SaaSQuatch

Brand Guidelines

Version 1.0 | November 2025

Enterprise-Grade Microservices

for Ambitious Teams

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1. Brand Overview

Brand Positioning

> **Core Positioning Statement**
>
> "Enterprise-Grade Tools for Ambitious Startups"

SaaSQuatch bridges the gap between quick scaffolding tools and enterprise frameworks. We believe startups deserve the same level of quality, security, and best practices as Fortune 500 companies—without the complexity, cost, or learning curve.

Brand Promise

Complete. Powerful. Approachable.

- **Complete**: Everything you need, nothing you don't. Full-stack microservices architecture out of the box.
- **Powerful**: Enterprise-grade patterns, security, and scalability built-in from day one.
- **Approachable**: Clear documentation, helpful errors, and smart defaults that guide you to success.

Brand Personality

Primary Traits

- **Professional** - Trustworthy, reliable
- **Empowering** - Guidance, not gatekeeping

Brand Archetype

The Mentor

- **Comprehensive** - Batteries-included
- **Modern** - Current best practices

> Experienced, knowledgeable, and supportive. We're here to help you avoid pitfalls and follow the proven path.

Target Audience

Primary: Startups & Small Teams (2-10 developers)

Profile: Moving fast, need to ship features quickly. Care about quality but don't have time for extensive research. Want enterprise-level practices without enterprise complexity.

Pain Points We Solve:

- "How do I structure a microservices app correctly?"
- "What are the production best practices for Fastify?"
- "How do I set up multi-tenancy properly?"

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2. Visual Identity - Colors

Primary Color Palette

Steel Blue - Primary Brand Color

Steel Blue 600	**Steel Blue 700**	**Steel Blue 800**
#475569	#334155	#1E293B

Usage: Headers, primary buttons, brand elements, logos, key UI components

Royal Blue - Accent Color
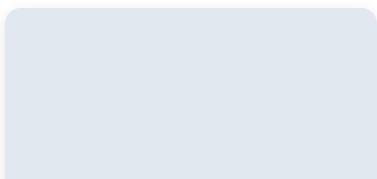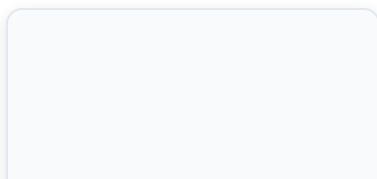
Royal Blue 500	**Royal Blue 600**	**Royal Blue 700**
#3B82F6	#2563EB	#1D4ED8
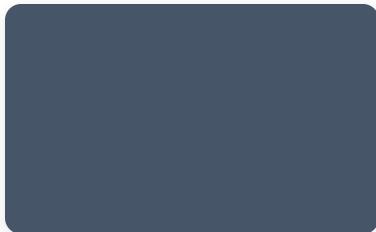
Usage: Links, call-to-action buttons, interactive elements, highlights

Neutral Colors
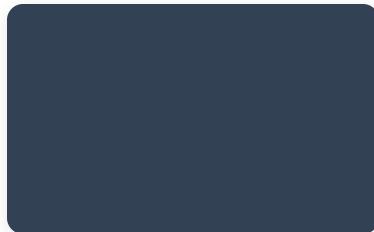
Slate 50	Slate 200	Slate 500
#F8FAFC	#E2E8F0	#64748B

| Slate 600	Slate 700	Slate 900
#475569	#334155	#0F172A

Semantic Colors

Purpose	Color	Hex Code	Usage
Success		#10B981	Confirmations, success states
Warning		#F59E0B	Cautions, important notices
Error		#EF4444	Errors, destructive actions
Info		#0EA5E9	Information, helpful tips

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2. Visual Identity - Typography

Font Families

Inter

Primary Font - UI & Content

Modern, professional, excellent readability. Used for headings, body text, UI elements, and marketing copy.

Weights: 400 (Regular), 500 (Medium), 600 (SemiBold), 700 (Bold), 800 (ExtraBold)

JetBrains Mono

Secondary Font - Code & Technical

Developer-focused, optimized for code. Used for code blocks, CLI output, and technical examples.

Weights: 400 (Regular), 500 (Medium), 600 (SemiBold)

Type Scale Examples

Display Heading

Inter Bold 700 | 48px/3rem | Line Height: 1.1 | Letter Spacing: −0.02em

Page Title (H1)

Inter Bold 700 | 36px/2.25rem | Line Height: 1.2 | Letter Spacing: −0.01em

Section Heading (H2)

Inter SemiBold 600 | 30px/1.875rem | Line Height: 1.3

Subsection Heading (H3)

