



GHOSTSignal
Brand Guide

001
07 / 24 / 25



GHOST
SIGNAL

Welcome to the Signal.



 GHOST Signal



**Brand
Culture**

**BAND
CULTURE**

**Brand
Culture**



**Every voice
echoes with
meaning.**

Brand Culture

PURPOSE

Vision
Values
Positioning

Ghost Signal is for people who are making the world—through stories, by innovation, in the power of disruptive harmony. Ghost Signal orchestrates partnerships with creators and contributors that share soul, so what we build, we back.

Brand Culture

Purpose
VISION
Values
Positioning

We envision a world rich with harmony,
When creators resound, supported by
contributors with taste and truth.
When contributors speak to communities
with resonant convictions.
When communities trust both creator
and contributor.
When creators, contributors, and communities
are a thriving cultural chord—built not on
algorithms but alignment.



Brand Culture

Purpose
Vision
VALUES
Positioning

Alignment is Architecture
Meaning is Metric
Hospitality is How
Fidelity is Flow
Conviction is Creative

Brand Culture

Purpose
Vision
VALUES
Positioning

Alignment is Architecture

Partnerships precede placements. Every connection we create—between creator and contributor, mission and message—is rooted in shared vision. We believe real alignment is the substructure of lasting impact.

Brand Culture

Purpose
Vision
VALUES
Positioning

Meaning is Metric

We believe in deep and meaningful creativity.
We champion content and companies that uplift,
challenge, and awaken imagination. Our
ecosystem is edifying.

Brand Culture

Purpose
Vision
VALUES
Positioning

Hospitality is How

We treat every client, partner, and creator the way we'd want to be treated—with clarity, generosity, and neighborhood BBQ kind of fun. Transparent terms, win-wins, and a welcome into something bigger, brighter, and more concordant.

Brand Culture

Purpose
Vision
VALUES
Positioning

Fidelity is Flow

When connection is seamless, trust grows. We always aim to remove resistance—so the right ideas, voices, and values sync without interruption. Friction slows meaning; we build for flow.

Brand Culture

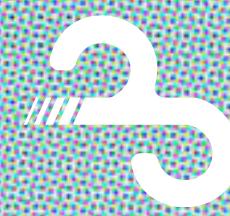
Purpose

Vision

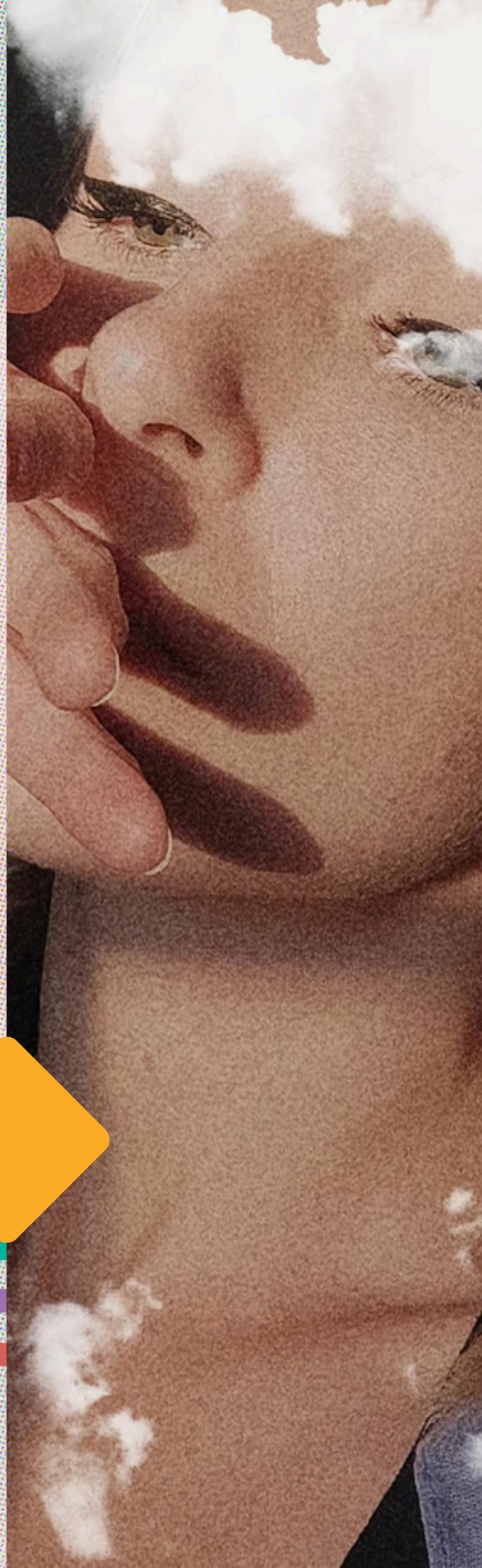
Values

POSITIONING

Ghost Signal is partner-making for contributors and creators who want more for the world. We curate harmony—matching value-rich contributors with soul-aligned creators to create partnerships where ideas openly echo, values freely flow, and every collaboration crescendos in a richer cultural chord.



