

# Brand Guidelines

# Values

## 01 Our best, at our expense

We don't ship work we aren't proud of. If there's a tradeoff to be made we pick quality. Every time. Choosing to absorb cost or effort rather than lower the standard.

## 02 Our word is a contract

We say what we mean, and mean what we say. If something changes, we communicate early and clearly rather than letting people be surprised later.

## 03 Partners, not projects

We treat the people we work with like partners, not transactions. We make decisions with their long-term interests in mind, even when that's harder for us or them in the short term.

## 04 Outcomes, not tasks

We're responsible for results, not just doing the work. If something is ours, we see it through and take responsibility for how it turns out.

## 05 How, not if

We assume problems are solvable. Instead of questioning whether something can be done, we focus on how to make progress and keep moving forward.

## 06 Partners, not projects

We treat the people we work with like partners, not transactions. We make decisions with their long-term interests in mind, even when that's harder for us or them in the short term.



01

# Logos

# Logo components



## PRIMARY LOGO

This is your primary logo mockup. It should be the most used version of your logo to create brand recognition.



## LOGO MARK

This is your logo mark. Use it when you have minimal space to represent your brand, or use it as a way to add a fingerprint of your brand on any branded materials.



## WORD MARK

This is your logo mark. Use it when you have minimal space to represent your brand, or use it as a way to add a fingerprint of your brand on any branded materials.

