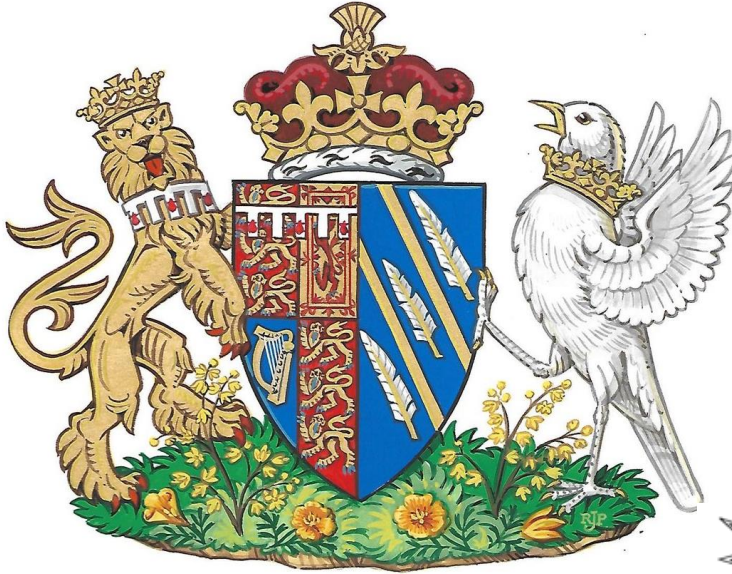


Declaring My Personal Coat of Arms

Because Finding My Purpose and My Brand can be Fun AND Feudal!

Pinpointing your PRECISE Personal Brand by designing your own Coat of Arms can help you think outside of the box in deciding how you want to present yourself and your business to the world. When it can be a struggle to stay authentic, this exercise helps you remember who you are, where you come from, where you want to go, and who you most want to serve.



You'll learn a little bit about what makes up a Coat of Arms, for example, why the grassy fields of this one here contain two different kind of flowers, and just what IS that grassy field FOR?

And then you'll get to answer a series of questions to design your very own Coat of Arms! You can even put it up on your fridge when you're done!

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What makes up a Coat of Arms?

Crest: Originally these were things you could actually affix to a helmet, and knights WOULD actually do that, however, over time it became acceptable to use items on your CoA that were less likely to be crafted into IRL fashion statements.

Helmet/Crown: Because heraldry started with war and knights, these referred to actual helmets and displayed your rank and social status.

Mantlings: This is a drapery that is tied to the helmet, above the shield, that nicely frames each side of the helmet. The mantling is a cloth that has two sides, one of a heraldic color (the five principal colors being red, blue, green, black, or purple—there are other very rare colors as well) and the other of a heraldic metal (white or yellow).

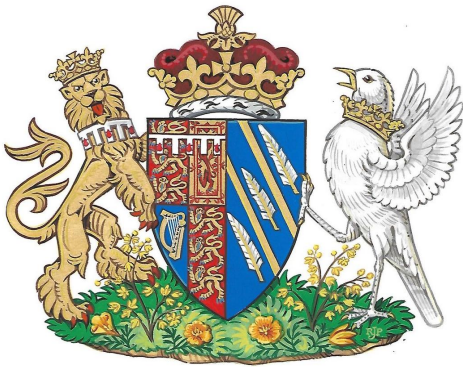
Escutcheon (Shield): This is the focal element of the CoA. It could be created in a multitude of shapes and contain any number of symbols, patterns, or colors to represent the wearer and is sometimes split into up to multiple sections.

Supporters: The Dexter (right) and Sinister (left) supporters or attendants are figures or objects usually placed on either side of the shield and are depicted to be holding it up. They can be anything from real or imaginary animals, human figures, or even plants and other inanimate objects.

Compartment: A design placed under the shield that consists of landscaping upon which the supporters stand.

Motto: This is a phrase meant to formally summarize the general motivation or intention of an individual, family, social group or organization.

Battlecry: This is a yell or chant taken up in battle, usually by members of the same combatant group. Battle cries are not necessarily articulate (e.g. "Eliaaaa!", "Alala"..), although they often aim to invoke patriotic or religious sentiment.



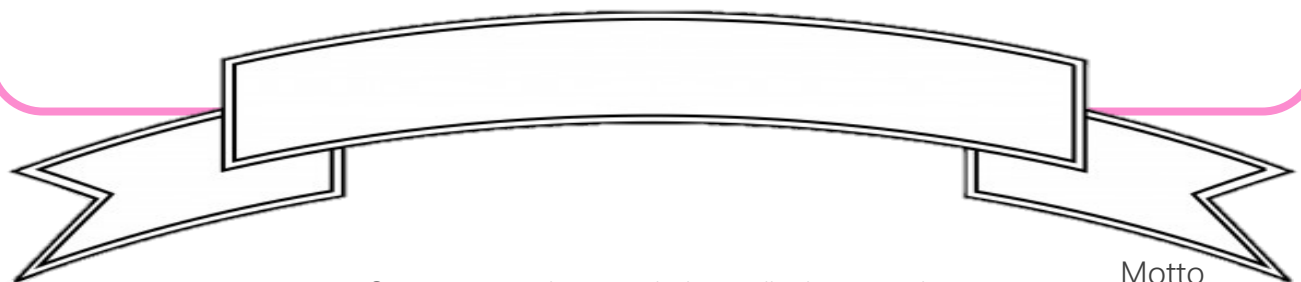
The Duchess of Sussex, AKA Meghan Markle, had a coat of arms created for her when she joined the royal family. They added elements like the golden poppies from her home state of California as well as the wintersweet of her new home in England to the "compartment" area of the CoA. The quills in the "charge" of the shield represent communication and the power of words. And one of her "supporters" is a delightful songbird!



In 2010 this was the Governor General's Coat of Arms for Ottawa. According to his designers (the Canadian Heraldic Authority), the diagonal grid signifies importance of family and inter-connectedness of communications, the feet with wings is for athletics, books for learning and teaching (five books to represent his five daughters), and unicorn "supporters" to represent dreams, vision, imagination, integrity, and faithfulness. They even through in some code at the bottom to further cement his belief in the importance of digital communication!



Battle Cry



Motto

My CREST is a _____ with _____ because

My MANTLINGS are _____ because

My HELMET and/or CROWN is/are _____ because

My ESCUTCHEON (SHIELD) consists of the following things because

My DEXTER (right) SUPPORTER is a _____ because

My SINISTER SUPPORTER is a _____ because

My COMPARTMENT is a _____ because

My motto is _____ because

Three common themes in my Personal Brand Coat of Arms are:

What my Personal Brand Coat of Arms says about ME:

What my Personal Brand Coat of Arms says about my PASSIONS/PURPOSE:

[illegible]