

# Branding Guide



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# Our Brand Narrative

Thriving small businesses make the world better and communities stronger. We're a big believer in relationships and simplicity. No fancy corporate structure, and no selling you something you don't need.

We are 100% focused on providing you with real results that grow your business.



# What We Do

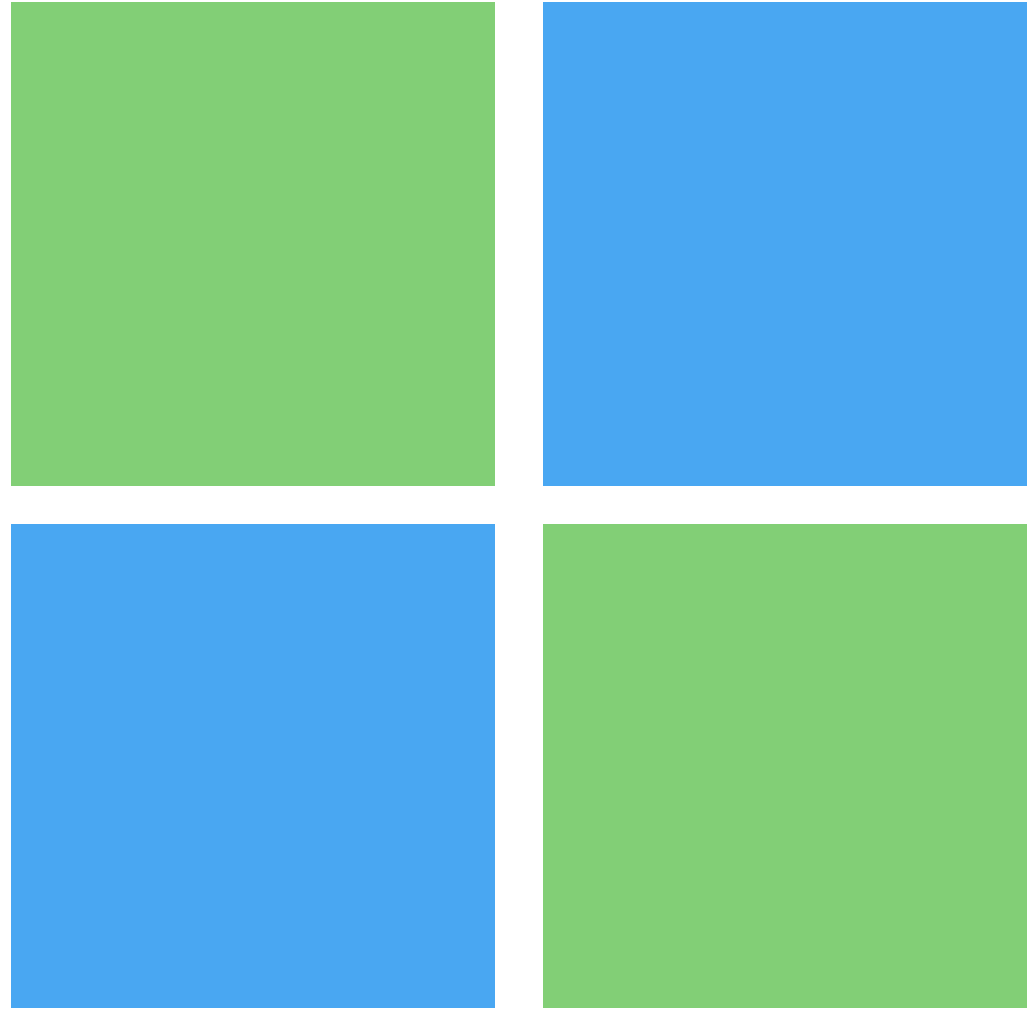
- Build websites
- Website care plans/ongoing support
- SEO Pathways
- Content SEO Service
- Digital marketing

