

heroes & sidekicks

Brand *Guidelines*

The story, voice and visual world
of Heroes & Sidekicks.

Brand Outline

1.0 Logo & Mark 03

- 1.1 The Logo 04
- 1.2 The Mark 06
- 1.3 How to Use 07

2.0 The Colors 11

- 2.1 Color Palette 12

3.0 The Typography 14

- 3.1 Fonts 15
- 3.2 How to Use 17

4.0 The Creative 19

- 4.1 Brand Pattern 20
- 4.2 Icons 21
- 4.3 Photo Styles 22
- 4.4 Backgrounds 24
- 4.5 Website Pending
- 4.6 Email Signature Cards 25

5.0 The Story 26

- 5.1 Brand Strategy 27
- 5.2 Who We Are 28
- 5.3 Our Mission 30
- 5.4 Our Tone 31

1.0

Logo & *Mark*

Our identity, from the primary wordmark to the supporting mark. Use each with care, clarity and consistency.

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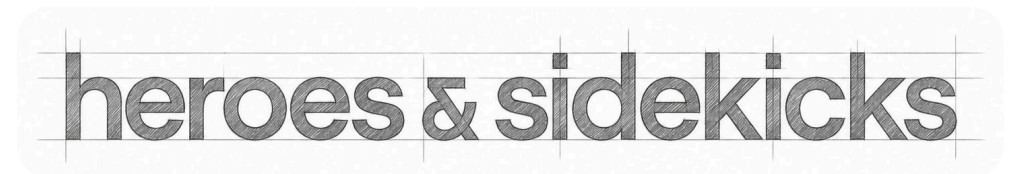
The *logo*

The horizontal wordmark is our primary brand signature. Use the supplied artwork for web headers, presentations, documents and campaign sign-offs.

Keep its original proportions and letter spacing. The logo stands on its own. The mark is a separate brand element, reserved for the situations shown in this book.

Original pencil concept illustration.
Do not use in place of the logo.

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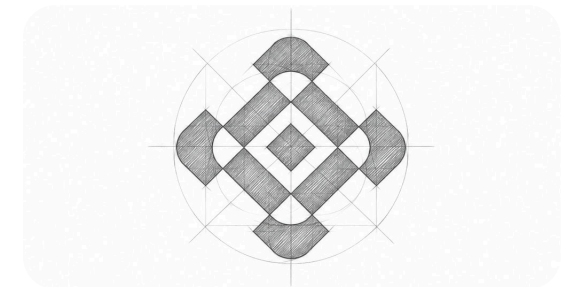
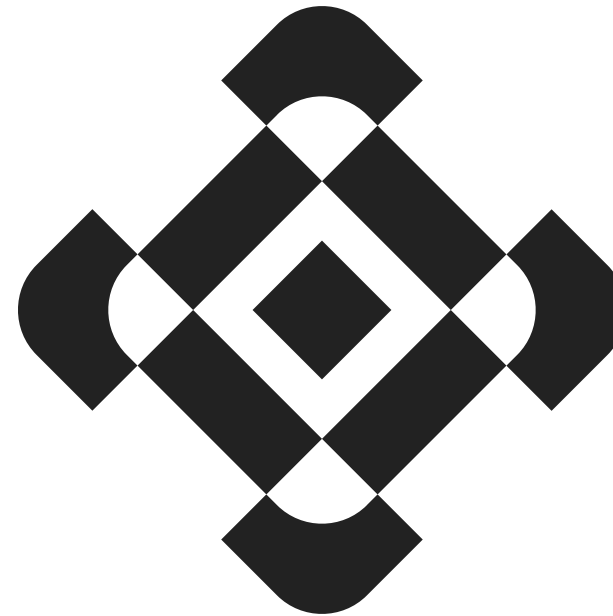


The *mark*

The mark is a separate identity element. Use it deliberately, where it is the subject of the design or as the approved repeating pattern.

Preserve its complete shape, original geometry and clear space. Keep it separate from the wordmark. Do not scatter it through layouts as decoration.

Original pencil concept illustration.
Do not use in place of the mark.



Logo *colors* & usage

Let the logo take on the color of the moment.

Use Dream Cream on Golden Hour or Hero Blue, and Hero Blue on Dream Cream. After Hours works on white, Dream Cream, Lavender Haze and Golden Hour.

Use the supplied artwork in one flat color. Preserve the lettering, spacing and original proportions.