Inter SemiBold 600 | 24px/1.5rem | Line Height: 1.4

Body text appears in this comfortable reading size with generous line height for optimal readability across all devices and platforms.
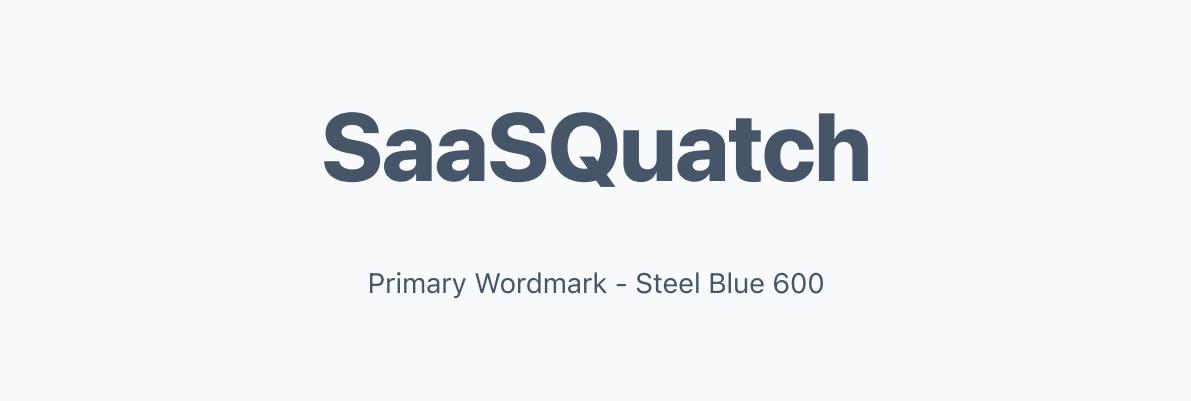
Inter Regular 400 | 18px/1.125rem | Line Height: 1.6

```
npx @saasquatch/cli init my-project cd my-project && pnpm dev
```

JetBrains Mono Regular 400 | 14px/0.875rem | Line Height: 1.6

2. Visual Identity - Logo

Primary Logo
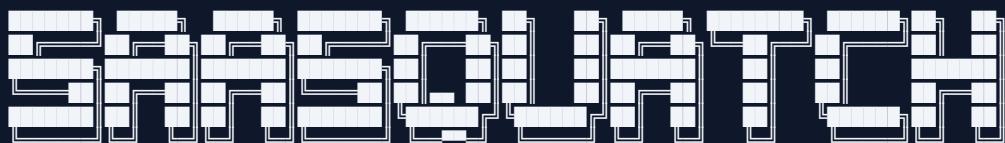
SaaSQuatch

Primary Wordmark - Steel Blue 600

Logo Specifications

- **Minimum Size**: 120px width for digital, 1 inch for print
- **Clear Space**: Equal to the height of the "S" on all sides
- **Color Variants**: Steel Blue 600 (light bg), White (dark bg), Monochrome

CLI/Terminal Logo

Logo Usage Guidelines

✓ DO	✗ DON'T
• Use approved color variants	• Stretch or distort the logo

- Maintain clear space
- Keep proportions intact
- Use high-resolution files
- Place on appropriate backgrounds

- Change colors arbitrarily
- Add effects or shadows
- Place on busy backgrounds
- Use below minimum size

Icon/Symbol Mark

For favicons, social media icons, and compact spaces:

SQ

Monogram Mark - Minimum 32×32px

3. Design System - Components

Button Styles

Primary Button   **Secondary Button**   Ghost Button

Status Badges

PRIMARY   SECONDARY   SUCCESS   WARNING   ERROR

Card Styles

Elevated Card

White background, subtle border, soft shadow. Used for primary content containers.

Flat Card

Slate 50 background, no shadow. Used for secondary content or nested elements.

Callout Boxes

Information Callout

Use for helpful tips, additional context, or important information that supports the main content.

Success Callout

Use for confirmations, achievements, or positive outcomes.

Warning Callout

Use for cautions, important notices, or items requiring user attention.

Code Block Styles

Dark Theme (Preferred for Examples)

```
// Example: Generate a new project
npx @saasquatch/cli init my-project

// Navigate and start development
cd my-project
pnpm dev
```

Inline Code

Use `inline code` styling for short technical terms, commands, or variable names within paragraphs.

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4. Content & Messaging

Voice & Tone

> **Brand Voice**
>
> **Helpful & Guiding** with **Professional Authority**

Our voice is that of **The Mentor** - experienced, knowledgeable, and supportive. We help developers succeed without condescending or gatekeeping.

