



# GoScale Media — Brand Guidelines (Premium Edition)

## Hero Tagline

Unlocking Ad Potential for Brands and Teams Ready to Scale.

## Core Values

- 1. Strategic Excellence:** Every decision is rooted in data, insight, and long-term growth impact.
- 2. Transparency:** Open communication, clear reporting, and honest recommendations.
- 3. Performance Obsession:** Relentless focus on results, optimization, and improving ROAS.
- 4. Partnership First:** We operate as an extension of your team — whether you're a brand or agency.
- 5. Scalability:** Systems, workflows, and strategies designed to help clients break past their limits.
- 6. Innovation:** Continuous testing, adopting new tools, AI workflows, and optimizing what already works.

## Brand Purpose

GoScale Media empowers brands, startups, and agencies with performance-driven ads strategy, consulting, and optimization to scale revenue efficiently and sustainably.

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## Brand Colors

Charcoal — #2E2E2E



Teal — #2DD4BF



Off-White — #FAFAFA



Coral — #FF6B6B



Steel Blue — #6D8CA6



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## Typography

**Headlines:** Satoshi Bold

**Body Text:** Outfit Regular

Tone of voice: confident, strategic, clear, and focused on growth. Avoid filler and use high-value messaging that resonates with founders, e-commerce brands, and agencies.

## Visual Style

The GoScale identity emphasizes clarity and modernity. Expect generous spacing, clean grid layouts, simple iconography, and branded accents using Teal, Coral, and Steel Blue. Present data clearly and highlight insights that drive action.

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## Website Hero Structure

**Headline:** Unlocking Ad Potential for Brands and Teams Ready to Scale.

**Subheadline:** Data-driven ad performance for growing brands, startups, and busy teams.

**Primary CTA:** Book a Strategy Call

**Secondary CTA:** Request an Audit

## **Services Offered**

- Ads Audit & Optimization
- Growth & Performance Strategy Consultations
- Meta, Google, TikTok, and Cross-Channel Campaign Management
- Overflow support for agencies needing expert extra hands
- Creative strategy consulting and testing frameworks