



LetsBe — Brand Guidelines

Visual Identity, Voice and Tone

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Contents

- 1 LetsBe Brand Guidelines 3**
- 1.1 1. Brand Architecture 3
- 1.2 2. Brand Positioning 3
 - 1.2.1 2.1 What LetsBe Biz Is 3
 - 1.2.2 2.2 Core Promise 3
 - 1.2.3 2.3 Positioning Statement 3
 - 1.2.4 2.4 Why Customers Choose LetsBe 4
 - 1.2.5 2.5 Key Differentiators 4
- 1.3 3. Voice & Tone 4
 - 1.3.1 3.1 Brand Personality 4
 - 1.3.2 3.2 Voice Principles 5
 - 1.3.3 3.3 Tone Spectrum 5
 - 1.3.4 3.4 Words We Use 5
 - 1.3.5 3.5 Words We Avoid 6
- 1.4 4. Messaging Framework 6
 - 1.4.1 4.1 Tagline Candidates 6
 - 1.4.2 4.2 Elevator Pitches 7
 - 1.4.3 4.3 Message Hierarchy 7
- 1.5 5. Visual Identity 7
 - 1.5.1 5.1 Color Palette 7
 - 1.5.2 5.2 Typography 9
 - 1.5.3 5.3 Logo 10
 - 1.5.4 5.4 Iconography & Illustration Style 10
 - 1.5.5 5.5 Photography & Imagery 10
- 1.6 6. Founding Member Messaging 11
 - 1.6.1 Messaging Guidelines 11
 - 1.6.2 Founding Member Value Proposition 11
- 1.7 7. Channel-Specific Guidelines 11
 - 1.7.1 Website 11
 - 1.7.2 Email 12
 - 1.7.3 Social Media 12
 - 1.7.4 Documentation & Help 12
- 1.8 8. Competitive Positioning 12
 - 1.8.1 How We Talk About Competitors 12
 - 1.8.2 Positioning Against Categories 12
- 1.9 9. Brand Application Checklist 13

1. LetsBe Brand Guidelines

Version: 1.0 **Date:** February 26, 2026 **Owner:** Matt Ciaccio (matt@letsbe.solutions)

1.1 1. Brand Architecture

LetsBe Solutions LLC is the parent company. Product brands live underneath it.

| Level | Name | Role |
|-----------------|----------------------|-------------------------------------|
| Parent company | LetsBe Solutions LLC | Legal entity, umbrella brand |
| Product brand | LetsBe Biz | Privacy-first AI workforce for SMBs |
| Future products | LetsBe [X] | Reserved namespace for expansion |

When referring to the product, use **LetsBe Biz** on first mention and **LetsBe** in subsequent casual references within the same context. Never abbreviate to “LB” or “LBB.” The parent company name appears only in legal contexts (contracts, invoices, footer copyright).

1.2 2. Brand Positioning

1.2.1 2.1 What LetsBe Biz Is

LetsBe Biz gives solo founders and small teams an AI workforce that runs their entire business stack — CRM, email, marketing, project management, and 28+ tools — on a private server they control. One subscription replaces a dozen SaaS apps.

1.2.2 2.2 Core Promise

Your AI team, your private infrastructure, your rules.

The product sits at the intersection of three ideas: an autonomous AI workforce that handles real work, a unified tool stack that replaces SaaS sprawl, and dedicated private infrastructure where the customer owns their data. All three matter. The AI workforce is the lead — it’s what makes LetsBe feel different from another bundled suite.

1.2.3 2.3 Positioning Statement

For solo founders, freelancers, and small teams who are drowning in tool subscriptions and doing everything themselves, LetsBe Biz is the AI-powered business platform that gives you an entire workforce on your own private server — so you can run a real operation without the enterprise price tag or the privacy trade-offs.

