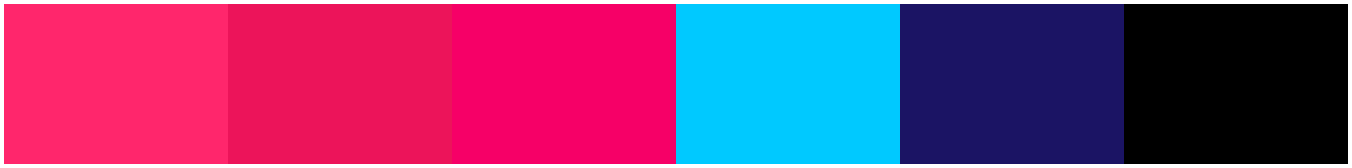
CULTURE PILOT

BRAND STYLE GUIDE

BRAND STANDARDS · EST. 2003 · HOUSTON, TEXAS

This is how Culture Pilot shows up — the marks, the colors, the type and the treatments that make the brand recognizable everywhere it appears. Use it as the source of truth for anything built under the Culture Pilot name.

THE PALETTE



#FF266C #EC145A #F60067 #00C9FF #1B1464 #000000

WHO WE ARE

Culture Pilot opened its doors in 2003 with the idea that culture is deeply intertwined with successful brands. Everything in this guide serves that idea.

CULTURE FIRST

We build culture-first brands through clever design and strategic marketing. No matter the size, no matter the industry, we find the uniqueness that succeeds in competitive markets.

PREMIUM SEGMENT

We launch and strengthen brands within the premium market segment — retail, hospitality, manufacturing, education and software among them.

FRONT LINES

Education through experimentation is a mantra embedded in our souls. We stand at the front lines of tech, AI and data-driven strategy.

THE LINE THAT ANCHORS EVERYTHING

CULTURE IS HUMAN. AND SO ARE WE.

HOW TO USE THIS GUIDE

— The horizontal wordmark is the default mark. Reach for another lockup only when space demands it.

— Magenta is an accent, never a background for long text.

— Bebas Neue Pro SemiExpanded sets every headline; Montserrat sets everything else.

— Nothing in the brand is rounded — border radius is always zero.

— When a situation is not covered here, choose the quieter option and ask.

CORE MARKS

Four approved lockups. The horizontal wordmark is the default; use the stack when width is limited, the profile block for social avatars, and the standalone mark only where the brand is already established.



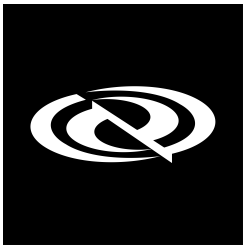
PRIMARY HORIZONTAL

The default lockup. Headers, footers, signage — anywhere the full name should read at a glance. Minimum width 120px on screen, 1.25in in print.
SVG (BLACK, WHITE) · AI VECTOR



STACKED LOCKUP

For square and narrow spaces: merch, stamps, tight columns. Never re-stack the horizontal version yourself. Minimum width 90px.
PNG TRANSPARENT · AI VECTOR · EPS PRINT



PROFILE BLOCK

Social avatars and app icons. The mark sits reversed in a solid black square with fixed padding — do not crop it tighter.
PNG SQUARE · AI VECTOR



STANDALONE MARK

The orbit-and-arrow emblem alone. Favicons, watermarks and patterns where the name already appears nearby. Minimum width 24px.
SVG (BLACK, WHITE)

FILE FORMATS

— SVG — web, presentations, anything on screen. Scales infinitely, tiny file.

— AI / EPS — print, signage, embroidery and anything a vendor produces. Send these to printers.

— PNG — transparent raster for quick placement where vector is not accepted.

USAGE RULES

The marks are fixed artwork. Scale them, place them, and leave everything else alone.

CLEAR SPACE

Keep a margin equal to the height of the emblem on all four sides. Nothing — type, imagery, page edges or other logos — enters that zone.



MINIMUM SIZES

Below these widths the emblem's inner counters fill in and the logo stops reading.

CULTURE PILOT — HORIZONTAL · 1.25IN PRINT

CULTURE PILOT — HORIZONTAL · MIN 120PX

MARK · MIN 24PX

DO NOT

- X Stretch, squash or otherwise distort the artwork
- X Rotate, tilt or arc the lockup
- X Rebuild the lockup by pairing the mark with typed-out text
- X Crowd the logo against type, edges or other logos
- X Recolor the mark — black, white and the supplied files only
- X Add drop shadows, glows, bevels or outlines
- X Place the black mark on a dark photo or a saturated brand color
- X Screen the logo back to a percentage tint

BACKGROUNDS

Use the black logo on white, Bone or Mist and on light photography. Use the white logo on black, Ink, Deep Purple, Magenta and on dark or busy photography. There is no approved one-color version in any other hue.

PALETTE

Culture Pilot lives on white. Magenta does the pointing, black does the weight, and everything else appears in small, deliberate doses.

CORE

Magenta is the brand's voice; black and white carry the rest.

CP MAGENTA	Primary accent. Calls to action, highlights, active states.	#FF266C RGB 255, 38, 108	CMYK 0, 85, 58, 0
CRIMSON	Working red for rules, links, hovers and small type on white.	#EC145A RGB 236, 20, 90	CMYK 0, 92, 62, 7
HOT PINK	High-energy display accent for large headlines and fills.	#F60067 RGB 246, 0, 103	CMYK 0, 100, 58, 4
BLACK	Logo artwork, display type, black tags and full-bleed panels.	#000000 RGB 0, 0, 0	CMYK 0, 0, 0, 100
WHITE	The dominant canvas. Layouts are built on white.	#FFFFFF RGB 255, 255, 255	CMYK 0, 0, 0, 0

SECONDARY

Used sparingly for contrast and accent moments.

