



# Brand Style Guide

Visual Identity & Document Standards

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Version 1.1 | February 2026  
BaxterLabs Advisory

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SECTION 01

# Brand Foundation

## Who We Are

BaxterLabs Advisory is a boutique consulting firm specializing in profit leak diagnostics and operational optimization for professional service firms. We combine 25+ years of finance leadership experience with AI-powered analytical tools to deliver McKinsey-quality insights at boutique speed. Our core offering is a 14-day Executive Profit Leak Diagnostic that identifies \$200K–\$700K in recoverable profit for firms with \$5M–\$50M in annual revenue.

## Brand Personality

Attribute	We Are	We Are Not
Authority	Confident, experienced, substantive	Arrogant, condescending, academic
Precision	Data-driven, specific, verifiable	Vague, hand-wavy, approximate
Warmth	Approachable, collaborative, human	Cold, corporate, intimidating
Innovation	AI-enabled, modern, efficient	Bleeding-edge, experimental, risky
Trust	Transparent, auditable, honest	Opaque, self-serving, promotional

## The Baxter Mascot

Baxter the Jack Russell Terrier is our brand mascot. The dog represents qualities central to our work: loyalty (we advocate for our clients), tenacity (we dig until we find the problem), intelligence (terriers are among the smartest breeds), and approachability (nobody is threatened by a friendly dog). In a competitive landscape where every advisory firm uses abstract corporate symbols, Baxter is immediately memorable and signals that we are confident enough in our expertise to not take ourselves too seriously.

## Brand Origin



The crimson-and-teal color pairing was established in the original BaxterLabs.ai identity. The deep crimson conveys authority and gravitas—appropriate for a firm trusted with sensitive financial data. The dark teal provides analytical calm and technological competence. Together, the pair communicates: serious finance expertise powered by modern technology. This guide preserves those anchors while expanding the palette for the full range of advisory deliverables.

SECTION 02






# Color System

## Primary Brand Colors

These two colors are extracted directly from the BaxterLabs logo and form the foundation of all brand applications. They should appear in every client-facing deliverable.






Color	Hex	Use
 Deep Crimson	#66151C	Primary brand — covers, H1 headings, section markers, CTA buttons
 Dark Teal	#005454	Secondary brand — H2/H3 headings, accent bars, data table headers

## Supporting Neutrals

Color	Hex	Use
 Warm Cream	#F6E7C8	Backgrounds, alternate rows
 Ivory	#FAF8F2	Content areas, chart backgrounds
 Light Gray	#E5E7EB	Borders, grid lines, rules
 Warm Gray	#6B7280	Secondary text, captions
 Charcoal	#2D3436	Body text, data labels (never pure black)

## Accent & Data Visualization Colors

These colors extend the palette for charts, dashboards, status indicators, and financial visualizations. Each has a specific semantic role that must remain consistent across all deliverables—a CFO should intuitively know that green means positive and red means a problem without reading a legend.

Color	Hex	Use
 Gold	#C9A84C	Premium accent, highlights
 Forest Green	#2D6A4F	Positive / on-track
 Amber	#D4A843	Caution / attention
 Soft Red	#C0392B	Negative / alert
 Warm Brown	#A3591A	Tertiary data series

**Semantic Consistency Rule:** Once a color is assigned a meaning in a deliverable, that meaning must hold throughout the entire engagement package. Forest Green always means positive/favorable. Soft Red always means negative/alert. Gold always means premium/highlight. Mixing these signals destroys the intuitive readability that makes BaxterLabs deliverables distinctive.

Approved Color Combinations

Combination	Use Case	Example
Crimson + Gold	Cover pages, premium callouts, executive summaries	Report covers, deck title slides
Crimson + Teal	Section headers, document structure, navigation	Interior pages, table headers
Teal + Cream	Data tables, workpapers, analytical content	Workbook tabs, matrix backgrounds
Green + Red + Amber	Financial status indicators, RAG dashboards	Profit leak waterfall charts
Gold + Charcoal	Callout boxes, key findings, recommendations	Executive summary callouts

SECTION 03

# Typography

## Type Hierarchy

BaxterLabs uses a two-font system for all deliverables. A serif typeface for headings creates the advisory gravitas expected by CFOs and managing partners. A clean sans-serif for body text ensures readability across long analytical documents. The combination signals: established expertise, delivered clearly.