Clear *space*

Keep a clear zone around the visible artwork. No type, images, page edges or other logos should enter it.

Wordmark

Let x equal the total height of the wordmark. Leave at least 1x on every side.

Mark

Let x equal one-quarter of the mark's width. Leave at least 1x on every side.

Proposed technical standards. The repeating brand pattern uses its own fixed spacing.



Minimum *size*

Small artwork still needs to feel clear and recognizable.

Screen minimums

Wordmark: 160 CSS px wide

Mark: 24 CSS px wide

Print starting sizes

Wordmark: 40 mm wide

Mark: 8 mm wide

Proposed minimums. Test at actual output size. Use larger artwork for embroidery, textured stocks and low-resolution screens.

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480 px

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400 px

heroes & sidekicks

320 px

heroes & sidekicks

240 px

heroes & sidekicks

160 px



48 px



32 px



24 px

Logo rules

Keep the supplied artwork intact. The examples show common errors beside correct use.

Do not stretch, rotate, crop, add effects or invent new color treatments. Do not attach the mark to the wordmark as a new default lockup. Never recreate the lettering.

The wordmark and mark can both appear in a layout, with their own placement and clear space.

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✗ Stretching

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✗ Low contrast

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✗ New lockup

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✓ Original proportions

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✓ Clear contrast

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✓ Wordmark stands alone

2.0

The *Colors*

Six distinctive colors. Hero Blue, Dream Cream, Lavender Haze and Golden Hour lead; After Hours and Limelight add contrast.

Color *palette*

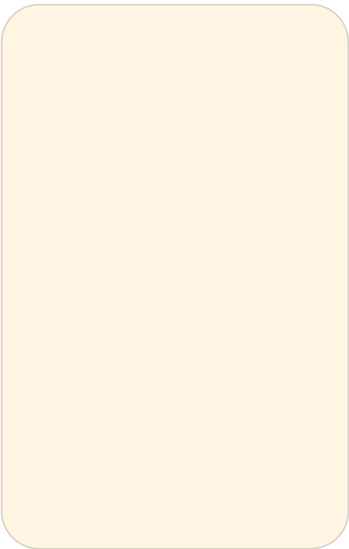
MAIN COLORS



Hero Blue

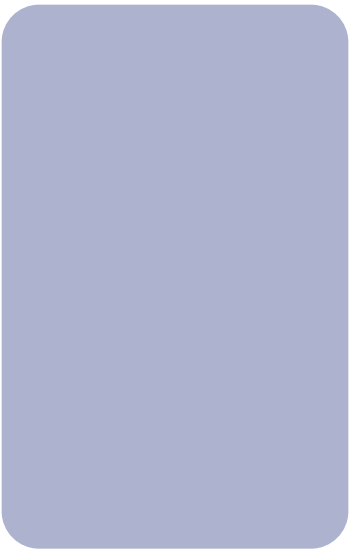
#5266EB
RGB 82 / 102 / 235
CMYK 65 / 57 / 0 / 8

HEX/RGB are the digital masters.



Dream Cream

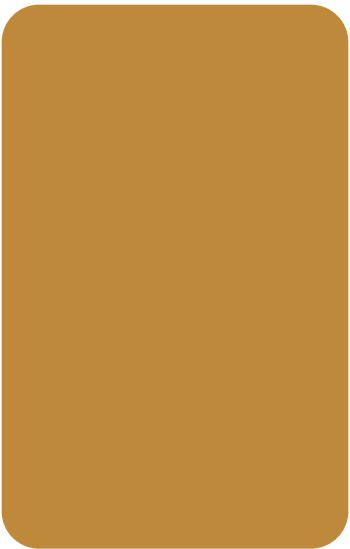
#FFF5E2
RGB 255 / 245 / 226
CMYK 0 / 4 / 11 / 0



Lavender Haze

#AEB3CE
RGB 174 / 179 / 206
CMYK 16 / 13 / 0 / 19

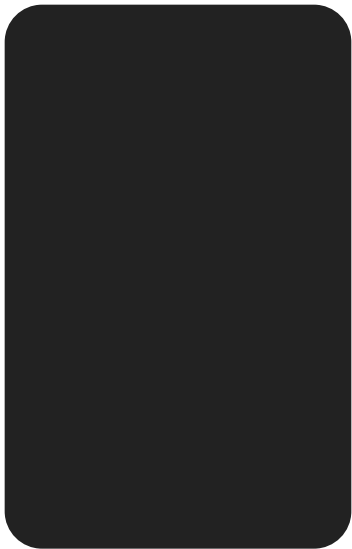
CMYK values are unprofiled starting conversions.