Harmony not Hype.



Visual



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Visual

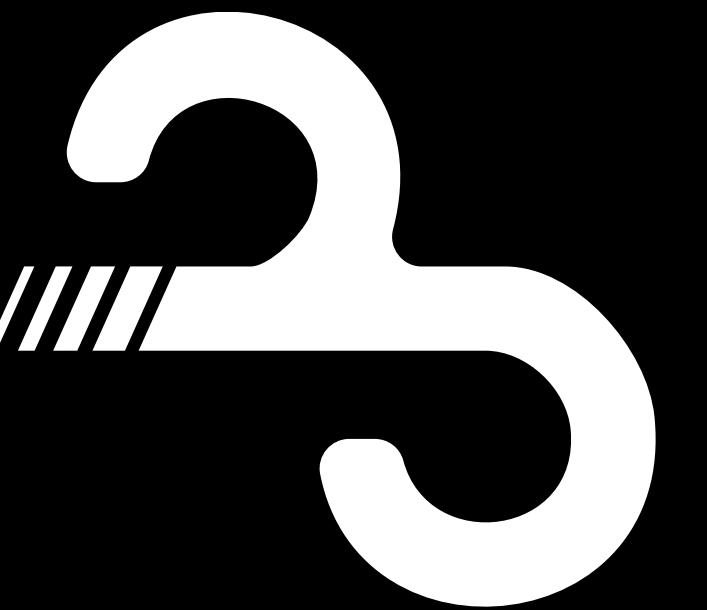
LOGOS
Color
Font
Image

3
GHOST
Signal



Visual

LOGOS
Color
Font
Image



Temple dedication (2 Chronicles 5 : 13-14)

"The trumpeters and the singers were as one, to make one sound ... with trumpets, cymbals, and other instruments ... saying, 'He is good, for his steadfast love endures for ever.' Then the house ... was filled with a cloud."

- ◆ **Orchestra**
Trumpets, instruments, Community, Priests + choirs fused into "one" in one location - the temple
- ◆ **Composition**
Deliberate arrangement that produces the "one sound"
- ◆ **Soul**
The cloud of glory that fills the house - the priests could not stand to minister because of the cloud; for the glory of Yahweh filled the house of God.
- ◆ **Fidelity**
"For he is good; for his loving-kindness endures forever"
- ◆ **Resonance**
To make "one sound" together

The Cloud of Glory that fills the house



Visual

The Cloud of Glory
that fills the house

LOGOS
Color
Font
Image



Visual

LOGOS
Color
Font
Image

Primary Logo



Visual

LOGOS
Color
Font
Image

Secondary Logo



Visual

LOGOS
Color
Font
Image

Additional Element

- - - - - . - - - - - - - - - - - - - - - - - - -
C A N T S T O P T H E S I G N A L

MORSE CODE
“Can’t stop the signal”

Visual

Logos
COLOR
Font
Image

Terra
Cotta

Royal
Wine

Persian
Green

Light
Pink

Gold
Orange

Visual

Logos
COLOR
Font
Image

In Christianity, the color brown is often associated with humility, the earth, and spiritual death or a turning away from the world. **It symbolizes man's humble origins, being formed from the dust of the ground.** Additionally, it can represent spiritual death or a detachment from worldly things, as some religious orders wear brown robes.

**Terra
Cotta**

#D66157

**Royal
Wine**

#9F71AF

**Persian
Green**

#00B29C

**Light
Pink**

#FF7BAD

**Old
Saffron**

#FBAD25

Visual

Logos
COLOR
Font
Image

In Christianity, the color purple, particularly violet, signifies **repentance, penance, and humility**. It is often associated with the liturgical seasons of Advent and Lent, which are times of preparation for the major Christian feasts. Purple can also symbolize both the suffering of humanity and the suffering of Jesus leading up to the crucifixion, while also representing hope for newness and the resurrection.

Terra
Cotta

#D66157

Royal
Wine

#9F71AF

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Green

#00B29C

Light
Pink

#FF7BAD

Old
Saffron

#FBAD25

Visual

Logos
COLOR
Font
Image

The color turquoise, often linked to the gemstone, carries symbolic meanings of **spiritual wealth, divine protection, and renewal.**

It's also associated with beauty, wealth, and divine favor, mirroring the use of precious stones in the high priest's breastplate. Additionally, turquoise can symbolize God's promise of peace and safety, acting as a protective shield

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Pink

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Old
Saffron

#FBAD25

Visual

Logos
COLOR
Font
Image

Right relationship with God.

