



BUILD BEYOND THE HEADCOUNT

Brand playbook

How to use the CloviTek AI identity: logo, colour, type, voice and every ready-made asset.

VERSION 1 • GENERATED FROM THE BRAND PIPELINE

What is inside

1. Who we are
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Build Beyond the Headcount

Mission

Enable founders to build and operate real products with coordinated AI specialists and accountable human oversight.

Vision

Create a shared intelligence layer that enables thousands of focused, resilient businesses to be built and run with the capability of a full product organization.

Our story

I have spent twenty years building the tools I wished existed. Before web surveys became ordinary, I built survey software. When a hardware idea needed to become real, I built it and earned recognition for the work. Across every chapter, the pattern stayed the same: when the right tool was missing, I did not wait for it. I built it. CloviTek began from that same instinct, but with a larger question: what if building a company did not require hiring one role at a time, coordinating disconnected vendors, and losing momentum between ideas and execution? What if a founder could describe the outcome and activate a coordinated team built to deliver it? Today, CloviTek is early-stage and pre-revenue, and we say that plainly. The thesis is real, the systems are being built, and the proof is live where it exists. I remain accountable as the named human behind the work. Around me, AI specialists compose across design, engineering, data, and delivery to build and run products end to end. CloviTek is not a promise of magic. It is a practical factory for turning ambitious ideas into working companies.

One mark, every surface



Primary horizontal · light



Primary horizontal · dark



Stacked



Monogram (16-48 px)



One colour · black



One colour · white

Give it room



Keep clear space equal to the height of the monogram disc on every side. Nothing (text, edges, imagery) enters that zone.

Minimum sizes

- Horizontal logo: 120 px wide on screen, 1.25 in in print
- Monogram: 16 px (favicon) and up
- Below those sizes use the monogram, never a shrunken lockup

Six ways to break the brand



Do not stretch



Do not recolour



Do not rotate



Do not add effects



Do not place on busy images



Do not use low contrast

The palette



Primary
#0466D8



Accent
#FBB90C



Navy
#042C60



Sky
#389CD0

Primary									
Accent									
Navy									
Sky									
Neutral									

Every value above is exported as CSS, Tailwind, W3C tokens, Figma tokens, Adobe .ase and GIMP .gpl in the downloads.

Measured, not guessed

Light theme

Text	On	Contrast	
● text	○ bg	17.48:1	pass
● text	○ surface	16.01:1	pass
● text-muted	○ bg	5.01:1	pass
● brand-text	○ bg	5.39:1	pass
● accent-text	○ bg	4.57:1	pass
○ on-brand	● brand	5.39:1	pass
● on-accent	● accent	10.03:1	pass
○ border	○ bg	1.45:1	pass
● success	○ bg	4.66:1	pass
● warning	○ bg	4.52:1	pass
● danger	○ bg	4.83:1	pass
● info	○ bg	4.57:1	pass

Dark theme

Text	On	Contrast	
○ text	● bg	16.14:1	pass
○ text	● surface	13.77:1	pass
● text-muted	● bg	9.59:1	pass
● brand-text	● bg	4.66:1	pass
● accent-text	● bg	10.05:1	pass
● on-brand	● brand	4.65:1	pass
● on-accent	● accent	10.03:1	pass
● border	● bg	1.63:1	pass
● success	● bg	5.32:1	pass
● warning	● bg	5.5:1	pass
● danger	● bg	4.51:1	pass
● info	● bg	5.7:1	pass

Manrope + IBM Plex Mono

display • 61.0px

Build beyond the headcount

h1 • 48.8px

Build beyond the headcount

h2 • 39.1px

Build beyond the headcount

h3 • 31.2px

Build beyond the headcount

h4 • 25.0px

Build beyond the headcount

lead • 20.0px

Build beyond the headcount

Fonts are SIL Open Font License: free for commercial use and bundled in the kit. Use the mono face for labels, data and stages only.

One file for every surface

Every website, app, deck and print file reads the same token file: `tokens.css` for the web, `tokens.json` (W3C), Tailwind config and Figma tokens. A rebrand is one file change, not a page-by-page edit.

- Spacing scale 4 to 96 px
- Radius sm to pill
- Light and dark themes on any element

Primary action

Secondary

Card

Surface, border, radius and shadow tokens.