Golden Hour

#BF8A3B
RGB 191 / 138 / 59
CMYK 0 / 28 / 69 / 25

ACCENTS



After Hours

#232323
RGB 35 / 35 / 35
CMYK 0 / 0 / 0 / 86

Pantone is unassigned; match physical swatches.

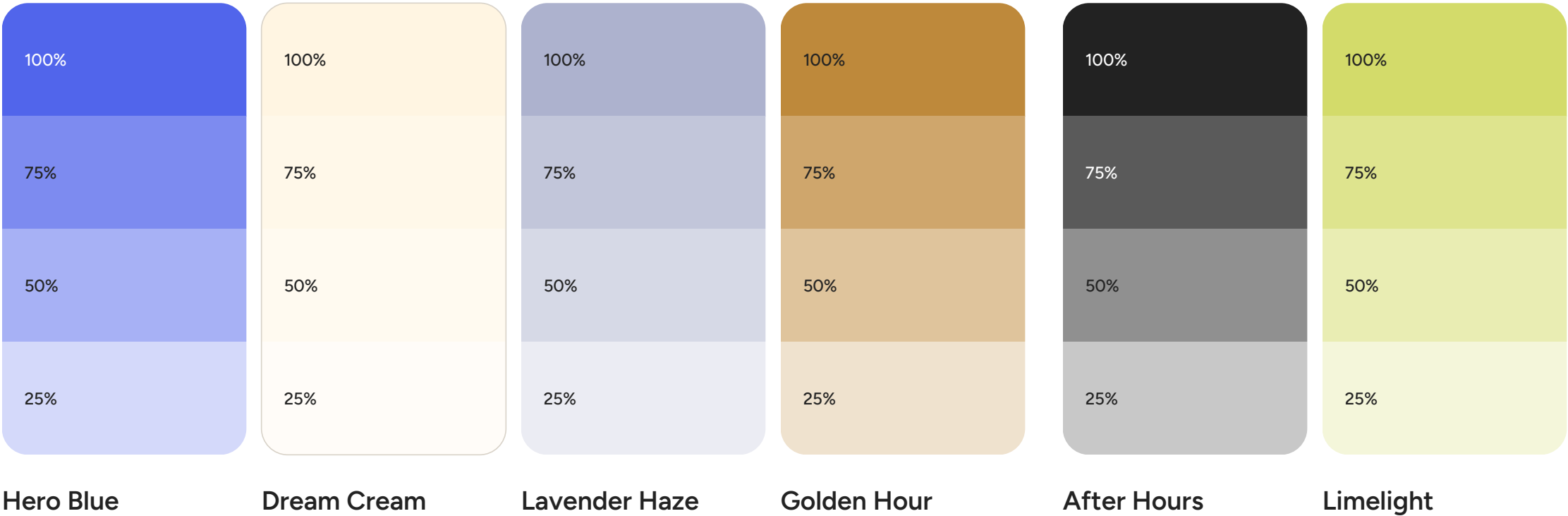


Limelight

#D3DB6A
RGB 211 / 219 / 106
CMYK 4 / 0 / 52 / 14

Color *tints*

Full-strength brand colors, with lighter tints at 75%, 50% and 25% on white.



3.0

The *Typography*

Figtree handles the everyday details.

Serif display type gives headlines, names
and big figures their character.

Figtree

Figtree is the everyday voice of the brand. Use it for body copy, labels, buttons, navigation and forms.

Use the 400, 500, 600 and 700 weights. Keep body text upright, comfortable to read and generously spaced.

Usage

Body: 18 px / 28 px line height.
Buttons and navigation: 16 px / 22 px, weight 600.
Short uppercase labels may use 0.12em tracking.

Weights

Aa

400 REGULAR

Aa

500 MEDIUM

Aa

600 SEMIBOLD

Aa

700 BOLD

Figtree

EVERYDAY SANS SERIF

Serif *display*

Serif typography brings expression to headlines, names and big figures.

Pair upright type with a short italic phrase for emphasis. Keep body paragraphs in Figtree. Let scale, line breaks and white space do the work.

Website stack

ui-serif, "New York", Georgia, "Source Serif 4", serif.

