



Brand Guidelines

VISUAL IDENTITY · VOICE · APPLICATIONS

Version 1.1 — July 2026

The Catchy Clouds brand

WHO WE ARE

Catchy Clouds is a UK digital visibility agency. We help businesses get found wherever their customers search — in Google results, in AI-generated answers, in the press, and across the wider web — through SEO, Answer Engine Optimization (AEO), Digital PR and press release distribution.

POSITIONING

Search is changing. Customers no longer only Google — they ask ChatGPT, Perplexity, Gemini and Claude. Catchy Clouds exists at that intersection: a modern agency built for both classic search and the new answer engines. AEO is our differentiator and should lead our story in every channel.

THE MARK

Our symbol is an eclipse of two crescents — a dark moon passing a bright one. It represents the shift from the old search era to the new, and a brand that helps clients emerge into the light. It also reads as a lens: focus, clarity, visibility.

BRAND PERSONALITY

- **Clear** Plain English. No jargon walls.
- **Consultative** We advise before we sell.
- **Modern** Fluent in AI-era search.
- **Trustworthy** Precise claims, honest framing.

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Logo

One logo, four approved versions plus the icon. Always use the supplied files — never redraw, retype or rebuild the lockup.

**PRIMARY**

Default on white & light backgrounds

**ALL-WHITE**

On Deep Navy, dark colours & photography

**REVERSED**

Mid-tone backgrounds only

**MONO NAVY**

Single-colour print, fax, engraving

**ICON**

Favicons, avatars, app tiles, small spaces

Rule of thumb: the two-colour mark needs contrast on both crescents. On Deep Navy the navy crescent disappears — always switch to the all-white version there. Never place the primary logo on busy imagery without a white holding panel.

Clear space, sizing & misuse

CLEAR SPACE



Keep a margin of X — the height of the eclipse mark — clear on all sides. Nothing enters this zone: no text, imagery, page edges or other logos.

MINIMUM SIZE

 **Catchy Clouds** Print 24 mm · Digital 120 px wide

 Icon Print 8 mm · Digital 24 px

CO-BRANDING



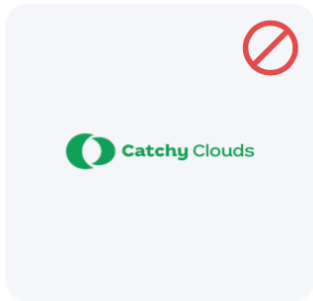
PARTNER

Pair with partner logos at equal visual weight, separated by a 1pt keyline, with full X clear space on each side.

DON'TS



Do not stretch or distort



Do not recolour the mark



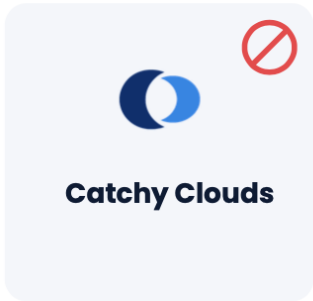
Do not rotate



Do not add effects



Avoid low contrast



Do not rearrange

Colour

A confident navy-and-blue core with a single warm accent. Amber is reserved for emphasis — CTAs, featured pricing, highlights — and should never dominate a layout.

Deep Navy

#112F6B

R17 G47 B107
C84 M56 Y0 K58

Primary brand colour. Headlines, dark surfaces, the leading crescent.

Sky Blue

#3885E1

R56 G133 B225
C75 M41 Y0 K12

Secondary. Links, icons, charts, the trailing crescent.

Signal Amber

#F5A623

R245 G166 B35
C0 M32 Y86 K4

Accent only. CTAs, featured tier, key highlights. Max ~10% of a layout.

Cloud White

#F4F6FA

R244 G246 B250
C2 M1 Y0 K2

Base. Page backgrounds, cards and breathing room.

PROPORTIONS



SUPPORTING TINTS

Navy 120
#0B1F49

Navy
#112F6B

Navy 80
#2A4E9B

Blue
#3885E1

Blue 50
#8FB4E8

Blue 15
#D9E8FA

Ink
#0E1B33

Slate
#5A6B8C

Line
#E1E7F0

BRAND GRADIENT



Navy → Blue, 135°. Hero sections and feature panels only.

Typography

Ezra, by Sarid Ezra, is our brand typeface — the same friendly geometric voice as our wordmark.
Poppins Latin is the licence-free stand-in for web, docs and anywhere Ezra is unavailable.

Aa Bb Cc 0123

EZRA · DISPLAY & HEADLINES

H1 / Page title

Get found everywhere customers search

H2 / Section

Visibility across Google and AI answers

H3 / Card title

Press release distribution that builds authority

Body

Body copy is set in Regular at 15-17px on the web with generous 1.6 line height.

