



BRAND GUIDE

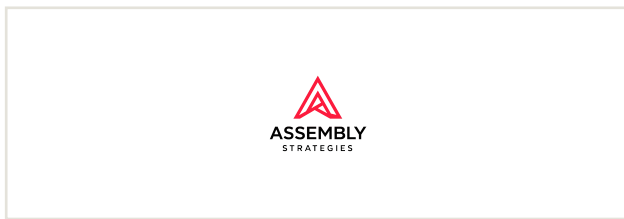
The look, the voice, the rules.

Everything that makes Assembly Strategies feel like Assembly Strategies: one disciplined red, bold editorial type, a confident voice, and a clean white canvas. Use this as the reference for anything that carries the name.

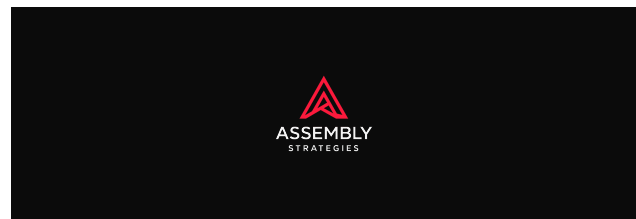
01 · LOGO

The mark.

Give the logo room to breathe. Keep clear space around it, never stretch, recolor, or add effects. Dark logo on light backgrounds; light logo on dark.



Primary · on light



Reversed · on dark

02 · COLOR

One red. Used with discipline.

A white canvas, near-black ink, and a single decisive red. Red is the accent, not the wallpaper.



Assembly Red
#E70E18



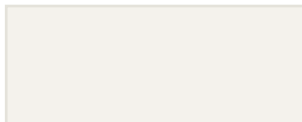
Deep Red
#A60910



Ink
#0B0B0B



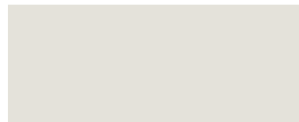
Navy
#0B1F3A



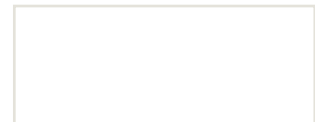
Paper
#F4F2EC



Muted
#56564F



Line
#E4E2DA



White
#FFFFFF

BRAND GUIDE

Type, voice, and components.

03 · TYPOGRAPHY

Bold up top. Clean underneath.

Libre Franklin Black (900)

Headlines, uppercase

BEST IN THE GAME. COAST TO COAST.

Anton

Stats, marquee, big numbers

50 STATES · 100% COMMITTED

Archivo

Body copy and UI

We pair real research with creative that cuts through.

JetBrains Mono

Labels, eyebrows, captions

DIRECT MAIL · STATEWIDE

04 · VOICE & TONE

Confident. Plainspoken. Built to win.

We sound like the best operative in the room: sharp, direct, sure of ourselves without the spin. Short sentences. Strong verbs. Lead with the result.

Bold, not boastful, make the strong claim, then back it with proof.

Plain and direct, say it straight, cut the jargon and the hedging.

Results first, lead with the win, the margin, the outcome.

Active and tight, strong verbs, short sentences, no filler.

No em-dashes, they read too stiff; use commas.

05 · COMPONENTS

The building blocks.

Primary red button and outline ghost button. Mono eyebrow labels. The four-up stat strip. The dark statement block (the 'Best in the game' hero). Browser-framed site cards with headroom, drag-to-compare before/after sliders, flip-to-zoom mailers, and platform-true digital frames (Facebook posts and a full-width video player with channel tags).