THE BRAND OPERATING SYSTEM

BRAND GUIDELINES.

VOL. 02.1 · 2026

CHICAGO, IL

6 PARTS · 45 PAGES

BE LOUD. BE BOLD.

SEC 02 · INDEX

CONTENTS.

Six parts. Twenty-six sections. Forty-four pages of operating system for every surface the brand touches.

VOLUME
02.1 · 2026

EXTENT
45 PAGES

STRUCTURE
6 PARTS

I. FOUNDATION

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SEC 03 | WHO WE ARE · BRAND FOUNDATION

A MARKETING AGENCY ENGINEERING BRAND SYSTEMS THAT SCALE.



Chicago based. Operationally complete. Selectively partnered. Bright Ideas Company engineers the ideas, systems, and strategies that help brands form their foundation, scale up, and maintain market dominance across strategy, video, photography, design, web, paid media, and growth infrastructure.

WHAT MAKES BRIGHT IDEAS DIFFERENT BY DESIGN.

REFERENCE / 03.1
FOUNDATION
POSITIONING

— POSITIONING STATEMENT

We don't just create content. We create opportunity. Every engagement ends with more value than the client paid for, and knowledge they didn't arrive with.

Bright Ideas Company is a Chicago based marketing agency built for visionary founders, operators, corporations, hospitality groups, nonprofits, and growing organizations who refuse to be average. We work as a partner, not a vendor, at every stage of growth.

— THE PROMISE

"WE'LL MAKE A WAY."

— TAGLINE · PROMISE · CLOSING LINE OF EVERY CONVERSATION

10+	07	06	03
YEARS IN BUSINESS	CORE SERVICE LINES	YEARS WITH WDB	BRANDS · 7TH FLOOR

— 2015 · THE MOMENT

BORN FROM A CALLING. NOT A PLAN.

— 01 · THE MOMENT

Working at Walmart's home office, Tony drove to meet CEO Doug McMillon at 3 AM and fell asleep at the wheel. The car rode the guard rail through empty Missouri farmland. He woke up. Car destroyed. Not a scratch on him.

— 02 · THE WORD

Doug flew Tony to the home office. Patty LaBelle was there. She hugged him and said, "Baby, I don't know why I'm telling you this, but you need to do you." He didn't know why she said it. He never forgot it.

— 03 · THE DECISION

The next month, his son was born. Holding him, Tony said, "I can't leave you Walmart. It's not my company." That was it. Bright Ideas Company was born from a calling, not a plan.

TEN YEARS.
ONE TRAJECTORY.

REFERENCE / 04.1
ORIGIN TIMELINE
2015 — 2026

OCT 2015

THE CALLING

Near-fatal accident in Missouri. The decision begins.

APR 2016

SKYTEAMMEDIA

Launched with Corey Lanier & Shabriah Davidson.

2018

THE RESTART

Bad investment forces a restart. Bright Ideas Company is born.

2020 +

WDB PARTNERSHIP

Six years running with WDB Marketing. Legacy Weekend established.

2024

7TH FLOOR HOSPITALITY GROUP

Three hospitality brands, one agency, full management.

2026

VOL. 02 STANDARDS

The standard is set. The operating system is locked.

— FOUNDER

TONY PLEDGER.

From a guardrail in Missouri to a brand operating across strategy, video, photography, design, web, paid media, and growth. Over a decade of compounding craft, partnerships, and discipline. Chicago is the home base. The next decade is the chapter where Bright Ideas Company becomes the standard.

Naming, for the record: the Bright Ideas Company name dates to the 2018 restart from SkyTeamMedia. The 2026 relaunch is the relaunch of an established company, not a name change.

WHAT WE DO.
WHERE WE'RE GOING.
WHY WE EXIST.

REFERENCE / 05.0
MISSION · VISION
PURPOSE

MISSION · WHAT WE DO

EMPOWER BRANDS WITH SYSTEMS THAT SCALE.

Strategic content, brand assets, and marketing systems engineered to drive real growth and lasting impact for every brand we touch.

DAILY OPERATION

Every deliverable is measured by its ability to move the needle for the client's business.

VISION · WHERE WE'RE GOING

THE STANDARD AGENCIES MEASURE AGAINST.

A nationally recognized powerhouse that sets the standard for how brands use content to scale, influence, and lead their industries.

FIVE-YEAR HORIZON

Chicago is the start. National presence is the trajectory. Category leadership is the outcome.

PURPOSE · WHY WE EXIST

TO MAKE A WAY FOR EVERY VISION.

Clients shouldn't have to choose between premium creative and real business outcomes. We exist to deliver both, and to leave each client more educated than we found them.

FOUNDING CALLING

Born from a calling, not a plan. Every project carries that weight.

WE DON'T JUST CREATE CONTENT. WE CREATE OPPORTUNITY.

REFERENCE / 06.0
OPERATING PRINCIPLES
FOUR PILLARS

PRINCIPLE 01

VALUE OVER PRICE.

Clients always walk away with more than they paid for. Value is the baseline promise, not a bonus or a closing gesture.

— APPLIED IN PRICING

PRINCIPLE 02

EDUCATION FIRST.

Every client leaves knowing more than when they arrived. Empowerment through knowledge is as important as the deliverable itself.

— APPLIED IN MEETINGS

PRINCIPLE 03

STORE WITHIN A STORE.

Every team member owns their lane. Empowered individuals produce extraordinary work, and that work powers client results.

— APPLIED IN OPERATIONS

PRINCIPLE 04

BE LOUD. BE BOLD.

We never shut down a client's vision. We find the right idea inside that vision and bring it to life. Volume is part of the work, visually, verbally, operationally.

— APPLIED EVERYWHERE

— INTERNAL TEST

Before we ship anything, ask: *"Did the client walk away with more value than they paid for, and more knowledge than they had?"* If the answer is no, the work isn't done.

— CLIENT-FACING TEST

Before we present anything, ask: *"Does this make our client look smart in their next meeting?"* Empowerment is a deliverable, not a side-effect.

— CRAFT TEST

Before we approve anything, ask: *"Would this stand next to work from a brand we admire?"* If not, refine. We measure against the top, not against the average.

SEC 07 | AUDIENCE · IDEAL CLIENT PROFILE

WE DON'T WORK WITH EVERYONE.

We work with the right ones. Bright Ideas Company is built for value-driven, growth-focused leaders who respect expertise and give the work the time it needs. Six client archetypes. Six modes of engagement. One standard.

SIX ARCHETYPES. ONE STANDARD.

REFERENCE / 07.1
IDEAL CLIENT PROFILE
ARCHETYPES

01 · INDIVIDUAL-LED

THE VISIONARY.

Founder led brands building correctly. No shortcuts. Seeks expertise at the highest level and is ready to invest in their brand's future.

02 · CORPORATE

THE OPERATOR.

Operating at scale. Needs consistent output across departments. Values long-term partnerships and full stack execution over one-off projects.

03 · HOSPITALITY

THE HOST.

Multi-property hospitality groups managing brand consistency across consumer touchpoints: social, web, content, and live experience.

04 · NONPROFIT

THE MISSION.

Mission-led organizations needing premium creative without losing soul. Brand work that helps storytelling, fundraising, and community trust.

05 · PERSONAL BRAND

THE VOICE.

Authors, executives, and culture-shapers turning personal expertise into a recognizable brand asset that earns leverage and attention.

06 · GROWING ORG

THE CLIMBER.

Mid-stage companies past startup, not yet enterprise. Looking for a partner who can scale their marketing engine without scaling their headcount.

WHO BRIGHT IDEAS COMPANY IS FOR

- ✓ Value-driven, non-price-conscious
- ✓ Growth-focused & analytical
- ✓ Open to expert direction
- ✓ Respects creative space
- ✓ Plays the long game
- ✓ Selective about partners

WHO BRIGHT IDEAS COMPANY IS NOT FOR

- ✗ Lowest-bidder mindset
- ✗ "We need it by tomorrow"
- ✗ Order-taker expectations
- ✗ Vague success criteria
- ✗ Trend-chasing without strategy
- ✗ No respect for the craft

SEC 08 | FIVE TRAITS · ONE BRAND

BOLD.
STRATEGIC.
EMPOWERING.

Culturally aware. Results-driven. Five traits that show up in every room, visually, verbally, operationally. The personality is the brand. It is non-negotiable across every team member, deliverable, and surface.

HOW EACH TRAIT SHOWS UP.