Regular

Aa

SOURCE SERIF 4 REGULAR

Italic

Aa

SOURCE SERIF 4 ITALIC

A little more
possibility.

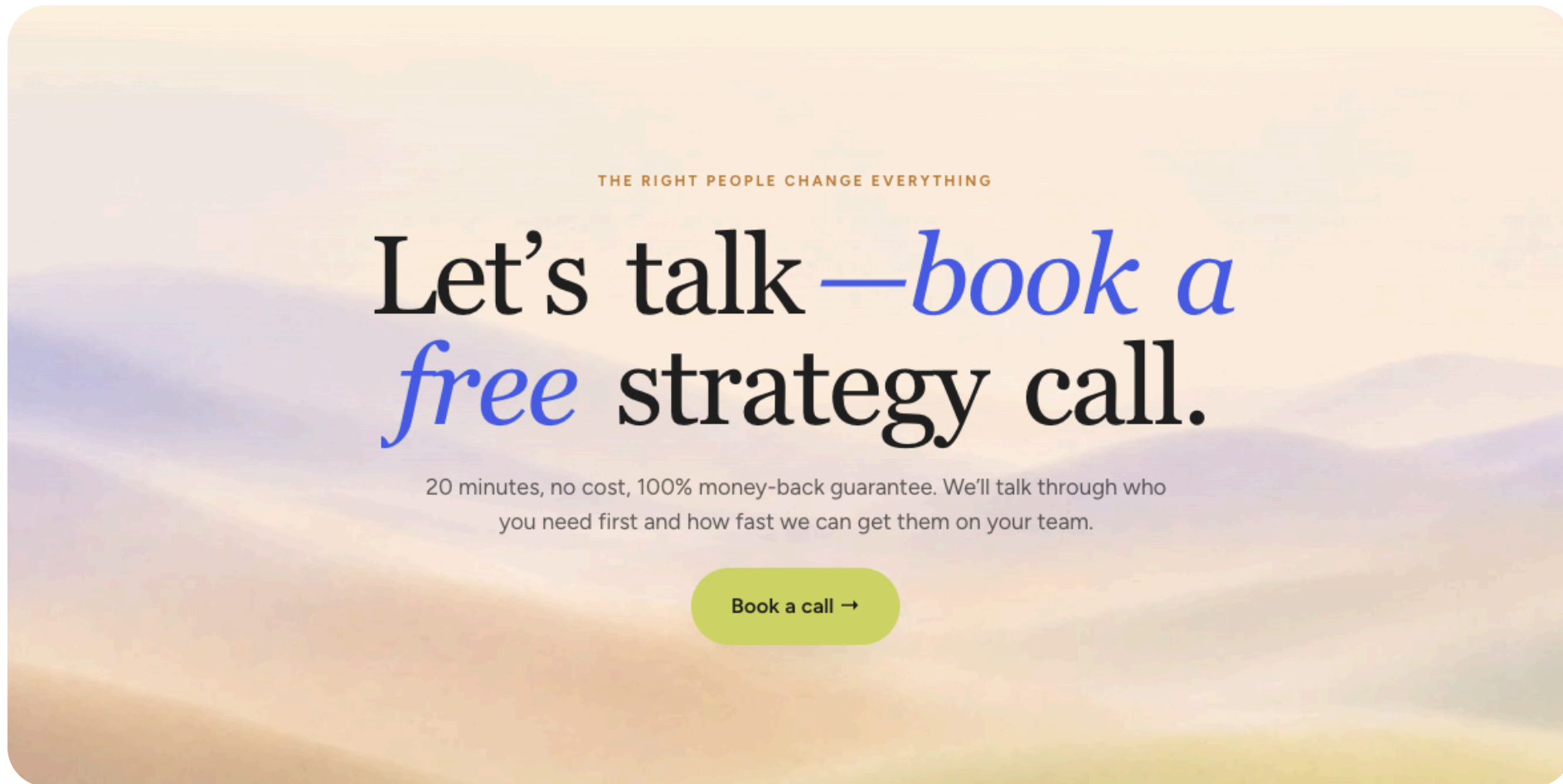
PDF: Source Serif 4 Regular and Italic.

Website headlines vary by platform; the first available face in the stack is used.

How *to* use

Serif headlines and Figtree body copy.

Blue italic emphasis. A clear call to action.