Characteristics

- **Clear and direct**, not verbose
- **Confident but not arrogant**
- **Helpful without being condescending**
- **Technical but accessible**
- **Solution-focused**, not problem-focused

Writing Style Examples

✓ DO SAY	✕ DON'T SAY
"Let's set up your production-ready auth service with JWT and best practices" "We've included security validation to prevent common production mistakes" "Generate a production-ready microservices architecture in under 2 minutes"	"Warning: You're doing it wrong!" "This revolutionary tool will change everything!" "Finally, a microservices tool that doesn't suck"

Key Messages

1. Production-Ready from Day One

- Built-in security validation prevents production mistakes

- Best practices by default, full control when you need it

- Enterprise patterns delivered at startup speed

2. Comprehensive & Complete

- Auth, database, cache, message queue - all configured

- Multi-tenancy, logging, health checks - included

- Docker, migrations, tests - ready to go

3. Helpful, Not Helpless

- Clear error messages with solutions, not just problems

- Extensive documentation with real-world examples

- Smart defaults that guide you to success

Tagline

Enterprise-Grade Microservices
for Ambitious Teams

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5. Brand Applications

Content Guidelines

Writing Principles

1. **Clarity over cleverness** – Say what you mean, directly
2. **Active voice** – "SaaSQuatch generates..." not "Projects are generated..."
3. **Present tense** – "The CLI creates..." not "The CLI will create..."
4. **Second person** – "You can configure..." not "Developers can configure..."
5. **Specific over generic** – "JWT authentication with @fastify/jwt" not "security features"

Error Message Structure

Format: Problem → Impact → Solution

Example - Good Error Message

```
❌ JWT_SECRET not set

Your app is using the default JWT secret,
which isn't secure for production.

Fix: Set the JWT_SECRET environment variable:
export JWT_SECRET=$(openssl rand –base64 32)
```

Brand Do's and Don'ts

✓ DO	✗ DON'T

- Use Steel Blue and Royal Blue as primary colors
- Maintain typography (Inter + JetBrains Mono)
- Use helpful, guiding language
- Show real code examples with syntax highlighting
- Emphasize production-readiness
- Provide clear, actionable error messages
- Use emoji sparingly (✓ ✗ 💡 🚀)
- Maintain white space and clean layouts

- Use bright or neon colors
- Mix too many font families
- Use condescending language
- Show incomplete code examples
- Overpromise ("revolutionary")
- Use angry or aggressive tone
- Overuse emojis
- Clutter interfaces

CLI Output Best Practices

```
$ saasquatch init my-project

✓ Creating project structure
✓ Installing dependencies (23 packages)
✓ Generating auth service (port 3001)
✓ Generating user service (port 3002)
✓ Configuring infrastructure


  ╔═══════════════════════════════╗
  ║  🎉  Project created successfully!  ║
  ║                               ║
  ║  Next steps:                  ║
  ║  1. cd my-project             ║
  ║  2. Configure .env            ║
  ║  3. pnpm dev                  ║
  ╚═══════════════════════════════╝
```

Key Elements:

- Use symbols for visual hierarchy (✓ ✗ ⚠ ℹ 💡)
- Show progress for long operations
- Provide clear next steps
- Use color sparingly (green for success, red for errors)

5. Brand Applications - Examples

Documentation Example

Getting Started with SaaSQuatch

Generate a production-ready microservices architecture in **under 2 minutes**.

Quick Start

```
npx @saasquatch/cli init my-project
cd my-project
pnpm dev
```

✓ **That's it!** Your services are running with:

- JWT authentication
- PostgreSQL database
- Redis cache
- Health checks

> 💡 **Tip:** All services include security validation to prevent common production mistakes.

README Header Example

SaaSQuatch

Enterprise-Grade Microservices for Ambitious Teams

NPM VERSION 1.0.0   **TYPESCRIPT 5.0+**   **MIT LICENSE**

Marketing Website Example

Production-Ready in Minutes

Skip the boilerplate. Start with enterprise-grade patterns, security, and scalability built-in.

Get Started

Feature Callout Example

🔒 **Security First**

Production validation prevents default credentials and insecure secrets.

⚡ **Lightning Fast**

From zero to running microservices in under 2 minutes.

Quick Reference

Brand Essentials

Element	Specification
Tagline	Enterprise-Grade Microservices for Ambitious Teams
Positioning	Enterprise-Grade Tools for Ambitious Startups
Primary Color	Steel Blue 600 (#475569)
Accent Color	Royal Blue 600 (#2563EB)
Primary Font	Inter (UI & Content)
Code Font	JetBrains Mono (Technical)
Voice	Helpful & Guiding with Professional Authority
Archetype	The Mentor - Experienced, Supportive

Color Quick Reference

Steel Blue 600
 #475569
Primary brand color

Royal Blue 600
 #2563EB
CTAs, links

Slate 50
 #F8FAFC
Backgrounds

Emerald 500
 #10B981
Success states

Amber 500
 #F59E0B
Warnings

Red 500
 #EF4444
Errors

Contact & Resources

Documentation	`docs/brand-theme.md`
Design Assets	`docs/brand-assets/`
Questions	Open an issue on GitHub

Living Document

This brand theme is a living document that will evolve as SaaSQuatch grows. We welcome feedback and suggestions for improvement via pull request.

SaaSQuatch

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