

# **Signal Agency Brand Style Guide**

**Signal Agency brand guide for usable report and content production.** This specimen is a show-and-tell system for assets, colour, typography, badges, notifications, evidence, recommendations, worker handoff, and export QA.

Signal Agency content should feel **editorial, evidence-led, squared, and decisive**. Use warm paper, black rules, mono provenance, and one terracotta signal accent. Never round the core report components.

# Signal Agency production manifest

**Brand:** Signal Agency

**Content system:** AI-search audits, client dossiers, evidence packs, roadmap handoffs

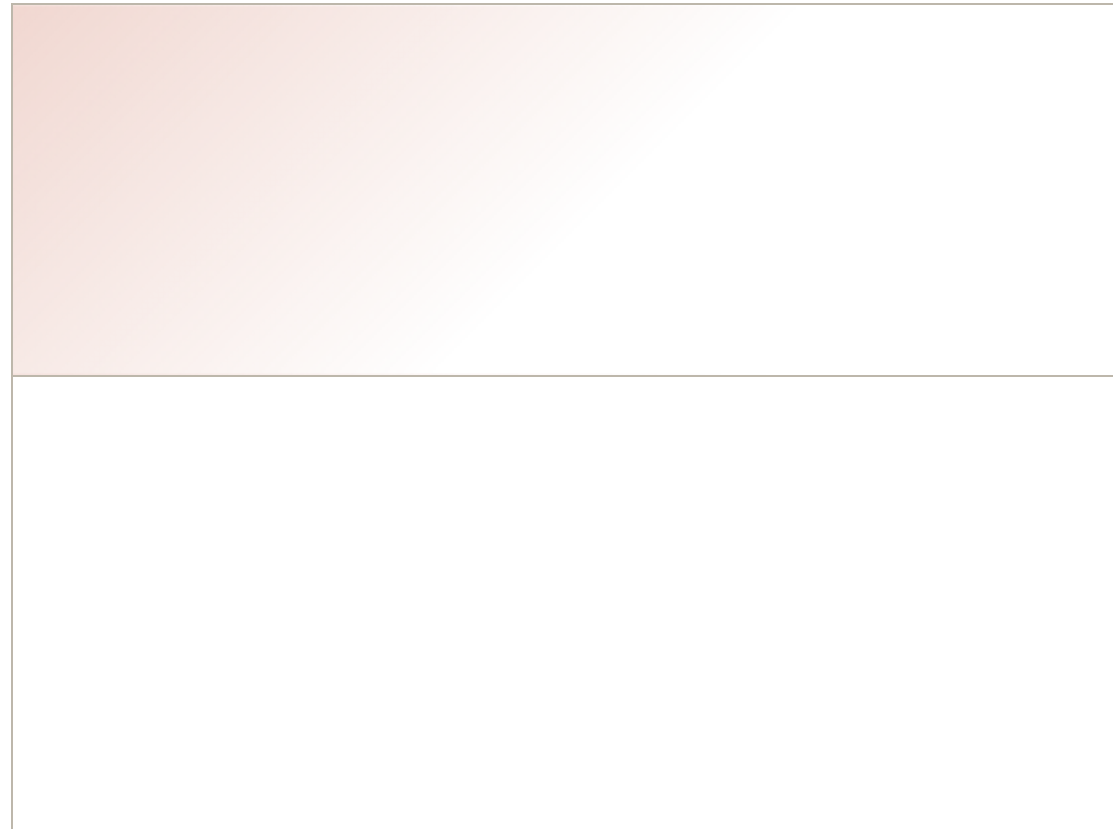
**Shape language:** square cards, strong rules, no soft containers

**Colour rule:** terracotta is the signal; black carries structure; semantic colours remain muted but visible

**Writing rule:** lead with the decision, then show the evidence that supports it

**Export rule:** public examples use placeholders only and suppress browser PDF chrome

# 1. Brand assets and colour roles



## **1.1 Primary wordmark on paper**

Use on covers, title pages, and formal client handoffs. Keep the mark on warm paper with strong clearspace and one terracotta rule.

## **1.2 Reverse mark on ink**

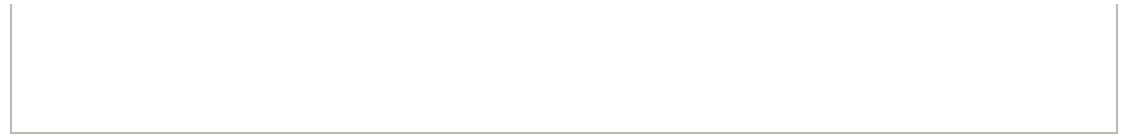
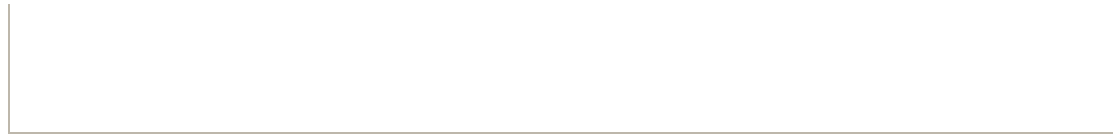
Use only for intentional chapter openers or high-contrast presentation frames. Do not mix with soft gradients.

