



Brand guidelines, *considered.*

How Pale Blue looks, sounds and shows up: the logo, color, type, imagery and voice behind hellopaleblue.com.

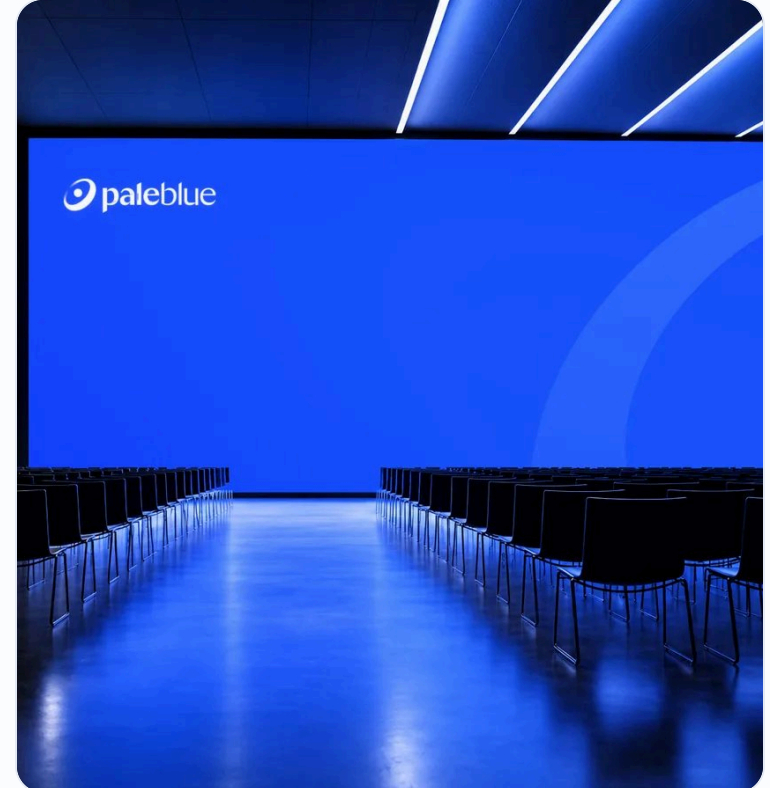
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Every business is somebody's whole world.

Seen by Voyager 1, Earth is a single pale blue dot, barely a pixel wide, alone in the dark. Carl Sagan called it the Pale Blue Dot. That's how we see the businesses we build for. The corner restaurant and the two-person moving crew aren't small. They're somebody's whole world.

Pale Blue is an independent, veteran-owned web design studio serving local businesses and government. The brand is calm and clear: it puts the work first, with one strong blue, plain language and a fast site.



WHAT WE PROMISE

Considered design, built to bring in business: websites and the follow-up behind them, so the right customers find you and every inquiry gets a prompt reply.

HOW WE BEHAVE

Flat prices you see upfront, straight answers even when they cost us the work, and a finished site the client owns outright.

TAGLINE

Designed to be found.

Plain words, straight answers.

HOW WE WRITE

- **Plain English.** Short sentences, everyday words, no jargon. Write for the business owner, not other designers.
- **Calm, never loud.** Confident without hype: no exclamation marks, “revolutionary” or “world-class.”
- **Show the price.** Say what it costs and what’s included, upfront.
- **Only what’s true.** If a fact isn’t confirmed, leave it out. Numbers come from real data, never estimates.
- **One accent word.** A headline can lean on one key word or phrase, set in the blended blues.

DO

Flat rate. Fast turnaround. No fluff.

DON'T

Revolutionary, game-changing digital solutions!

DO

No build fee.

DON'T

\$0 upfront. (The first month is charged at sign-up.)

OUR NAME

In writing, the studio is **Pale Blue**: two words, both capitalized. The one-word “paleblue” belongs to the logo only.

PLAN NAMES

Each plan name travels with a plain description the first time it appears.

NAME	SAY IT AS	PRICE
Orbit	Our all-in-one monthly plan	\$199/month
Launch	Starter site, 5–10 pages	\$499 one-time*
Horizon	Growth site, 10+ pages	\$999 one-time
Constellation	Online store	From \$1,999
Own it	Any one-time build, owned outright	

*\$249 through Nov 30, 2026. In ads, plain words lead: “Starter website” over “Launch.” Always check current prices on [hellowpaleblue.com](#).

A dot, in orbit.

A two-weight wordmark: “pale” set heavy, “blue” set light, so the name reads as two words without a space. The symbol is a pale blue dot inside a single orbit.

Use the full-color logo wherever possible. On dark backgrounds and photography use the light version; on brand blue, the all-white version. The symbol alone is for small spaces: app and browser icons, avatars and favicons.

