# Keep your brand consistent—even when you're sprinting.

**Built For Seed-Stage Founders And CMOs Managing Brand, Product, And GTM Under Pressure.**

GEEKS for GROWTH

## BRAND GUIDE SNAPSHOT

This one-pager is your team's cheat sheet for staying visually and verbally aligned

✅ **Brand Name & Product Name**

- **Company Name:** [Startup Name]
- **Main Product Name(s):** [List core products/modules]

🎨 **Logo Rules**

- Primary logo: [insert sample or placeholder]
- Logo variants: [horizontal, stacked, favicon]
- Minimum size: [e.g., 120px width]
- Don't: stretch, recolor, or apply shadows
- Approved use cases: site header, pitch deck, investor emails

🌈 **Colors & Typography**

- Primary Color: #XXXXXX
- Accent Color: #XXXXXX
- Background Color: #XXXXXX
- Font Pair: [e.g., Inter (headlines), Lato (body)]
- Contrast ratio guideline: 4.5:1 minimum for text

📣 **Brand Voice Overview**

- **Tone:** Assertive but helpful. No jargon.
- **Keywords we use:** fast, clear, founders, MVP, clarity, validate
- **Keywords we avoid:** disruption, synergy, next-gen, "game-changer"
- **Messaging does:** Show empathy for founder chaos
- **Messaging doesn't:** Speak like a corporate brand or VC

## SOCIAL POSTING DOS & DON'TS

For LinkedIn, Twitter/X, and product launches

| ✅ *DO* | ❌ *DON'T* |
|---|---|
| • Share your founder journey authentically | • Post unreviewed decks or design screenshots |
| • Use our core brand tone (confident, real, tactical) | • Use meme formats without relevance |
| • Tag team members, investors, and partners | • Share investor updates publicly |
| • Follow post format: Hook ➜ Insight ➜ CTA | • Use off-brand fonts or unvetted visuals |
| • Use image cards with the approved color palette | • Copy other startups' posts verbatim |

## HEADSHOTS & DESIGN FILE MANAGEMENT

How to avoid version chaos and stale assets

### 📸 Headshots

- Style: Neutral background, high-res, square crop

- Update frequency: Once per year or after a major life/work update

- Use cases: Decks, PR, About page

### 🗂️ Design File Naming

- [StartupName]_PitchDeck_v1_FounderUse

- [StartupName]_ProductScreens_Launch_April25

- [StartupName]_Logo_Primary_Color_RGB

- Store all assets in: /Brand Assets Google Drive folder + Figma team library

## WHO SIGNS OFF ON WHAT

So the "final" version is final.

| Asset Type | Owner / Approver | Update Frequency |
|------------|------------------|------------------|
| Pitch Deck | Founder + Design Lead | Every new round |
| Website Homepage | Founder / Head of Growth | Monthly or major shift |
| Social Templates | Brand Lead | Quarterly |
| Team Bios | Each Member + Brand Lead | Bi-annually |
| Case Studies / Press | Founder + Marketing Lead | On publication |

🚀 **Need Help Scaling This?**

Geeks for Growth specializes in branding systems for fast-moving startups.
Book a 15-min Brand Audit ➔