## **1.3 Editorial seal**

Use for proof points, source-led pages, and dossier dividers. It should feel like a stamp, not an app icon.

## **1.4 Client lockup zone**

Use when pairing Signal Agency with a client or project name. Align on a rule; keep both marks squared and balanced.



## **1.5 Warm paper**

Default page colour. It makes reports feel reviewed, printed, and evidence-led.



## **1.6 Ink black**


Primary text, rules, card headers, and table dividers. It creates hierarchy without decoration.






## **1.7 Terracotta signal**

Use for decisive moments: cover accent, critical decision, or “read this first” marker.



## **1.8 Verified state**

Use for passed checks and protected patterns. Keep it subdued but legible.



## **1.9 Warning state**

Use for partial evidence, stale facts, and dependencies. It must be visibly different from green and red.

## **1.10 Critical state**

Use for blockers, missing citations, or privacy risk. Pair with a required action.

# **2. Typography and editorial formatting**

## **2.1 Display title**

**Client AI-search  
dossier**

## **2.2 Section heading**

**What answer  
engines can  
verify**

Large Bricolage-style title. Use for covers and chapter openings.

Use for the question the section answers. Keep it concrete.

## **2.3 Body hierarchy**

Use normal body text for evidence.

**Bold**

## **2.4 Mono provenance**

Use mono for source IDs, owners, dates, engine names, and

the conclusion.

*\*Italic\** marks caveats,  
assumptions, or  
interpretation.

verification

commands.

Provenance must be  
easy to scan.

*Use quotes for client voice, source excerpts, or reviewer observations. The quote should support a finding, not replace the finding.*

# 3. Information tagging badges

Badges are small provenance tags. They sit beside claims, sources, and table cells. They are **not** notifications and should not occupy a whole page alone.

EVIDENCE:

VERIFIED

PARTIAL

**INFERRED**

**MISSING**

**PRIORITY:**

**CRITICAL**

**HIGH**

**MEDIUM**

**LOW**

Badge	Purpose	Use example	Signal Agency rule
<b>VERIFIED</b>	Directly observed evidence	“AI Overview cites the comparison page”	Attach source ID
<b>PARTIAL</b>	Mixed or incomplete support	“Gemini sees pricing but misses warranty”	Explain the gap
<b>INFERRED</b>	Judgement from pattern	“Likely schema/entity mismatch”	Keep caveat visible

Badge	Purpose	Use example	Signal Agency rule
<b>MISSING</b>	No evidence captured	“No source card for claim”	Convert to an action

# **4. Message states and notifications**

CRITICAL

## 4.1 Critical dossier alert

**Purpose:** stop the reader and require action. Use for privacy exposure,

HIGH

## 4.2 Warning dossier note

**Purpose:** highlight risk that affects confidence. Use for

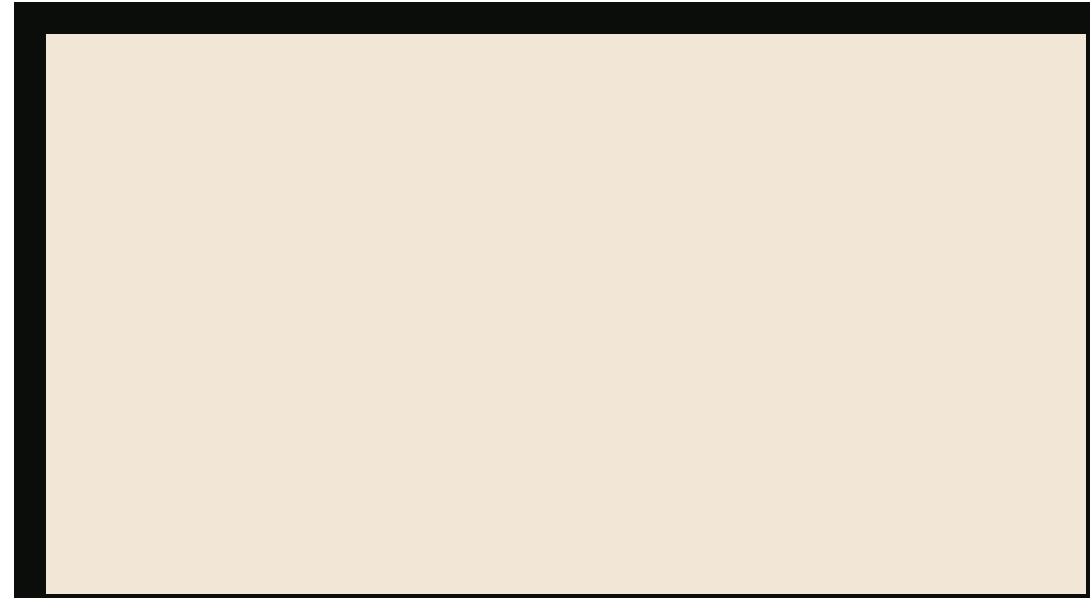
missing source IDs,  
or evidence that  
invalidates the  
recommendation.