1.2.4 2.4 Why Customers Choose LetsBe

| Emotional payoff | What it means |
|-------------------|--|
| Relief | “I finally have help” — the overwhelm of wearing every hat goes away |
| Confidence | “I’m running a real operation” — they punch above their weight |
| Freedom | “I can focus on what matters” — time back, headspace cleared |

1.2.5 2.5 Key Differentiators

These are the facts that back up the promise. Use them in context — never as a list of buzzwords.

- **Dedicated private server** — each customer gets their own isolated VPS, not a shared tenant on someone else’s cloud
- **AI agents that act, not just chat** — agents route tasks to real tools and take action autonomously
- **28+ integrated tools** — CRM, invoicing, newsletters, file storage, project management, and more, pre-installed and connected
- **Regional data centers, privacy-ready** — Netcup infrastructure in Germany (EU) or Virginia (US), customer chooses their region
- **€29-109/month replaces €500-2,000+ in SaaS** — concrete cost savings

1.3 3. Voice & Tone

1.3.1 3.1 Brand Personality

If LetsBe Biz were a person, they’d be a **confident startup CEO** — someone who built the thing they’re selling, knows exactly what it does, and doesn’t need to oversell it. Direct. Clear. Quietly ambitious. The kind of person who earns trust by being competent, not loud.

Core traits:

- **Confident, not arrogant.** We state what the product does plainly. We don’t hedge with “we believe” or “we think.” We also don’t puff up with superlatives.
- **Direct, not cold.** Short sentences. Active voice. No jargon. But still human — we care about the people using this.
- **Technical when needed, accessible always.** We can talk about AI models and server infrastructure, but we never make the reader feel stupid for not knowing those things.
- **Ambitious, not hype-y.** We’re building something significant. We say that through what we show, not through adjectives.

1.3.2 3.2 Voice Principles

| Principle | What it sounds like | What it never sounds like |
|-------------------------------|---|---|
| Lead with what it does | “Your AI handles follow-ups, schedules posts, and updates your CRM — all before your morning coffee.” | “Our revolutionary AI-powered platform leverages cutting-edge technology to transform your workflow.” |
| Be specific | “28+ tools. One server. €45/month.” | “An affordable, comprehensive solution for all your business needs.” |
| Respect the reader | “Each customer gets their own server. Your data never touches ours.” | “Unlike OTHER platforms, we ACTUALLY care about your privacy.” |
| Show, don’t tell | “Here’s what your Monday morning looks like with LetsBe.” | “LetsBe is the best AI platform for entrepreneurs.” |

1.3.3 3.3 Tone Spectrum

The tone shifts depending on context, but always stays within the brand personality.

| Context | Tone | Example |
|--------------------------|------------------------------------|---|
| Homepage / landing pages | Confident, aspirational | “Run your business like a company ten times your size.” |
| Product pages / features | Clear, specific, practical | “The CRM syncs contacts, tracks deals, and triggers follow-ups. Set it once.” |
| Onboarding / help docs | Warm, encouraging, patient | “Nice — your server is live. Let’s set up your first AI agent.” |
| Error states / issues | Calm, honest, solution-oriented | “That didn’t work. Here’s what happened and how to fix it.” |
| Email / newsletters | Conversational, founder-to-founder | “We shipped three things this week. Here’s what changed for you.” |
| Social media | Sharp, concise, occasionally witty | “Your CRM, your email, your project board. One server. Zero SaaS drama.” |
| Legal / compliance | Precise, professional, no filler | “LetsBe Biz processes data on dedicated EU-hosted infrastructure...” |

1.3.4 3.4 Words We Use

These words and phrases align with how we talk. Reach for them naturally — never force them.

