

SITE AT WORK

BRAND IDENTITY STANDARDS - LOCKED MASTER



WEB MEETS WORKFLOW

Official tagline	WEB MEETS WORKFLOW
Website	siteatwork.com
Version	1.0 - approved production handoff

1. Brand foundation

The identity supports a professional website-and-workflow service for owner-led businesses.

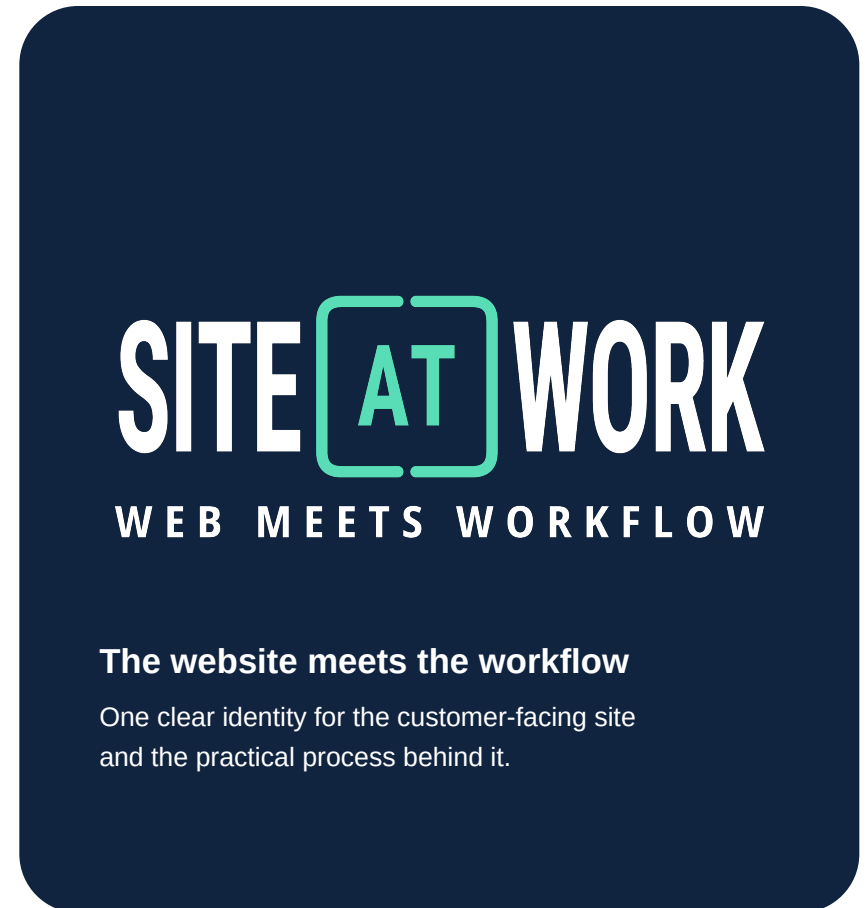
Brand promise

A professionally designed business website connected to the practical customer workflow behind it.

The brand should feel capable, modern, organized, approachable, and useful without looking like SaaS, crypto, construction, or a generic freelance web agency.

Visual principles

- Professional and established
- Modern without being trendy
- Intelligent and practical
- Confident but human
- Memorable at a distance
- Simple enough for everyday use



2. Approved logo system

Use the supplied artwork. Never retype or redraw the wordmark.



PRIMARY - light backgrounds



ALTERNATE - light backgrounds



PRIMARY REVERSED - dark navy



ALTERNATE REVERSED - dark navy

No-tagline versions are included for small headers and compact applications. When the tagline is used, it must always be complete.

3. Locked geometry and spacing

These rules prevent the exact mistakes that occurred during concept development.

Center symbol

- The outer symbol is always a true 1:1 square.
- There are exactly two breaks: one centered at the top and one centered at the bottom.
- The AT is centered inside the square.
- Do not stretch, compress, rotate, close, or alter the square.



Clear space

Maintain clear space equal to at least one-half of the square symbol height around the complete lockup.

Minimum recommended widths

- With tagline: 320 px digital / 2.0 in print
- Without tagline: 240 px digital / 1.5 in print
- Standalone symbol: 32 px digital / 0.35 in print

4. Color system

Use exact HEX values for digital implementation.



Deep Navy

#10233F



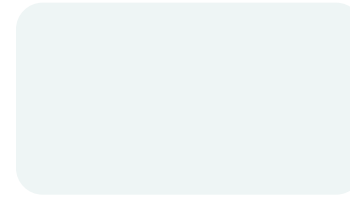
Electric Blue

#1687E6



Mint

#58DDB6



Soft Off-White

#EEF5F5



White

#FFFFFF

Approved assignments

- Primary: navy wordmark + mint square/AT + blue tagline
- Alternate: navy wordmark + blue square/AT + mint tagline
- Reversed primary: white wordmark + mint square/AT + white tagline on navy
- Reversed alternate: white wordmark + blue square/AT + mint tagline on navy

Accessibility notes

Use navy for normal body text. Blue is appropriate for large text and accents. Mint should not be used as body text on white. Mint performs strongly as an accent on deep navy. Do not rely on color alone to communicate meaning.

