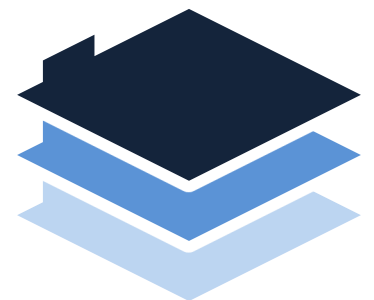


Stacked Intelligence

Branding Guide

Version 1.0 · October 2026

How to use the Stacked Intelligence logo, colors, type and voice, so everything we make looks like one company.



Contents



1 Logo	3	4 Voice and messaging	9
1.1 Logo design	3	How we sound, taglines, words to use	9
1.2 Clear space and sizing	4		
1.3 Logo versions	5		
1.4 Logo misuse	6		
2 Color palette	7	5 Imagery and video	10
Colors and guidelines	7	Photo style and video guidelines	10
3 Typography	8	6 Web presence	11
Primary and backup fonts, type scale	8	Landing page and interface rules	11
		7 Brand in use	12
		Business card and email signature	12



Our primary logo

The horizontal logo is our main signature. Use it first, whenever the space allows: website headers, documents, email and print.

What it means

Three folders, stacked like layers. It comes from the Stacked Folder Method: each folder holds one piece of what a business knows or does, and stacked together they become an assistant that works the way the business works. The top folder is darkest because the finished result rests on the layers beneath it.

The two parts

The mark: the three folders. **The wordmark:** "Stacked" in Manrope Bold and "Intelligence" in Manrope Light. Keep the two parts together, at the spacing in the logo files.

1.2 Clear space and sizing



Clear space



Keep an empty margin around the logo on every side. The margin, **x**, equals the height of the capital "S" in Stacked. No text, photo edge or other graphic should come inside it.

Minimum sizes



Horizontal logo

Print: 1.5 in wide · Screen: 160 px wide



Stacked logo

Print: 1 in wide · Screen: 96 px wide



Icon

Print: 0.25 in wide · Screen: 16 px (browser tab)

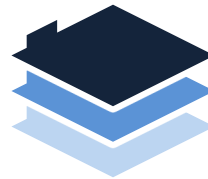
Below these sizes the name gets hard to read. When space is tight, switch to the stacked logo or the icon instead of shrinking further.

1.3 Logo versions



Stacked, color

Square spaces: social posts, signs, the cover of a kit.



Icon, color

Small spaces: profile pictures, browser tab, app icon. Only where the name appears nearby or is already known.



One-color black

One-ink printing, vinyl, stamps, engraving, faxes and black-and-white copies.



Stacked, one-color black

Same uses as the black logo, in square spaces.



White, on navy

Only on Navy or another dark, plain background. Never on a busy photo.



Icon, white on navy

Profile pictures and app icons with a navy background.

1.4 Logo misuse



Always use the logo files exactly as supplied. These are the most common mistakes.



Don't stretch or squash it

Resize from a corner so the shape stays the same.



Don't change the colors

Use only the color, black or white versions.



Don't add effects

No shadows, glows, outlines or 3D.



Don't tilt or rotate it

The logo always sits level.



Don't place it on busy backgrounds

Use a plain white or Navy area instead.



Don't use the color logo on dark

The navy parts disappear. Use the white logo.

2 Color palette



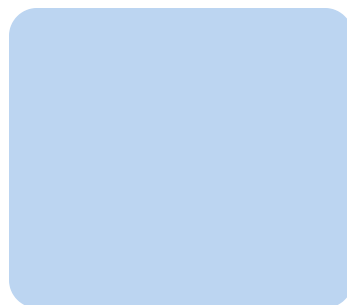
Navy

HEX #14243B
RGB 20 36 59
CMYK 66 39 0 77



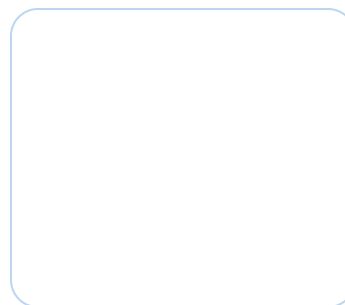
Layer Blue

HEX #5B93D6
RGB 91 147 214
CMYK 57 31 0 16



Light Blue

HEX #BCD5F1
RGB 188 213 241
CMYK 22 12 0 5



White

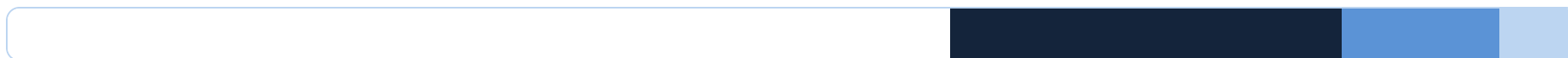
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0



Slate (support)

HEX #4A5568
RGB 74 85 104
CMYK 29 18 0 59

HOW MUCH OF EACH



White 60% Navy 25% Layer Blue 10% Light Blue 5%

White is the main color. Pages should feel open and light, never dark and heavy.

