



Brand Guidelines

Logo Usage • Color Palette • Typography

Contents

01	Brand Overview	3
02	Logo	4
03	Color Palette	5
04	Typography	6

Brand Overview

Our Mission

Whimsybuilt creates thoughtful, accessible digital experiences that help individuals, startups, and small businesses establish their online presence. We believe everyone deserves a great website, and we make that possible through smart tools, efficient workflows, and years of experience.

Whimsybuilt also operates passion projects with purpose at their core — including Actually Govern, a non-partisan civic education platform encouraging people to think beyond party lines, and Eat Real Again, a free resource helping people return to whole food eating. We only build things worth building.

Brand Voice

- **Approachable:** Warm and friendly, never intimidating or overly technical.
- **Professional:** Competent and reliable, inspiring confidence.
- **Creative:** Thoughtful and imaginative, with attention to detail.
- **Honest:** Transparent about process, pricing, and capabilities.

Core Values

- Quality over quantity
- Accessibility for all
- Continuous learning
- Client partnership
- Purpose before profit

Logo

The Whimsybuilt logo consists of an abstract W mark and wordmark. Use them consistently to maintain brand recognition.



Primary Logo on Dark



Primary Logo on Light

Do

- Maintain clear space around the logo
- Use the logo at appropriate sizes
- Use approved color variations
- Keep proportions when scaling

Don't

- Stretch or distort the logo
- Change the logo colors
- Add effects like shadows
- Place on busy backgrounds

Color Palette

Our color palette balances professionalism with warmth and energy.



Primary Blue

#005eef

RGB: 0, 94, 239



Deep Blue

#001e49

RGB: 0, 30, 73



Primary Orange

#ff5917

RGB: 255, 89, 23



Secondary Orange

#ff6833

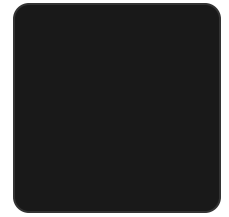
RGB: 255, 104, 51



Accent Yellow

#ffcc12

RGB: 255, 204, 18



Charcoal

#191919

RGB: 25, 25, 25

Color Usage Guidelines for Website

Primary Blue: Main brand color. Use for links, buttons, and key UI elements.

Deep Blue: Dark backgrounds, headers, and footer areas.

Primary Orange: Accent color for CTAs, highlights, and gradient endpoints.

Secondary Orange: Gradient midpoints and warm accent moments.

Accent Yellow: Sparingly for attention-grabbing elements only.

Charcoal: Primary dark background for the website and dark-mode surfaces.

Typography

Our type system uses two logo-specific fonts for the wordmark and two complementary Google Fonts for all website text.

Logo Wordmark Fonts

Funtastic

"whimsy" portion of the logo

Regular 400

whimsy

Playful • Rounded • Friendly

Nunito Black

"built" portion of the logo — 2px outline applied

Black 900

built

Chunky • Solid • Constructed

Website Fonts

Montserrat

Headings, Navigation, Buttons

Regular 400 • Medium 500 • Semibold 600 • Bold 700

**The quick brown fox jumps over
the lazy dog.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Raleway

Body Text, Paragraphs

Light 300 • Regular 400 • Medium 500 • Semibold 600

The quick brown fox jumps over the lazy
dog.

abcdefghijklmnopqrstuvwxyz 0123456789

Note on Funtastic: Funtastic is not available as a Google Font and must be installed locally or embedded when used in digital or print materials. The "whimsy" portion of the logo was set in Funtastic in Canva. For all other brand applications, use Montserrat for headings and Raleway for body text.