beanstalk
management

Brand guidelines

Identity, applications, and production assets

Edition 1.0 / October 2026

The identity at a glance

Beanstalk Management is a design agency that creates websites and apps. The identity brings together a botanical letterform, clear sans serif lettering, and a quieter serif signature.



Use the approved full logo for company identification. Use the shorter wordmark when space is limited, and the symbol for avatars, favicons, and compact brand moments.

Clear	Let the work and information lead.
Considered	Use deliberate spacing and restrained color.
Human	Write directly, with warmth and specificity.

The primary logo



This is the approved company signature: the custom botanical b replaces the first letter of Beanstalk. The lowercase Manifest descriptor sits underneath and aligns to the right edge.

Use supplied artwork. The letterforms, spacing, symbol geometry, and descriptor position are fixed.

Primary / green / SVG for digital use

Three useful signatures



Full signature

Company introductions, proposals, stationery.



Short wordmark

Compact headers and places where the full name is already clear.



Symbol

Favicons, profile pictures, and small brand identifiers.

Space and small sizes



X = one quarter of the symbol height

Keep at least X clear around all sides. Standard logo exports include this minimum space in their artboards. Keep nearby type, photography, borders, and other logos outside it.

Full signature

260px file width / 45mm print

Wordmark

160px file width / 28mm print

Symbol

16px using the supplied favicon assets

Color versions



Green



Black

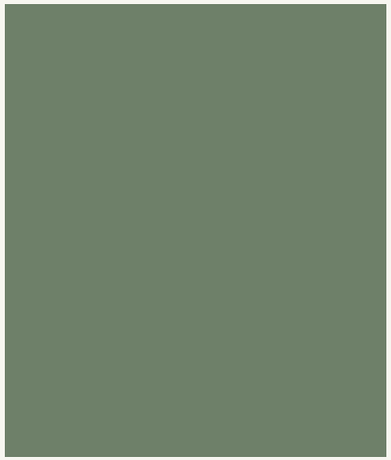


White

Use one solid color per logo. White artwork is transparent and intended to be placed over a dark background. Its blank appearance on a white page is expected.

For photography or a busy layout, place the logo on a calm solid field. Do not add a shadow, outline, gradient, or translucent treatment.

The palette

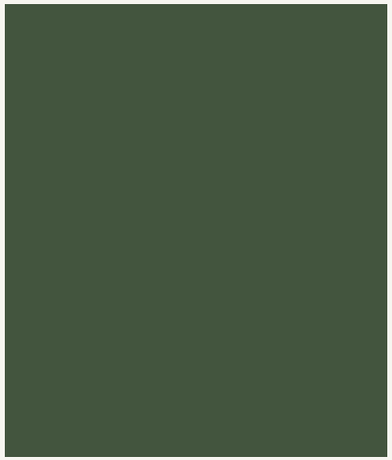


Green

#6E8069

RGB 110, 128, 105

CMYK 58/34/61/18

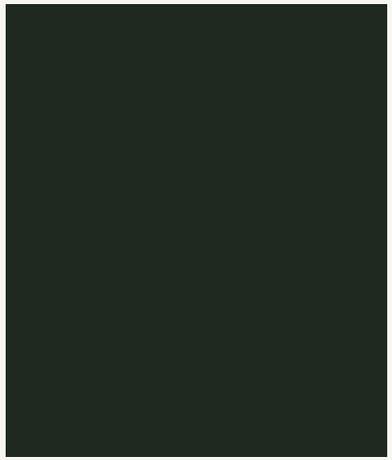


Forest

#43553E

RGB 67, 85, 62

CMYK 70/45/81/45



Ink

#20291F

RGB 32, 41, 31

CMYK 82/64/85/84

Paper

#F7F6F0

RGB 247, 246, 240

CMYK 3/2/6/0

Mist

#E7EBE2

RGB 231, 235, 226

CMYK 10/4/12/0

Green is the identifying brand color. Paper and Mist provide light backgrounds. Ink is the default reading color. Forest supports readable small text, links, and dark surfaces. Pure black and white are utility logo colors.

CMYK values use Coated GRACoL 2006. Approve a physical proof for final color matching.

Contrast in practice

Black on white	21.00:1	Passes 4.5:1 for normal text
White on Forest	8.05:1	Passes 4.5:1 for normal text
Green on black	4.95:1	Passes 4.5:1 for normal text
Forest on Paper	7.44:1	Passes 4.5:1 for normal text

Brand Green on white is 4.24:1. It works for the logo, but falls below the normal small-text target. Use black or Forest for small text on white; use green on black for the footer credit.

Reference: W3C WCAG 2.2 / Contrast (Minimum), criterion 1.4.3

Typography

Midship Sans

Aa Bb Cc 0123456789

Headings, interface labels, navigation, and body text. Use Regular 400 for reading, Medium 500 for emphasis, and Semibold 600 where a stronger label is needed.

