



The Beacon Blueprint

A Personal Brand Guide

Made For Syd Meyer



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A background image of a sunset or sunrise with a bright sun partially obscured by dark, layered clouds. The sky is filled with warm, golden-orange light from the sun, creating a dramatic and atmospheric scene. The clouds are thick and textured, with some catching the low light of the sun.

Brand Overview

Tag Line:

Drop Out. Hustle. Get Out There.

Creative Entrepreneur | Athlete | Filmmaker

Purpose:

I'm here to document the journey. Real. Raw. Unfiltered.

I left the obvious path. I traded safety for adventure. I couch-hopped to direct my first film. I built a creative business. I believe in taking the first step before you're ready. I share my journey to show others they can do the same. Action beats waiting. Always.

Brand Mission:

I'm here to show what's possible when you bet on yourself.

I document what it looks like to leave the safe path and go build something real.

My mission is to inspire others to take action toward the life they quietly want.

I want to help people move from stuck to bold, from safe to adventurous.

Brand Values:

- Authenticity: Always share the real journey, not just the wins.
- Action: Move first, figure it out later.
- Curiosity: Explore new places, cultures, and ideas without fear.
- Connection: Build community by showing up honestly and consistently.
- Resilience: Keep going through challenges, setbacks, and unknowns.



What Makes SYD Different

Personality:

I show up as real, adventurous, funny, relatable, empowering, and a little rebellious.

I speak like a friend. I don't preach.

I tell my story as I live it and invite others to write theirs.

I share the process while I'm still in it.

My energy is bold, raw, and always moving forward.

Positioning:

I don't follow a blueprint. I build one.

I left a top business school to create my own path.

From landlocked Midwesterner to sponsored kiteboarder and global nomad.

From student to filmmaker.

From stuck in the system to couch-hopping across cities to make it happen.

In a space full of polished, highlight-reel creators, I stand out by showing the raw, in-progress journey.

I lead by example: move first, figure it out later, and invite others to do the same.

I'm a creator, athlete, entrepreneur, and explorer—all in one.

I document the work, the lessons, and the wins to inspire others to take action and build their own path.

Audience

I speak to young explorers, typically 14–25, who are hungry but unsure.

They have big ideas but no roadmap. They feel stuck or silenced. They want to break out and build something real but don't know where to start.

I know that feeling.

They're battling doubts like:

"I'm not good enough."

"What if I fail?"

"Someone else is already doing this."

"What if people judge me?"

I share my journey to show them they aren't alone—and that the first step always starts with action.

Look & Feel



Logo:



Colors:

Pioneer

Hex#: ffd883

R: 255 G: 216 B: 131

C: 0 M: 15 Y: 57 K: 0

Uses: Conveys passion, creativity, and high-end appeal. Used to create contrast and direct attention.

Light

Hex#: 7aa6b0

R: 122 G: 166 B: 176

C: 54 M: 23 Y: 27 K: 0

Uses: Used in backgrounds, overlays, and visual reinforcements. Represents the ocean, calmness,

White

Hex#: ffffff

R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0

Uses: Used as a highlight color on dark backgrounds. Represents simplicity, clarity, and modern luxury.

Primary Font:

The Glikér-Black font is used for

EMPHASIS or **TITLES**

Glikér Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SECONDARY FONT:

The Poppin's font is used for

everything else. **BOLD**, *thin*, *italicized*,
spaced apart... **for funk**

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Photography & Video Style:

Vivid. Cinematic. Textured.

My photography and video style balances bold colors with soft, natural light.

I lean into architectural shapes, clean lines, and unexpected compositions that feel both adventurous and grounded.

The vibe is part travel documentary, part editorial, always with an elevated but real feel.

I frame subjects to feel powerful but isolated.

I lean into bright tones and deep contrast to create energy and freedom.