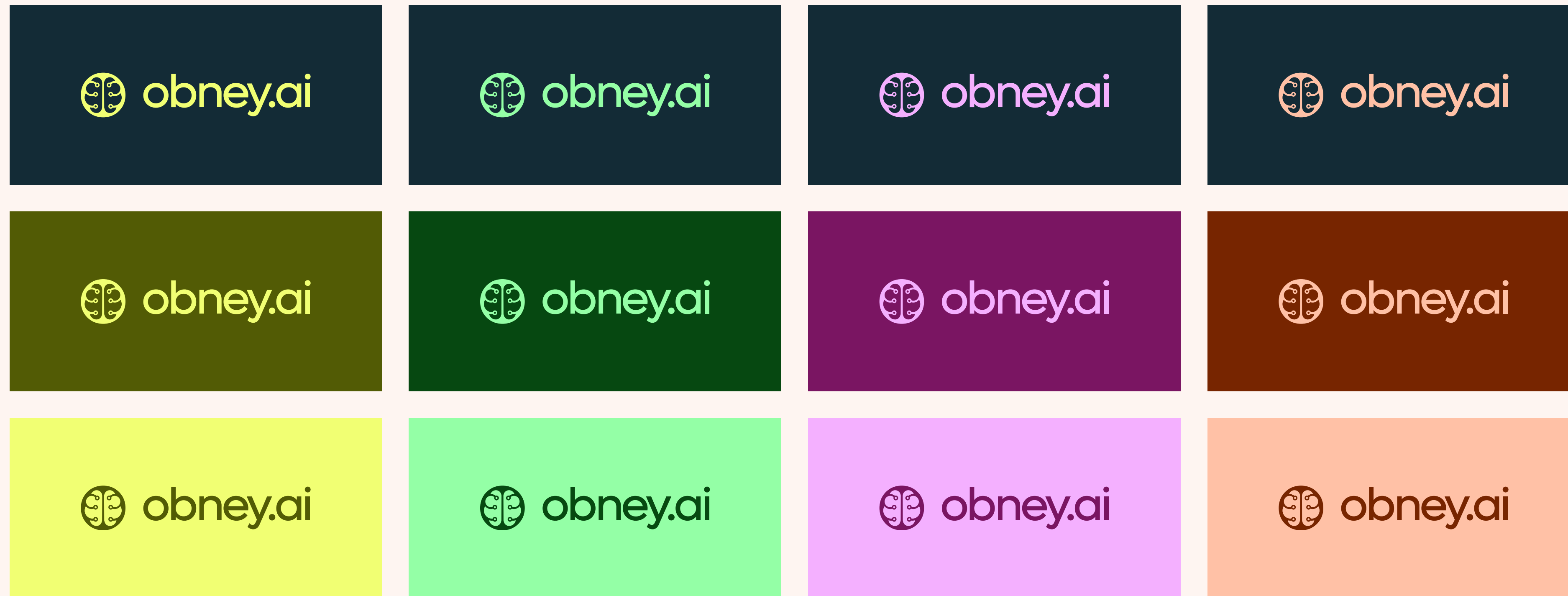
# Primary Logo Colors



# Secondary Logo Colors



# Tertiary Logos



02

# Color

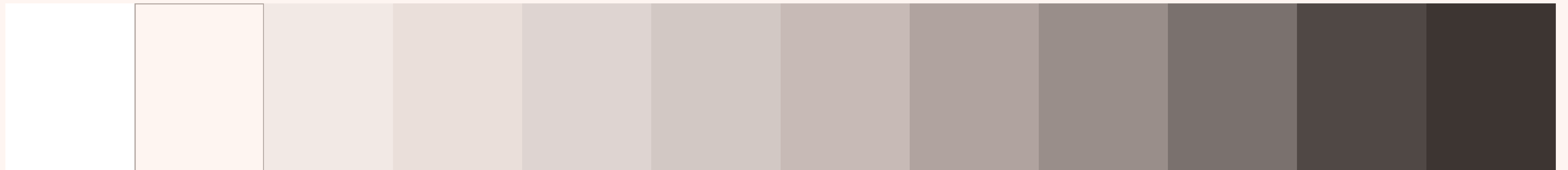
# Primary colors

These are your primary colors.