**Example:** “Raw  
prompt transcript  
appears in the  
public export.

stale citations,  
partial retrieval, or  
owner ambiguity.

**Example:** “Two  
engines cite the old  
service name;  
update  
corroborating  
profiles before the  
next crawl.”

Replace with a  
redacted source  
summary.”



MEDIUM

## 4.3 Method note

**Purpose:** explain how evidence was collected or scoped.

LOW

## 4.4 Preserved pattern

**Purpose:** mark a verified pattern to keep.

**Example:** “Prompts were run from a clean browser profile and compared against first-fetch HTML.”

**Example:** “Source IDs now appear beside every factual recommendation.”

# 5. Report component show-and-tell

**3/5**

**27**

Engines with at least partial visibility.  
**Source:** C001.

Evidence references captured. **Source:** ledger.

**6**

Roadmap items sized.  
**Source:** priorities.

**0**

Private URLs in public  
export. **Source:**  
privacy check.

**AI Overviews**



**78%**

**Gemini**



**54%**

**ChatGPT**



**41%**

**AI Mode**



**38%**

**Perplexity**



**9%**

<b>Component</b>	<b>Purpose</b>	<b>Signal Agency treatment</b>	<b>Example content</b>
Manifest	Scope and evidence rules	Square field block with ink rule	“Raw transcripts stored securely”
KPI card	Executive metric	Huge numeral, short source line	“3/5 engines visible”
Source ledger	Claim traceability	One width, dotted row rules	C001 — prompt capture batch

Component	Purpose	Signal Agency treatment	Example content
Brief card	Worker handoff	Light ruled panel, mono fields	Task / files / acceptance / verify

C001 — Prompt capture batch — **High confidence**; raw transcripts stored securely.

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C002 — Rendered crawl — **High confidence**; confirms first-fetch visibility.

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C003 — Analytics export — **Medium confidence**;  
prioritises commercial pages.

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C004 — Parity review — **Medium confidence**; checks  
third-party fact drift.

# 6. Recommendation and handoff patterns

## 6.1 PO retrieval blocker

EVIDENCE:

**VERIFIED**

Use when one finding needs executive visibility, owner, due date, source IDs, and verification.

**Owner:** Editorial. **Due:** 2026-W23. **Verify:** C001 and C002 show first-fetch retrieval.

## 6.2 P1 evidence proximity

EVIDENCE:

**PARTIAL**

Use when facts exist but are too far from the claim, table, or source card.

**Owner:** Content. **Due:** 2026-W25. **Verify:** source IDs appear beside each claim.

DONE

## 6.3 Resolved pattern

EVIDENCE:

VERIFIED

Use for shipped work that should be protected in the next iteration.

**Owner:** Engineering. **Verified:** C001. **Preserve:** no private URL appears in public PDFs.

## 6.4 **Preserve**

- **Source IDs** beside factual claims.
- Direct-answer opening in first-fetch HTML.
- Clear comparison criteria.

## 6.5 Fix

- Client-rendered critical facts.
- Unsupported superlatives.
- Raw evidence in public artefacts.

## 6.6 Worker-ready brief

**Task:** Move critical comparison facts into crawlable

HTML and attach source IDs.

**Files:** comparison template, source-card component, pricing facts module.

**Acceptance:** direct answer, source IDs, updated date, and criteria table appear in first-fetch HTML.

**Verification:** rerun per-engine prompt set separately and compare citations.

## Signal Agency light code panel

### TEXT CODE



DO: PUT SOURCE IDS BESIDE FACTUAL  
CLAIMS.

DO NOT: PUBLISH RAW TRANSCRIPTS,  
LOCAL PATHS, OR PRIVATE URLS IN  
PUBLIC REPORTS.

**PUBLIC  
ARTIFACT  
RULE**

Signal Agency public examples must use placeholders only. Raw transcripts, screenshots, private URLs, client names, and local paths stay in approved secure storage.

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**SIGNAL AGENCY BRAND STYLE GUIDE  
SPECIMEN · USABLE PRODUCTION GUIDE ·  
PUBLIC-SAFE PLACEHOLDER CONTENT**

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