

Strata Noble Brand Style Guide

Brand Essence

- **Mission**: Empower underdog entrepreneurs and small business owners with insight, strategy, and execution that moves both people and metrics.
- **Vision**: To be the most trusted, insightful, and actionable consulting partner for emerging innovators in the digital age.
- **Tone**: Strategic. Grounded. Empathetic. Sophisticated without being elitist.
- **Slogan**: Bold Moves. Grounded Insight.

Logo Usage

- Use only the approved logo lockups.
- Ensure clear space equal to the height of the 'S' in 'Strata'.
- Avoid: altering colors outside brand palette, placing on overly busy backgrounds, warping or rotating.

Color Palette

- Primary Charcoal (#30232d): Backgrounds, Headers, Typography
- Coral Accent (#d55053): CTAs, Buttons, Links, Highlights
- Soft Apricot (#f1c095): UI accents, icons, service cards
- Blush Beige (#fae9d7): Backgrounds, Sections, Cards

Typography

- Headlines: Playfair Display - Bold, serif, elegant
- Body: Inter - Clean, readable sans-serif
- Accent/Labels: Karla - Soft, rounded sans-serif
- Hierarchy: H1 - 48px, H2 - 36px, Body - 16px, CTA - 18px

Iconography & Illustration

- Minimal, outlined, or two-tone using #30232d and #f1c095.
- Avoid flat gradients unless in CTA areas.
- Illustration style: modern-flat with curves and slight shadows.

Photography Style

- Natural lighting, emotional depth, and implied motion.
- Focus on diversity, determination, workspace scenes, or collaboration.
- Overlay with #30232d or coral filters when blending with hero sections.

Tone of Voice

- Strategic: Speak with precision, avoid fluff.
- Human: Relatable, empathetic without losing professionalism.
- Confident: Use action verbs and clarity in every CTA.
- Sample CTAs: 'Start Your Journey', 'Let's Build Something Worthy of Legacy', 'Explore Your Edge'.

Marketing Guidelines

- All ads must use brand fonts and at least one core color.
- Video content: Start with a bold hook, then deliver value.
- Email headers: Use Playfair with coral CTA buttons.
- Social media: Consistent brand voice, quote graphics with #30232d on blush/apricot backgrounds.

Web & UI Guidelines

- Buttons: Coral background with cream text (primary), transparent with coral border and text (secondary).
- Layout: Grid-based, responsive, rounded containers, generous spacing.
- Animations: Scroll reveals and CTA hover effects using Framer Motion.

Sales Collateral

- Decks/Proposals: Playfair on charcoal title slides, blush beige slides with coral highlights.
- Pitch line: 'We turn insight into motion.'
- Leave-behind PDFs: Minimalist, branded footers, ample whitespace.

Development Rules

- Use Tailwind CSS, map theme colors with CSS variables.
- Animations: Framer Motion or GSAP.
- Ensure WCAG contrast compliance.
- Mobile-first responsive development.