How we sound

Tone

- plain and direct
- honest about stage and limits
- technically precise without jargon
- builder, not hype

Avoid

- fabricated numbers or financials
- hype words (revolutionary, magic, game-changing)
- vendor names on public surfaces
- promises of guaranteed outcomes

Straight answers

Is this just another AI tool?

No. It is a coordinated team that builds and runs the product with you, with a named human accountable.

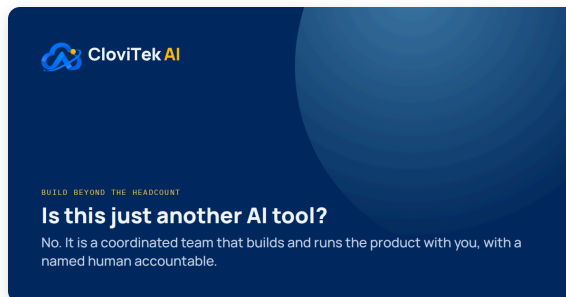
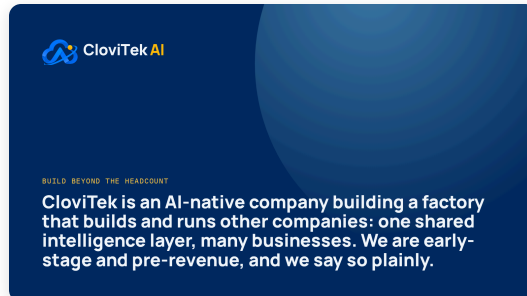
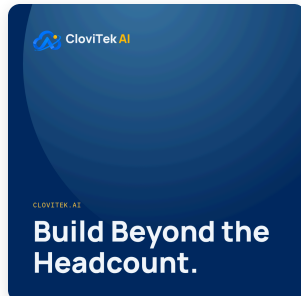
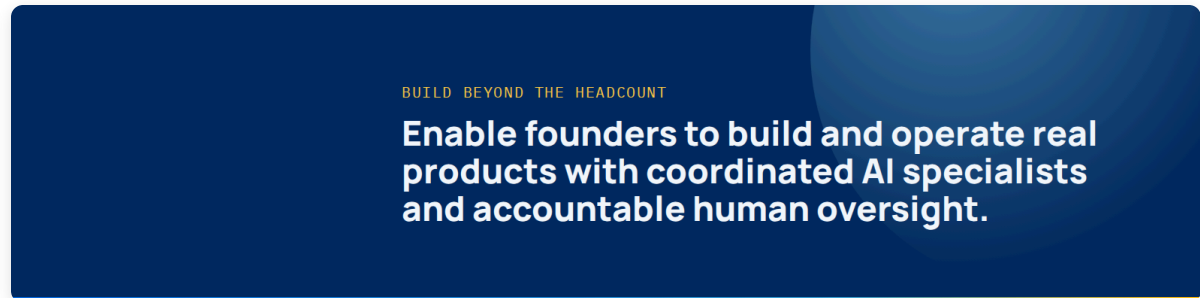
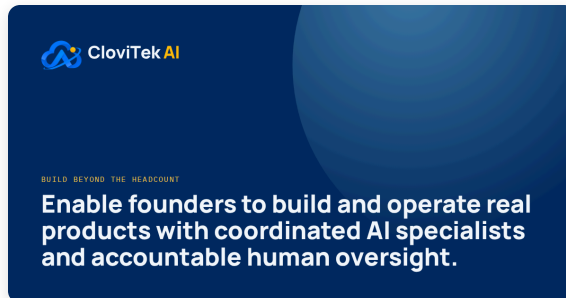
Are you established?

We are early-stage and pre-revenue, and we say so. The proof we show is live and checkable.

Do I need to understand AI?