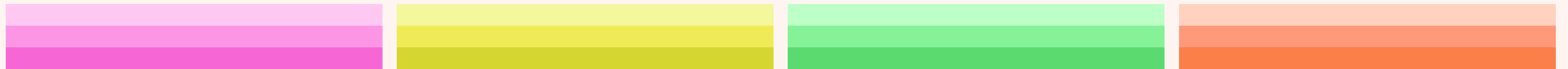


# Color Palette

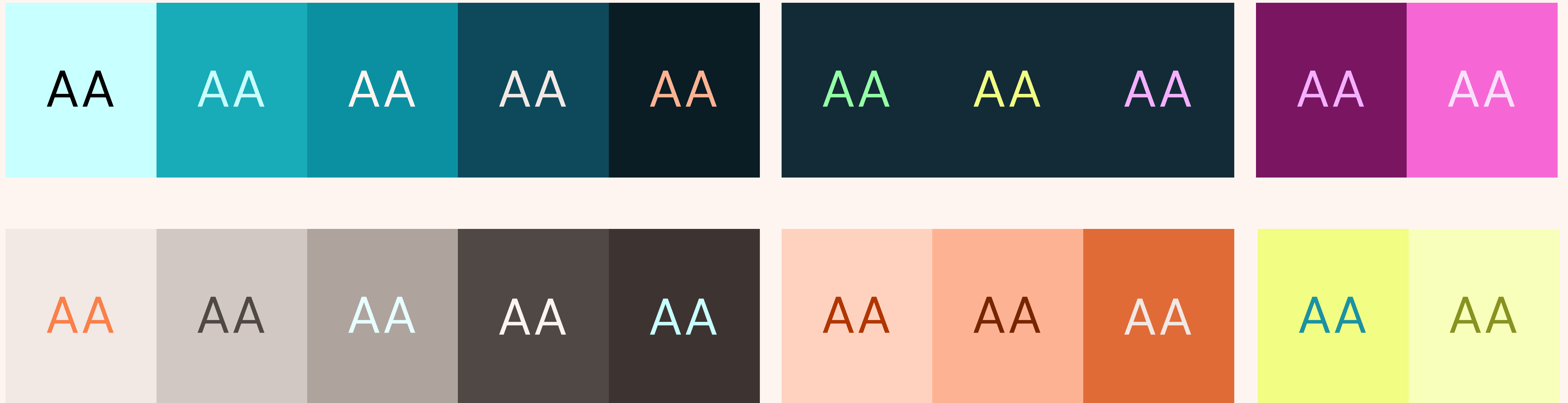
## PRIMARY COLOR SHADES



## ACCENT COLORS

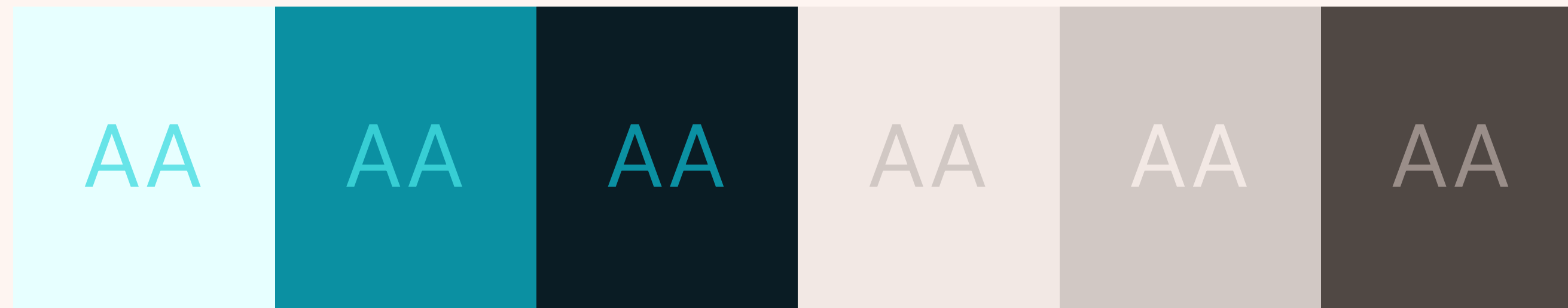


# Preferred Color Combinations



# Color NOT to combine

LOW CONTRAST, SAME COLOR



SIMILAR VALUE, DIFFERENT COLORS



03

# Typography

# Primary font

## Figtree

This is a primary font. It's used for headings and body text at different weights.

Light, ExtraBold, and Black should be used sparingly in marketing materials only, i.e. advertisements, flyers. These weights should NOT be used on your website.



# Secondary font

## IBM Plex Mono

This is a secondary font. It's used for labels, badges, and subheadings.

Light and Medium should be used sparingly in marketing materials only, i.e. advertisements, flyers. These weights should NOT be used on your website.

`primary weight` — IBM Plex Mono Light  
IBM Plex Mono Regular  
**IBM Plex Mono Medium**

# Tertiary font

## Cal Sans

This is a tertiary font because it is only to be used for very large (Display) headers on marketing materials and websites.

**Cal Sans Regular**



# Text styles

## PRIMARY HEADERS

Heading 1

Heading 2

Heading 3

Subheading 1

SUBHEADING 1 MONO

Subheading 2

SUBHEADING 2 MONO

## DISPLAY HEADERS

Heading 1

Heading 2

Heading 3

## BODY TEXT

This is body 1 text.

This is body 2 text.

This is body 3 text.

This is helper 1 text.

This is helper 2 text.



# Voice & Tone

## 01 Approachable expert

Expert guidance delivered with warmth and clarity that empowers people to believe I can do this too.

## 02 Tasteful and refined with personality

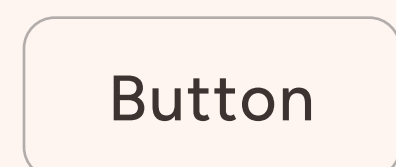
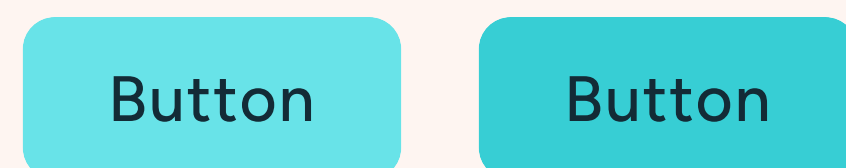
Balance refined taste with an approachable personality by using language that mirrors the quality of the work, avoiding emojis or overly casual phrasing.

## 03 Uplifting rather than critical

Lead with encouragement and possibility, focusing on what can be achieved rather than what's lacking or wrong.



# Example Components



# Visual motif exploration



# Resources

**Figtree → [Google font link](#)**

IBM Plex Mono → [Google font link](#)

**Cal Sans → [Google font link](#)**