Hierarchy

Use the serif face to establish the big idea.
Use Figtree to make the details clear.

This is a proposed digital scale. On mobile, reduce headlines and keep body copy at least 16 px. Aim for 45–75 characters per body line. Preserve line-height ratios when scaling.

Display

Serif 72 / 76 px

Heading one

Serif 56 / 60 px

Heading two

Serif 40 / 44 px

Names & figures

Serif 28 / 34 px

Body copy

Figtree 18 / 28 px

Buttons and labels

Figtree 16/22 px, labels 12/16 px

4.0

The *Creative*

Patterns, simple line icons, photography and expressive backgrounds bring the brand to life.

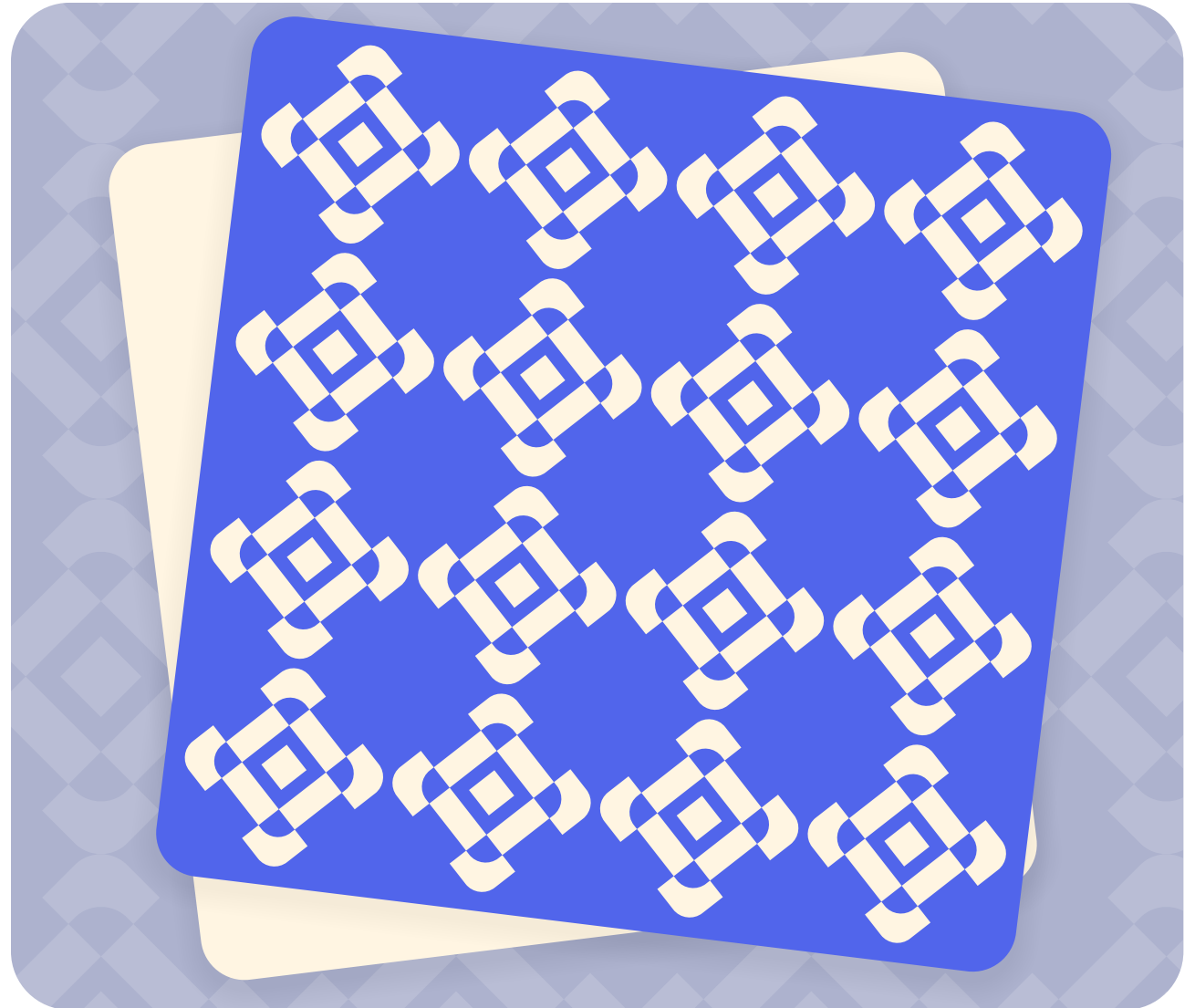
Brand *pattern*

The complete mark, repeated with precision.