5. Typography and website implementation

The logo is outlined artwork. It must not be recreated with live type.

Logo lettering

Use the supplied SVG master. The SITE / WORK outlines, compression, and spacing are part of the logo design.

Do not type the name in a similar font and do not substitute another condensed typeface.

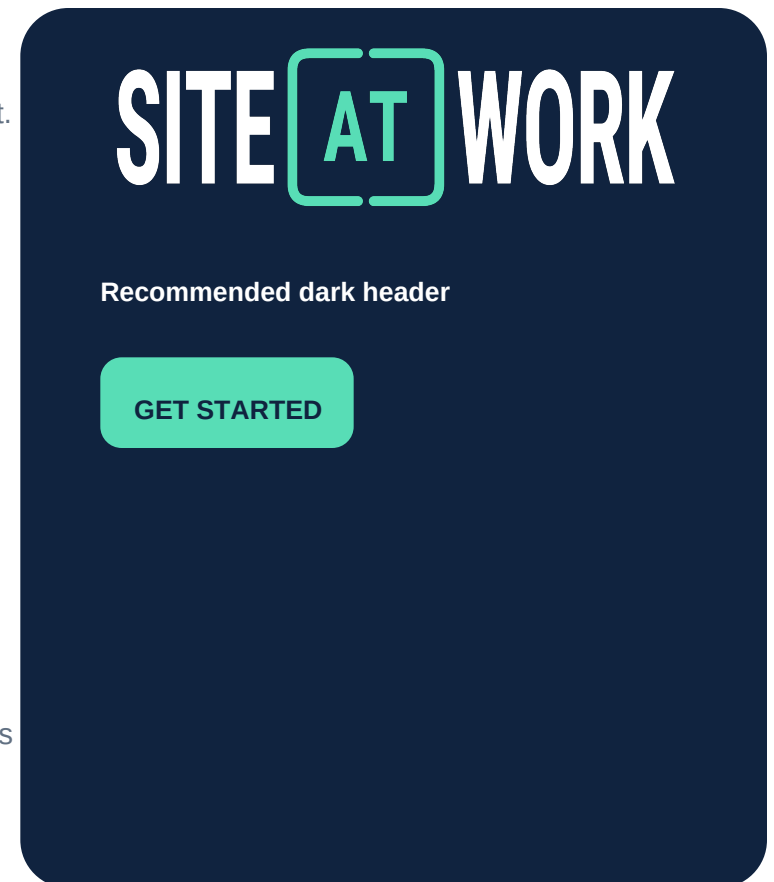
Recommended website typography

Headlines: a strong condensed sans-serif that complements the logo without copying it.

Body and interface: Inter, Roboto, or another highly readable modern sans-serif.

Header implementation

- Use SVG as the master web asset.
- Use the no-tagline version in compact headers if necessary.
- Use the full-tagline version in footer, hero, brand, and presentation contexts.
- Preserve intrinsic aspect ratio. Never set both width and height in a way that distorts
- Use descriptive alt text: "Site at Work - Web Meets Workflow".



6. Incorrect uses

Any of these changes invalidates the approved logo.

Never:

- Change the SITE / WORK lettering or letter spacing
- Turn the square into a rectangle
- Use one break, three breaks, or no breaks
- Move or resize the AT inside the square
- Shorten, rewrite, or partially display the tagline
- Add gradients, shadows, bevels, outlines, or 3D effects
- Use unapproved colors
- Stretch the SVG or PNG
- Place the logo on a low-contrast background

DO NOT REDRAW

Use the production files in this package.

The approved square is already exact.

The approved lettering is already outlined.

The approved spacing is already locked.

7. Package contents and developer handoff

Everything required for the website project is contained in one ZIP.

01_Brand_Guidelines	Full PDF standards, quick-reference sheet, and brand board.
02_Logo_Files	SVG, vector PDF, EPS, primary, alternate, reversed, and one-color files.
03_PNG	Transparent high-resolution PNGs and on-background previews.
04_Web_Assets	Header logos, favicons, app icons, social avatars, and Open Graph images.
05_Developer_Handoff	CSS variables, JSON tokens, implementation notes, and locked specification.
06_Reference	Approved visual reference and production proof.

Source of truth

For website implementation, the SVG files in 04_Web_Assets/Header are the controlling production assets.

For print or fabrication, use the vector PDF or EPS files in 02_Logo_Files.