



● BRAND GUIDE / VERSION 1.0

Well begun is *half done.*

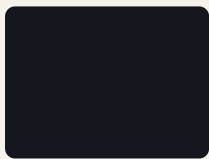
The identity, voice and message system for Wellbegun, a self-serve brand generator and launcher for founders with a real launch ahead of them.



01 / IDENTITY

A ring, half filled.

The mark is a circle whose first half is complete: the good start that is most of the work. It is the logo, the progress indicator through the five launch stages, and the bullet in lists. Completion is shown by filling the ring with ultramarine — never with a checkmark inside the primary logo.



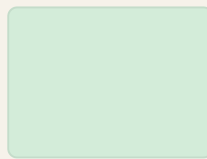
Ink
#15171F



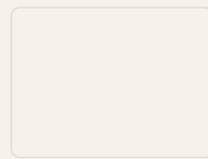
Ultramarine
#2A3BE8



Sky
#DFE5FF



Mint
#D3ECD9



Paper
#F6F2EA



Muted
#6B6F7C

Typography

Build your brand. *Publish your site.*

Fraunces 500 for display, 650 for the wordmark, italic for emphasis · Figtree 400/500/700 for body and interface · both under the SIL Open Font License

The product is *the picture*.



Interfaces first

Wellbegun's identity is typographic and interface-led: launch boards, stage rings, states and plain tables on a dotted worktable. Photography belongs to the fictional example business and is AI-generated editorial imagery, labeled as such.

Restrained motion

Staged reveals, a stagger on the launch board, rings that fill as a visitor moves through the stages. Every animation is removed under reduced-motion preferences and every control works from the keyboard.

Exact information stays editable

Logos, prices, allowances, states and captions are composed in HTML/CSS and vectors. A generated image or film is never asked to carry a commercial claim.

Build your brand. Publish your site. Launch your *first campaign*.

Wellbegun is a guided, self-serve launcher for one real business: brief and source-linked research, name and editable identity, a landing page that takes enquiries, two still-ad concepts, one Meta campaign the founder controls, and a plain results view.

The buyer

Solo founders, independent consultants and small-business operators launching within 30 days who want to do the work themselves. Repeat founders are welcome and recorded separately.

The voice

Encouraging, plain, precise, a little literary. Name the stages. Say what is included and what is separate in the same breath.

The proposed offer

\$29/month for one active brand. Initial generation package, then ten bounded AI revision requests a month. Domain purchases, ad spend, premium video and assisted delivery are separate.

The invitation

Join the \$29/month early-access list. Free to join; no subscription is created. Email and role first; four optional questions after.

Evidence standard. The example business is fictional and every figure is illustrative. No invented customers, no unlimited-generation claims, no promise of customers. The builder is not presented as operational. Wellbegun is identified as a Harvest brand.