Artwork: logo-r2.svg (primary), logo-r2-light.svg (on dark), logo-r2-white.svg (on blue), logo-r2-symbol.svg (symbol). Final artwork by Softriver, October 2026.



Primary · full color on white or Paper

Light · on Ink, dark and photography

White · on brand blue

Symbol and app icon · small spaces

Give it room to breathe.



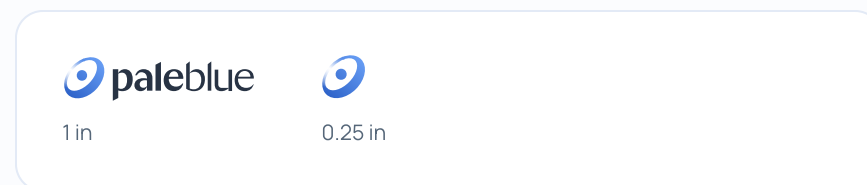
Clear space on every side equals half the height of the symbol. Keep text, edges and other marks outside it.



The symbol keeps the same rule: half its own height on every side.

MINIMUM SIZE

	PRINT	SCREEN
Full logo	1 in (25 mm) wide	110 px wide
Symbol	0.25 in (6 mm) tall	16 px tall



PLACEMENT

- Top left on pages, documents and signage; centered on covers and merchandise.
- On photography, place the logo over a calm, even area, never across busy detail.

Keep it **exactly** as drawn.

Always use the supplied artwork. Never redraw, retype or rearrange the logo.



Don't stretch or squash it.



Don't recolor it.



Don't rotate it.



Don't add shadows, outlines or effects.



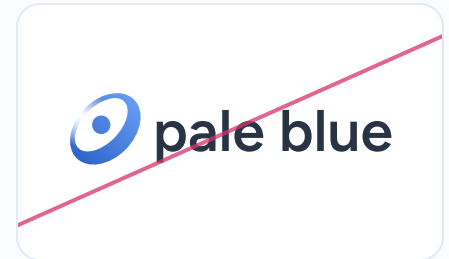
Don't place it on low-contrast color.



Don't use the dark logo on dark images.



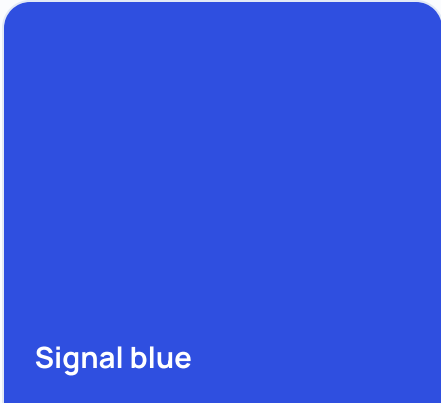
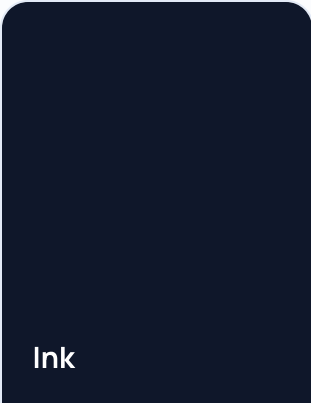
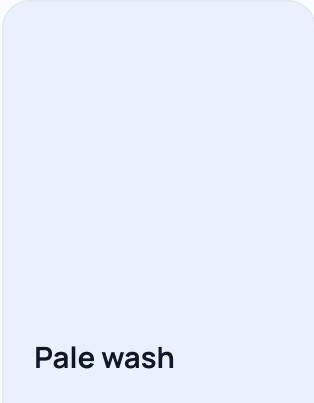
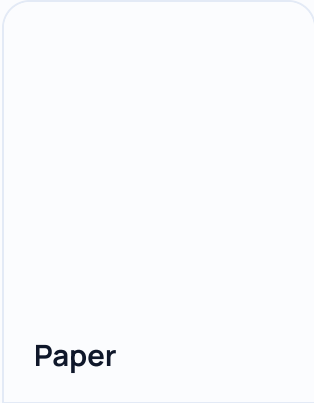
Don't retype the name as a logo.



Don't pair the symbol with other type.

One strong blue.