Signature elements

- Saturated colors: greens, reds, yellows, ocean blues
- Sharp foregrounds with soft, airy backgrounds
- Clean framing with strong use of negative space
- Bold but uncluttered composition





when **using**
TYPOGRAPHY,
it can be

FUN

USUALLY *ENGAGING*.
N U S E D consistently,
D RECOGNITION forms.

How SYD Shows Up



Website Purpose:

My website is my home base.

It gives a quick snapshot of who I am and what I do.

It links out to my business ventures, creative projects, social channels, and sponsorships. I also share my travel journal here.

I may expand it in the future to include blog posts and content about building this lifestyle—but only if and when it feels right.

The goal for now: keep it simple. Let people easily find me and explore what I'm building.



Social Media:

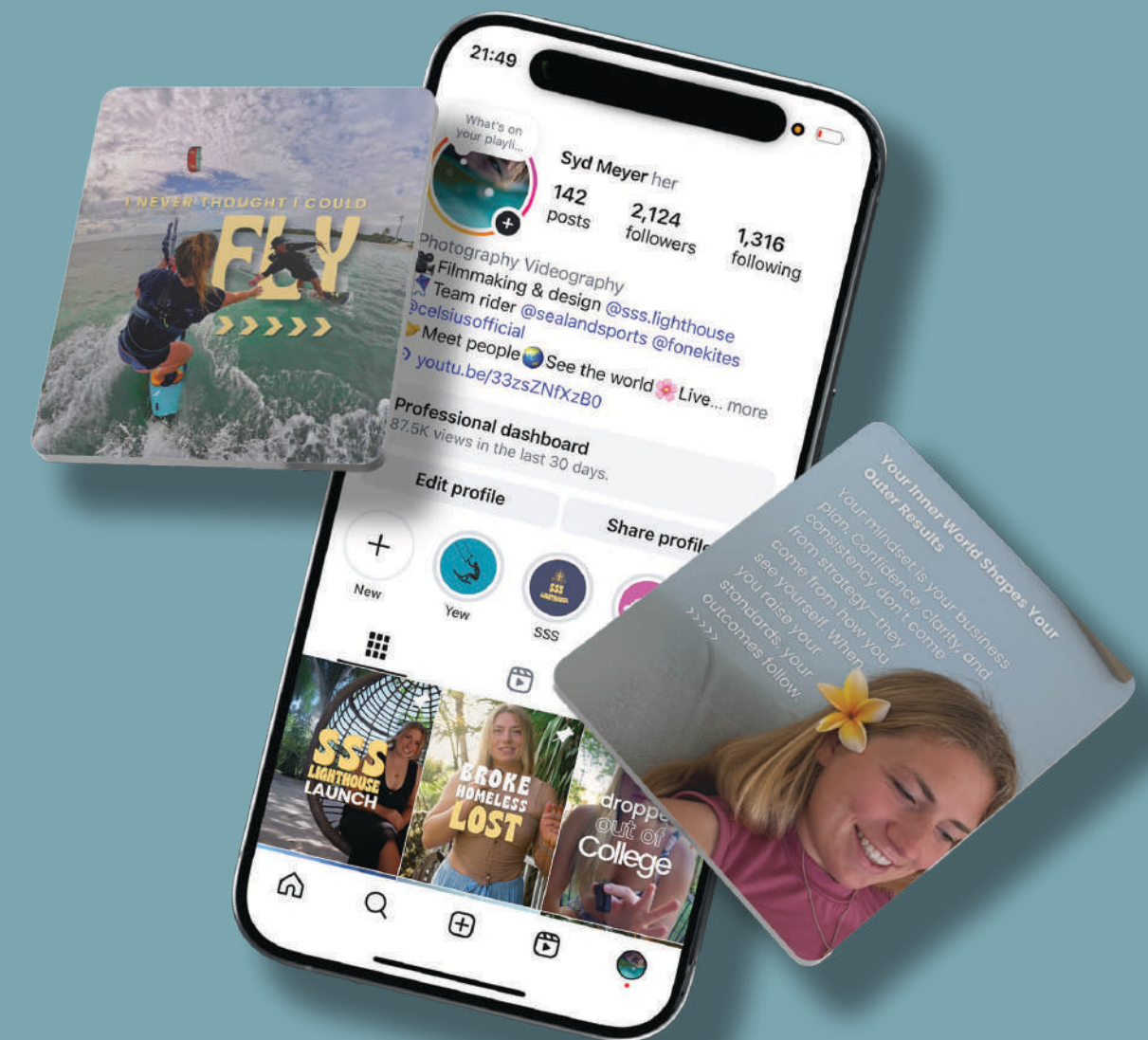
Social media is where I connect, share, and grow my community.

