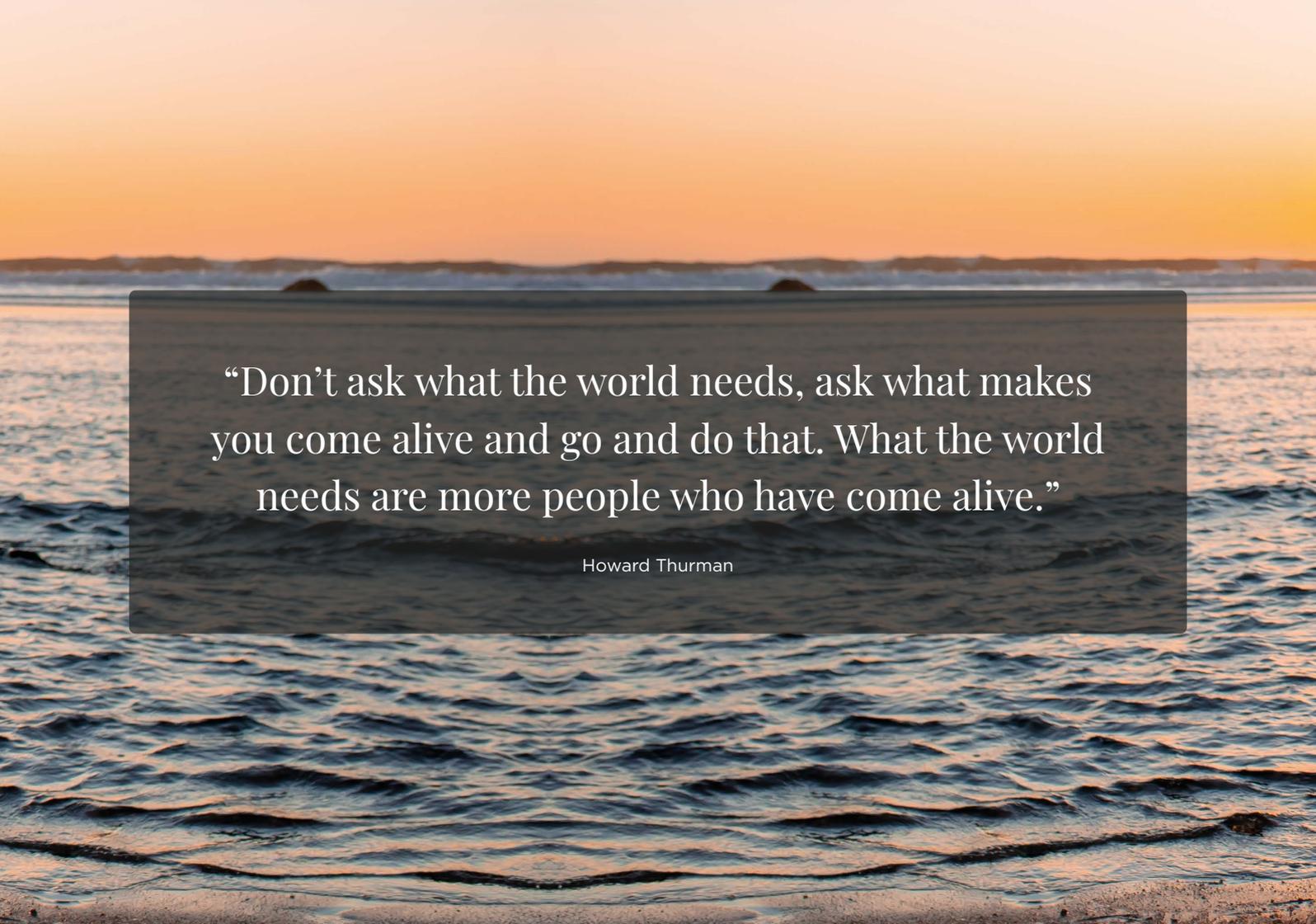
SERVICES

We offer a tailored Network and curated experiences. We consult all intentionally designed to guide the growth and evolution of visionary leaders.

AUDIENCE

We work with Evolutionaires who are ready to upgrade their consciousness, master a new way of living and serve humanity as we evolve.



A sunset over the ocean with a dark semi-transparent box containing a quote. The sky is a gradient of orange and yellow, and the water is dark blue with white-capped waves. The quote is centered in the box.

“Don’t ask what the world needs, ask what makes you come alive and go and do that. What the world needs are more people who have come alive.”

Howard Thurman



THAT'S OUR BRAND

If you have doubts about our branding, please refer back to this document. Our branding is the framework that allows you to spark your creativity, while staying true to our essence. Follow the guidance of your heart.

Please love and respect our brand it's the most effective way to unite our work and make an impact.

For questions contact our General Manager,
Andrea Garcia: andrea@christof.love