- **AI workforce / AI team** (not “AI assistant” or “chatbot”)
- **Private server** (not “cloud instance” or “virtual machine”)
- **Tools** (not “modules” or “solutions”)
- **Your data** (not “user data” or “customer information”)
- **Runs your [specific task]** (not “helps with” or “assists in”)
- **Built for** (not “designed for” or “crafted for”)
- **Small teams / solo founders** (not “SMBs” in customer-facing copy — too corporate)
- **Set up** (not “configure” or “deploy” in customer-facing copy)

1.3.5 3.5 Words We Avoid

| Avoid | Why | Use instead |
|--|---|---|
| Revolutionary, disruptive, game-changing | Hype. Let the product speak. | Describe what it actually does. |
| Solution(s) | Corporate jargon. | “Platform,” “tools,” or just name the specific thing. |
| Leverage, synergy, optimize | MBA-speak. Feels empty. | Use plain verbs: “use,” “combine,” “improve.” |
| Cutting-edge, state-of-the-art | Cliché. Means nothing. | Name the specific tech or just say “latest.” |
| Best-in-class | Unprovable. Sounds like every competitor. | Compare concretely (price, feature count, etc.). |
| Seamless, frictionless | Overused. Nobody believes it. | Describe the actual experience. |
| Empower | Patronizing. | “Gives you,” “lets you,” “so you can.” |

1.4 4. Messaging Framework

1.4.1 4.1 Tagline Candidates

The tagline should capture the core promise in a few words. These are candidates for testing — pick the one that fits the context.

| Tagline | When to use |
|---|--------------------------------------|
| “Your AI team. Your private server.” | Primary — works across most contexts |

| Tagline | When to use |
|--|---------------------------------------|
| “Run your business like a company ten times your size.” | Aspirational — homepage hero, ads |
| “One server. Every tool. AI that works.” | Compact — social, ads, tight spaces |
| “Where power meets privacy.” | Existing — privacy-focused contexts |
| “By entrepreneurs, for entrepreneurs.” | Secondary — founder story, about page |

1.4.2 4.2 Elevator Pitches

5-second version: LetsBe Biz gives you an AI team and 28+ business tools on your own private server, for less than you spend on SaaS subscriptions.

30-second version: Most solo founders juggle a dozen SaaS subscriptions — CRM here, invoicing there, marketing tool over there — and still do everything themselves. LetsBe Biz replaces all of that with one private server, loaded with 28+ integrated tools and AI agents that actually handle the work. Your data stays on your server. Your AI learns your business. And the whole thing costs less than what you’re paying for Salesforce alone.

For privacy-conscious prospects: Everything runs on a dedicated server in the data center you choose — Germany for EU customers, Virginia for North American customers. Not shared hosting — your own machine. Your data never touches our systems or anyone else’s. Privacy-compliant from day one.

1.4.3 4.3 Message Hierarchy

When space is limited, prioritize in this order:

1. **AI workforce** — agents that run your tools and handle real tasks
2. **All-in-one** — replaces your SaaS stack with 28+ integrated tools
3. **Private infrastructure** — your own server, your data, EU-hosted
4. **Price** — €29-109/month vs. hundreds in SaaS subscriptions
5. **Founding member offer** — double the AI tokens for early adopters

1.5 5. Visual Identity

1.5.1 5.1 Color Palette

Primary Colors

| Name | Hex | RGB | Usage |
|-------------------|---------|--------------|---|
| Celes Blue | #449DD1 | 68, 157, 209 | Primary brand color — logo text, buttons, links, key UI elements |
| Dark Navy | #1C3144 | 28, 49, 68 | Logo tower icon, headings, body text on light backgrounds, footer |

Secondary Color

| Name | Hex | RGB | Usage |
|------------------|---------|---------------|---|
| Light Sky | #6CB4E4 | 108, 180, 228 | Secondary actions, hover states, progress indicators, lighter accents |

Neutral Palette

| Name | Hex | RGB | Usage |
|-------------------|---------|---------------|--|
| White | #FFFFFF | 255, 255, 255 | Page backgrounds, card backgrounds |
| Pale Blue | #F0F5FA | 240, 245, 250 | Section backgrounds, alternating rows, subtle containers |
| Steel Blue | #C4D5E8 | 196, 213, 232 | Borders, dividers, disabled states |
| Mid Gray | #94A3B8 | 148, 163, 184 | Secondary text, captions, placeholders |
| Dark Gray | #334155 | 51, 65, 85 | Body text alternative (lighter than Navy) |