# What We Stand For

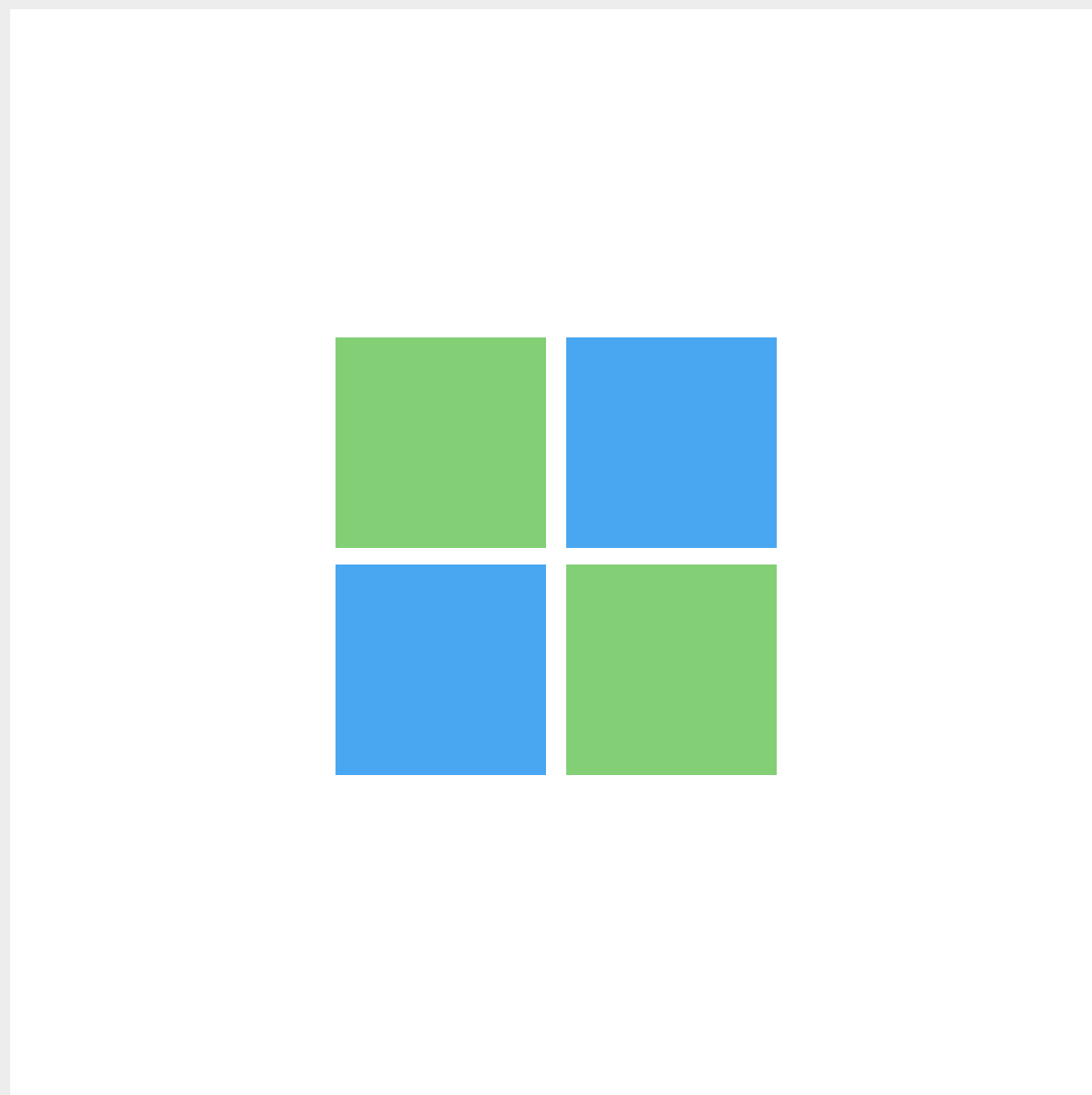
- Customer-focused
- Open and transparent communication
- Solutions that work
- That personal/relatable touch
- Doing good wherever we can