## Recommended Font Pairings

Role	Primary	Fallback	Notes
Display / H1	Playfair Display Bold	Georgia Bold	Report titles, covers, 28–36pt
Section Headers	Playfair Display SemiBold	Georgia	Section titles, deck slides, 18–24pt
Subheaders	Inter SemiBold	Arial Bold	Subsections, table headers, 12–14pt
Body Text	Inter Regular	Arial / Helvetica	All body copy, 10–11pt
Captions	Inter Light	Arial	Footnotes, source citations, 8–9pt
Data / Tables	Inter Medium	Arial	Financial figures, 9–10pt, tabular nums
Code	Source Code Pro	Courier New	System references, IDs, 9pt

**Google Docs / Cowork Fallback:** When Playfair Display is unavailable, use Georgia for headings and Arial for body text. Final client deliverables should be reformatted with the primary font pairing before delivery.

## Type Color Assignments

Element	Color	Hex
H1 / Page Titles	Deep Crimson	#66151C
H2 / Section Headers	Deep Crimson	#66151C
H3 / Subsections	Dark Teal	#005454
Body Text	Charcoal	#2D3436
Secondary Text	Warm Gray	#6B7280
Hyperlinks	Dark Teal	#005454
Key Findings	Deep Crimson	#66151C
Source Citations	Warm Gray	#6B7280

## Financial Number Formatting

Type	Format	Example
Currency (large)	\$X.XM or \$X.XK	\$12.2M, \$465K
Currency (exact)	\$X,XXX	\$2,340,000

Type	Format	Example
Percentages	XX.X%	18.3%, 49.3%
Ranges	\$X–\$Y (en dash)	\$140K–\$180K
Negative values	(\$X,XXX) in red	(\$42,000)
Counts	Comma-separated	1,247 employees

SECTION 04

# Logo Usage

## Logo Treatments

The BaxterLabs logo exists in three treatments, each with specific approved uses. The full logo includes the Baxter mascot alongside the two-color wordmark. The wordmark-only treatment uses "BaxterLabs" with "Baxter" in Deep Crimson (#66151C) and "Labs" in Dark Teal (#005454). A ".ai" suffix appears when referencing the technology platform specifically.

Treatment	Description	When to Use
Full Logo (Mascot + Wordmark)	Baxter dog illustration with BaxterLabs wordmark	Website header, social media, business cards, report cover pages (first page only), pitch decks
Wordmark Only (BaxterLabs)	Two-color wordmark: Baxter (crimson) + Labs (teal)	Document headers/footers (interior pages), email signatures, invoices, proposals
Mascot Only (Baxter)	Dog illustration without text	Internal watermark, Day 7 Progress Update header, email templates, social media

★ NEW IN v1.1

## Logo Color Variants

The standard logo uses crimson text on a transparent or light background. On deep crimson (#66151C) surfaces—such as title pages, cover slides, and branded banner areas—the crimson text disappears due to insufficient contrast. A white-text variant was created to solve this.

**VARIANT SELECTION RULE:** Use `baxterlabs-logo-white-text.png` on any Deep Crimson (#66151C) background. Use `baxterlabs-logo.png` on all other backgrounds (white, cream, ivory, light surfaces).

File	Text Color	Background Context	Use Case
<code>baxterlabs-logo.png</code>	Crimson + Teal	White, Cream, Ivory, Light Gray	Interior pages, headers, footers, light-background documents
<code>baxterlabs-logo-white-text.png</code>	White	Deep Crimson (#66151C), Dark Teal	Cover pages, title slides, crimson banner areas, any dark-background placement

**Why two variants?** The standard logo’s crimson wordmark achieves a contrast ratio of approximately 1.1:1 against a Deep Crimson background—functionally invisible. The white-text variant achieves approximately 9.5:1, exceeding WCAG AAA accessibility standards. Using the correct variant is not a style preference; it is a legibility requirement.

**Variant inventory:** Both files should be maintained in the Template Library/Standards folder alongside all other logo assets listed below.

## Clear Space & Minimum Size



Maintain minimum clear space around all logo treatments equal to the height of the "B" in "Baxter." No other graphic elements, text, or page edges should intrude into this space. Minimum reproduction size: the full logo should never appear smaller than 1.5 inches wide. The wordmark alone should never appear smaller than 0.75 inches wide.