Navy is for headlines, body text, buttons and the logo.

Slate is for secondary text like captions and footers.

Layer Blue is an accent. Use it for lines, icons and highlights. Don't use it for small text on white; it's too light to read easily.

Light Blue is for soft backgrounds, borders and dividers.

Printing: the CMYK numbers are starting values. Ask your printer for a proof and match it to the screen colors.

3 Typography



PRIMARY FONT

Aa **Manrope**
Free from Google Fonts

Light: large quotes and the word "Intelligence"

Regular: body text

SemiBold: subheadings and buttons

Bold: headlines

ExtraBold: big titles, used sparingly

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BACKUP FONT

Arial, only where Manrope isn't available, such as email messages or a Word file opened on someone else's computer.

TYPE SCALE (SCREEN SIZES)

Headline Bold · 40 px

Section heading Bold · 28 px

Subheading SemiBold · 20 px

Body text for reading Regular · 16 px

SMALL LABEL Bold caps · 12 px

In print, body text is 10 to 11 pt.

GUIDELINES

Write headlines in sentence case. Save ALL CAPS for small labels, with extra letter spacing.

Align text to the left. Keep lines to about 70 characters.

Don't use Light below 18 px; it gets too thin to read.

Never stretch, outline or squeeze letters, and use no other fonts.

4 Voice and messaging



HOW WE SOUND

Polished

Professional and put-together, like a top agent's listing presentation.

Plain-spoken

Everyday words. No tech jargon. Short sentences.

Precise

Every claim is exactly true. We pick the exact word.

Uplifting

AI makes people stronger. It doesn't replace them.

TAGLINE OPTIONS (DRAFT)

Augmenting the people who run your business.

Your AI. Your know-how.

Stack what you know.

OUR PROMISE, IN ONE LINE

You'll own your AI, plus the know-how to keep growing it.

SAY THIS, NOT THAT

Say this	Not that
"It's your AI, and you own the data."	"I never see your data."
"Get hours back on follow-ups and paperwork."	"Revolutionize your business with AI."
"An assistant set up the way you work."	"Cutting-edge agentic LLM workflows."
"Helps your team get more done."	"Replace your staff with AI."

Words we use: set up, your assistant, own, hours back, step by step, your voice

Words we avoid: revolutionary, game-changer, guaranteed, LLM, RAG, agentic

GIVING CREDIT

When we explain the Stacked Folder Method, we always say it is built on Jake Van Clief's ICM folder system.

5 Imagery and video



Photo to come

Owners and agents at work

Real local people in their own offices, cars and storefronts.

PHOTO TREATMENT

Bright, natural light. True colors, no filters.
Rounded corners (12 px) on web and slides.
Put text beside photos, not on top of them.
Use your own photos, with permission from anyone shown.



Photo to come

Working side by side

Teaching moments: two people at one laptop, a small team at a table.

AVOID

Robots, glowing brains, circuit boards and neon. They date fast.
Generic stock photos of people pointing at screens.
Dark, moody photos and heavy shadows.
Screenshots that show any client's private information.



Photo to come

Calm, organized workspaces

Tidy desks, labeled folders, natural light. The feeling of order.