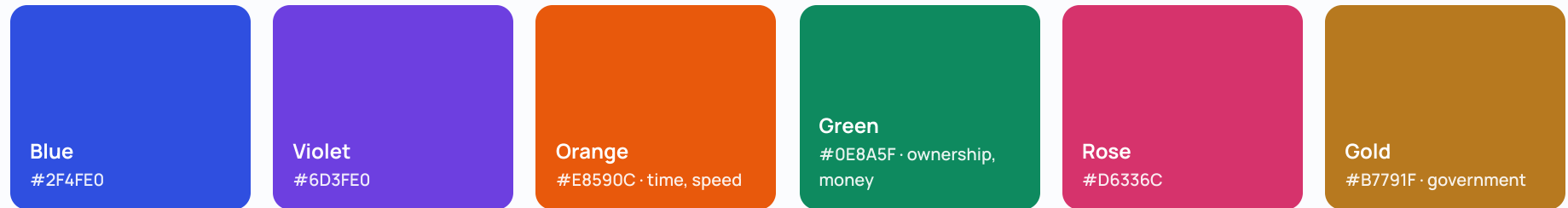
Five core colors run the whole brand. Signal blue leads; Ink carries the words; Pale wash and Paper keep pages light and calm. Veteran gold is reserved for veteran and government marks.

 Signal blue #2F4FE0 RGB 47 79 224 Links, buttons, accents	 Ink #0F172A RGB 15 23 42 Headlines and text	 Pale wash #EAF1FC RGB 234 241 252 Panels, tints	 Paper #FBFCFE RGB 251 252 254 Page background	 Veteran gold #785A08 RGB 120 90 8 Veteran and gov marks
 Blended blues	#2C1FC2 → #2F6BEA Key words in headlines and the main buttons. Never as a background for body text.			

For print, match these values with your printer and proof before a full run. Screen values above are the source of truth.

Accents with a job to do.

Six accents are reserved for icons, one color per idea, so the same idea always looks the same. Each passes 3:1 contrast on white.



CONTRAST ON WHITE

COLOR	RATIO	USE FOR
 Ink	17.9 : 1	All text
 Signal blue	6.3 : 1	Text, links, buttons
 Veteran gold	6.4 : 1	Text and marks
 Green accent	4.4 : 1	Icons and large text
 Orange accent	3.6 : 1	Icons only

ON DARK (THE MOON HERO)

Built to bring in *leads*.

Over dark imagery, text is white and the accent word is Sky blue
#9DBBFF (10.7 : 1 on #03050B).

Ratios are WCAG 2 contrast. Body text needs 4.5 : 1, icons and large text 3 : 1.

Three typefaces, one voice.

HEADLINES

Aa

Figtree

Light 300 for headlines; Regular 400 for the homepage headline over the dark hero. Tight tracking (-3%).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345
6789

ACCENT WORD

Aa

Instrument Serif Italic

One word at a time, never a full sentence: the word that changes in the homepage headline.

business. leads. customers. bookings.

EVERYTHING ELSE

Aa

Manrope

Regular 400 for body, SemiBold 600 for buttons and labels, Bold 700 uppercase for small eyebrows.

ABCDEFGHIJKLMNOPQRSTUVWXYZ a
bcdefghijklmnopqrstuvwxyz 0123456
789

All three are open-source (SIL Open Font License) and self-hosted on the site. Free to download from Google Fonts for print and documents.

Eyebrow
Manrope Bold 8pt, +14%

WHY PALE BLUE

Display
Figtree Light 40pt

Flat rates. **No**
surprises.

Section title
Figtree Light 22pt

Every inquiry, **answered.**

Lede
Manrope Regular 12.5pt

We design and build your website and
the follow-up behind it.

Body
Manrope Regular 10.5pt

Flat prices you see upfront, straight answers,
and a site you own outright.

Button
Manrope SemiBold

Get My Free Website Score

Considered design.
Built to bring in *business*.

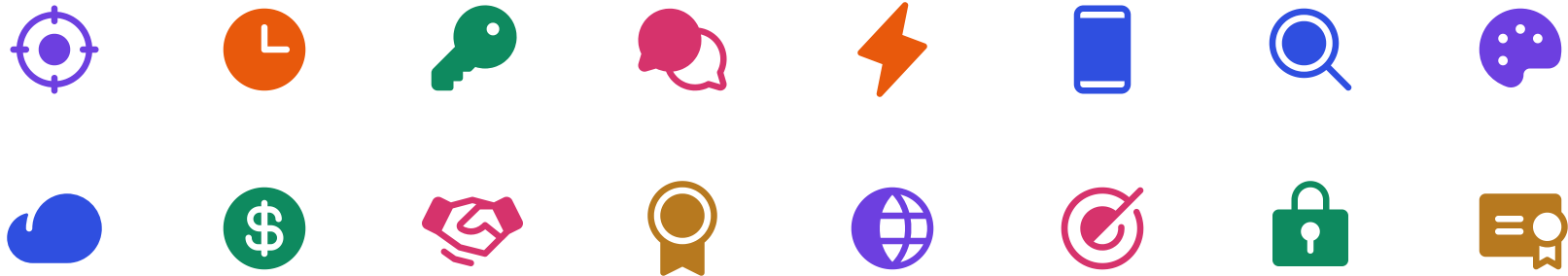
The homepage headline: Figtree Regular in white, one Instrument Serif word in Sky blue.