Use one size, one orientation and even spacing. This repeat uses tighter spacing than a standalone mark. Keep it in its own field, with no text or other artwork over it.

4 × 4 repeat

One mark. One size. An even rhythm.



Icons & *graphics*

Use simple, open line icons from the Lucide family. Match the optical size, stroke and color across a set.

Start with a 24 px grid, 1.7 px stroke, round caps and joins, and no fill. Use at 20 px or larger.

Keep illustrations spare and geometric. Avoid heavy 3D effects, busy cartoons and mixed clip-art styles.



Remote work



Operations



Finance



Learning



Time



People

Photo *styles*

People take
the lead.

Color with purpose

Place portraits against simple fields from
our palette.

Warm. Clear. Human.

Keep natural skin, hair detail and believable
lighting.

A connected cast

Match framing, card size and rounded
corners across the group.



Photo *styles*

Fun & candid

Show the human side of the team. Capture real laughter, playful gestures and shared moments. Keep expressions natural and leave room for everyone.



Backgrounds

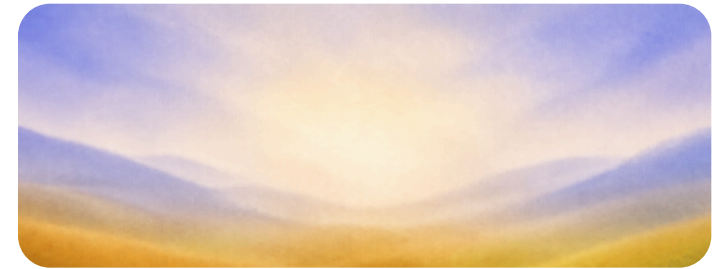
Six colorful backdrops. Use one master per composition, crop proportionally and place type in a calm area.



01 Cream flow



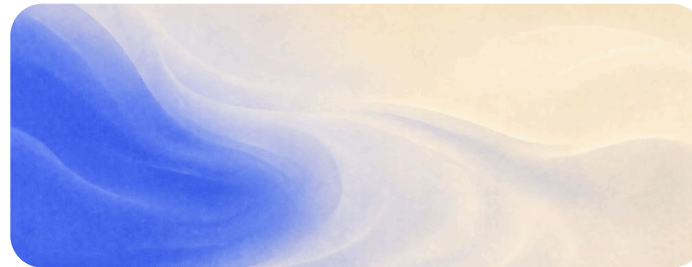
02 Lime flow



03 Ochre flow



04 Blue wash

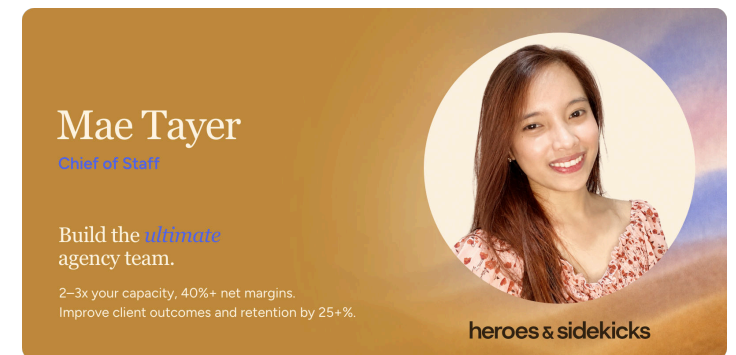
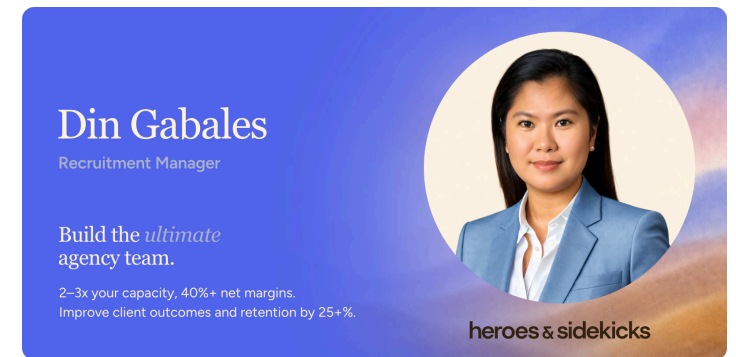
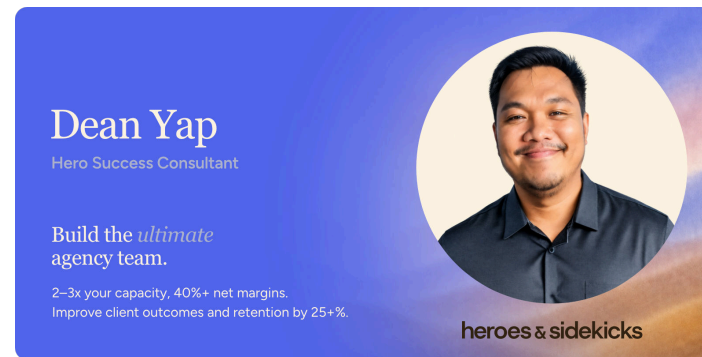