REFERENCE / 08.1
VISUAL · VERBAL
OPERATIONAL

TRAIT	VISUALLY	VERBALLY	OPERATIONALLY	CODE
01 BOLD.	Oversized type. Deep blacks. High contrast. Decisive crops. No hedging in composition.	Direct statements. Short sentences. No filler. No hedging. Confidence in every claim.	Lead with the recommendation, then explain the reasoning. Show up early. Set the pace.	BLD/01
02 STRATEGIC.	Every element earns its place. No decoration without purpose. Layout serves the message.	Every word tied to a business outcome. Creativity without strategy is just art.	Document the goal before the deliverable. Measure against business impact, not impressions.	STR/02
03 EMPOWERING.	Hero space for the client's brand, not ours. We are the engine, not the celebrity.	"Here's the idea inside your vision." Educate in plain language. Leave them smarter.	Every engagement ships an asset and a lesson. The client leaves better equipped.	EMP/03
04 CULTURALLY AWARE.	Real environments. Real people. Authentic representation. No stock. No flattening.	Speak with the cadence of the audience, not the boardroom. Reference what's real.	Casting, production, and messaging reflect the audience accurately and without irony.	CUL/04
05 RESULTS-DRIVEN.	Proof leads. Numbers on the page. Outcomes shown, not implied.	Speak in growth, ROI, and reach. Avoid abstract creative language with clients.	Every engagement reports on impact, not effort. KPIs defined at kickoff, reviewed at close.	RES/05

BRIGHT IDEAS COMPANY IS NOT — CORPORATE · GENERIC · PASSIVE · TRANSACTIONAL · TEMPLATED · RUSHED

HOW BRIGHT IDEAS COMPANY COMMUNICATES.

REFERENCE / 09.0
SAY THIS · NOT THIS
VOICE SYSTEM

PRINCIPLE

APPLE POLISH. WWE ENERGY.

Bright Ideas Company speaks like a brand that knows its worth, where every word earns its place, like a storyteller that knows how to land. Polished, but never bored. Direct, but never dry. Confident, but never careless.

TONE LADDER

SURFACE	BASELINE TONE	NOTES
Email · Client	Warm, premium, decisive	One ask per email.
Proposal	Premium, confident, specific	Outcome first, scope second.
Social caption	Punchy, cultural, on-rhythm	Hook → value → CTA.
Website	Editorial, declarative, brief	Lead with verbs.
Client meeting	Educator, partner, certain	Send the agenda first.

SAY THIS · NOT THIS

SAY "Be loud. Be bold."

NOT "That's not possible."

SAY "Here's the idea inside your vision."

NOT "That's not really our style."

SAY "You'll leave knowing more than when you arrived."

NOT "We just need you to trust us."

SAY "Here's what we're measuring."

NOT "It's going to look really cool."

SAY "This is the version we'd send to your sharpest client."

NOT "It's fine, we'll fix it later."

REUSABLE MESSAGING.

REFERENCE / 10.0
APPROVED LANGUAGE
COPY LIBRARY

— ONE-LINER

A marketing agency engineering brand systems that scale.

— TAGLINE

BE LOUD. BE BOLD.

— SHORT BIO · 280 CHARS

Bright Ideas Company is a Chicago based marketing agency. We engineer the ideas, systems, and strategies that help brands form their foundation, scale up, and maintain market dominance across strategy, video, photography, design, web, paid media, and growth.

— ELEVATOR PITCH · 30 SECONDS

"We're Bright Ideas Company. We're a Chicago based marketing agency that runs full stack: strategy, video, photo, design, web, paid media, and growth, for brands that don't want to staff seven teams. Clients walk away with more value than they paid for, and more clarity than they arrived with. Be loud. Be bold."

— PRIMARY BRAND STATEMENT

We don't just create content. **We create opportunity.**

— LONG BIO · WEBSITE / PROPOSAL

Founded in Chicago, Bright Ideas Company is a marketing agency built for brands that refuse to be average. We work as a long-term partner, engineering the strategy, creative, and growth systems that move real numbers. Over a decade of compounding craft. Seven service lines. One standard. Every engagement ends with the client more equipped than when we started, with a brand that holds its ground in any room.

— CTA LANGUAGE LIBRARY

START THE WORK	BUILD WITH BRIGHT IDEAS COMPANY
GET A BLUEPRINT	BOOK A STRATEGY CALL
SEE OUR WORK	PARTNER WITH US

— MANIFESTO HOOK

WE DON'T COMPETE. WE LEAD.

SERVICE TIER NAMES — Canon lives in the Service Architecture Blueprint: Brand Foundation runs Spark, Rise, and Flagship; the Web line runs Marquee, Home, Flagship, Storefront, and the care plans. No other tier or package names exist.

SEC 11 | VISUAL IDENTITY · SYSTEM MAP

THE TEN ELEMENTS OF THE BRIGHT IDEAS COMPANY VISUAL SYSTEM.

01
LOGO SYSTEM
Marks, lockups, watermarks, motion bug.

02
COLOR
75 / 20 / 5. Black, white, accent.

03
TYPOGRAPHY
Bebas Neue · Roboto · JetBrains Mono.

04
PHOTO & VIDEO
Cinematic · real · high contrast.

05
ICONOGRAPHY
Geometric, mono-stroke, intentional.

06
LAYOUT
Editorial grid · cinematic pacing.

07
MOTION
Restrained, premium, on-brand bug.

08
SOCIAL
Carousel · reel · feed · story.

09
WEB
Wix Studio. See SOP Vol. 01.

10
PRESENTATION
Proposal · pitch · capability deck.

SEC 12 | LOGO SYSTEM · 11 SUB-SYSTEMS

THE MARK.



One mark. Many surfaces. Zero compromise. The Bright Ideas mark is a system, not a stamp. Eleven sub-systems govern how it shows up across print, screen, motion, and merchandise. Every variation has a reason. Every reason has a rule.

PRIMARY MARK + WORDMARK.

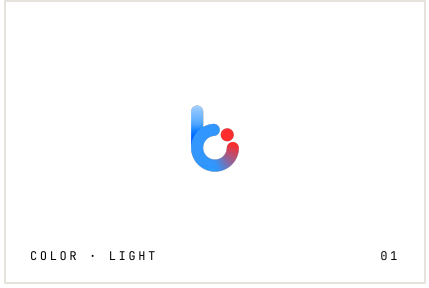
REFERENCE / 12.1
APPROVED VARIATIONS
FULL COLOR DEFAULT

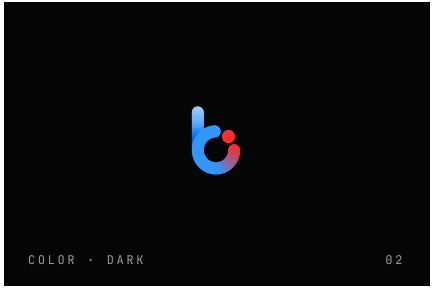
— PRIMARY WORDMARK · HORIZONTAL LOCKUP

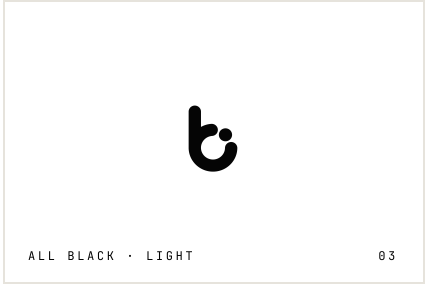




— BRAND MARK · STANDALONE ICON









Use the full-color wordmark as the default. Use the standalone brand mark when the wordmark would compete with surrounding type or in tight containers.

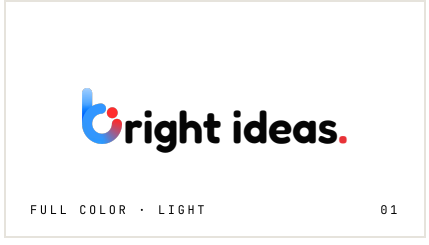
THE WORDMARK.

REFERENCE / 12.1A
PRIMARY LOGOTYPE
MARK = B

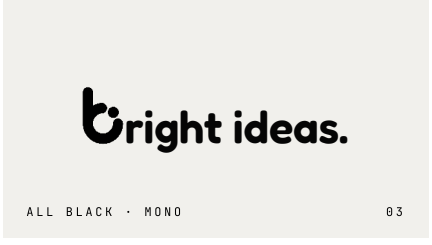
— PRIMARY LOCKUP



— COLOR VARIANTS









— CONSTRUCTION

The mark replaces the “b” in bright. Its bowl sits on the type baseline; the stem is the only element that rises above the word. Type set in Fredoka SemiBold.