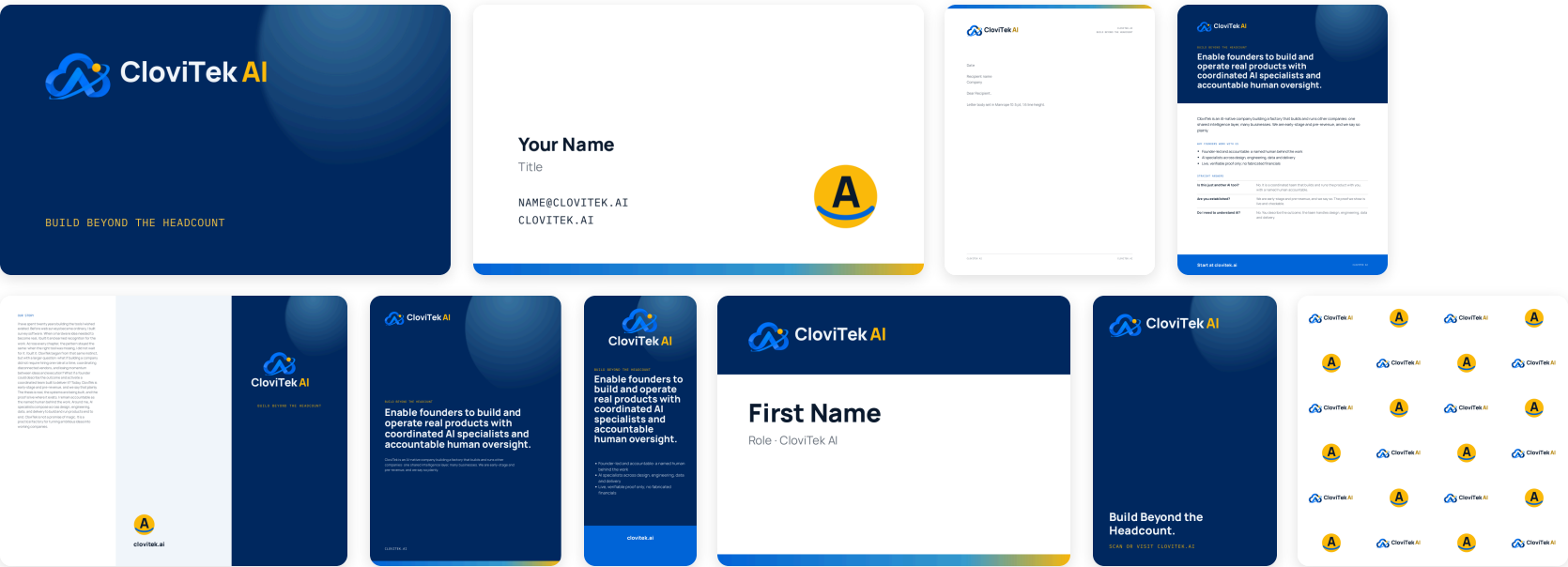
No. You describe the outcome; the team handles design, engineering, data and delivery.

Social, web and email



14 exact-size graphics (LinkedIn, X, Instagram, Facebook, YouTube, share image, email header, video-call background) plus an HTML email signature.

Ready for the printer



13 full-bleed PDFs (0.125 in bleed): business card, letterhead, envelope, one-pager, tri-fold brochure, name badge, table tent, A3 poster, pull-up banner, step-and-repeat, table throw.

Everyday documents

- **Deck** PowerPoint 16:9: title, section, content, Q&A, closing
- **Letterhead** Word
- **Proposal** Word, with sections and no invented figures
- **Case study** Word, verifiable results only
- **Voice guide** Word + Markdown

The short version

Do

- Use the supplied files; never redraw the logo
- Keep text on the token colour pairs
- Use the monogram at small sizes
- Say only what can be checked

Don't

- Stretch, recolour or rotate the logo
- Use the accent as a large background
- Invent numbers, quotes or addresses
- Name third-party vendors on public surfaces

Everything in the kit

- 01-logos/ SVG · PNG @1-3x · PDF
- 02-favicons-app-icons/ ICO · PNG · manifest
- 03-color/ CSS · Tailwind · JSON · .ase · .gpl · contrast.csv
- 04-type/ fonts (OFL) · type.css · specimen
- 05-tokens/ tokens.css · tokens.json · Tailwind · Figma · UI kit
- 06-social-web/ 14 PNGs · email signature
- 07-print-tradeshow/ 13 print PDFs · previews · specs
- 08-office/ PPTX · DOCX · voice guide
- BRAND-PLAYBOOK.pdf · BRAND-CARD.pdf