



intuitive
BRANDING



ABLE

ALCHEMY

Able Alchemy's calling is to create meaningful transformations from the inside out by tapping into your truest intentions and potential. Whether you're a business owner or individual who is craving intentional change and growth, working with Courtney is a magical process that will help illuminate your desires and align them into your current reality.

Craving a brand transformation?

Able Alchemy provides intuitive branding services by manifesting the big dreams for your small business through alternative practices such as astrology business birth charts and chakra color theory.

Looking for support on your spiritual journey?

As a certified sound healer, Courtney works with those looking for intentional healing through sound. Able Alchemy creates custom and unique experiences from individual sessions to large group settings that will leave participants inspired and rejuvenated.

Do you have a desire to share your story?

The Able Podcast is a container for impactful voices. This platform was created to open the throat chakra and establish relatable conversations that you may not hear in your daily life.



MEET COURTNEY

Courtney is a Scorpio Sun, Capricorn Moon, and Sagittarius Rising! She is a mom of two little ladies, who loves rap music, pulling tarot cards and enjoying a hot cup of tea.

Courtney has worked in the graphic design industry for 10 years, with a background in experiential marketing and branding, collaborating with large brands such as AT&T, Hilton, Facebook and Google. After giving birth to her first child, she decided to leave the corporate world and become an independent designer. She has formed a very unique approach to design that integrates her passion of spiritual alchemy and art.

As a certified sound healer, through The Integrative Healing Academy, Courtney uses a combination of crystal singing bowls at 432hz tuned to the 7 chakras, 2 earth element chimes and an ocean drum to create a relaxing environment for meditation. Meditation has been a key component in Courtney's healing journey, and she has found true purpose in sharing this modality with others in her community.

As a survivor of childhood sexual abuse, Courtney has found power in using her voice. The Able Podcast is a space where she opens her throat chakra and invites others to do the same in speaking their truth.



MY INTENTION

My intention is to help small business owners align their visual identity with their big goals and manifestations as a brand. My research methods bring a spiritual touch and deep purpose in discovering the essence and personality of my clients and their unique brand.

I intend every client I work with to leave our partnership excited about their future, prepared to use their design tools in the wild with confidence, and proud of their visual identity investment.

THE PROCESS

VISION CALL

This is a complimentary branding exercise to see if we are the right fit for each other! Schedule a 15 minute chat and fill out the branding questionnaire. We will dive into your vision and manifestations for your brand, and discuss how the intuitive branding practices can bring those goals to life through your visually identity.



SIGN CONTRACT & CREATION BEGINS



ASTROLOGY & CHAKRA COLOR THEORY

This is the “research” phase. I look into the business birth chart of your business to discover the energy around it, and do a chakra color theory analysis to determine the colors that will evoke the emotions and themes that you want your consumers/clients to feel while interacting with your brand.

CHOOSE A CONCEPT

Once aligned on discoveries made during the research phase, all this inspiration will drive the first set of designs. I will take about 1-2 weeks to create 2 concepts for you to choose from. Featuring 2 different logo options, colors, fonts and general aesthetic, you will review and choose which direction feels most aligned for you are your brand.



REFINE & FINALIZE

After a concept is chosen, you will receive 2 round of revisions during the refinement process. Once the brand identity and aesthetic is complete, it will take about 1 week to receive you final files. We will have a brand wrap-up meeting where I will explain all usage for your files and leave you prepared to use your designs in the wild!





THE INVESTMENT

intuitive branding

\$1,555

INCLUDES:

**BUSINESS BIRTH CHART
CHAKRA COLOR ANALYSIS
VISION MOODBOARD**

LOGO

SUBLOGO

COLOR PALATTE

FONTS

ELEMENTS/PATTERNS

SOCIAL MEDIA ASSETS FOR UP TO 3 PLATFORMS

UP TO 11 CANVA TEMPLATES

payment plans available



BUSINESS BIRTH CHARTS

How do you make a business birth chart?

We need the date/time/location your business was "born". This could be anything from the date/time you bought your website subscription, the date/time you purchased your LLC, or even the first post you made on Instagram - whenever it felt energetically most official to you!

What can Astrology do for your business?

Astrology can be an incredible tool to give you insight into the energy around your business and validate your aspirations. It can show you areas to focus on to bring in more money, the best way to communicate with team and clients, as well as tools on how to approach any conflict within business.

How can this information be implemented?

This information can be used to help create brand tone, influence consumer/client experiences and relationship with your brand, and even help spark new goals that have some beautiful energy to back them up within your chart.

It is a great tool for inspiration and insight!



CHAKRA COLOR THEORY

What are chakras?

There are 7 chakras in your body. These are energy center points that each have a specific meaning and purpose in the flow of the human experience. See page 8 for the descriptions of all 7 chakras.

Why do you use chakra colors in your designs?

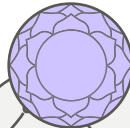
The colors assigned to the chakras hold a lot of meaning and power behind them. These colors evoke emotions and tie directly to the energy centers within your body, whether you consciously know it or not.

Working with the chakra system and their colors, brings an extra level of intention and meaning into your own brand story you are sharing with your consumers. It gives even more purpose and potency to your brand identity.

THE CHAKRAS

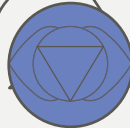
CROWN

Color: Violet
Element: Thought
Source of inner wisdom, connection to the divine



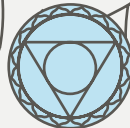
THIRD EYE

Color: Indigo
Element: Light
Home to our intuition, where we deepen our wisdom



THROAT

Color: Light Blue
Element: Ether
Governs our ability to know our highest truth and express it



HEART

Color: Green
Element: Air
How we love ourselves, others and the world around us



SOLAR PLEXUS

Color: Yellow
Element: Fire
The center of identity, governs confidence and self worth



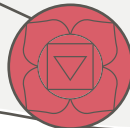
SACRAL

Color: Orange
Element: Water
Connected to emotional well-being, sexuality and creativity



ROOT

Color: Red
Element: Earth
Energetic foundation connected to security and stability





let's connect
FOR MORE MAGIC

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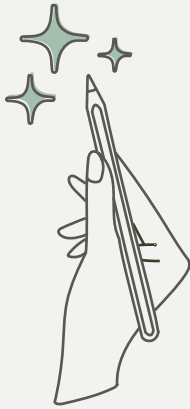


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HEALING



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VOICES