— TYPE

“right ideas.” set in Fredoka SemiBold — a rounded geometric face whose soft terminals echo the mark’s curves. Period in Bright Ideas Company Red. Lowercase throughout to flow from the mark.

— CLEAR SPACE & MIN · 1× · 140PX

Clear space = the height of the mark’s circle on all sides. Minimum width 140px on screen; below that, use the mark alone.

LOCKUPS + CONSTRUCTION.

REFERENCE / 12.2
FOUR APPROVED LOCKUPS
DO NOT REASSEMBLE



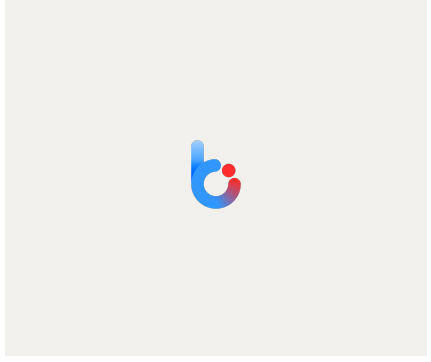
01 · HORIZONTAL LOCKUP

Primary lockup. Headers, footers, decks, cards.



02 · STACKED LOCKUP

Vertical surfaces. Posters, retractables, square avatars.



03 · ICON-ONLY

Favicon, app icon, profile, video bug.



04 · TAGLINE LOCKUP

Brand-led surfaces only. Deck covers, manifestos.

— CONSTRUCTION RULES

1. Never rebuild a lockup from individual files. Use the approved asset only.
2. Never retype the wordmark. “bright ideas.” is set in Fredoka SemiBold, lowercase, with the mark as the “b”. Use the approved file only.
3. Wordmark to brand mark ratio is fixed. Do not scale independently.
4. Tagline lockup uses JetBrains Mono. Never substitute.

— DEPARTMENT LOCKUPS · ON REQUEST

Internal department lockups (Bright Ideas *Studio*, Bright Ideas *Live*, etc.) are produced by the design lead only. Request via `design@wemakebright.com`. Never improvised in the field.

LOGOTYPE CONSTRUCTION



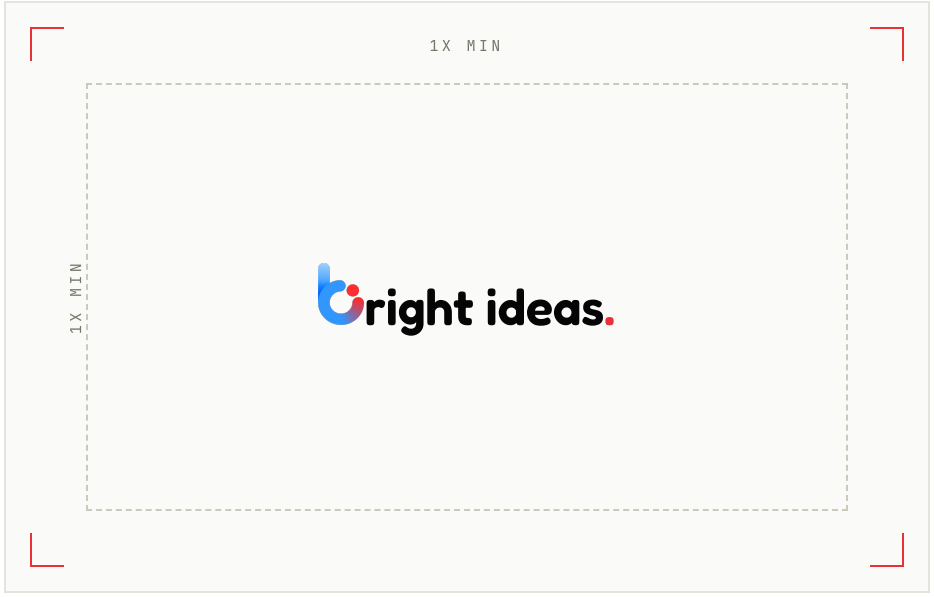
1X = MARK CIRCLE HEIGHT · CLEAR SPACE 1X ALL SIDES · MARK BOWL ON BASELINE · FREDOKA SEMIBOLD · NEVER REDRAW, ALWAYS SCALE

BRIGHT IDEAS COMPANY © 2026

CLEAR SPACE.
MINIMUM SIZE.

REFERENCE / 12.3
BREATHING ROOM
LEGIBILITY FLOOR

— CLEAR SPACE · "X" = HEIGHT OF THE MARK



"X" equals the cap height of the wordmark, or the height of the brand mark when used alone. Maintain 1X minimum clear space on all sides. Never crowd the mark with type, photography, or graphic elements.

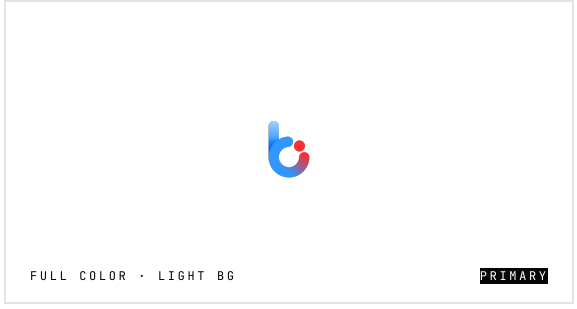
— MINIMUM SIZE · BY SURFACE

SURFACE	WORDMARK	MARK
Print	1.2 in / 30 mm	0.3 in / 8 mm
Website header	140 px wide	32 px tall
Social avatar	—	120 px tall
Favicon	—	32 × 32 px
App icon	—	512 × 512 px
Video bug	—	120 px tall · 1080p
Presentation footer	96 px wide	28 px tall
Business card	0.9 in / 22 mm	—

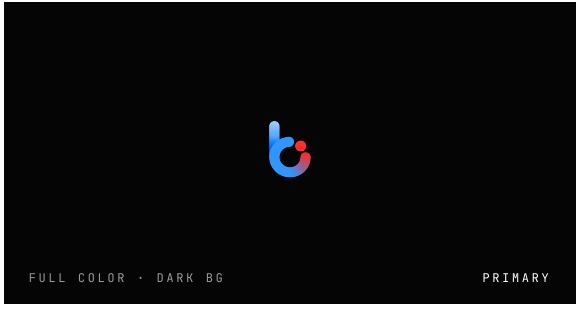
When the wordmark drops below its minimum size on a surface, switch to the brand mark only. Never compress, condense, or substitute a different mark to fit.

APPROVED COLOR VARIATIONS.

REFERENCE / 12.4
FULL COLOR · MONO
REVERSED



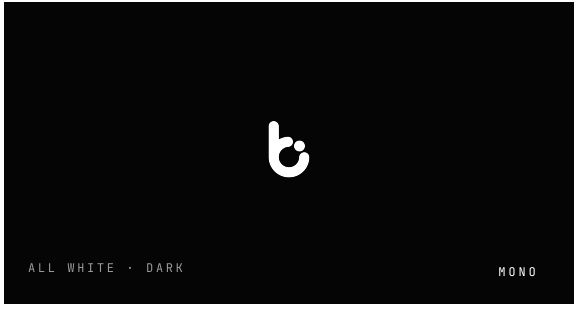
Default mark for light backgrounds.



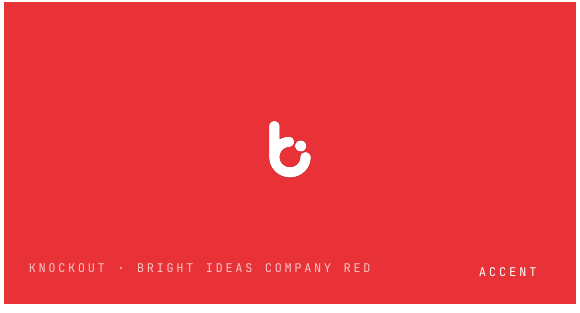
Default for dark / cinematic photo.



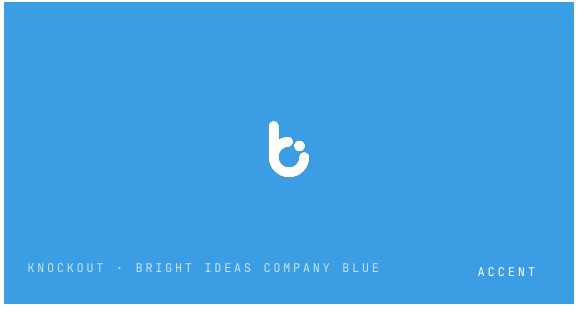
Single-color print and embossing.