05 Blue & cream



06 Radial Bloom

Email *signature* cards



5.0

The *Story*

Who we are, what we're here to do, and
the way we sound.

Brand *strategy*

Purpose

Help founders thrive
in business and in life.

Vision

A world where building a
successful business leaves room
for a beautiful life.

Proposed purpose, vision and values, drawn from the original brand story.

✓ Authenticity

Show up as real people. Be open,
honest and direct.

♥ Care

Keep success, time freedom and
enjoyment in view.

🔍 Curiosity

Bring experience. Ask questions.
Keep learning.

👥 Individual attention

Understand the challenge before
shaping the solution.

Who *we* are

We are genuine.

Heroes and Sidekicks is a passionate, authentic, and dedicated coalition of world-class business experts dedicated to helping Founders THRIVE in the wild world of entrepreneurship. Yes, we are experts in staffing, recruitment, sales, marketing, and operations, but we're so much more than that!

Source: original brand book, 2023. Talent graphic is illustrative.



Operations

Teamwork



Marketing

Strategy



Creative

Design



Sales

Growth

Who *we* are

Four outcomes we work toward.



Profitability

Squeeze every ounce of profitability from your company so you can maximize the return on your time and resource investment and build your long-term legacy.



Time freedom

Maximize operational efficiency so you can scale while establishing exceptional time freedom.



Enterprise value

Operationalize your business from end to end to maximize enterprise value so you can ride off into the sunset (or build your next big thing!).



Growth

Drive big boosts in revenue so you can fund scaling your business the right way (and have some fun while you're at it).

Source: original brand book, 2023. Outcomes edited for grammar.

Our *mission*

You CAN have it all.

Each and every day is a new opportunity to work towards our company mission. Read it, read it, and read it again. Keep it with you as you overcome each obstacle, accomplish all of your achievements, and succeed with us.

Life is beautiful, but it can be tough. Business can be tough too, but man oh man can it be beautiful and rewarding, and that's what we're here to help you with. We want our clients to be uber-successful while enjoying the business they're building.

Making hyper-profitable entrepreneurship fun again lies at the heart of everything we do, and we aim to lead by example. We let our team serve as the North Star for all of our clients, demonstrating all of the wonderful possibilities that stand before them.

Source: original brand book, 2023.

Our tone

This is how we sound, how we speak, and how we amplify the story we tell through our brand. When we write, design, and even speak for Heroes and Sidekicks, this messaging should shine through.



We're rockstars and we know it. We've been around the block and built a ton of cool stuff, all demonstrated by what our clients say about us when we're not around. That said, we're eternal students, always looking to grow and learn from folks who have been where we want to go and have done what we want to do.



We don't take ourselves too seriously and we like to have fun. We can get down with the best of them, but we know how to master a board meeting when needed, and our years spent working with some of the biggest companies on the planet shine through in everything we do.

Source: original brand book, 2023.

Our *tone*

Curiosity

For that reason, we're going to ask plenty of questions and create a unique solution for each new challenge we encounter together. There are no one-size-fits-all band aids in our playbook so we'll approach each new client experience with wonder and curiosity first, then get to work building something groundbreaking and oh so beautiful!

Tone source: original brand book, 2023. Messaging examples are illustrative.

Writing examples



ON

Let's find your next great teammate.

OFF

Unlock workforce optimization.



ON

Good people. Great things.

OFF

Guaranteed overnight growth.



ON

Tell us where you're stuck.

OFF

We already know what you need.