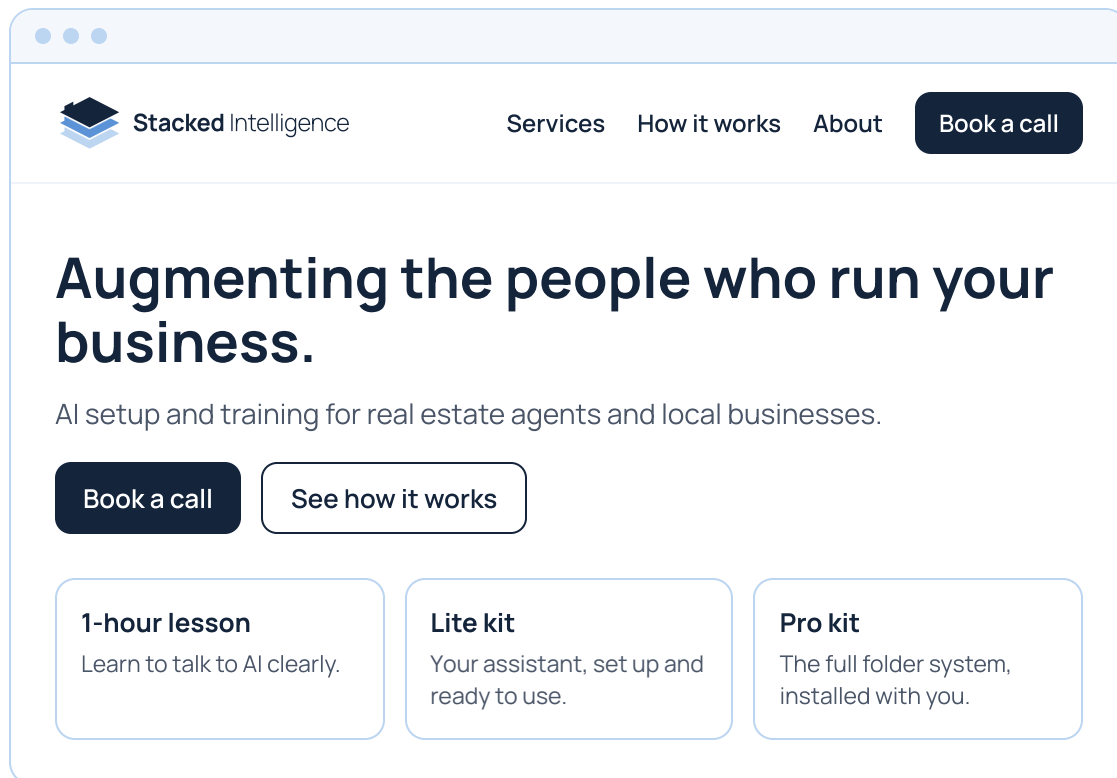
VIDEO GUIDELINES

Shoot 16:9 for the web, 9:16 for phone stories.
Open on a white title card with the logo.
Name labels: Navy text on a white bar, bottom left.
Always turn on captions.
End on the stacked logo and contact details.

6 Web presence



LANDING PAGE



Sample layout. Final wording and sections to be confirmed.

INTERFACE (UI)

Primary button

Secondary

Buttons: Navy, 10 px corners, at least 44 px tall. One primary button per screen.

Links: Navy and underlined.

Cards: white, 1 px Light Blue border, 12 to 16 px corners.

Spacing: multiples of 8 px. Leave plenty of white space.

EXPERIENCE (UX)

One clear next step on every page: book a call.

Design for phones first; many visitors will open the site from a text or social post.

Plain headings that say what the visitor gets.

Keep text dark on light so it is easy to read.

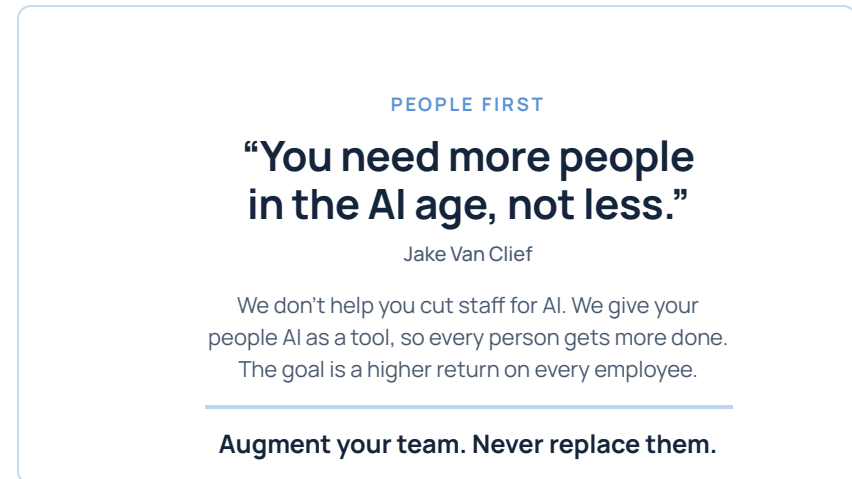
7 Brand in use



BUSINESS CARD · 3.5 × 2 IN

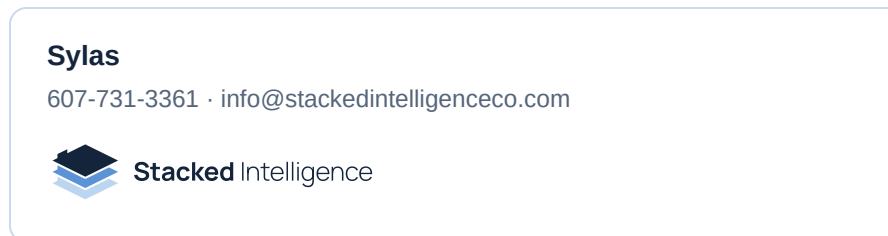


Front · QR code opens the website



Back

EMAIL SIGNATURE



GOOD HABITS

Use the logo files from the logo pack. Never retype the name in a different font.

Email: use the signature logo file, shown at about 170 to 250 px wide, with text in Arial.

Print on bright white, heavy card stock.

Keep it simple: no banners or extra images.



Stacked Intelligence



Questions about the brand?

Sylas · 607-731-3361 · info@stackedintelligenceco.com

© 2026 Stacked Intelligence. All rights reserved.

Manrope typeface by The Manrope Project Authors, used under the SIL Open Font License.

The Stacked Folder Method is built on Jake Van Clief's ICM folder system.