Knockout reverse · video bug.



Campaign urgency. Sparingly.

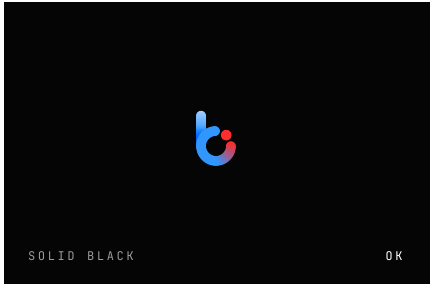


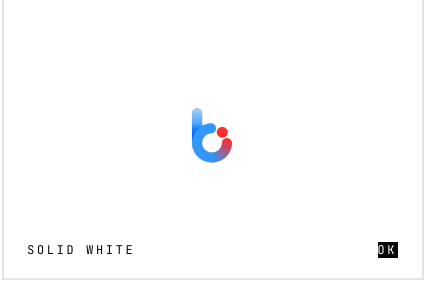
Digital, product launches.

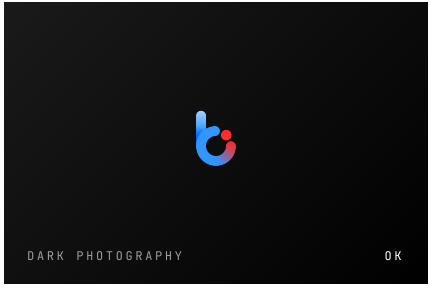
APPROVED AND UNAPPROVED BACKGROUNDS.

REFERENCE / 12.5
CONTRAST RULES
AAA PREFERRED

— APPROVED



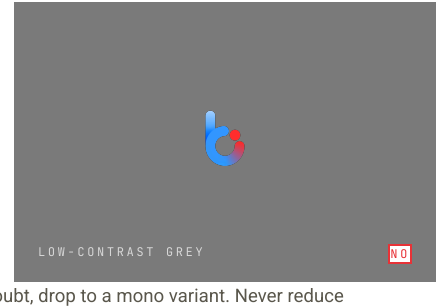


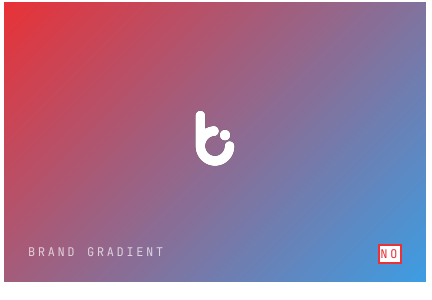


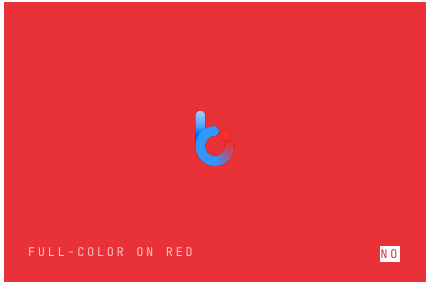


— NOT APPROVED





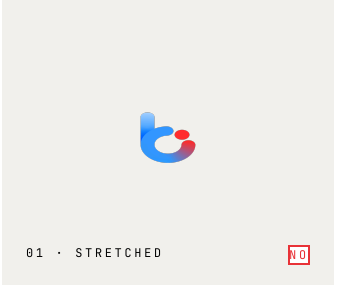




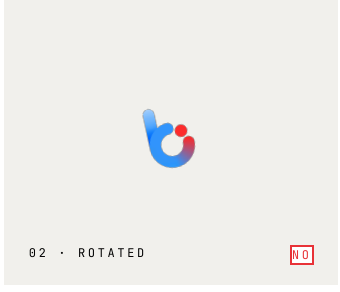
Always test contrast against WCAG AAA. When in doubt, drop to a mono variant. Never reduce opacity or place a colored shape behind the mark.

DO NOT. EVER.

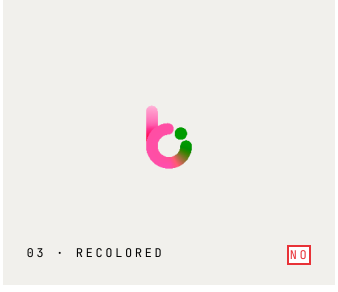
REFERENCE / 12.6
NINE COMMON FAILURES
ZERO TOLERANCE



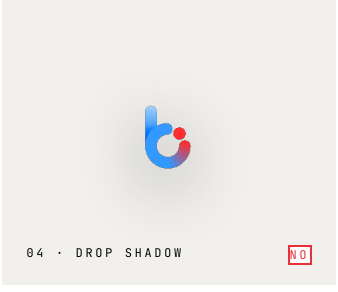
Never scale non-proportionally.



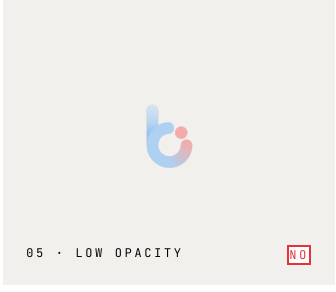
The mark sits flat. Never tilted.



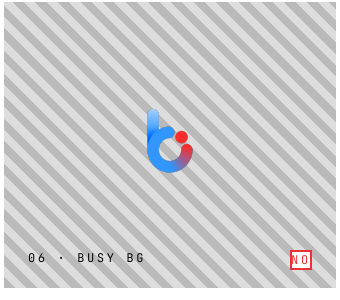
Approved variants only.



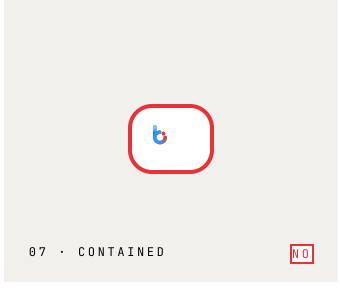
No shadows, glows, 3D.



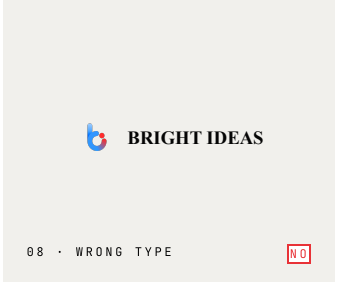
Approved watermark only.



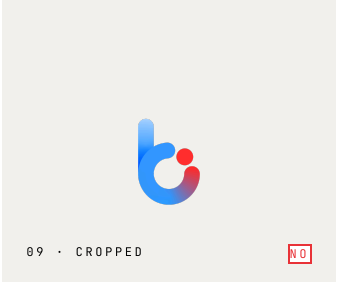
Solid color or controlled photo only.



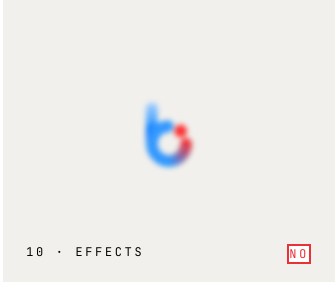
No badges, frames, shapes.



Bebas Neue only.



Approved oversize only.

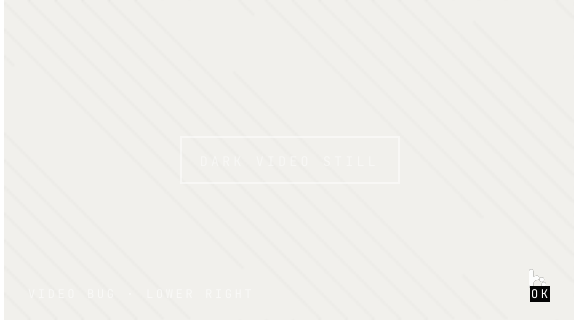


No blur, glow, outline.

If something feels like it might need an effect to work, it doesn't. The system already has a variant for the surface. Reach for the right file before reaching for filter tools.

WATERMARK SYSTEM.

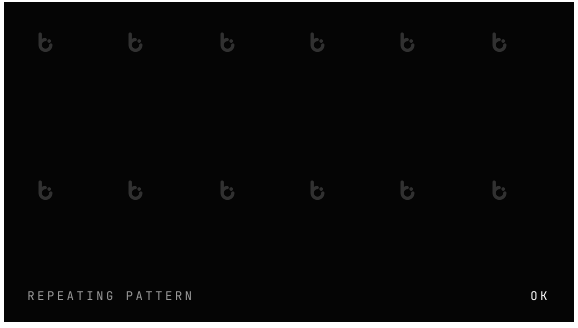
REFERENCE / 12.7
OPACITY · PLACEMENT
VIDEO · PHOTO · DOC



All white · 90% opacity · 120 px @ 1080p · 32 px inset.



