LAUNCHPOINT

Brand Guidelines

Launchpoint.dev

Product

Overview

Launchpoint empowers businesses of all sizes, from startups to enterprises, by bringing big technology within reach. Their mission is to help companies succeed by integrating advanced technology and automation that elevate services, enhance products, and streamline operations. Whether you're looking to scale, improve efficiency, or stay ahead of the curve, Launchpoint ensures you're equipped with the tools and insight to grow with confidence.

The journey begins with a comprehensive audit that uncovers opportunities for improvement across your business. From there, Launchpoint delivers a clear, actionable roadmap and provides ongoing support to implement change and drive continual optimisation. With deep technical expertise and a focus on practical results, Launchpoint helps you transform how your business works not just for today but for the future.

LAUNCHPOINT

Business Technology Solutions

Launchpoint.dev

Brand Core
Mission

Bringing Big Tech to Small (Every, All, Enterprise) Businesses

Running a business is hard enough. We make tech the easy part with automation, systems, and strategy that just work.

Every minute spent on tedious tasks is a minute taken away from growth. And in a world where people expect instant everything, slow systems don't cut it. At Launchpoint, we streamline your technology so you can get back to what actually matters.

Brand Core
Vision

Tech That Works as Hard as You Do

We're building a future where small and mid-sized businesses stop juggling disconnected tools, stop burning out on manual work, and finally scale the way they were meant to.

Launchpoint exists to connect the dots between strategy, automation, and execution.

We get shit done.

Brand Core Values

- We do not drop the ball, we score.

- We deliver today, not tomorrow.

- We follow up every day.

- We do it before the client asks.

- We communicate with clients like we would our closest friends.

- We only automate things computers should do, not what people should do.

- We do not compromise on engineering or design principles.

Brand Positioning Audience

Target Audience

- All sized businesses in need of customized, scalable software solutions that streamlineoperations and enhance customer experiences.

- Desired Brand Perception: Empowered, confident, and reassured that they areworking with a reliable, innovative partner who will help them grow without compromising on quality.

User Personas

The Paper Trailblazer (Small Business Owner)

Age: 50+

Behavior: Handles most business tasks on their own, often using paper for tracking, invoicing, and record-keeping. Traditional and sometimes hesitant to embrace digital tools.

Goal: Streamline operations, reduce time spent on administrative tasks, and find simple, cost-effective solutions without disrupting current workflows.productivity. Open to custom software to meet unique business demands.

The Juggler (Midsize Business Owner)

Age: 30+

Behavior: Juggles multiple responsibilities and often feels overwhelmed with day-to-day tasks. Delegates some responsibilities but remains deeply involved.

Goal: Automate tasks, improve efficiency, and streamline operations. Seeks scalable solutions to focus more on growth and innovation.

The Growth Seeker (Growing Company)

Age: 30–60

Behavior: Deeply involved in day-to-day operations, but too immersed in the details to recognize inefficiencies. Successful but stretched thin. Relies on tech teams or external advisors.

Goal: Implement customized technological solutions to simplify operations, automate repetitive tasks, and boost

Word Identity
Name

Brand name written

The master logo presents the brand name as 'Launchpoint,' written as a single word with a capitalised 'L'. In contexts where a digital reference is appropriate, it may also appear as 'launchpoint.dev' to direct users to the website.

Brand name spoken

When referring to the company verbally, it should be called 'Launchpoint'.

Launchpoint
Launchpoint
Launchpoint
Launchpoint
Launchpoint
Launchpoint
Launchpoint
Launchpoint
Launchpoint
Launchpoint

Word Identity
Tone of voice

We talk like real humans who know what we're doing. We use everyday language to explain powerful concepts, without sounding dumbed down or overly technical.

Think: someone who can lead a tactical operation and also build your CRM from scratch, without making you feel dumb for not knowing what a Zap is.