RULES

- Sentence case for headlines and buttons.
- One accent word or phrase per headline, in the blended blues (or Sky blue on dark).
- Left-align body text; keep lines under about 75 characters.

Solid icons, one accent each.

Filled shapes, never outlines, each in a single accent. The same idea always gets the same color: time and speed in orange, ownership and money in green, government in gold.



- One color per icon; no gradients or two-tone fills.
- Keep icons at one size within a row.
- Pair an icon with a short label; never use one alone to carry meaning.
- Use the Phosphor “Fill” style for new icons, so the set stays consistent.

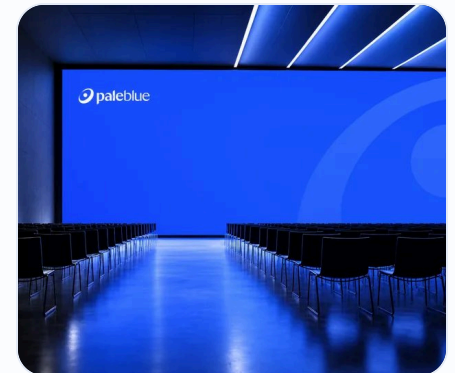
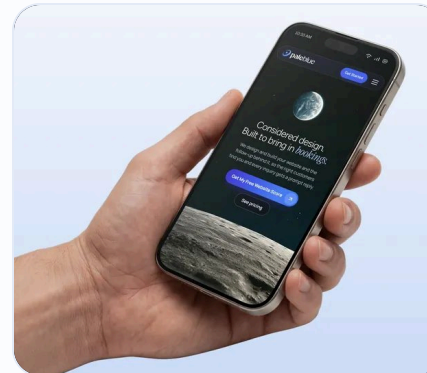


Cool light, calm space.

Our imagery is deep navy and electric blue: Earth over the Moon's horizon, quiet silhouettes, screens and devices lit in blue. Calm, uncluttered and cinematic, never stock-photo cheerful.

- Dark, cool palette with blue highlights.
- One clear subject; plenty of empty space for type.
- Real devices show the real site, current version.

The Earth-and-Moon hero is a commissioned AI illustration. Never describe it as the Voyager "Pale Blue Dot" photograph.



One button, one clear next step.

Designed phone-first. The main button is one pill in the blended blues with the arrow inside its own circle. Each screen has one primary action; everything else is secondary.

PRIMARY

Get My Free Website Score



The one main action per screen.

SECONDARY & LINK

See pricing

See how it works →

White pill with a hairline; text links in Signal blue.

ON DARK

See pricing

Over imagery, secondary buttons use a dark frosted fill.

SHAPE

Pills for buttons; 14–24px corner radius on cards and panels.

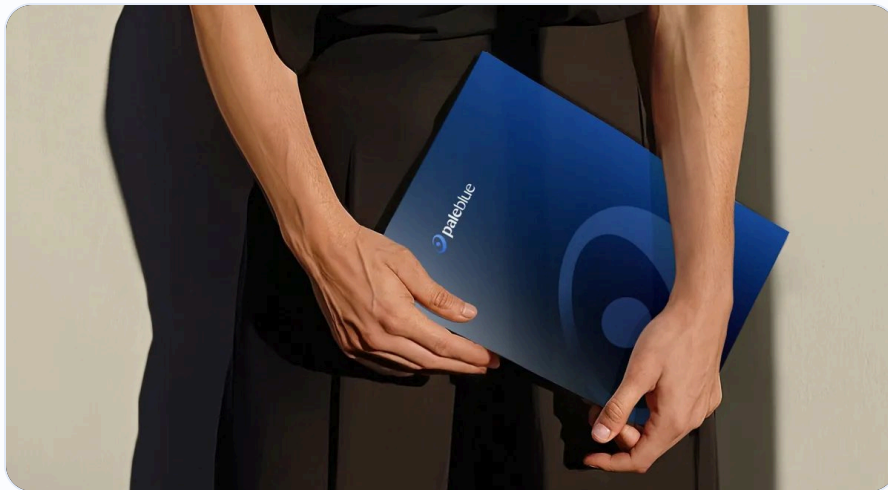
SURFACES

White cards on Paper with a 1px #E3EAF6 hairline and a soft, low shadow.

MOTION

Slow and purposeful. Anything that moves can be paused, and respects reduced-motion settings.

The brand in the world.



Business cards, signage, presentation folder and apparel.



Questions about *the brand?*

For logo files, approvals or anything these pages don't cover, get in touch. The live reference is always hellopaleblue.com/brand.

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