I focus most on Instagram, where I tell stories and share personal updates. I use TikTok and Facebook to repurpose content and expand my reach. I also post long-form content and business updates on LinkedIn, including industry leadership content from Lighthouse Creative and my personal business ventures.

Every platform serves one purpose: create touchpoints between my personal brand

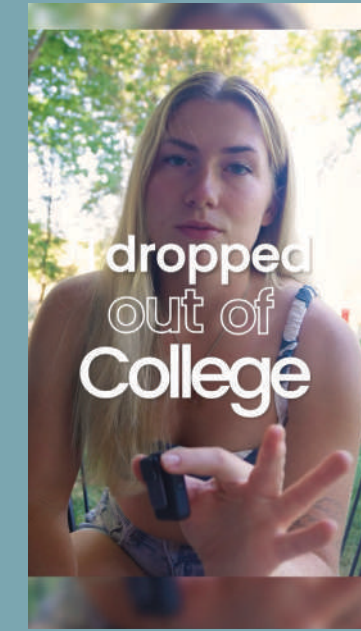


@syd.mmmeyer



Short-form Content:

- **BTS:** To build brand awareness, expand audience reach, and subtly introduce the audience to the brand's creative business services and projects.
- **Adventure Vlog:** Adventure vlogs capture spontaneous, cinematic moments of travel, kiteboarding (with special focus on the brand's partnership with Sealand Sports), and adventurous personality]
- **Inspirational Storytelling:** Share reflections, lessons, and mindset shifts with the purpose of building trust and authentic connection with the audience.



Carousel Content:

