



Smokesignals

Brand Guidelines

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Color Palette

Our color palette ensures consistency across all brand touchpoints.

Primary Colors



Secondary Colors



Neutral Colors



Semantic Colors



Typography

Typography plays a crucial role in establishing brand identity.

Heading Font: Montserrat

The quick brown fox jumps over

Category: sans-serif

Body Font: Open Sans

The quick brown fox jumps over

Category: sans-serif

Type Scale (Major Third)

xs 10.24px Sample

sm 12.8px Sample

base 16px Sample

lg 20px Sample

xl 25px Sample

2xl 31.25px Sample

Brand Voice

Archetype: Magician

Smoke Signals AI embodies the Magician archetype by transforming complex AI and GTM challenges into innovative, strategic solutions that create powerful, almost 'magical' results for clients. The brand also carries a strong Sage influence through its emphasis on knowledge, foresight, and strategic innovation in the AI marketing space.

Traits: innovative, transformative, strategic, visionary, knowledgeable

Tone

The brand voice is casual yet serious, blending respectful professionalism with enthusiastic confidence. It speaks with clarity and purpose, grounded in deep knowledge and visionary insight. Messaging balances approachable language with strategic depth, inspiring trust and excitement about AI's transformative potential in GTM.

Voice Principles

Transformative Clarity

Communicate complex AI and GTM concepts in a clear, insightful way that feels almost magical in revealing new possibilities.

Example: "We design winning GTM systems that make AI actually perform — turning chaos into signal-driven precision in 90 days."

Strategic Visionary

Convey a forward-thinking, knowledgeable perspective rooted in deep expertise and anticipation of future trends.

Example: "Nick has demonstrated his ability to anticipate tech trends and think ahead of the curve for years... He embodies strategic innovation."

Respectful Enthusiasm

Maintain a tone that is casual and approachable yet serious, respectful, and genuinely enthusiastic about the brand's mission and client success.

Example: "You can't throw a rock without hitting 10 new AI-enabled GTM tools. Finding strategy? Good luck. Or just call Nick and Smoke Signals."

Vocabulary

Use precise, strategic, and engaging language that reflects innovation and expertise while remaining accessible and inspiring confidence.

Words to Use

transform, signal-driven, innovative, strategic, anticipate, refine, visionary, engage

Words to Avoid

just, maybe, try, cheap

Cadence

Sentences are generally concise and dynamic, mixing short, impactful statements with slightly longer, explanatory phrases. Rhythm is purposeful, with a flow that guides readers through complex ideas smoothly. Avoid overly dense blocks of text; instead, use varied sentence lengths and structure to maintain engagement and clarity.