

THE  
**SANTINA**  
**CESSOR**  
BRAND

*Santina*



welcome  
TO THE BRAND KNOWN  
AS SANTINA CESSOR

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LIFE IS WAY  
MORE FUN AS  
YOURSELF.



## ABOUT SANTINA

I'm a warm soul and very approachable, so people naturally enjoy sharing their stories with me and I equally enjoy hearing them.

In a conversation, I am the one asking all the questions because I genuinely want to gain an understanding of who someone is, so I encourage people to share. When I get to know someone well, it's easy for me to start encouraging them to lead with their best qualities and start conquering their fears.

I am all about the experience. I like to imagine how someone will interact and respond at every touchpoint whether its tangible or intangible experiences.

People say, that one lively conversation with me makes them feel as though they can take on the world.

## Q . A SANTINA CESSOR

Candid table talk with the one and only.

**Q. - What is it like to work with you?**

A. - I am a ball of positive energy. It's important that whomever I work alongside be given a role, responsibility, and be encouraged to complete their part because they see how it relates to the desired end goal. I want everyone to be a part of the vision and find purpose.

**Q. - What role do you play in a room of people?**

A. - If you need someone to instigate, you call me. I'm the one who is pushing people to get uncomfortable and share their ideas. My motto is no idea left untold. I want everything out on the table, and every voice heard and every possibility worked through.

**Q. - What makes you a great partner?**

A. - I am resilient, I am loyal, and I am an activator. I invest in all of my relationships, and I make sure whatever needs doing, gets done, and done well. There is always a way to the finish line, and it's okay if the finish line looks different than it did in the beginning - it's all about the evolution.

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## BRAND DIFFERENTIATOR

My top five Gallup strengths are Relator, Activator, Achiever, Responsibility, and Belief. I'd say that is proof I value quality relationships, I take action to achieve on promises made even when things seem daunting and unfamiliar, and I hold myself

responsible for my actions, good bad or indifferent. My purpose grounds me, and that purpose is to empower others to be the best they can be and to encourage them to live out their mission by providing them with tools for their success.

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## EXPERTISE:

One of my most exceptional skills is asking the right questions, fully understanding responses, and effectively communicating back.

As a team member, I am the one keeping the momentum rolling, keeping the positivity up front and encouraging people to keep pushing.

When you give me a task; I'll take it the finish line, and we are sure to have fun getting to the finish line together.

I do not need the spotlight; in fact, I prefer to put others in the spotlight for their contributions and unique perspectives. There is nothing quite as rewarding as watching someone recognized for being themselves and genuinely feeling valued.



**GIVE ME A  
TASK I'LL  
TAKE TO  
THE FINISH  
LINE.**



### PERSONAL MISSION

My mission is to uncover what makes someone so unique and to give them the tools to articulate those differentiators with confidence.



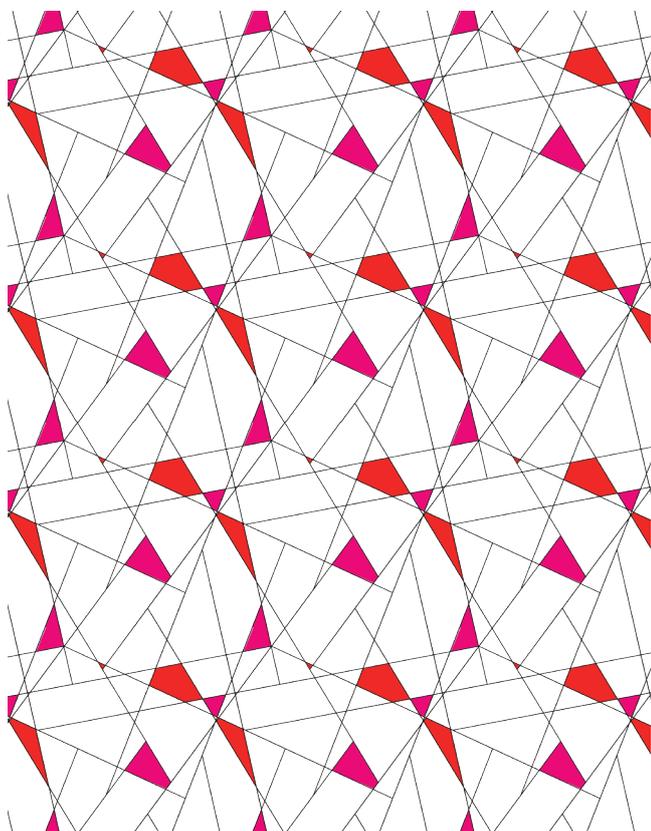
### PERSONAL VISION

Purpose-driven work for everyone. I want everyone to find a sense of belonging at work .

# BRAND STANDARDS MOOD BOARD

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## IF SANTINA WERE A PATTERN:



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## ARTIST INSPIRATION

Santina's love of ideation paired with a need to take action and do so in a positive way, inspire her pattern of energized lines and signature colors. Everything has a place and a connection to the purpose.

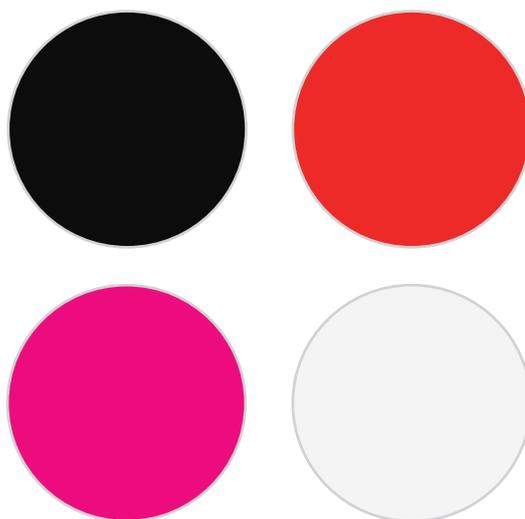
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## BRAND TONE:

The Santina Cessor brand tone is bubbly, energetic, but to the point in pursuit of action. It carries the adrenaline charge required to move things forward.

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## PERSONAL COLOR THEORY:



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## BRAND LOOK & FEEL

The Santina Cessor brand is multifaceted but uncomplicated. Things naturally take form through clean, concise lines and vibrant colors.

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## IF SANTINA WERE A FONT:

**CLEAN & SIMPLE SANS SERIF**