Values
Precision
Purpose
Execution
Grit
Discipline
Reliability
Clarity

Tone
Confident
Strategic
Clean
Masculine
Approachable
Relatable
Tactical

Impact Words
Victory
Scale
Automate
Dominate
Streamline
Convert
Grow

Visual Identity
Logo

Master logo

The Launchpoint logo is a core element of the brand's visual identity, symbolising innovation, momentum, and technological advancement. It should always be used correctly and consistently to maintain brand recognition and integrity across all platforms. Modifications to the logo — including changes in colour, scale, or orientation — are not permitted unless specifically defined within these guidelines. Additional elements such as taglines or descriptors must not be added to the logo to preserve its clarity and impact.

Marque reasoning

The brand marque features a stylised rocket, representing Launchpoint's commitment to advanced technology and forward-thinking solutions. Now enclosed within a circular holding shape, the rocket becomes a visual metaphor for a 'launch point' — the beginning of transformation and growth. Its upward trajectory, moving up and to the right, reflects positive momentum and progress, much like a rising graph. This symbol captures the energy and ambition behind Launchpoint's mission to propel businesses into the future.

LAUNCHPOINT

White Logo fill: #FFFFFF

LAUNCHPOINT

Dark Logo fill: LP Navy #010424

Visual Identity
Color Palette

The Launchpoint brand embraces a tech-inspired, minimalist color palette with a default in dark mode, reflecting its space-themed identity and digital-first approach. Deep navy serves as the core brand color, conveying trust and professionalism, while flickers of orange add energy, innovation, and momentum. The palette is fully responsive between dark and light modes, ensuring adaptability across platforms while maintaining a sleek, modern, and approachable feel.

