Brand system — my quick advice before you formalize

1) Architecture & when to use each

- **InsightfulAffiliate** = parent trust brand across funnels, SEO articles, and education pages.

- **NextGenCopyAI** = product sub-brand for prompts, templates, and copy systems.

- Use the **"NextGenCopyAI by InsightfulAffiliate"** lockup on: landing-page hero bars, email footers, checkout/thank-you sections. Use stand-alone **NextGenCopyAI** on product lead magnets or tool pages, but add the "by IA" trust strip nearby.

2) Color & accessibility (dark tech palette)

- Primary gradient arc: **Electric Purple → Neon Cyan**; keep the icon white/ink for contrast.

- Dark BG: **Deep Space #0B0B12**; Body text: **White**; Muted notes: **Soft Lilac** (avoid lilac on white at small sizes).

- Aim for **AA contrast** on buttons/text; add a subtle outer glow to the icon on very dark panels for legibility.

  Palette (from your dark/techy preference):

  ➔ Deep Space #0B0B12 (BG)
  ➔ Electric Purple #8A5CF6 (primary accent)
  ➔ Neon Cyan #2DE2E6 (secondary accent)
  ➔ Soft Lilac #CBB6FF (support)
  ➔ Ink #111216 / White #FFFFFF (text)

3) Logo usage rules (practical)

- Minimum sizes: **24px** icon only; **160px** wordmark + icon.

- Safe area: keep padding equal to the dot above the nib.

- On **light** backgrounds use the **dark-fg** wordmark; on **dark** use the **light-fg** wordmark.

- You now have **320w/240w** PNG fallbacks for headers (download in the zip).

4) Type scale (clean & conversion-friendly)

- **Headings:** Poppins or Sora (Bold).

- **Body/UI:** Inter (Regular/Medium).

- Suggested sizes: H1 36–44, H2 28–32, H3 22–24, Body 16–18, Buttons 16 (Medium).

- Line-height: 1.2 headings / 1.6 body. Tighten letter-spacing slightly on big headlines.

5) CTA patterns (keep consistent across brands)

- **Primary:** filled pill, subtle gradient (Purple→Cyan), white text.

- **Secondary:** outline pill with gradient stroke, text in Electric Purple.

- Microcopy: "Get the Free Starter Stack" (IA) vs "Grab the Prompt Pack" (NGCAI).

- Always show the **plain-English disclosure** on salesy pages & in email footers.

6) Voice guidelines

- **InsightfulAffiliate:** practical, low-hype, step-by-step. Use evidence and checklists.

- **NextGenCopyAI:** crisp, tool-savvy, outcome-first. Lead with demos and prompts, not features.

Build order (fastest path)

1. **Publish pages** using the copy pack: squeeze → thank-you (add Koala secondary CTA w/ coupon).

2. **Create Campaign** in systeme.io and paste **Emails 1–7**.

3. **Set global footer** with the IA→NGCAI endorsement lockup + disclosure line.

4. **Add two discovery posts** next (outline included): **Rytr vs Koala**, **Best Budget AI Writers 2025**.

Need me to generate a one-file **"copy-and-paste CSS"** for buttons/gradients and the lockup spacing so your headers match across both brands? I can ship that next, or produce a ready HTML head include if you want me to standardize favicons/OG/Twitter tags around your existing assets.