All black · 8% opacity · 60% of frame, for the proposal watermark.



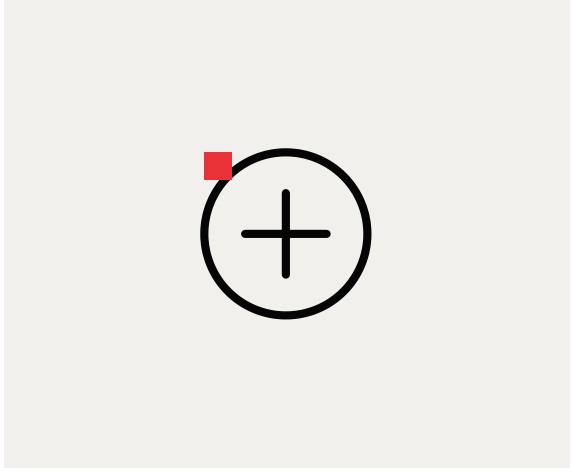
Pattern watermark for gift wrap, slipcovers, internal stationery.

SURFACE	VARIANT	OPACITY	PLACEMENT	SIZE
Video Bug	Mark · All White	90%	Lower right · 32px inset	120 px tall @ 1080p
Photo · Light	Mark · All Black	70%	Lower right · 40px inset	5% of long edge
Photo · Dark	Mark · All White	70%	Lower right · 40px inset	5% of long edge
Proposal Page	Mark · All Black	8%	Center · oversized	60% of page
Social Carousel	Wordmark · per BG	100%	Top left or top right	Per template
Email Signature	Wordmark · color	100%	Header above name	180 px wide

ICONS, PATTERNS, AND MOTION.

REFERENCE / 12.8
SYSTEM EXTENSIONS
BUILT FROM THE MARK

— ICON SYSTEM

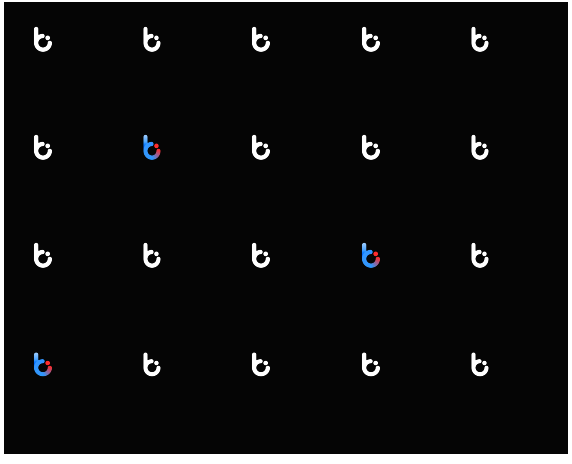


Style: Mono-stroke, 6 px @ 200, rounded caps, geometric. Pairs with a 20×20 red accent square for active states.

USAGE

Service icons · nav · SOPs. Never illustrated, gradient, or emoji.

— PATTERN SYSTEM

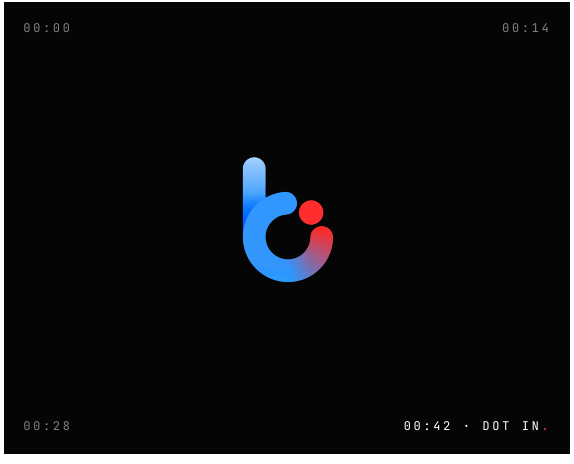


Style: Mark-repeating grid. 1-in-6 as full color. Only on solid black or solid white.

USAGE

Slipcovers · deck dividers · merch inner panels · social story backs.

— MOTION LOGO



Intro · 1.4 s. Mark builds left-to-right; dot lands last with a haptic snap. Outro: dot dissolves to red flash, then black.

USAGE

Video intro/outro · reel stinger · web hero load · email GIF (4 frames).

FILE NAMING + EXPORT.

REFERENCE / 12.9
ASSET LIBRARY
NAMING CONVENTION

— NAMING CONVENTION

```
// PATTERN
Bright Ideas Company - [Asset] - [Variant] - [Color].[ext]

// EXAMPLES
Bright Ideas Company - Wordmark - All Black.pdf
Bright Ideas Company - Wordmark - All White.png
Bright Ideas Company - Mark - Full Color.svg
Bright Ideas Company - Mark - All Black.svg
Bright Ideas Company - Lockup - Horizontal - Full Color.svg
Bright Ideas Company - Video Bug - All White - 1080.mov
```

Folder structure mirrors the file name: `/Brand/Logo/Horizontal/Full Color/`. Never duplicate. Never rename in the field. Pull from `/Brand/_LATEST/`.

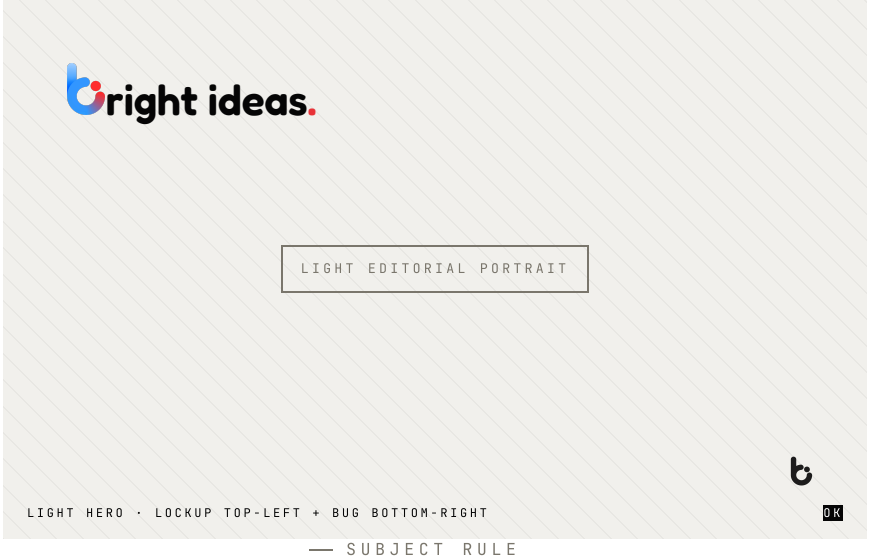
— FORMATS BY USE

USE	FORMAT	COLOR	NOTES
Web	SVG	RGB	Preferred for all screen.
Web fallback	PNG @ 2×	RGB	Transparent only.
Print · production	PDF / EPS	CMYK	Vector required.
Print · proofing	PDF	CMYK	Embed fonts. Mark crops.
Photo composites	PSD	RGB	Smart-object linked.
Motion · NLE	MOV (alpha)	RGB	ProRes 4444 preferred.
Email signature	PNG @ 2×	sRGB	Hosted, never embedded.
JPG	—	—	Only when transparency not needed.

THE MARK OVER IMAGERY.

REFERENCE / 12.10
CONTEXT · CONTRAST
APPROVED USE





— CONTRAST FLOOR

Minimum 4.5:1 contrast against the underlying region of the image. If the photo has mixed values, place the mark over the darkest or lightest region. Never the midtones.

— SCRIM RULE

Never add a scrim, blur, or vignette purely to make the mark legible. If contrast fails, re-crop or re-grade the image. The image serves the mark, not the other way.

— SUBJECT RULE

Never place the mark over a subject's face, hands, or product. Always over negative space: sky, wall, table, floor, shadow.

THE PALETTE.

REFERENCE / 13.0
FOUR COLORS
ZERO EXCEPTIONS

DOMINANT · 75%

BRIGHT IDEAS COMPANY BLACK.

HEX #050505
RGB 5 · 5 · 5
CMYK 0 / 0 / 0 / 100
PMS Black 6 C

The canvas everything lives on. Default background for hero surfaces.

STRUCTURAL · 20%

BRIGHT IDEAS COMPANY WHITE.

HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 / 0 / 0 / 0
PMS White

Type, lines, structure on dark. Used on light only for paper texture.

