



Brand guide for affiliates

Use these files as they are. Link every banner with your own affiliate link from the affiliate area. Thank you for sharing IntentClose.



On white or light backgrounds



On blue, dark or photo backgrounds

Colours



Logo blue

gradient #0072BB to #2852A6



Coral

gradient #FF8057 to #FF5C26



Brand blue

#2558AB



Ink

#04091A

Do

Use the files from this kit, unchanged.

Leave clear space around the logo:
the height of the coral dot, all sides.

Keep the logo 24 px tall or more.

Write the name IntentClose, one word,
capital I and C.

Don't

Recolour, stretch or rotate the logo.

Add shadows, outlines or effects.

Put the colour logo on blue or photos:
use the white (reversed) version.

Promise results, prices or timelines
that the website does not state.

Approved lines

"Content buyers actually act on."

"We turn your expertise into content that buyers act on."

"Short-form video · YouTube editing · SEO articles"