

DOCUMENT

Brand guidelines

EDITION

External

VERSION

1.2

ISSUED

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OWNER

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STATUS

Locked

GTM OPERATORS

BRAND GUIDELINES

Everything you need to produce work that looks like it came from us. This document is set entirely in the system it describes — the type, color, diagrams and rules on these pages are the live implementation, not a specimen of one. If something here is not clear, or you need a format the asset pack does not include, ask rather than working around it.

Every visual decision downstream of this. If any of it changes, the design has to be re-examined.

GTM Operators is a build team that treats go-to-market like a product surface. We diagnose the real constraint first, then build the system that fixes it — custom software, a new system stood up, or the tools you already run wired together properly. Then we stay until the reps actually use it.

The span is the differentiator. Almost every competitor does exactly one of the three.

RevOps consultancies diagnose and hand over a document. Dev shops build to a spec someone else wrote. Enablement firms train people on systems they had no part in designing. Doing all three is what makes the work stick, and it is the honest reason a client should pay a retainer rather than a project fee.

CATEGORY

A GTM systems studio

Not RevOps consulting, not an agency, not an outbound shop. A product team you rent — through to adoption.

THE ENEMY

Volume as a substitute for design

When the number is down the reflex is more — more sends, more tools, more headcount. Nobody redesigns the system.

THE WEDGE

Engineers who ship, operators who sold

Production software experience and time actually carrying a bag. Almost nobody has both.

STEP 01 • DIAGNOSE

Find the problem worth solving

The requirement someone hands you is rarely the constraint. Uncovering the real one is the part RevOps teams skip, and it is where the value is.

STEP 02 • BUILD

Whatever the diagnosis calls for

Custom software, a new system stood up, or existing tools wired together properly. The build follows the problem — never a template, never a preferred vendor.

STEP 03 • ADOPT

Stay until the reps use it

Training, enablement, shadowing, support through rollout. Software-style professional services and customer success. A system nobody adopts did not get built.

THE MOMENT

"We're hitting the limits of what our systems were designed for"

The sentence the whole brand is engineered to trigger.

PERSONALITY, AS DESIGN CONSTRAINTS

IS	IS NOT	WHAT THAT MEANS VISUALLY
Engineered	Assembled	Artifacts look built, not decorated. Grids hold. Numbers are real.
Diagnostic	Order-taking	Every diagram shows the failure, not the happy path.
In the trenches	Above the fray	Never consultant-voice. No maturity models, no pyramids.
Dry	Clever	Wit lives in the aside, never the headline.
Specific	Corporate	Name real tools, real numbers, real roles.

VOICE

- 01

Open with the claim, then enumerate. No throat-clearing.
- 02

Fragments are fine. Line breaks do the punctuating.
- 03

Show the failure mode before the fix. Earn the recommendation.
- 04

Name real tools and real numbers. Vagueness reads as inexperience to this audience.
- 05

Banned: leverage, unlock, supercharge, 10x, "in today's landscape", maturity curve, transformation journey.
- 06

"We", always. Nick appears as attributed proof — byline, quote-scale headshot — never as the brand itself, and never a hero portrait.

The system is wordmark first. A coral block holding three letters is already a distinctive, ownable device — and the mark, which is horizontal and expanding, was never going to sit comfortably beside Anton, which is condensed and vertical. So they do not appear together.



THREE TIERS

PRIMARY

The lockup

The default, and roughly nine uses in ten. Site header, deck, proposal, email signature, one-pager, invoice, contract. If it fits, it is what you use.

SECONDARY

The mark

Square and small contexts only, where the wordmark cannot fit or cannot be read. Favicon, avatar, app icon, Slack, a stamp on a sticker.

BRIDGE

The gain field

The mark's geometry as pattern. Dividers, social, covers, section breaks. This is what keeps the bars familiar, so the favicon still reads as yours even though the mark is held back.

Be clear-eyed about the cost. A symbol earns recognition through repetition, and holding it back means it repeats less. If someone only ever meets you through the wordmark, coral bars in a browser tab will not immediately say GTM Operators to them. The gain field is the hedge against that, which is why it is a tier rather than a decoration.

