

PivotReady Brand Style Guide (Web Version)

Brand Essence

Mission: Empower non-traditional founders to build confidence and sustainable businesses through strategic tools, advising, and lean MVPs.

Tone of Voice: Clear, confident, slightly edgy, with warmth and encouragement.

Core Attributes: Trustworthy, modern, approachable, quietly bold.

Color Palette

Slate Teal: #4A7C74 - Primary (headers, buttons) - Calm, trustworthy, grounded innovation

Sunstone Coral: #E27D60 - Accent (CTAs, icons) - Energetic, hopeful, transitional warmth

Sandstone: #F2E5D7 - Backgrounds - Human, approachable, natural elegance

Arctic Mist: #EDF6F9 - Cards, white space - Clean, modern, confident

Ink Graphite: #2F2F2F - Text - Strong, serious, refined

Typography

Primary Font: Lato Body copy, subheads Modern sans-serif with clarity

Headline Font: Fieldwork Geo (or Montserrat) Hero sections, CTAs Friendly, geometric.

Imagery & Graphic Style

Style: Clean, editorial, soft lighting

Subjects: Diverse people, working environments

Graphics: Subtle overlays, warm tones, no clutter.

Tone of Voice & Messaging

Clear: Direct, jargon-free

Encouraging: Supportive, not hype

Modern: Trend-aware, natural tone

Slightly Edgy: Witty or boldly phrased lines

Logo Usage

Use centered with tagline 'Are You PivotReady?'

Keep 1x 'P' space around logo

Avoid stretching or placing on cluttered backgrounds.

Applications

Website: Teal headers, Sandstone sections, Mist cards

App UI: Graphite text on Mist, Coral for highlights

Social: Coral CTAs, Graphite text

Decks: Sandstone backgrounds with Teal titles

CTA Examples

Lets Build It Smarter. Coral on Teal

Validate Before You Launch. Graphite on Mist

Youre One Pivot Away from Profit. Coral over Sandstone