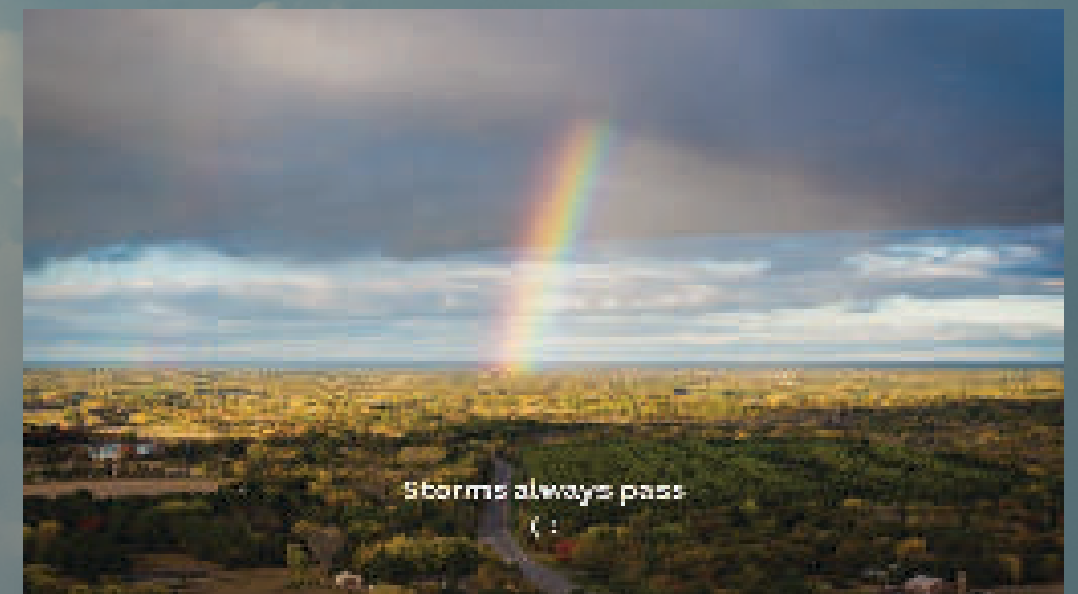
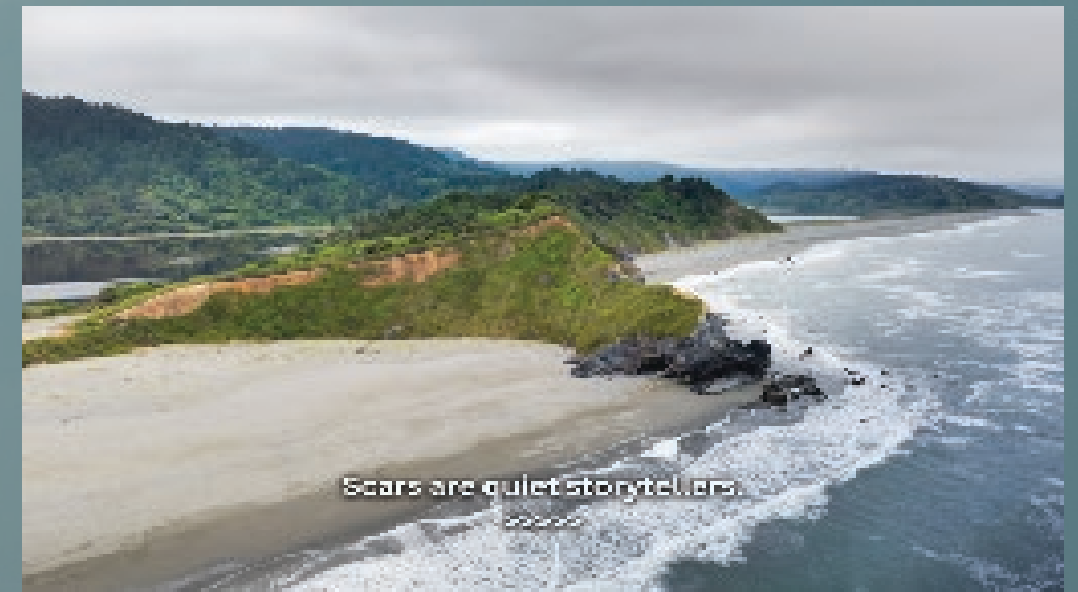
Purpose: Deliver valuable insights and storytelling in a swipeable format. Carousels allow the brand to go deeper, providing context, lessons, and frameworks that can't fit in short-form video. They build trust and position the brand as approachable, experienced, and helpful.

Style: Clean, bold slides with short text. No fluff. Balance personal reflections with actionable advice. Maintain brand photography and visual consistency.

Content focus:

- Personal lessons and mindset shifts
- How-to frameworks and step-by-step guides
- Business takeaways from real-life experience
- Travel + lifestyle storytelling that ties back to brand values

6 LESSONS
that earth taught me
>>>>>



Linked-in Content:

Purpose: Act as a professional credibility platform to connect the personal brand with business ventures.