CONSTRUCTION

PROPERTY	VALUE	RULE
tracking	-0.022em	The lockup's own optical setting. The display type scale is flat at 0em — never carry this value across to running display type.
line-height	1	Anton is drawn to be set solid.
tag padding	0.09 / 0.22 / 0.13em	Top, sides, bottom. The bottom is larger on purpose: it optically centers Anton's cap, which sits high in the em. Equal padding makes the letters look like they are sinking.

gap	0.064em	Box to box. Ink to ink that is 0.255em, about 1.1 of Anton's word spaces — which is the number that was actually chosen. Change the padding and the gap has to be re-derived, not kept.
baseline	shared	The block and the word sit on one baseline. Centering them instead leaves a 0.02em drift, invisible at 26px and 4px wide at 200px.
aspect	4.92 : 1	6.006em wide by 1.22em tall.

CLEAR SPACE AND MINIMUM SIZE



X = the height of the tag block

One number, and it scales. Clear space is the height of the tag block on all four sides. Because it is expressed in the lockup's own geometry rather than in pixels, it is correct at every size and there is nothing to look up.

160 px

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121 px

GTM OPERATORS FLOOR

96 px

GTM OPERATORS USE THE MARK INSTEAD

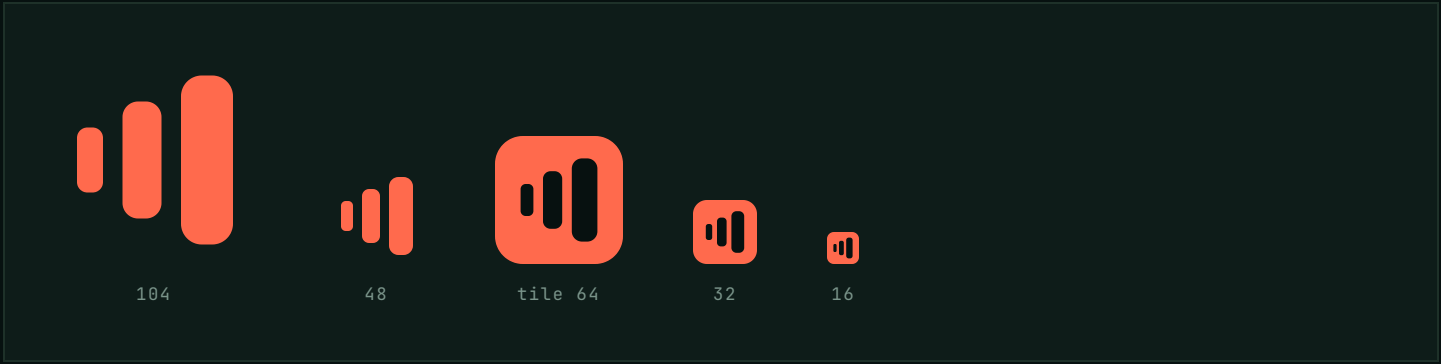
The handoff rule is a measurement, not a taste judgment. 121px of available width is where Anton stops resolving in this setting. Above it, use the lockup. Below it, use the mark. There is no third case.

When the space is tall rather than wide, the stacked lockup buys you room before the mark has to take over.

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stacked · 0.12em to the cap line

THE MARK



PROPERTY	VALUE	RULE
grid	32 units	All geometry on a 32-unit square.
widths	4 : 6 : 8	Bars grow in width as well as height. This is what stops it reading as a chart.
heights	10 : 18 : 26	Linear growth, centered on the axis.
gap	3 units	Never below 2. Below that the bars fuse at favicon size.
radius	80% of half-width	1.6 / 2.4 / 3.2. Proportional, so all three read as equally rounded.
tile	rx 7, mark at 80%	The canonical mark scaled and centered, leaving 5.6 units of air. Scale it; never re-draw it at a new size.
minimum	16 px	Below this the three bars stop resolving.

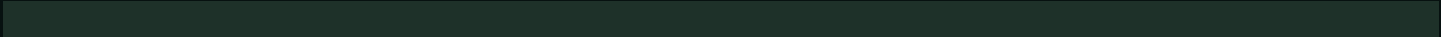
THE ASSET SET

Sixteen files, supplied as both SVG and PNG, with the letters outlined so they never depend on Anton being installed. Every one clears 4.5:1 on the ground it is meant for. Use the vector wherever your tool will take one.