Caption / Meta

CAPTIONS AND EYEBROWS ARE MEDIUM, TRACKED +8%, UPPERCASE

USAGE RULES

- Headlines: Ezra Bold / Poppins Latin Bold, tight leading (1.1).
- Never use Ezra below 14px — switch to Poppins Latin.
- Two weights per layout in production materials, plus one accent. Reference and specimen pages are exempt.
- Sentence case for headlines; uppercase for eyebrows only.
- Web stack: Poppins Latin, -apple-system, Segoe UI, sans-serif.
- Ezra requires a commercial licence (MyFonts). Convert to outlines before print.
- A "weight" means a distinct cut, for example Ezra Bold and Ezra SemiBold count as two.

THE EYEBROW MOTIF

ANSWER ENGINE OPTIMIZATION

Small caps + gradient underline. Our signature section opener across web and decks.

Nimbus, our mascot

Nimbus is the friendly face of Catchy Clouds — a two-tone eclipse come to life. He adds warmth to a technical subject without undermining credibility.



Keep Nimbus consistent: always the split navy/blue sphere with a single antenna, generated from the master reference sheet. Do not recolour him, give him extra limbs or accessories outside approved poses, or scale him below 48px.

CHARACTER

Smart, curious and upbeat — Nimbus analyses, spots opportunities and celebrates client wins. He speaks with the brand voice: helpful and confident, never salesy.

WHERE NIMBUS APPEARS

- Website sections & empty states
- Onboarding and how-it-works steps
- Social posts & blog illustrations
- Email headers and 404 pages

WHERE HE DOES NOT

- ✗ Legal pages, invoices, contracts
- ✗ The logo lockup — never combine
- ✗ Client deliverables & press releases
- ✗ More than once per viewport

EXPRESSION & POSE EXAMPLES



Voice & tone

We sound like a sharp consultant, not a pushy vendor. The same voice runs through the website, cold outreach, AI calling scripts and client work.

01**Clear over clever**

Plain English. Explain AEO in one sentence before using the acronym. Short sentences win.

02**Consultative, not salesy**

Lead with the prospect's goals. Ask before pitching. "Is visibility something you're exploring?" beats "You need our service."

03**Confident, precise claims**

Say what we do and how — never guarantee rankings, coverage or specific outlets. "Our distribution network includes..." , not "As seen in..." .

04**Warm and human**

Contractions are fine. Respect people's time. It's okay to be brief.

IN PRACTICE**● We say**

- "We help businesses show up in Google and in AI answers like ChatGPT."
- "Would increased media exposure be valuable for your business?"
- "Our distribution network includes major news syndication platforms."
- "Happy to show you what this looks like in a 20-minute call."

✗ We avoid

- "Guaranteed page-one rankings" — we never promise outcomes we don't control.
- "As seen in BBC / The Guardian" — misrepresents syndication as editorial coverage.
- Jargon walls: "leveraging synergistic omnichannel entity optimization".
- Pressure tactics, fake scarcity, or opening a cold call with a pitch.

UI components & tokens

The building blocks used on the Catchy Clouds site and in decks. Keep amber for the one action that matters most on any screen.

BUTTONS



Primary CTA — Amber, ink text · Secondary — Navy · Tertiary — outline. 16px radius, Ezra/Poppins Latin SemiBold.

CARDS & FEATURED PRICING



The featured tier flips to Deep Navy with an amber price and a badge. [EDIT] placeholders must be resolved before launch.

HERO BAND



CSS DESIGN TOKENS

```
:root {  
  --cc-navy: #112F6B;  
  --cc-blue: #3885E1;  
  --cc-amber: #F5A623;  
  --cc-ink: #0E1B33;  
  --cc-slate: #5A6B8C;  
  --cc-cloud: #F4F6FA;  
  --cc-grad:  
    linear-gradient(135deg,  
      #112F6B, #3885E1);  
  --cc-radius: 16px;  
  --cc-font: "Poppins Latin",  
    sans-serif;  
}
```

Asset library & legal notes

MASTER FILES

cc-logo.png / .svg

Primary lockup — light backgrounds

cc-logo-allwhite.png / .svg

All-white lockup — dark backgrounds

cc-logo-w.png / .svg

Reversed lockup — mid-tone backgrounds

icon.png / .svg

Eclipse mark — avatars, favicons

assets/nimbus/*

Nimbus poses × 6 — web illustration set

Ezra (MyFonts)

Brand typeface — licence per seat

LEGAL & COMPLIANCE NOTES

- Media logos (BBC, The Guardian, etc.) may only appear under the heading “Our distribution network includes” with a disclaimer. Never “As seen in” or “Featured in” unless genuine editorial coverage exists.
- Ezra requires a commercial licence; convert all Ezra text to outlines before sharing artwork externally.
- Outreach must comply with the recipient’s local law, not ours. UK and EU: legitimate-interest B2B framing under UK/EU GDPR, PECR or local ePrivacy rules, TPS/CTPS screening for calls. US: CAN-SPAM, including a physical address and working unsubscribe. Canada: CASL consent requirements. Every message carries a clear opt-out regardless of market. Check the destination country before any campaign.
- Testimonials and case-study claims must be real, dated and attributable.