## Logo Restrictions

DO	DON'T
Use the logo on white, ivory, or cream backgrounds (standard variant)	Place the logo on busy photos or patterned backgrounds
Use the white-text variant on crimson or dark backgrounds	Use the standard logo on crimson backgrounds (invisible text)
Maintain the crimson/teal wordmark color split	Render the entire wordmark in a single color
Scale proportionally from the source file	Stretch, skew, rotate, or add effects to the logo
Use the provided PNG or SVG logo files only	Recreate the logo in PowerPoint or Word shapes

## Required Logo Assets

File	Format	Background	Use Case
baxterlabs-logo.png	PNG	Black (current)	Standard use on light backgrounds
baxterlabs-logo-white-text.png	PNG	Black/Transparent	Crimson or dark background use
baxterlabs-logo-full.png	PNG	Transparent	Digital, documents (light bg)
baxterlabs-logo-full-dark.png	PNG	Black/Crimson	Dark backgrounds, covers
baxterlabs-wordmark.png	PNG	Transparent	Document headers/footers
baxterlabs-wordmark.svg	SVG	Transparent	Website, scalable contexts
baxterlabs-mascot.png	PNG	Transparent	Standalone mascot use
baxterlabs-favicon.png	PNG 32x32	Transparent	Browser tab, app icon

SECTION 05

# Document Standards

## Page Layout Specifications

Element	Client Deliverables	Internal Workpapers	Presentations
Page Size	US Letter (8.5" x 11")	US Letter (8.5" x 11")	Widescreen (16:9)
Margins	1" top/bottom, 0.75" sides	0.75" all sides	0.5" all sides
Header Height	0.5" with crimson rule	0.4" with teal rule	N/A (slide master)
Footer Height	0.4" with gold rule	0.3" with gray rule	Slide number only
Body Font Size	10.5pt / 15pt leading	10pt / 14pt leading	18–24pt body
Line Spacing	1.25–1.35 (justified)	1.15–1.25 (left-aligned)	1.2 (left-aligned)

## Header & Footer Standards

**Client-Facing Document Header:** Left side: BaxterLabs wordmark (0.75" wide). Right side: Document title in Warm Gray, 8pt Inter. Separated from body by a 1.5pt Deep Crimson rule spanning the full text width. Header appears on all pages except the cover.

**Client-Facing Document Footer:** Left side: "CONFIDENTIAL" in 7pt Warm Gray (all caps). Center: Page number in 8pt Warm Gray. Right side: "© 2026 BaxterLabs Advisory" in 7pt Warm Gray. Separated from body by a 1pt Gold rule spanning the full text width.

**Internal Document Header:** Left side: "BAXTERLABS ADVISORY — INTERNAL" in 7pt Deep Crimson (all caps). Right side: Date in 7pt Warm Gray. Separated from body by a 1pt Dark Teal rule. Classification: "INTERNAL — NOT FOR CLIENT DISTRIBUTION" centered below header rule in 7pt Soft Red.

## Cover Page Template

Element	Specification
Top band	Full-width Deep Crimson bar, 2" tall, starting at page top
Gold accent	1.5pt Gold rule at bottom edge of crimson band
Logo	Full logo (mascot + wordmark), white-text variant, centered in crimson band
Document title	Playfair Display Bold, 28–32pt, Deep Crimson, centered below band
Subtitle / client	Inter Regular, 14pt, Charcoal, centered below title
Date	Inter Regular, 11pt, Warm Gray, centered
Classification	"CONFIDENTIAL" or "DRAFT" in 9pt, Warm Gray, below date
Bottom band	0.5" Dark Teal bar at page bottom
Gold accent (bottom)	1.5pt Gold rule at top edge of teal band

SECTION 06

# Data Visualization

## Chart Color Palette

All charts, graphs, and data visualizations must use the following ordered palette. Colors are sequenced for maximum distinction. If a chart has only two series, use colors 1 and 2. Never skip colors or reorder.

Order	Color	Hex	Semantic Role
1 (Primary)	Dark Teal	#005454	Primary data series, main metric
2 (Secondary)	Deep Crimson	#66151C	Secondary data series, comparison
3 (Tertiary)	Gold	#C9A84C	Third series, highlight data
4	Forest Green	#2D6A4F	Fourth series, positive context
5	Warm Brown	#A3591A	Fifth series, neutral context
6	Warm Gray	#6B7280	Sixth series, background context

## Financial Status Indicators (RAG)

Status	Color	Hex	Meaning
Positive	Forest Green	#2D6A4F	On track, favorable trend, implemented
Caution	Amber	#D4A843	Needs attention, slipping timeline
Negative	Soft Red	#C0392B	Off track, unfavorable trend, blocked
Neutral	Warm Gray	#6B7280	Not yet assessed, informational
Highlight	Gold	#C9A84C	Key finding, executive attention item

## Waterfall Chart Standard

The Profit Leak Quantification Workbook uses a waterfall chart as its primary visual. Standard coloring: starting bar in Dark Teal, each leak segment in Soft Red, recovery segments in Forest Green, and the final net position bar in Gold (if positive) or Deep Crimson (if showing total loss). Bar labels in Charcoal, 9pt Inter Medium. Value labels positioned above/below bars, never inside.