Content Focus:

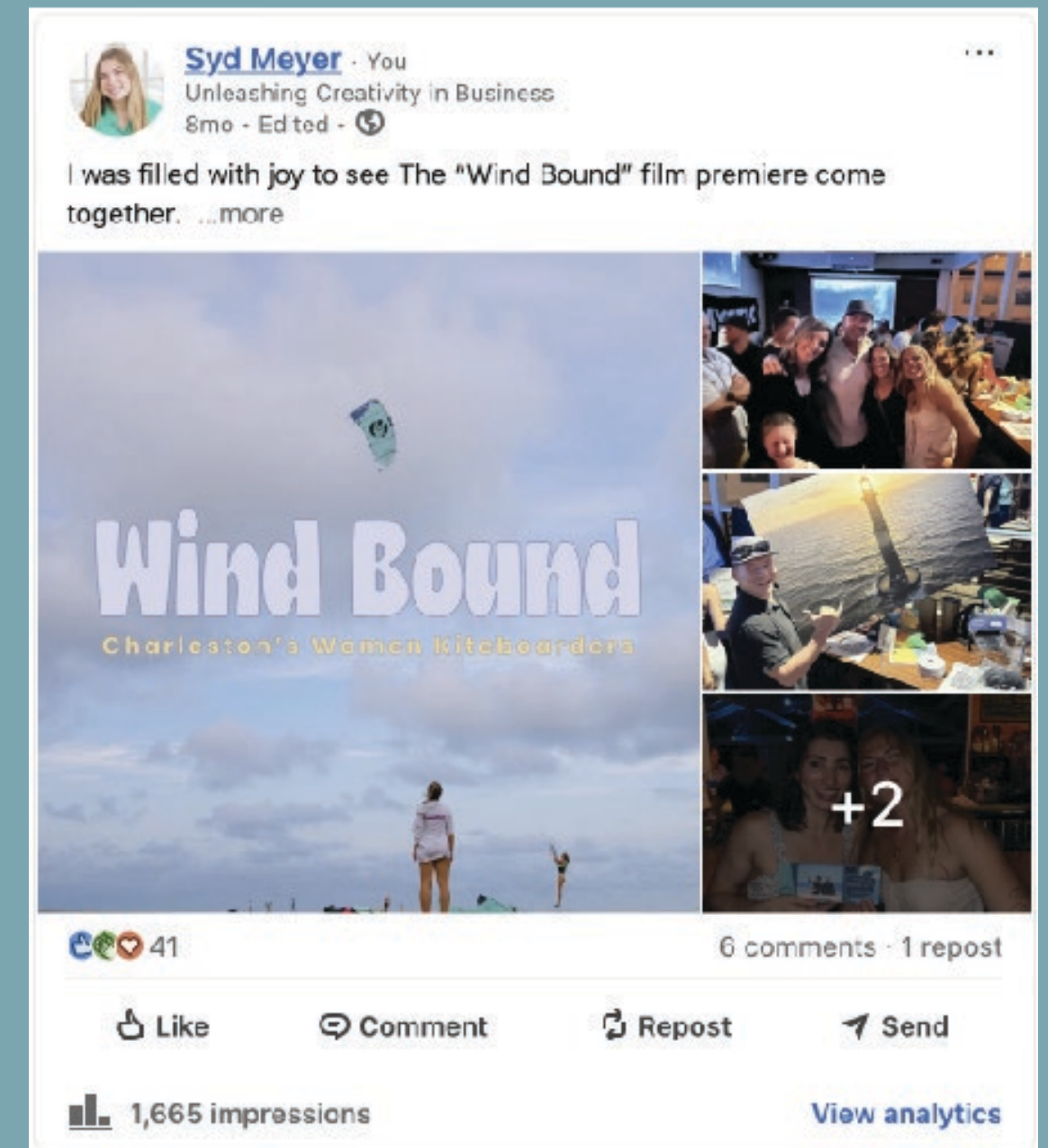
Share company updates and industry leadership content from Lighthouse Creative

Highlight personal business projects and milestones

Repurpose storytelling posts with a professional lens

Network and build relationships with potential brand partners and collaborators

Tone: Approachable, real, and straightforward. Maintain honesty and action-first energy while showing leadership and expertise.





My brand is rooted in
imagination, built on belief,
and grounded in action.

Inspire people.

-SYD