TWO COLOR • THE DEFAULT



ONE COLOR • THE LETTERS ARE REAL HOLES



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wordmark-ground.svg

GTM OPERATORS

wordmark-black.svg

GTM OPERATORS

wordmark-bone.svg

GTM OPERATORS

wordmark-white.svg

GTM OPERATORS

wordmark-black.svg on white

MARKS



mark-tile-coral.svg



unchanged on light



mark-tile-white.svg



mark-tile-black.svg



mark-coral.svg



mark-ground.svg



mark-bone.svg



mark-white.svg



mark-black.svg

One color is a constraint, not a style. Reach for it when color is genuinely unavailable — single-ink print, embroidery, engraving, a partner's mono logo strip. Never because it looks cleaner.

Bone on our surfaces, white only on somebody else's black. Pure white reads hot beside the green-black. #E4EFE9 is the light ink at home.

A coral field always takes dark ink. Measured on #FF6A4D: white 2.83:1, bone 2.40:1, black 7.42:1, ground 6.77:1. The first two wash out, which is why there is no white-on-coral asset in the set.

Dark is the primary world. The light set is for documents. Every ratio measured against surface-2, the darkest surface each set has — not against the page ground.

TOKEN	DARK	LIGHT	RATIO	USE
ground	 #071110	 #F4F7F5	—	Page
surface-1	 #0E1C19	 #EAEFEC	—	Cards, panels
surface-2	 #152522	 #DEE6E2	—	Diagram nodes, insets
border	 #1E3129	 #CBD6D0	—	Rules, dividers
text-1	 #E4EFE9	 #0B1614	13.5 / 14.5	Headlines, body
text-2	 #8CA39A	 #4E605A	5.9 / 5.2	Secondary copy
text-3	 #7A948A	 #5A6861	4.9 / 4.6	De-emphasis. Safe at any size.
primary	 #FF6A4D	 #B0321E	5.6 / 5.0	Emphasis, decisions, what we built
on-primary	 #071110	 #F4F7F5	6.8 / 5.9	Text on a coral fill
secondary	 #4FD6AE	 #14684E	8.8 / 5.3	Live state
tertiary	 #6E9BC4	 #2D5F8C	5.4 / 5.3	Links, annotation, stores
warning	 #F0B44E	 #8A5A12	8.6 / 4.7	Drift, degraded
fault	 #FF2E5F	 #AD0F38	4.4* / 5.7	Broken

Coral is never damage. The primary #FF6A4D and the fault #FF2E5F are deliberately different hues so a reader can tell "look here" from "this is on fire" inside the same picture.

***Fault must never sit on surface-2 in dark mode.** #FF2E5F measures 4.40:1 there, just under AA. It clears on every other dark surface — 4.96 on the fault panel fill, 4.84 on surface-1, 5.30 on the ground — and the diagram system already fills fault nodes with #241214 rather than leaving them on surface-2, so the one place it would break is already handled. Do not put crimson text on a plain card.

The light twin is for text and strokes only. The logo always uses true #FF6A4D, in both modes. This is the easiest mistake to make in the whole system: apply #B0321E to the tag block and the lockup reads as a different, deeper red on light documents. The twin exists because coral fails as *text* on a light ground — the block is a fill with letters on top of it, and it never needed darkening. Coral as a block with dark letters measures **6.77:1**; the darkened version with light letters managed only 5.86:1. A logotype is exempt from contrast minimums precisely so the brand color can stay constant, and here the constant version also reads better.

Light values are not the dark ones darkened for taste. #FF6A4D measures 2.6:1 on a light ground and #4FD6AE measures 1.7:1 — both fail as text. The light column contains their legible twins, and each was measured on surface-2 because that is where diagram nodes and cards actually sit.

Three faces, all free. Anton for display, Chivo for body, JetBrains Mono for labels and data.

DISPLAY

ANTON

Always uppercase. Never below 20px — use Chivo or the mono instead.

BODY

Chivo

Sturdy grotesque. 400 for running text, 600 for emphasis and node titles.

LABEL / DATA

JetBrains

Uppercase, +0.14em. Every eyebrow, node ID, metric and annotation.

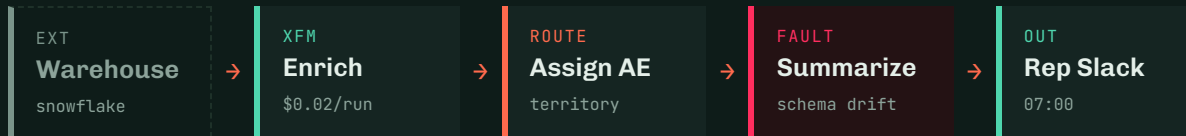
Tracking is flat at 0 across the entire display scale. An em is a fraction of the font size, so a constant em value is already the size-consistent one — adding tracking as type gets smaller deliberately breaks that consistency. Anton is a poster face drawn to be set solid.