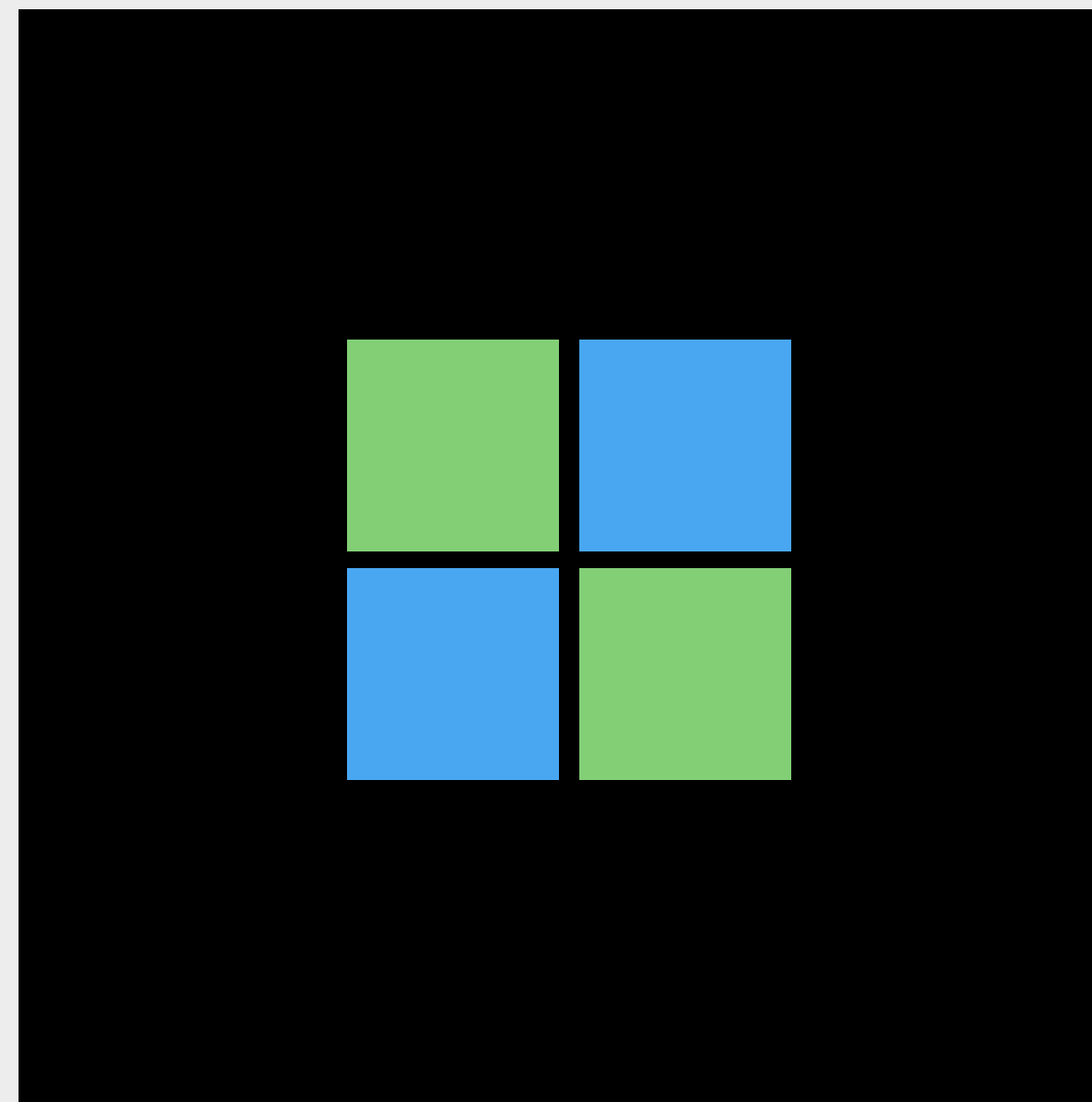
# Our Logo



# Logo Variations



Acceptable Solid  
White Background



Acceptable Solid  
Black Background



# Our Color Palette

#82CF76

#49A7F2

#1E1D1D

#FFFFFF



# Secondary Colors

#CB4F4F

#484A50





# Our Typography Guidelines

Logo Typeface:

**BEBES NEUE**

Headings Typeface:

**PT Serif**

Body Typeface:

**FB Proza**

Buttons Typeface:

**Palaquin Dark Regular**



# Our Imagery Guidelines

- Colorful
- Lively
- Small Businesses
- Technology
- Websites
- SEO
- Avoid images that look staged/  
like stock photography