ACCENT · 5%

BRIGHT IDEAS COMPANY RED.

HEX #E83237
RGB 232 · 50 · 55
CMYK 0 / 78 / 75 / 9
PMS 186 C

The emotional pulse. CTAs, dots, urgency, conviction. Never as a fill.

ACCENT · <5%

BRIGHT IDEAS COMPANY BLUE.

HEX #3B9EE4
RGB 59 · 158 · 228
CMYK 74 / 31 / 0 / 10
PMS 2925 C

Innovation, digital, strategic context. Pairs with mark, rarely standalone.

— PAIRING · APPROVED

Black + White · Black + Red dot · Black + Blue dot · White + Black + Red accent. Never use Red and Blue together at equal weight. Choose one.

— GRADIENTS

No brand-color gradients. Subtle black-to-deep-black radial (≤8% delta) is allowed for cinematic surfaces. Never red-to-blue or any rainbow.

— ACCESSIBILITY

All type pairings tested to WCAG AAA on web. Red on Black fails. Never use Red type on Black; use White type and a Red dot instead.

75 · 20 · 5.
EARNED, NOT EQUAL.

REFERENCE / 13.1
DISTRIBUTION RULE
APPLIED TO EVERY SURFACE



Black dominates the surface. White structures the type, dividers, and breathing room. Accent (red *or* blue, never both equally) earns ≤5%. Punctuation, not paint.

SURFACE-BY-SURFACE

SURFACE	BLACK	WHITE	ACCENT
Brand standards (this doc)	~55%	~40%	~5%
Hero pages · campaigns	~85%	~12%	~3%
Proposal interiors	~25%	~70%	~5%
Social carousel	~70%	~25%	~5%
Website	~60%	~35%	~5%

— ACCENT HIERARCHY

RED · CONVICTION

Default accent. Tagline dots, CTAs, "Be loud. Be bold." punctuation, urgency.

BLUE · CONTEXT

Secondary accent. Digital tags, strategy / web-only contexts, link states.

BOTH · BRAND-LED

Only on the mark itself. Never side-by-side as type fills on the same surface.

TYPE THAT COMMANDS.

REFERENCE / 14.0
THREE FAMILIES
ONE VOICE

— DISPLAY · HEADLINES

AA

BEBAS NEUE BOLD

All-caps display. Tight letter-spacing. Hero statements, section marks.

USE H1 · H2 · H3 · DISPLAY
MIN 24 PT · NEVER BELOW
LINE 0.85–0.95

— BODY · WORKHORSE

Aa

ROBOTO 300 / 400 / 500 / 700

Body, captions, UI, proposal interiors. Bold for buttons and emphasis.

USE BODY · CAPTION · UI
MIN 10 PT PRINT · 13 PX SCREEN
LINE 1.45–1.65

— EYEBROW · METADATA

Aa

JETBRAINS MONO 400 / 500

Eyebrows, page numbers, system labels, data captions. Always uppercase.

USE EYEBROW · LABEL · META
MIN 9 PT · UPPERCASE
TRACK +22% · ALWAYS

— — SPECIMEN · LIVE

WE DON'T JUST CREATE CONTENT. WE CREATE OPPORTUNITY.

A Chicago based marketing agency engineering brand systems that scale across strategy, video, design, web, and growth.

Founded 2016. Reformed 2018. Built for visionary founders, operators, hospitality groups, nonprofits, and growing organizations.

— SPECIMEN · 31 / 45 · VOL. 02.1 · WEMAKEBRIGHT.COM

TYPE SCALE + HIERARCHY.

REFERENCE / 14.1
DESKTOP · TABLET · MOBILE
PRINT TIER

STYLE	FAMILY	DESKTOP	TABLET	MOBILE	PRINT	USE
H1 · DISPLAY	Bebas Neue Bold	72–120 px	56 px	40 px	52–68 pt	Hero headline · 1 per page
H2 · SECTION	Bebas Neue Bold	56 px	44 px	32 px	32–44 pt	Major section titles
H3 · SUB	Bebas Neue Bold	40 px	32 px	28 px	22–28 pt	Subsection titles
H4 · CARD	Bebas Neue Bold	32 px	28 px	24 px	18–22 pt	Card titles · callouts
H5 · Lead	Roboto Bold	24 px	22 px	20 px	14–16 pt	Lead paragraphs
P1 · Body	Roboto Regular	18 px	17 px	16 px	11–13 pt	Default body copy
P2 · Secondary	Roboto Regular	16 px	16 px	14 px	10–11 pt	Captions · secondary
P3 · Fine	Roboto Regular	14 px	14 px	13 px	8–10 pt	Fine print · legal
EYEBROW	JetBrains Mono 500	11–13 px	11 px	10 px	8–10 pt	Labels · metadata · tags

— LINE HEIGHT

Display 0.85–0.95 · Body 1.45–1.65 · Eyebrow 1.6

— TRACKING

Display −0.005em · Body 0 · Eyebrow +0.22em CAPS

— MEASURE

Body 55–75 chars · Display 8–18 chars/line

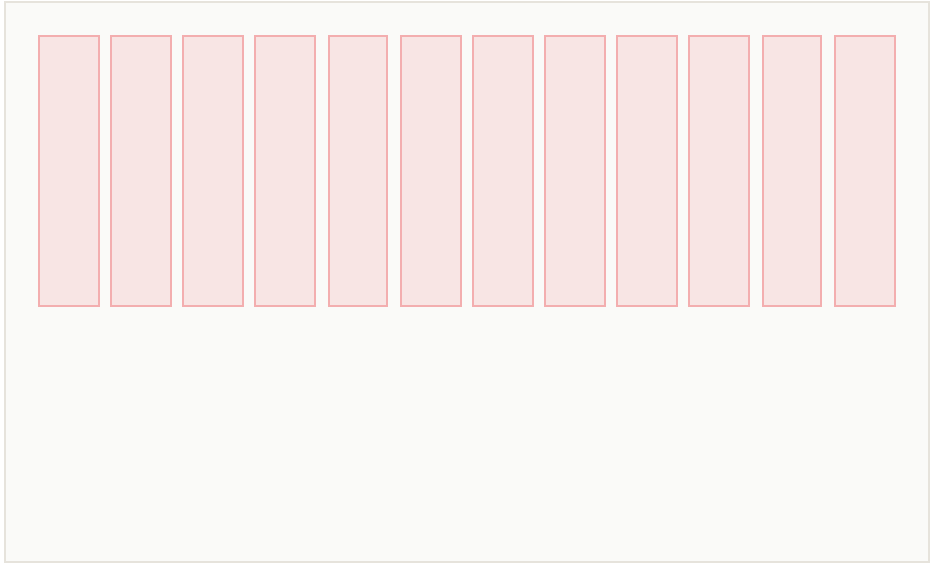
— ALIGN

Left-align by default. Never justified.

LAYOUT + SPACING.

REFERENCE / 15.0
12-COL GRID
EDITORIAL RHYTHM

— THE 12-COLUMN GRID



Twelve columns. Four-, six-, three-column patterns. Print: 12 col with 16 px gutter. Web (1440 base): 12 col with 24 px gutter. Margins: 60 px print · 80 px web · 24 px mobile.

— SPACING SCALE

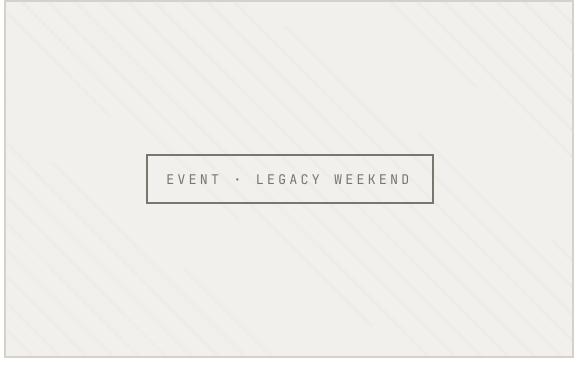
TOKEN	PRINT	WEB	USE
xs	4 pt	4 px	Inline · icon nudge
sm	8 pt	8 px	Label to value
md	16 pt	16 px	Body para gap
lg	24 pt	24 px	Card padding
xl	40 pt	48 px	Section padding
2xl	64 pt	80 px	Major section break
3xl	96 pt	120 px	Page padding · web