## Chart Formatting Rules

Rule	Standard
Background	White or Ivory (#FAF8F2), never gray
Grid lines	Light Gray (#E5E7EB), 0.5pt, horizontal only
Axis labels	Warm Gray (#6B7280), 8pt Inter
Data labels	Charcoal (#2D3436), 9pt Inter Medium

Rule	Standard
Legend position	Bottom-center, horizontal layout
Legend text	Charcoal, 8pt Inter Regular
Title	Dark Teal, 12pt Inter SemiBold, left-aligned above chart
Source citation	Warm Gray, 7pt Inter, below chart: "Source: [REF]"
Border	None (charts float in white space)

SECTION 07

# Deliverable Branding

## Template Branding Matrix

Each document in the engagement workflow receives specific branding treatment based on its audience and purpose. This matrix governs which brand elements appear on which templates.

Template	Cover	Logo Type	Header Rule	Footer Rule	Classification
Engagement Proposal	Yes	Full	Crimson	Gold	CONFIDENTIAL
Engagement Agreement	Yes	Wordmark	Crimson	Gold	CONFIDENTIAL
Data Request Checklist	No	Wordmark	Teal	Gray	None
Preliminary Findings	No	Wordmark	Teal	Gray	INTERNAL
Workflow Matrix (Excel)	N/A	Wordmark	N/A	N/A	INTERNAL
Profit Leak Workbook	N/A	Wordmark	N/A	N/A	CONFIDENTIAL
Executive Summary	Yes	Full	Crimson	Gold	CONFIDENTIAL
Full Diagnostic Report	Yes	Full	Crimson	Gold	CONFIDENTIAL
Bottleneck Analysis	Yes	Full	Crimson	Gold	CONFIDENTIAL
Automation Recommendations	Yes	Full	Crimson	Gold	CONFIDENTIAL
90-Day Roadmap	Yes	Full	Crimson	Gold	CONFIDENTIAL
Presentation Deck	Slide 1	Full	N/A	Slide #	CONFIDENTIAL
Day 7 Progress Update	No	WM+Mascot	Crimson	Gold	None
QC Checklist	No	Wordmark	Teal	Gray	INTERNAL
Phase 2 Retainer	Yes	Full	Crimson	Gold	CONFIDENTIAL

## Presentation Deck Slide Masters

Slide Type	Background	Title Treatment	Accent Elements
Title Slide	Deep Crimson full bleed	White, Playfair 32pt	Gold rule, teal bottom bar
Section Divider	Dark Teal full bleed	White, Playfair 28pt	Gold rule below title
Content Slide	White	Crimson, Playfair 24pt	Crimson left bar, teal H3
Data Slide	Ivory (#FAF8F2)	Teal, Inter SemiBold 20pt	Chart per standards
Key Finding	White	Crimson, Playfair 24pt	Gold callout box, large metric
Thank You / Close	Deep Crimson full bleed	White, Playfair 28pt	Full logo centered

## Excel Workbook Formatting

Element	Standard
Tab names	Short, descriptive (e.g., "Executive Dashboard", "Leak Detail")
Tab colors	Crimson for primary, Teal for supporting, Gray for reference
Header row	Dark Teal background, white text, 10pt Inter Bold, frozen row
Data cells	10pt Inter Regular, Charcoal text, no cell borders
Alternating rows	White / Ivory (#FAF8F2)
Currency cells	Right-aligned, accounting format, negative in Soft Red with parens
Totals row	Bold, Crimson top border (2pt), Charcoal bottom border (1pt)
Print area	Set on all tabs, landscape for wide tables, letter size
Wordmark	Top-left of each tab, 0.5" tall, row 1 merged cells

