



# Smokesignals

Brand Guidelines

Generated December 19, 2025

# Color Palette

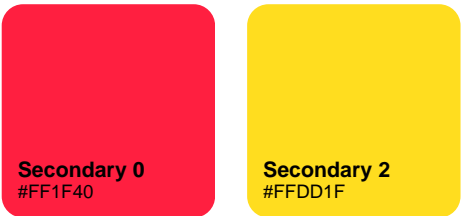
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Our color palette ensures consistency across all brand touchpoints.

## Primary Colors



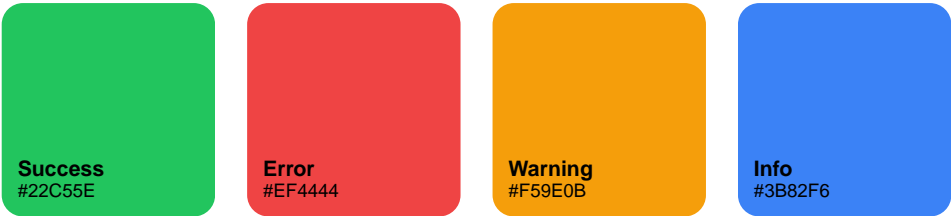
## Secondary Colors



## 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

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## 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

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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.