LP Navy
#010424
Backgrounds

White
#ffffff
Backgrounds & Text

Black
#000000
Text

LP Navy
#b6b7c0
Text

LP Orange 1
#ffab81

LP Orange 2
#a6552c

LP Orange 3
#fc9d2e

LP Blue
#3d3f8a
Gradient

LP Blue 2
#C1E5FF
Gradient

LP Blue 3
#7CC7FB
Gradient

LP Purple
#34103d
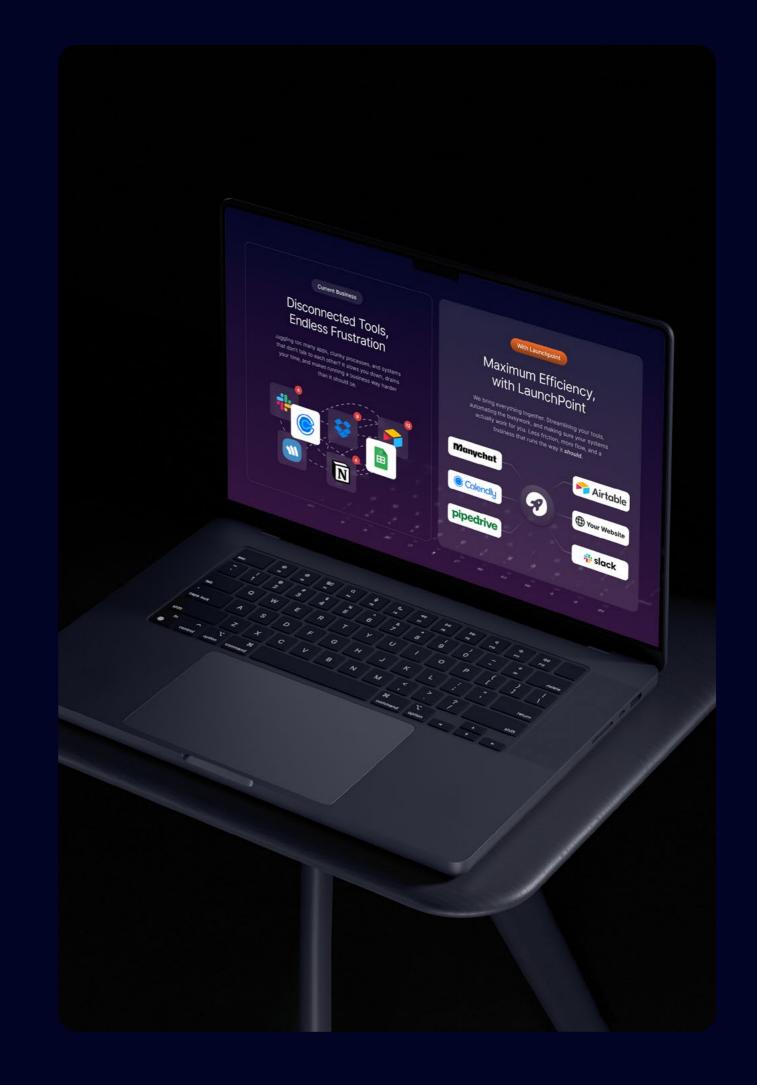*Gradient*

Visual Identity
Typography

The **Launchpoint** brand exclusively uses the Inter typeface for all text applications, with the exception of the logo. Inter has been chosen for its versatility, clarity, and accessibility — making it an ideal choice for a tech-forward brand that values both functionality and approachability. As an open-source font available via Google Fonts, it ensures consistency across all team members and touchpoints.

We use a thoughtful balance of font weights to create a clear and intuitive hierarchy. Headings are typically set in **Semi Bold** to establish prominence, while **Regular** is used for body text to support easy reading and a clean visual flow. Color is also employed strategically to reinforce hierarchy and guide the reader's attention, helping to keep communication clear, focused, and dynamic across digital and print formats.

Visual Identity
Photography

Authentic Photography

Photography at Launchpoint is rooted in real moments — natural, candid, and unstaged. We don't rely on heavy retouching or artificial setups. Instead, we focus on documentary-style visuals that reflect who we are: experts in our field, grounded in real-world impact, and deeply human in an increasingly digital space.

Human-Centred Imagery

From group gym sessions to thought leadership interviews, our photography showcases our team as confident, knowledgeable, and approachable. We capture honest expressions and genuine interactions, reinforcing our personality as both high-performing and down-to-earth.

Aspirational Moments

Our visuals should inspire. Whether it's glimpses of LA's skyline, sleek luxury cars, or behind-the-scenes shots of big ideas in motion, each image should create a feeling of possibility and progress. These moments aren't just aesthetic — they represent our vision and the lifestyle that forward-thinking businesses can tap into with Launchpoint.

Natural Lighting and Clean Composition

Use soft, natural lighting and minimal editing to keep our images feeling fresh and authentic. Framing should be clean and considered, allowing subjects to feel relatable while maintaining a premium look.

Application

Concepts

Here is a concept showcasing how the brand can be used. However, a more detailed brief will be necessary to ensure the final design is intentional, accurate, and fully aligned with the brand's objectives. This will help guide the development of the design into its final, refined form.

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in

Social Media

Linkedin
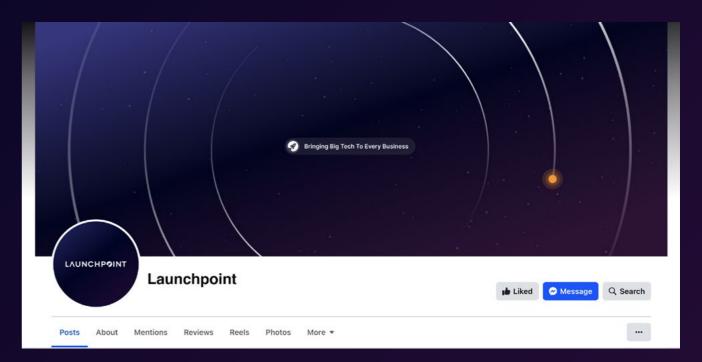
Personal Profile

Business Profile

f

Social Media
Facebook

Desktop View

Mobile View

Social Media
Youtube

X

Social Media

X

Social Media
Instagram

Social Media
TIKTOK

Supercar Experience ✓

Follow   Message

3 Following   **19.9M** Followers   **345.2M** Likes

LAUNCHPOINT

||| Videos   ⇅ Reposts   ♡ Liked | Latest | Popular   Oldest

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