

# **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

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

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

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

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

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

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# 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**

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

### 2.2 Section heading

#### **What answer engines can verify**

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

### 2.3 Body hierarchy

Use normal body text for evidence.

#### **Bold**

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

### 2.4 Mono provenance

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

CHAPTER 3

### 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

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PRIORITY: CRITICAL HIGH MEDIUM LOW

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

**Example:** “Raw prompt transcript appears in the public export. Replace with a redacted source summary.”

HIGH

### 4.2 Warning dossier note

**Purpose:** highlight risk that affects confidence. Use for stale citations, partial retrieval, or owner ambiguity.

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

MEDIUM

### 4.3 Method note

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

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

LOW

### 4.4 Preserved pattern

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

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

## 5. Report component show-and-tell

**3/5**

Engines with at least partial visibility.

**Source:** C001.

**27**

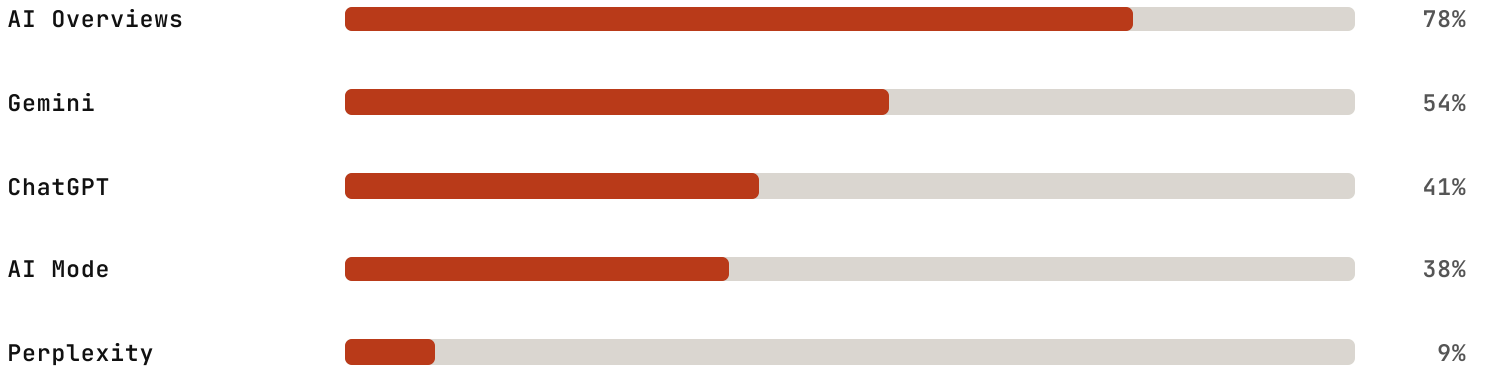
Evidence references captured. **Source:** ledger.

**6**

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

**0**

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



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

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

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

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

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

## 6. Recommendation and handoff patterns

### 6.1 P0 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.

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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