Manifest

Aa Bb Cc 0123456789

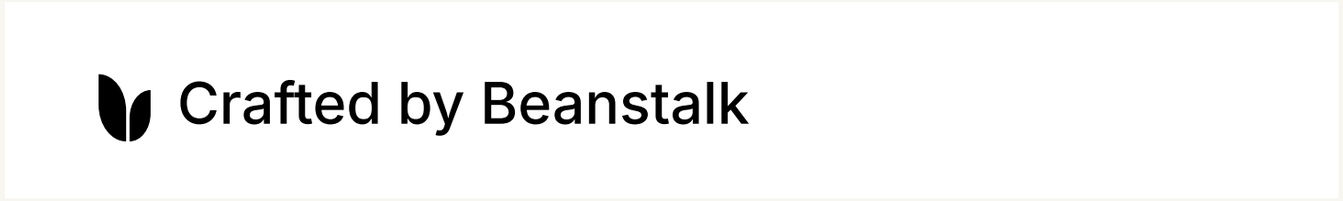
Editorial accents and the management descriptor. Use Medium 500 sparingly so the serif retains its role as a distinctive secondary voice.

Suggested screen scale

Display 56-80px
Heading 32-48px
Subheading 24px
Body 16-18px
Caption 12-14px

Body line height 1.5-1.65.
Use normal tracking for reading.

Crafted by Beanstalk



Light backgrounds



Dark backgrounds



Black backgrounds

Place this credit discreetly in the site footer. Use the supplied live-text HTML or React component when possible; an outlined SVG and retina PNG versions are included for CMS image blocks.

Natural image size: 178 x 22px. Keep text at 16px in the live component and retain full opacity. The link points to https://bybeanstalk.com. The symbol is decorative; the link text provides its accessible name.

Digital applications



Avatars and favicons

Use the symbol on a square solid field. Dedicated assets cover browser icons, Apple touch icons, Android/PWA icons, and social avatars. A maskable icon preserves extra safe space.

Social and sharing

The kit includes square, portrait, story, wide-cover, and open-graph layouts. Their source SVGs are editable. Replace bracketed text and the image placeholder before publishing project announcements.

Keep the work prominent. Use generous margins, calm backgrounds, and one clear message per graphic.

Stationery and correspondence



Business card

3.5 x 2 inches finished. The CMYK PDF has 0.125-inch bleed and trim boxes. Contact fields in the editable back must be completed before print.

Letterhead

US Letter and A4 variants. Keep correspondence below the logo and inside generous margins. The editable SVG contains the website and email fields.

Email signature

A table-based HTML signature with a PNG logo supports common email clients. Replace contact fields and host the image at a public HTTPS address before installation.

Any bracketed information in the templates is a placeholder, not a company detail.

Composition and voice

Make the useful thing clear

Give each layout a strong focal point. Use the botanical symbol with restraint. Favor real product work, accurate screenshots, and useful details over decorative mockups.

Write directly

Name the work: websites, apps, design, build, launch. Explain what changed and why it matters.

Be specific

Describe real outcomes and decisions. Keep claims grounded in project evidence.

Keep the tone human

Use clear sentences and a calm, confident voice. Avoid inflated promises and needless jargon.

Preserve the identity

01 Keep the proportions

Scale the logo uniformly. Do not stretch, squeeze, tilt, or redraw it.

02 Keep the spacing

Do not retype the wordmark or move the management descriptor.

03 Keep the colors deliberate

Use supplied solid color versions and test contrast against the real background.

04 Keep the symbol intact

Use the complete paired leaves. Do not close the channel or add a vein, stroke, shadow, or enclosure to the logo.

05 Keep the footer readable

Use full opacity, readable text size, keyboard focus, and a working destination link.

Choose the right format

SVG	Web, Figma, editable vector artwork. Scales cleanly; fonts are outlined.
PDF RGB	Universal vector placement and screen review.
PDF CMYK	Print placement with a GRACoL 2006 output intent.
EPS CMYK	Legacy print and signage workflows. Vector paths, not a raster trace.
PNG	Transparent raster artwork. Use @2x or @3x footer files on dense screens.
WebP	Efficient transparent raster artwork for supporting web workflows.
JPG	Opaque previews and applications that cannot use transparency.
TIFF CMYK	300dpi raster delivery when a vendor requests it.
ICO / webmanifest	Browser and installable-site icon assets.
ASE / ACO / GPL	Color swatches for Adobe apps and compatible design tools.

Editable masters are SVG and EPS. Native Illustrator AI and Photoshop PSD project files are not included; the vector masters can be opened in Illustrator and imported into Figma.

Print and handoff notes

Color management

Digital assets use sRGB. Print assets use Coated GRACoL 2006. Black logo artwork is 100% K in vector print files. White process artwork is a reverse treatment, not a white-ink spot separation.

Proofing

Confirm final color on the printer's intended stock and production process. No Pantone match has been assigned. CMYK PDFs include an output intent but are not certified PDF/X.

Fonts

Supplied Midship Sans and Manifest files are included in TTF and WOFF2. Their metadata identifies modified Inter and Playfair Display sources and links to SIL OFL. Retain the bundled notices when distributing font files.

The handoff

Start with START-HERE.html. Use the approved primary artwork as the source of truth, and keep the logo geometry intact. Fill any remaining bracketed contact fields before publishing. The website is bybeanstalk.com.

Sources W3C WCAG 2.2 / Adobe Illustrator supported formats / SIL Open Font License