

# Samuel Ames Brand Guidelines

## Purpose & Positioning

I help entrepreneurs turn ideas into polished experiences. I specialize in fast, bespoke websites and h

## Core Values

Reliability • Innovation • Elegance • Speed • Ethics

## Personas

1. Tech-Savvy Startup Founder
  - Age: 30–45, located in urban centers
  - Goals: Rapid MVP launch, modern UX
  - Pain Points: Slow developers, generic templates
2. Creative Solopreneur
  - Age: 25–40, creative industry (design, coaching)
  - Goals: Elegant, on-brand site, minimal upkeep
  - Pain Points: Limited technical know-how, budget constraints

## Color Palette

Primary Accent: Deep Magenta #C71585

Secondary Neutrals:

- Soft White #F9F9F9
- Charcoal Gray #333333
- Light Gray #EEEEEE

Additional Accent: Electric Teal #1ABC9C

## Typography

Headlines: Playfair Display (Google Fonts) – weights 700, 900

Body Copy: Open Sans (Google Fonts) – weights 400, 600

## Imagery Style

Bright & Airy:

- High-key photos with ample white space
- Soft shadows, pastel undertones
- Minimal composition, focus on clarity