The single exception is `display-xs` at 17px, where rasterizer blur genuinely closes the counters. That step gets +0.01em.

STEP	SIZE	TRACKING	LEADING	WHERE
display-xl	72–84px	0	0.90	Hero
display-lg	48–56px	0	0.92	Section openers
display-md	32–40px	0	0.96	Card titles, slide heads
wordmark	24–32px	0	1.00	Logo lockup
display-sm	20–24px	0	1.08	Subheads
display-xs	16–18px	+0.01em	1.18	Eyebrows in Anton

The most-shared asset you will make. Formalized from the arrow notation already used in your own writing.

FIG. 1 • THE ANATOMY



FAULT • node 04 • output drift • \$0.14/run • owner: nobody • fix: fixed schema, direct API

SIX NODE TYPES

SRC XFM ROUTE OUT STORE EXT

Resist a seventh. EXT is dashed and unfilled and marks anything the client already owns — so every diagram silently counts what you added.

FOUR STATES

Live, drift, fault, planned

The state bar overrides the type color. Fault fills the whole panel, not just the bar.

ANNOTATION

State, where, what, cost, owner, fix

"Owner: nobody" is the most quotable slot in the system. Use it when it is true.

ADOPTION — THE SECOND AXIS

Diagnose, build, adopt. The first two were drawable from day one; the third had no notation, which meant the half of the pitch about staying until the reps use it could not be shown. This closes that.

FIG. 3 • THE SAME SYSTEM, NINETY DAYS AFTER GO-LIVE



ADOPTION

AEs • 12
TRAINED

SDRs • 8
RESISTED

Still working from the old sheet; brief lands after their first block.

Managers • 3
IN SUPPORT

LIVE • all 4 nodes • \$0.02/run • owner: RevOps • depends: clay, salesforce

Live and resisted at the same time. Every node is mint. The system works. And a third of the people it was built for are not using it. That single picture is the argument for staying past go-live, and no competitor draws it — because none of them sell the adopt phase.

Adoption is not a seventh node type. It is a second axis over the same diagram, which is what keeps the node set at six and lets a working system still be shown as failing.

Crimson is deliberately absent from the rail. Crimson means the system is broken. A resisted system is not broken, it is unadopted, and collapsing the two would cost the distinction that makes the fault state readable at a glance.

Name the people and count them. "SDRs · 8", never "the sales team". The count is what makes a resisted rollout concrete, and a resisted entry always carries its one-clause reason.

TRAINED	IN SUPPORT	RESISTED	NOT ROLLED OUT
Using it	Ramping	Built, unused	Not started
Trained and working in the new system.	Actively supported, not yet independent.	The adoption equivalent of "owner: nobody", and the slot that sells the next phase.	Dashed. Use in an SOW to show who the engagement reaches.

RULES

- 01 **Always left to right.** No top-down, no circular.
- 02 **Seven nodes maximum.** Past that, split or collapse a run into one XFM.
- 03 **Never end on the failure.** Put the output after it so the consequence is visible.
- 04 **Name the human, not the endpoint.** "Rep Slack", not "slack_webhook".
- 05 **One real number per node.**
- 06 **Dashed means theirs.** Never draw what you built as EXT.
- 07 **No annotation, not finished.** If nothing is broken, annotate cost and dependency.
- 08 **Redact by generalizing, never by blurring.** Keep vendor names, replace internal names with roles, round the figures.
- 09 **If a human receives something, the rail belongs on it.** A diagram that ends at a person and says nothing about whether that person uses it is only half the picture.

Ask before drawing one of these from scratch. The diagram system is built and running on our side, which means a diagram is usually faster for us to produce than for you to rebuild — and it will be exactly on spec. If you need one for a layout or a shot, send the content and we will send back the artwork.

Motion moves left to right, or it grows, or it does not happen. The direction is the positioning.