SECTION 08

# Digital Applications

## Website Redesign Guidance

Element	Standard
Primary CTA color	Deep Crimson (#66151C), 48px min height
Header background	White, with thin Gold rule separator
Feature section bg	Alternate: White / Ivory / Crimson
Navigation text	Charcoal (#2D3436), Dark Teal on hover
Body font	Inter 16px / 1.6 line height
Heading font	Playfair Display, Crimson color
Footer	Dark Teal (#005454) background, white text
Testimonial cards	Ivory background, Crimson left border
Form fields	Light Gray border, Dark Teal focus ring

## Email Signature

Line	Content	Formatting
1	[Full Name]	Inter Bold 11pt, Charcoal
2	[Title]   BaxterLabs Advisory	Inter 10pt, Warm Gray   Crimson for "BaxterLabs"
3	[Phone]   [Email]	Inter 9pt, Warm Gray
4	baxterlabs.ai	Inter 9pt, Dark Teal, hyperlinked
Divider	Above signature	1px Gold rule, 200px wide

## LinkedIn & Social Media

Element	Standard
Profile banner	Deep Crimson background, Gold rule, white tagline
Post card background	Ivory (#FAF8F2) with Crimson left accent bar
Stat callout cards	Dark Teal background, Gold numbers, white text
Hashtag color (images)	Warm Gray, lowercase
Profile photo	Baxter mascot on white circle background
Content tone	Authoritative but approachable — match brand personality matrix

APPENDIX A  
SECTION 00

# Quick Reference Card

## Complete Color Reference

Category	Name	Hex	RGB	Primary Use
Primary	Deep Crimson	#66151C	102, 21, 28	Brand primary, covers, H1
Primary	Dark Teal	#005454	0, 84, 84	Brand secondary, H2/H3, data
Neutral	Warm Cream	#F6E7C8	246, 231, 200	Backgrounds, alternate rows
Neutral	Ivory	#FAF8F2	250, 248, 242	Content areas, chart bg
Neutral	Light Gray	#E5E7EB	229, 231, 235	Borders, grid lines, rules
Neutral	Warm Gray	#6B7280	107, 114, 128	Secondary text, captions
Neutral	Charcoal	#2D3436	45, 52, 54	Body text, data labels
Accent	Gold	#C9A84C	201, 168, 76	Premium accent, highlights
Accent	Forest Green	#2D6A4F	45, 106, 79	Positive status indicators
Accent	Amber	#D4A843	212, 168, 67	Caution, attention needed
Accent	Soft Red	#C0392B	192, 57, 43	Negative status, alerts
Accent	Warm Brown	#A3591A	163, 89, 26	Tertiary data series

## Typography Quick Reference

Element	Font	Size	Weight	Color
Display Title	Playfair Display	28–36pt	Bold	Deep Crimson
H1 / Section	Playfair Display	18–24pt	SemiBold	Deep Crimson
H2 / Subsection	Inter	14–16pt	SemiBold	Dark Teal
H3 / Minor	Inter	12pt	SemiBold	Dark Teal
Body	Inter	10–11pt	Regular	Charcoal
Caption / Footnote	Inter	8–9pt	Regular	Warm Gray
Table Header	Inter	9–10pt	Bold	White on Teal/Crimson
Table Data	Inter	9pt	Regular	Charcoal
Button / CTA	Inter	14–16pt	SemiBold	White on Crimson

## Logo Variant Quick Reference

baxterlabs-logo.png → Light backgrounds (white, cream, ivory) baxterlabs-logo-white-text.png → Dark backgrounds (Deep Crimson #66151C, Dark Teal #005454)



## Document Checklist

Before releasing any BaxterLabs deliverable, verify:

#	Check	Standard
1	Logo treatment correct for document type	See Deliverable Branding Matrix
2	Logo variant correct for background color	White-text on crimson; standard on light
3	Header uses correct rule color	Crimson (client) or Teal (internal)
4	Footer uses correct rule color	Gold (client) or Gray (internal)
5	Classification marking present	CONFIDENTIAL, INTERNAL, or DRAFT
6	Body text in Charcoal, not black	#2D3436, not #000000
7	Financial figures follow formatting rules	See Number Formatting table
8	Chart colors follow ordered palette	Teal first, Crimson second, Gold third
9	Status indicators use semantic colors	Green=good, Amber=caution, Red=bad
10	Footnotes in Warm Gray	#6B7280, 8pt
11	Cover page follows template	Crimson band, gold rule, correct logo variant

This Brand Style Guide is a living document. As BaxterLabs Advisory evolves, update this guide to reflect new applications, templates, and brand expressions. All updates require partner approval before distribution.

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