**Smart Factory Brand Book**

**Overview**

**Brand Statement:**

2025/2026 Tag line: *Transforming human potential into business reality*.

Since 2011, we have pioneered the fusion of human expertise with advanced methodologies, delivering transformative solutions for upper mid-size and enterprise clients. With over $5 billion in successful projects, we are the partner of choice for C-level leaders seeking secure, scalable AI and digital transformation.

**Mission:**

To empower visionary leaders by manufacturing intelligent solutions that fuse human expertise with advanced technology, driving measurable business outcomes.

**Vision:**

Redefine technology consulting by making AI safe, accessible, and transformative for enterprises, ensuring our clients not only adapt to the future but help shape it.

**Core Values:**

- Excellence in execution

- Security and sovereignty

- Innovation and adaptability

- Partnership and accountability

- Measurable impact

**Unique Value Proposition**:

We deliver elite C-level expertise, proprietary AI tools, and a proven, proprietary Smart Factory method to accelerate growth, optimize operations, and secure your data while keeping the Human-in-the-Loop

**Brand Structure**

Smart Factory - parent brand

- Smart Architects™: Elite fractional leadership for C-suite technology, operations, and digital transformation (Consultant>Partner)

- Smart Engineers™: Multi-disciplinary technology experts (Contractor)

- Smart Assurance™: Specialized quality and testing professionals (Contractor)

- Smart Factory AI Accelerator™: Secure, enterprise-grade AI platform for rapid, risk-managed implementation (technology)

-- AI Synthesizer: AI operators that synthesize the crossroads of AI, creativity, engineering, operations and business process management (Contractor)

**Visual Identity**

Logo

- The Smart Factory logo must always be used as provided

- - Logos may change based on the product/project/market but the core brand is the anchor

- Do not alter, stretch, recolor, or add effects to the logo.

- Use the full-color version on light backgrounds and the white or monochrome version on dark backgrounds.

Color Palette

| Color | HEX | Usage

|---------------------|--------------|---------------------------------|

| Deep Blue | #1A2340 | Primary, backgrounds, headers

| Emerald Green | #2AD18B | Accents, CTAs, highlights

| Slate Gray | #505A6B | Secondary backgrounds, text

| Gold Accent | #FFD166 | Highlights, icons, buttons

| White | #FFFFFF | Backgrounds, text, contrast

Typography

Headlines: Inter, Bold, All Caps, tracking +2%

Body Text: Inter, Regular, sentence case

Emphasis: Inter, SemiBold, Italic

Minimum font size: 16px for body, 32px for main headlines

Imagery

Use high-resolution images that reflect innovation, enterprise scale, and human expertise.

- Use custom iconography for each consultant type and the AI Accelerator.

Iconography & Illustration

- All icons must be custom, flat, and line-based, using the primary color palette.

- Illustrations should be minimal, geometric, and reinforce the “Factory” and “AI” themes.

Messaging & Voice

Tone of Voice

- Authoritative, direct, and confident

- Aspirational but grounded in measurable outcomes

- Speaks to C-level decision-makers and visionaries

- Avoid jargon and buzzwords; focus on clarity and impact

Sample Messaging

-Elevator Pitch:\*\*

"Smart Factory partners with C-level leaders to deliver secure, scalable AI and digital transformation, driving measurable business outcomes across industries."

Color Usage

- Primary color (Deep Blue) must dominate backgrounds and headers.

- Emerald Green and Gold Accent are for highlights and calls to action only.

- Maintain high contrast for accessibility.

Typography Usage

- Headlines should be bold and prominent.

- Body text must be legible and concise.

- Never use decorative or script fonts.

Layout

- Use a single-page, scroll-based layout with clear section breaks.

- Navigation should be sticky and allow smooth scrolling.

- All CTAs must be prominent and use the accent colors.

Responsiveness

- All brand assets must scale and reflow seamlessly across desktop, tablet, and mobile.

- Minimum touch target size: 48x48px.

Accessibility

- All text and visual elements must meet WCAG 2.1 AA standards.

- Provide alt text for all images and icons.

Social Presence

- Social icons for LinkedIn, Discord, GitHub, and YouTube must appear in the footer.

- Use only approved icon files and brand colors.

- Messaging on social channels must align with the brand voice.

Contact & Lead Capture

- All inbound contact must be routed through the AI-powered chatbot.

- Chatbot must qualify leads by role, company size, and budget.

- No email forms; all CTAs direct to chatbot.

Brand Governance

- For questions about brand usage, contact: contact@smartfactory.io

- Only use assets from the official brand asset library.

- All external vendors and partners must adhere to these guidelines.

Metadata & SEO

- Each section and asset must include:

- Title tag (≤ 60 characters, using primary keywords)

- Meta description (≤ 155 characters)

- Schema.org markup for Organization, Product, and Person

- Open Graph and Twitter Card metadata for social sharing

Primary Keywords:

Smart Factory, AI consulting, enterprise AI, digital transformation, C-level consulting, AI Accelerator, quality assurance, innovation, technology consulting, Doug Richards, Kansas City, ERP, SalesForce, Sitecore, Development, Testing, ISO Testing, Project Management, Consulting, Contractors, Management Consulting, Leawood, Overland Park, Insurance technology, AgTech, Agriculture technology, FinTech, Financial Services technology,

Brand Book Maintenance

- This brand book is a living document.

- Updates will be issued quarterly or as needed.