ELECTRIC CYAN	Counterpoint to magenta. Offset type shadows, data accents.	#00C9FF RGB 0, 201, 255	CMYK 100, 21, 0, 0
DEEP PURPLE	Subheadings and a grounded third accent.	#1B1464 RGB 27, 20, 100	CMYK 73, 80, 0, 61
OXBLOOD	Deepened crimson for pressed states and dense type.	#9E1441 RGB 158, 20, 65	CMYK 0, 87, 59, 38

NEUTRALS

Everything type sits on. Bone is warm, Mist is cool.

INK	Body copy and long-form reading text.	#1A1B1F RGB 26, 27, 31	CMYK 16, 13, 0, 88
LOGO BLACK	The exact black inside the logo artwork files.	#231F20 RGB 35, 31, 32	CMYK 0, 11, 9, 86
BONE	Warm section background. Pairs with photography.	#EFEEE8 RGB 239, 238, 232	CMYK 0, 0, 3, 6
MIST	Cool section background and card fills.	#F4F4F4 RGB 244, 244, 244	CMYK 0, 0, 0, 4

APPLYING COLOR

Proportion is what keeps the palette feeling like Culture Pilot. Magenta earns attention by being rare.

PROPORTION



70% WHITE 20% BLACK 10% MAGENTA

CONTRAST & PAIRING RULES

— Magenta on white is display-only. For small text use Crimson #EC145A.

— Never set body copy in Cyan; it fails contrast on white.

— White on Deep Purple, white on Ink and white on Black are approved for body copy.

— Never place Magenta directly on Crimson, Hot Pink or Oxblood.

— Bone and Mist are the only approved tinted section backgrounds.

— Tints and opacity steps of Magenta are not part of the palette — use Oxblood for a darker red.

APPROVED COMBINATIONS

AA CULTURE

INK ON WHITE
Default reading

AA CULTURE

WHITE ON INK
Full-bleed panels

AA CULTURE

WHITE ON MAGENTA
Buttons, tags

AA CULTURE

WHITE ON DEEP PURPLE
Feature panels

AA CULTURE

INK ON BONE
Warm sections

AA CULTURE

CRIMSON ON WHITE
Links, small type

TYPE SYSTEM

Two families do all the work. Bebas Neue Pro SemiExpanded is the voice — condensed, uppercase, confident. Montserrat is the messenger — neutral, legible, generous in line height.

DISPLAY

BEBAS NEUE PRO

SemiExpanded width, licensed through Adobe Fonts. Weights: Regular, SemiBold, Bold. Always uppercase. Web fallback: Bebas Neue (Google Fonts), then Arial Narrow.

BODY

Montserrat

Weights: Regular 400, Medium 500, SemiBold 600, Bold 700. Body copy sits at 16px with a 28px line height — never tighter. Micro labels: 9px, 1px tracking, uppercase.

DISPLAY / H1
Bebas · 80px · Bold · 73px line

CULTURE IS HUMAN.

HEADLINE / H2
Bebas · 43px · Regular · 46px line

BRANDING & MARKETING

SUBHEAD / H3
Bebas · 24px · SemiBold · uppercase

RETAIL BRAND DEVELOPMENT

BODY
Montserrat · 16px · Regular · 28px line

We believe in building culture-first brands through clever design.

NAV / MICRO LABEL
Montserrat · 9px · Medium · 1px tracking

SERVICES RESULTS ETHOS

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 &?!@#$%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TYPESETTING RULES

— Headlines always uppercase, never letterspaced tighter than 0.

— Body copy never below 16px / 28px line height.

— Left align. No justified or centered body copy.

— One offset-shadow headline per page, maximum.

ART DIRECTION

Culture Pilot photography is warm, tactile and real. Work is shown in its environment — on a shelf, on a wall, at night, in someone's hands — not floating on seamless white.













DO

— Shoot work in context: shelves, storefronts, hands, signage, tables.

— Favor warm light — golden hour, neon, tungsten interiors.

— Let texture show: brick, kraft, matte stock, worn metal.

— Crop confidently. Fill the frame, let edges run off.

— Keep people candid and mid-action, not posed to camera.

DON'T

— No generic stock photography or handshake business imagery.

— No heavy filters, vignettes or fake film grain.

— No cool blue-gray grading; it fights the warm palette.

— No packaging floating on pure white with a drop shadow.

— No overlaying magenta type on a busy area of an image.

INTERFACE KIT

Square corners, hairline rules, uppercase micro-labels. Culture Pilot interfaces are built from lines and space rather than boxes and shadows.

BUTTONS

WORK WITH US

REQUEST A QUOTE

SEE THE WORK

Zero border radius everywhere. Labels are Montserrat 9px, medium, uppercase, 0.14em tracking. Hover reduces opacity rather than changing color.

RULES & LABELS

SERVICES — RESULTS — ETHOS

— SCROLL FOR RESULTS —

The 1px crimson rule is the connective tissue of the brand. It separates navigation items, brackets section labels and caps full-bleed sections.

CARDS & TAGS



BEE2BEE HONEY

RETAIL REBRAND & PACKAGING

A full-bleed image, a black tag overlapping its edge, then a magenta descriptor in display type. No rounded corners, shadows or gradient overlays.

SPACING & GRID

— Base unit: 8px. All padding and gaps are multiples of it.

— Max content width: 1400px, centered, 24px side gutters.

— Section padding: 80px desktop, 48px mobile.

— Border radius: 0 everywhere.

— Borders: 1px hairline, Mist for structure, Crimson for emphasis.

QUESTIONS?

When something isn't covered here, choose the quieter option and check with the Culture Pilot team before it ships. This guide is living — it grows as the brand does.