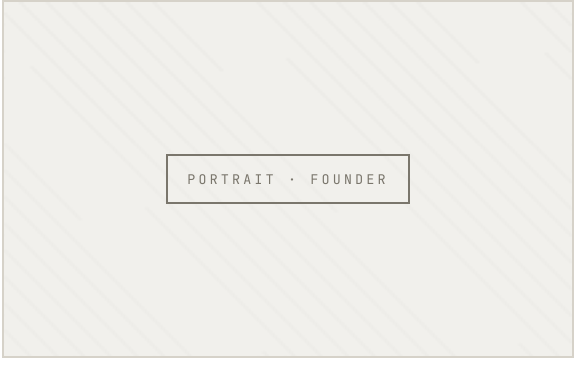
RHYTHM

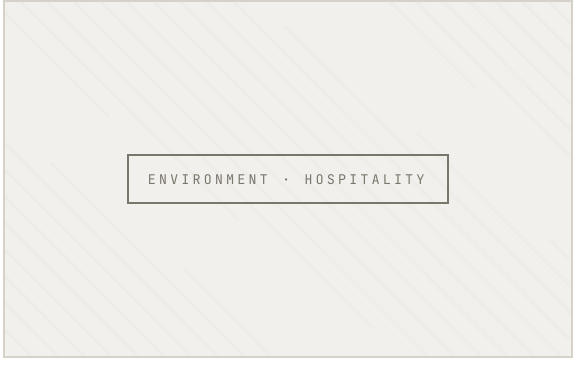
Section breaks always use 2xl or 3xl. Cards always use lg padding. Never improvise. Pick a token. Every page fills its live area: content ends exactly 48 px (xl) above the footer, with no empty bands.

CINEMATIC. INTENTIONAL. REAL.

REFERENCE / 16.0
PRODUCTION STANDARDS
ON SET TO POST







— LOOK

- Cinematic framing, every shot intentional.
- High contrast, deep blacks, decisive highlights.
- Real environments, real people, real moments.
- Negative space for messaging, image serves brand.

— GRADE

- Cool shadows · neutral mids · controlled warmth in highlights.
- Saturation: −5 to −10 from camera native.
- Skin tones stay true. Never stylized.
- Red and blue accents integrated naturally in-camera or in-grade.

— AVOID

- Stock photography. Anything.
- Oversaturated, "vibrant," HDR-style edits.
- Bright-white seamless backdrops on portrait work.
- Busy compositions or cluttered backgrounds.
- AI-generated imagery on client deliverables.

SHOT LIST FLOOR · EVERY ENGAGEMENT

HERO · DETAIL · ENVIRONMENT · PORTRAIT · CANDID · PROOF

THE SUPPORTING VOCABULARY.

REFERENCE / 17.0
LINES · TAGS · DOTS
SECTION MARKERS

01 · THE RULE

1 px hairline rule. Used for section dividers and table separators. Never thicker.

02 · THE EYEBROW

— SECTION LABEL

JetBrains Mono caps with a leading dash and 18 px hairline. Anchors every section.

03 · THE DOT

The brand's punctuation. Closes statements. Marks state. Lives in the mark itself.

04 · THE PILL

SYSTEM TAG

1 px outline · 6 px padding · mono caps. Used for tags, categories, version pills.

05 · THE NUMBER MARKER

— 01 — 02 — 03

Active number in red, inactive in mute. Lists, timelines, principles.

06 · THE CHIP

OK NO

Approval and rejection. Used on logo, color, and usage examples only.

07 · THE BLOCK NUMBER

10+

Bebas Neue with optional red plus or dot. Stats, proof points, milestones.

08 · THE DIVIDER ROW

LABEL

Hairline–label–hairline. Used to break a card or column into subsections.

These eight elements are the entire supporting vocabulary. If a graphic moment requires something else, it requires a conversation with the design lead, not improvisation.

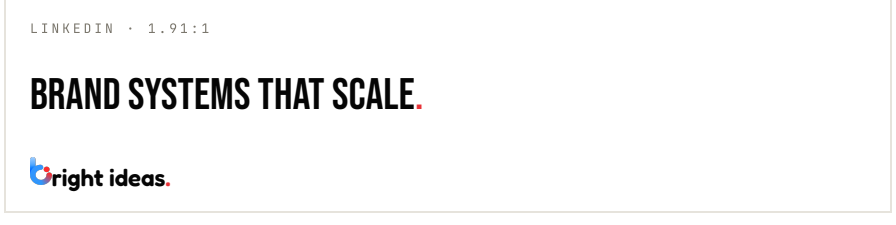
EVERY SURFACE.
ONE STANDARD.

REFERENCE / 18.0
SIZE · LAYOUT · CADENCE
TEMPLATES

— TEMPLATE PREVIEWS







LAYOUT RULES

- Hierarchy: **Hook → Value → CTA.**
- Text under 20% of image for paid placements.
- Mark sits bottom-left or top-left. Never both.
- Caption always closes with `#BrightIdeasCompany`.
- Engagement > frequency. Quality is the cadence.

— SIZE SPECS

SURFACE	DIMENSIONS	RATIO	USE
Instagram feed	1080 × 1080	1:1	Hero post · single
IG carousel	1080 × 1080	1:1	6–10 slides recommended
IG portrait	1080 × 1350	4:5	Editorial · case study
Story / Reel cover	1080 × 1920	9:16	Story · Reel · TikTok
LinkedIn post	1200 × 627	1.91:1	Article header · banner
YouTube thumbnail	1280 × 720	16:9	Long-form · case film
Email header	600 × 200	3:1	Newsletter
X / Twitter	1600 × 900	16:9	Inline post graphic

WEB + DIGITAL SYSTEM.

REFERENCE / 19.0
DESKTOP-FIRST · CASCADE
SEE WIX STUDIO SOP V.1

— RESPONSIVE BREAKPOINTS

BREAKPOINT	RANGE	CANVAS	HEADER	HERO	SECTION
Desktop	1001 px +	1440 px	88–104 px	760 px · 80vh	min 520 px
Tablet	751–1000 px	768 px	80–96 px	640 px · 75vh	min 440 px
Mobile	320–750 px	375 px	72–88 px	640 px · 85vh	min 380 px

BUTTONS · TOUCH TARGETS

BREAK	HEIGHT	PADDING	LABEL
Desktop	56 px	32 px H	16 px Roboto Bold
Tablet	52 px	28 px H	16 px Roboto Bold
Mobile	48 px	24 px H	16 px Roboto Bold · floor

— PRINCIPLES

1. Design **desktop first.** Let the cascade flow down.
2. Override **only where** the experience requires it.
3. Buttons set in Site Styles, reused. Never re-styled per page.
4. Images uploaded at 2× display. Wix serves WebP via CDN.
5. Use *Scale Proportionally* by default. *Fixed* for logos and icons only.
6. Every page reviewed across all three breakpoints before launch.

— CTA HIERARCHY

PRIMARY · GET IN TOUCH

SECONDARY · LEARN MORE

OUTLINE · VIEW WORK

PROPOSALS, PITCHES, DECKS.

REFERENCE / 20.0
DECK STANDARDS
CINEMATIC PACING

— 01 · PROPOSAL COVER

bright ideas.

PROPOSAL



— 02 · INTERIOR

02–09 · INTERIOR

WHAT WE HEARD.
WHAT WE RECOMMEND.

Context · strategy · scope · proof

— 03 · CLOSE

10 · CLOSE

BE LOUD.
BE BOLD.

— SLIDE STRUCTURE

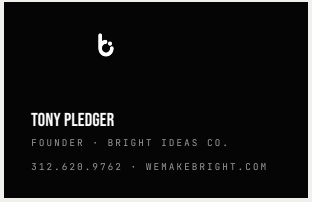
1. Cover (dark)
2. Index
3. What we heard · situation
4. What we recommend · strategy
5. Scope · deliverables
6. Proof · case studies
7. Investment
8. Timeline
9. Team
10. Close · "Be loud. Be bold." (dark)

— DECK STANDARDS

- 16:9 · 1920 × 1080 working canvas.
- One idea per slide. Never two columns of body copy.
- Headlines in Bebas Neue. Body in Roboto. Eyebrows in JetBrains Mono.
- Dark slides for emotional / narrative beats. Paper slides for technical / financial.
- Page numbers and section labels on every interior slide.
- Cover and close are always dark. Always end with the tagline + red dot.

PRINT + PHYSICAL SURFACES.

REFERENCE / 21.0
STATIONERY · MERCH
CLIENT EXPERIENCE



01 · BUSINESS CARD

3.5 × 2 in · uncoated 130 lb · spot UV on mark front, deboss back.



