

CONSILIUM ⊕

BRAND GUIDE

Good counsel. *A stronger business.*

Business counsel. Practical solutions.



Prepared for Consilium Plus

September 2026 | Version 1.0 | Prepared by Manifestic

A clear, consistent signature.

The official wordmark is the primary brand identifier. Preserve the supplied artwork.

The primary wordmark consists of the word "CONSILIUM" in a bold, uppercase, sans-serif font, followed by a teal-colored plus sign enclosed within a thin circular outline.

PRIMARY / CHARCOAL + TEAL

Use on white, ice blue, or another quiet light surface. The circled plus is part of the master artwork; do not retype or redraw it.

The monochrome version of the wordmark features the word "CONSILIUM" in a bold, uppercase, sans-serif font, followed by a plus sign enclosed within a circular outline, both rendered in black.

MONOCHROME

Use the supplied black version when color is unavailable. Keep the logo in its original proportions.



Digital utility icon

Existing website plus icon for compact app and browser surfaces. It does not replace the full wordmark in formal materials.

PRACTICAL USAGE RULES

Proposed production standards: leave at least half the logo height clear on all sides. Start at 160 px wide on screen or 35 mm in print and confirm legibility. Use SVG for scalable work and PNG for office tools.

Avoid stretching, shadows, outlines, busy photo backgrounds, low contrast, and recoloring the wordmark. Put the dark logo on a light surface instead of adding a white border around it.

Calm depth. Clear contrast.

Five colors from the supplied moodboard form the core palette. White provides breathing room.



Charcoal

#131F22 | RGB 19 / 31 / 34

Primary text, strong anchors



Deep teal

#335B64 | RGB 51 / 91 / 100

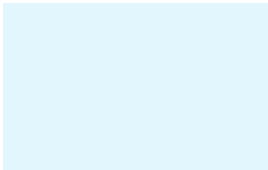
Body text, links, structure



Sky blue

#80C5D4 | RGB 128 / 197 / 212

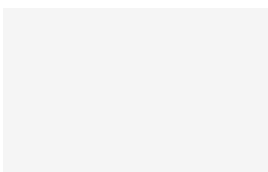
Accents, focus, highlights



Ice blue

#E1F7FD | RGB 225 / 247 / 253

Backgrounds, soft panels



Soft gray

#F5F5F5 | RGB 245 / 245 / 245

Neutral surfaces

READABLE PAIRINGS

Use charcoal or deep teal text on white and ice blue. Use white text on charcoal or deep teal. Reserve sky blue for accents rather than small body text on white.

DIGITAL EXTENSIONS

White-to-ice gradients add depth. Teal, blue, and lavender Resources accents are secondary website cues, not replacements for the core brand palette. Confirm text contrast when introducing any new pairing.

Thoughtful, never complicated.

Lato carries the message. Lora adds selective editorial emphasis.

Lato

Headlines, body copy, navigation, buttons, and data. Regular for reading; bold for labels and emphasis.

Lora

Use sparingly for a phrase in a headline, a quote, or a reflective moment. Keep long paragraphs in Lato.

Built on experience.
Focused on your business.

A USEFUL STARTING SCALE

Web: 44-72 px hero headings, 32-48 px section headings, 16-18 px body copy, and at least 14 px labels.
Documents: 24-36 pt headings and 11-12 pt body. Adjust for the reading context.

HOW WE SOUND

Experienced, approachable, curious, and practical. Start with the business problem. Ask useful questions. Explain the next step without pressure, jargon, or promises of guaranteed outcomes.

Say: "Bring the question in front of you. Let's work through it."

Avoid: "Unlock exponential growth with our revolutionary ecosystem."

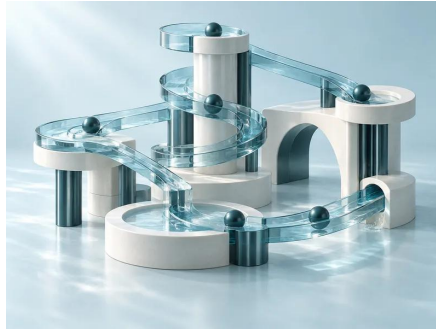
Keep public copy organization-led. Preserve the distinction between business counsel and licensed legal, tax, accounting, or investment advice.

Show perspective in the details.

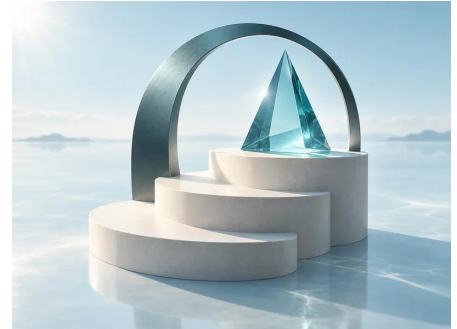
A coordinated visual language: sculpted forms, translucent glass, soft light, and teal accents.



PEOPLE



OPERATIONS



GROWTH

Use dimensional illustrations to explain people, systems, and possibility. Use real business photography where human context matters. These generated still lifes are conceptual, not client case studies.



Identify



Counsel



Solve



Build



Advise

COMPOSITION

One focal idea per image. Favor light backgrounds, generous margins, and natural shadows. Keep text outside artwork and use the supplied files consistently. Avoid generic business icons, stock handshakes, or chart imagery that implies measured results.

MOTION WITH A PURPOSE

Use gentle reveals and hover glow to show focus. Keep labels steady. Give continuous animation a pause control, stop it off screen, and respect reduced-motion preferences. Keyboard focus should be as clear as hover.

One family. Distinct workspaces.

Keep Consilium Plus recognizable across the website, documents, and client tools.



Consilium Plus

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dave@consiliumplus.net

RELATIONSHIP TO BGN

Bookkeepers Growth Network is a Consilium Plus brand with its own audience and established identity. Describe the relationship in words where helpful. Keep its existing logo, palette, and standalone materials distinct; this guide does not redefine BGN.

EVERYDAY APPLICATIONS

Documents: full wordmark on a light cover, Lato body text, clear headings.

Website: light surfaces, dark text, restrained gradients, visible focus states.

Workspace: Consilium Plus name and compact digital icon.

Email: correct brand name, approved contact, one clear next action.

ASSETS & AUTHORITY

The accompanying assets folder contains the original duotone and black logos in SVG/PNG, plus the website utility icon in SVG/PNG. Website illustrations remain in `website/public/assets/editorial/`.

Source: client logo files and the supplied Lato/Lora moodboard, verified in the project brand record on September 10, 2026. Practical size, spacing, and usage standards in this guide are proposed extensions of that identity.

Version 1.0 - prepared September 12, 2026. Dave's review of this guide is pending. Content and legal review remain separate from visual approval. Prepared by Manifestic.