Pink typically symbolizes joy, new beginnings, and hope, particularly during Advent and Lent. It's often used to mark the Sunday of Joy (Third or Fourth Sunday of Advent) and Laetare Sunday (fourth Sunday of Lent). Pink is also seen as a blend of red (representing Christ's blood) and white (representing purity), symbolizing a right relationship with God.

Terra
Cotta

#D66157

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Wine

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Persian
Green

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Saffron

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Logos
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Terra
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#9F71AF

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#00B29C

Light
Pink

#FF7BAD

Gold
Orange

#FBAD25

Fire of God, deliverance, passionate praise.

Obtained by mixing red (flesh) and yellow (trials). The result is a color of fire which represents the Fire of God, deliverance and passionate praise.

Visual

Logos
Color
FONT
Image

Work Sans / H1

Work Sans / H2

Work Sans / H3

Body 1 / dolor sit amet, consectetur adipiscing elit.
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Work Sans / SH1

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Work Sans / SH2

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Work Sans / SH3

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Work Sans is a free, open-source sans-serif typeface designed by Wei Huang for Google Fonts. It is inspired by early Grotesque faces and is optimized for on-screen text, particularly in medium sizes (14px-48px). The font family offers a range of weights, with those closer to the extremes designed for display use.

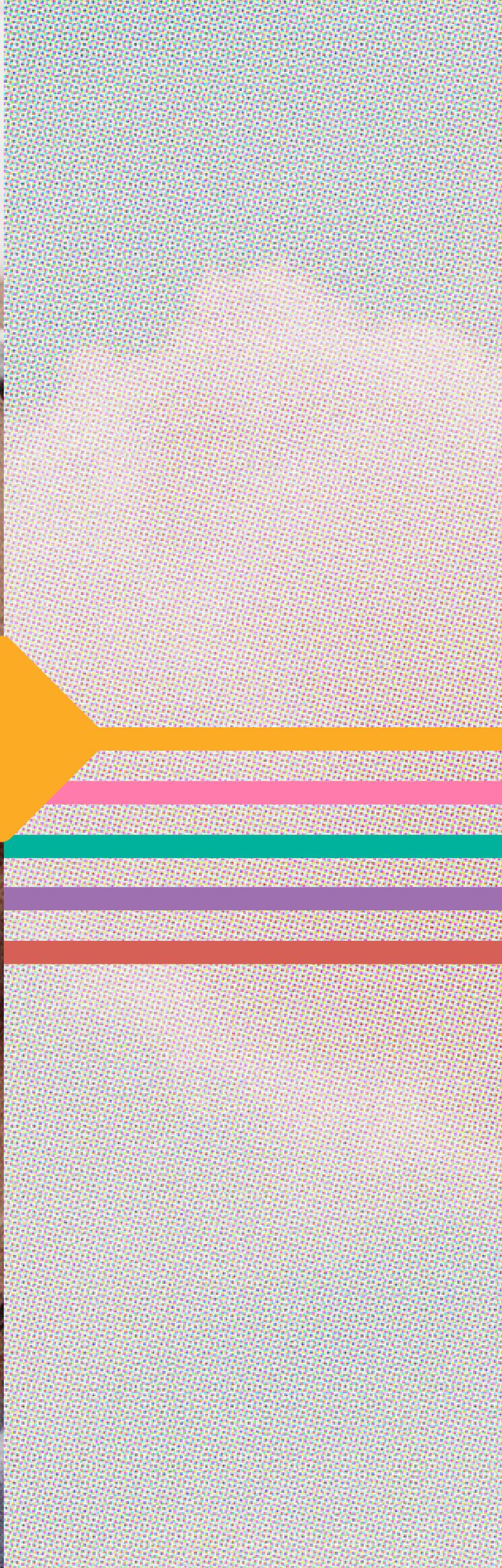
- **Design:** Work Sans is based loosely on early Grotesque typefaces, including those by Stephenson Blake, Miller & Richard, and Bauerschen Giesserei.
- **Purpose:** It's designed to be a functional and versatile text face, particularly for web use.
- **Optimizations:** Diacritic marks are larger than in print, and the font is optimized for screen resolution, ensuring readability.
- **Weights:** The family includes 10 weights, with those in the middle optimized for medium-size text, and extreme weights for display use.
- **Open Source:** It is freely available under an open-source license through Google Fonts.

Modern Tech Feel
Semi-serif / Traditional
Screen Optimized
Open Source / Free

Welcome
to the
Signal.



Harmony not Hype.



Soulful
Podcast
Partnerships

CAN THE
OPEN
FINAL