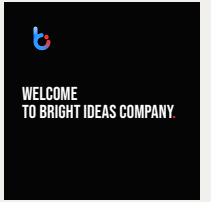
02 · LETTERHEAD

8.5 × 11 in · uncoated 80 lb · primary lockup top, contact footer.



03 · ONE-SHEET

8.5 × 11 in · gloss 100 lb · folded 3-panel or flat capability sheet.



04 · CLIENT WELCOME PACK

9 × 12 folder + notebook + sticker set + thank-you card.

— – INCLUDED SURFACES

BUSINESS CARDS · LETTERHEAD · INVOICES · CONTRACTS · ONE-SHEETS · SERVICE MENUS · EVENT SIGNAGE · RETRACTABLE BANNERS · CLIENT WELCOME PACKS · THANK-YOU CARDS · FOLDERS · NOTEBOOKS · APPAREL · MERCH

THE PROOF.

REFERENCE / 22.0
FRAMEWORK · STRUCTURE
TWO ANCHORS

— FRAMEWORK · EVERY CASE STUDY

01	02	03	04	05	06
CLIENT	**CHALLENGE**	**STRATEGY**	**DELIVERABLES**	**RESULTS**	**PROOF**
Name · industry · partnership length.	The business problem in one sentence.	The approach. Why it works.	What we shipped.	The numbers and outcomes.	Visual evidence · testimonial.

— ANCHOR · PARTNER SINCE 2020

WDB MARKETING.

Six consecutive years of full scale event execution for Chicago's premier marketing experience, Legacy Weekend. Strategy, video, photography, commercials, paid media, and branded content. Year after year.

EVENT STRATEGY · VIDEO · PHOTO · ADS · DESIGN

— ANCHOR · FULL BRAND MGMT SINCE 2024

7TH FLOOR HOSPITALITY GROUP.

Three distinct hospitality brands (Flossmoor Social, Embassy Cigar Lounge, and the parent group) managed under one agency relationship. Social strategy, content, photo, video, web, and brand consistency across every consumer touchpoint.

BRAND MGMT · SOCIAL · VIDEO · PHOTO · WEB

WHAT BRIGHT IDEAS COMPANY IS. WHAT BRIGHT IDEAS COMPANY ISN'T.

REFERENCE / 23.0
BOUNDARIES BY DESIGN
SELECTIVE BY DEFAULT

— WHAT BRIGHT IDEAS COMPANY IS

01 **Premium by default.** Pricing reflects expertise, time, and outcomes. Not market average.

02 **Selective with clients.** We partner with brands that align with our values and respect our craft.

03 **Protective of the craft.** We give the work the time and space it needs to be excellent.

04 **Partner-oriented.** Long-term relationships outperform one-off projects every time.

05 **Outcome-obsessed.** We measure ourselves in client growth, not industry awards.

06 **Educators, not executors.** Every engagement closes with the client more equipped than they started.

— WHAT BRIGHT IDEAS COMPANY IS NOT

✕ **Not cheap.** Discounting expertise protects no one. Value pricing protects everyone.

✕ **Not rushed.** We are not Fiverr. We are not UpWork. The outcome matters more than the timeline.

✕ **Not generic.** No templates. No stock. No copy-paste. Every engagement is built for the client in front of us.

✕ **Not transactional.** We are selective. We don't take every project that comes through the door.

✕ **Not order-takers.** We bring a recommendation to every conversation. We are partners, not vendors.

✕ **Not trend-chasing.** We don't follow trends. We create the work others trend toward.

— THE STANDARD · 2026 AND FORWARD

WE DON'T COMPETE. WE LEAD.

There is no dominant brand in the marketing agency world. No Apple. No Nike. No standard-bearer that everyone measures against.

That gap exists. **And we intend to fill it.**

— THE ROADMAP

NOW.	VOL. 02.1 STANDARDS LIVE
1-2Y	TIERED SERVICE MODEL
3 YR	CATEGORY THOUGHT LEADERSHIP
5 YR	NATIONAL PRESENCE

ONE-PAGE CHEAT SHEET.

REFERENCE / 25.0
EVERYTHING ON ONE PAGE
PRINT THIS

LOGO

- Use approved variants only.
- 1X clear space on all sides.
- Never stretch · rotate · recolor · shadow.
- Web: 140 px wordmark · 32 px mark min.

COLOR

- 75 black · 20 white · 5 accent.
- Red = conviction. Blue = context.
- Never red type on black. Use a dot.
- No brand gradients.

TYPE

- Bebas Neue · display · 24pt floor.
- Roboto · body · 10pt print floor.
- JetBrains Mono · eyebrows · +0.22em.
- Left-align by default.

VOICE

- Bold, direct, premium, educator.
- Apple polish · WWE energy.
- "Be loud. Be bold." Never "that\u2019s not possible."
- One ask per email. Lead with the recommendation.

SOCIAL

- Hook → Value → CTA every post.
- Text under 20% of frame for ads.
- End every caption with #BrightIdeasCompany.
- Quality > frequency. Always.

PHOTO + VIDEO

- Cinematic · intentional · real.
- No stock. No AI imagery in deliverables.
- High contrast · negative space.
- Video bug: white · 90% opacity · lower right.

WEB · WIX STUDIO

- Desktop first · cascade down.
- Canvas: 1440 · 768 · 375 px.
- Button floor: 48 px tall on mobile.
- Images at 2× display · scale proportionally.

FILE EXPORT

- Pattern: `Bright Ideas Company - [Asset] - [Variant] - [Color].ext`
- Web: SVG · Print: PDF/EPS · Motion: MOV alpha.
- Pull from `/Brand/_LATEST/` always.
- Never rename in the field.

DO · DON\u2019T

- DO end every deliverable with the red dot.
- DO pick a spacing token. Never improvise.
- DON\u2019T mix red and blue at equal weight.
- DON\u2019T ship without a peer review.

IF A VALUE IS MISSING, DEFAULT TO THE NEAREST SPEC IN THIS DOCUMENT.

— FINAL STANDARD

CHANGE LOG + GOVERNANCE.

REFERENCE / 26.0
PRECEDENCE · REGISTER
VERSION HISTORY

— PRECEDENCE

This document is the governing source for every Bright Ideas Company surface. Every master prompt, skill file, and template defers to it. Any conflict resolves in favor of the current volume.

— EXCEPTIONS + ESCALATION

Only the design lead approves a deviation, in writing, before ship. Every approved deviation is recorded in the version history below. An unrecorded deviation is misuse.

— DECISIONS LOCKED IN 02.1

The label is marketing agency, no modifier. The palette canon is the Vol. 02 values. Both calls are closed and reflected in the Service Architecture Blueprint.

— SUBORDINATE DOCUMENT REGISTER · EVERYTHING THAT INHERITS FROM THIS STANDARD

BRAND VOICE SYSTEM PROMPT | ELEVEN MASTER PROMPTS | BRAND SYSTEM SKILL | BRAND VOICE SKILL | SERVICE ARCHITECTURE BLUEPRINT | PROPOSAL TEMPLATES | SOCIAL TEMPLATES

— VERSION HISTORY

VERSION	DATE	AUTHOR	CHANGES	DOWNSTREAM UPDATES
02.0	May 2026	Design lead	Initial Vol. 02 release. The full brand operating system documented across six parts.	—
02.1	Jul 2026	Design lead	Signature line restored on the positioning page. Boutique retired; label locked as marketing agency. Copy library rewritten dash free. Caption closer moved to #BrightIdeasCompany. Founding math locked to the 2016 anchor. WDB stat corrected to six years. 7th Floor label fixed. Rendering bugs and pagination reconciled. Governance layer added.	Brand System skill · Brand Voice skill · eleven master prompts · legacy Brand Tone System Prompt archived

Retired language, for the record: boutique, the produce and engineer rewording of the primary statement, the hyphenated compound forms, the #WeMakeBright caption closer, and the Launch, Grow, and Scale tier names. None of these appear on any surface from Vol. 02.1 forward.

— END OF DOCUMENT

CONSISTENT BY DESIGN.

If a standard changes, update this document so every future build stays aligned with the Bright Ideas Company system. Owned and maintained by the design lead. This volume is the governing source for every Bright Ideas Company surface: every master prompt, skill file, and template defers to it, and any conflict resolves in favor of the current volume.

— DOCUMENT

BRAND STANDARDS

Vol. 02.1 · Revised July 2026 · Released May 2026

— REVIEW CYCLE

ANNUAL

Next: May 2027

— CONTACT

312.620.9762

wemakebright.com · Chicago, IL