01 Signal traverse A pulse walks a diagram, lighting each node. Hero and live system views.	02 Gain rise The mark's bars rise in sequence. The only way the mark is ever allowed to move.	03 State change Live to drift to fault. Stepped, not eased — systems flip, they do not fade.	04 Stack build Their layers, a real pause, then yours. The pause is the argument.
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TOKEN	VALUE	USE
--d-instant	120ms	State feedback
--d-quick	200ms	Hover, focus
--d-standard	320ms	The default. Anything entering.
--d-deliberate	600ms	Meant to be watched.
--e-enter	cubic-bezier(.16,1,.3,1)	Everything arriving
--e-exit	cubic-bezier(.7,0,.84,0)	Everything leaving
--e-move	cubic-bezier(.65,0,.35,1)	Color changes, travel

- 01 Never animate a layout property.** Transform and opacity for movement; color properties for state.
- 02 The static state must carry the whole message.** Decks get exported to PDF and animations get screenshotted.
- 03 Nothing moves in a proposal or SOW.** Motion there reads as a sales trick where you are asking for trust.
- 04 Reduced motion resolves instantly to the end state.** Not faster — done.
- 05 If it does not carry information, cut it.**

No photography, no stock illustration, no abstract 3D. The diagram is the image.

PATTERN Schematic field Dot grid, corner-masked into the ground, with occasional live nodes. The default background.	PATTERN Hero diagram A real system at hero scale. Where others put a screenshot or a photo, you put what you sell.	PATTERN Gain field The mark's three bars run out to sixteen. Dividers, social, covers.
PATTERN Edge dissolve Graphics fade into the page, never end at a hard border.	PATTERN Instrument readout Anton at scale, mono label above, semantic color carrying the verdict.	PATTERN Notation block Your arrow chain set as type, coral arrows, crimson strike on the broken step.
INTERACTIVE Dot lift Tight dot field lifting toward the cursor. General background.	INTERACTIVE Magnet field Ruled grid repelled radially from the cursor. No spin, no rubber.	INTERACTIVE EQ meter Segmented bands grouped on a 120 BPM beat, floored so none go dead.

Coral floods only on social and event graphics. Site and documents stay dark. You get the punch where punch pays, and keep the credibility where it matters.

The mistakes actually likely to happen, shown wrong beside right. Every one of these is a mistake we have either made ourselves or watched somebody make.



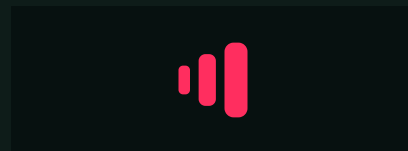
DON'T

Stretch the mark. Always scale it uniformly.



DO

Scale uniformly, at or above 16px.



DON'T

Use the fault crimson for the mark. Crimson only ever means broken.



DON'T

Reverse the bars. Gain runs left to right, always.



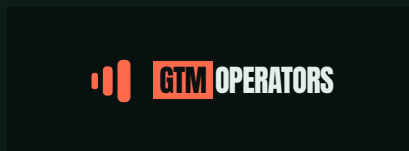
DON'T

Baseline-align the bars. That is a bar chart.



DON'T

Set Anton below 20px. Use Chivo or the mono instead.



DON'T

Put the mark beside the wordmark. They are two things to be recognized by, which is one too many.



DO

Let the lockup stand alone. The mark is its own asset, for square and small.



DON'T

Set light ink on a coral field. White measures 2.83:1 there and washes out.



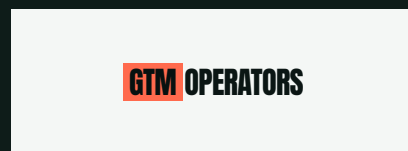
DO

Give a coral field dark ink. Black is 7.42:1, the ground 6.77:1.



DON'T

Use the light-mode coral twin in the logo. #B0321E is for text and strokes.



DO

Keep true coral on light documents. The brand color does not change by surface.

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DON'T

Re-track the lockup. -0.022em is its own setting, and the type scale is flat at 0.

WORKING WITH US

Ask before you work around something. A format the pack does not include, a layout these rules do not cover, a case where two of them seem to conflict. Any of those is a two-minute email and a much bigger problem if it gets guessed at instead — nick@gtmoperators.ai.

Check you have the current version. This document changes. The live copy, the full asset pack and the fonts are always at gtmoperators.ai/brand. If you are working from a PDF that has been sitting in a folder for a while, compare the version on the cover against that page before you start.

Nothing here is a suggestion. The rules in section 08 in particular are the ones that get noticed when they are broken — a stretched mark or white type on a coral field is visible to anyone, including the people we are trying to sell to.