Semantic Colors

| Name | Hex | Usage |
|----------------|---------|--|
| Success | #22C55E | Success states, confirmations, positive indicators |
| Warning | #EAB308 | Warnings, caution states |
| Error | #EF4444 | Errors, destructive actions |
| Info | #449DD1 | Informational — maps to Celes Blue |

Color Usage Rules

- Celes Blue is the dominant brand color. Use it for primary actions, links, and emphasis. It’s the only “real” color in the palette — everything else is blue-tinted neutral.
- Dark Navy is for text and grounding elements. It pairs with Celes Blue, never competes with it.
- Light Sky is for secondary/hover states only — never as a primary action color.
- The palette is intentionally monochromatic. This restraint makes the brand feel focused and premium. Resist adding accent colors.
- Maintain a minimum contrast ratio of 4.5:1 for text (WCAG AA). Celes Blue on white passes for large text (3.3:1) but not body text — use Dark Navy for body copy.
- Never place Celes Blue text on Dark Navy backgrounds (insufficient contrast). Use white text on Navy, or blue text on white.

1.5.2 5.2 Typography

Font Stack

| Role | Font | Weight(s) | Fallback |
|---------------------------|-----------|-------------------------|-------------------------------------|
| Display / Headings | Questrial | Regular (400) | “Helvetica Neue”, Arial, sans-serif |
| Body / UI | Inter | 300, 400, 500, 600, 700 | “Helvetica Neue”, Arial, sans-serif |

Type Scale

| Element | Font | Size | Weight | Line Height | Letter Spacing |
|-----------------|-----------|---------|--------|-------------|----------------|
| H1 (Hero) | Questrial | 48-64px | 400 | 1.1 | -0.02em |
| H2 (Section) | Questrial | 32-40px | 400 | 1.2 | -0.01em |
| H3 (Subsection) | Inter | 24-28px | 600 | 1.3 | 0 |
| H4 (Card title) | Inter | 18-20px | 600 | 1.4 | 0 |
| Body | Inter | 16px | 400 | 1.6 | 0 |
| Body (small) | Inter | 14px | 400 | 1.5 | 0 |
| Caption | Inter | 12px | 500 | 1.4 | 0.02em |
| Button | Inter | 14-16px | 600 | 1 | 0.02em |

Typography Rules

- Questrial is for display only — never use it for body text or UI elements.
- Inter handles everything else. It’s designed for screens and stays legible at small sizes.
- Maximum line length: 65-75 characters for body text.

- Use Inter 600 (SemiBold) for emphasis instead of bold (700) in most contexts. Reserve 700 for strong emphasis or buttons.

1.5.3 5.3 Logo

Versions

| Version | File | Usage |
|----------------------|-----------------|--|
| Horizontal (primary) | logo_long.png | Website header, documents, presentations, email signatures |
| Square (icon) | logo_square.jpg | Avatars, favicons, app icons, social media profiles |

Logo Elements The logo consists of two elements: the **wordmark** (“LetsBe” in Celes Blue) and the **tower icon** (in Dark Navy), integrated between “Lets” and “Be.” The tower represents growth and ambition — a business rising.

Logo Rules

- **Minimum clear space:** Height of the “B” on all sides.
- **Minimum size:** 120px wide (horizontal), 32px wide (square).
- **Approved color treatments:** Full color on white/light, white wordmark + white tower on dark/blue, single-color white on photos.
- **Never:** stretch, rotate, recolor with unapproved colors, add effects (shadows, gradients, outlines), separate the tower from the wordmark, or place on busy/low-contrast backgrounds.

1.5.4 5.4 Iconography & Illustration Style

When creating icons, illustrations, or UI elements, follow these principles:

- **Line style:** 2px stroke, rounded caps, consistent weight (matches the tower icon’s clean lines)
- **Color:** Celes Blue or Dark Navy on light backgrounds, white on dark backgrounds
- **Style:** Geometric, minimal, functional — no gradients, no drop shadows, no skeuomorphism
- **Illustrations:** If used, keep them flat, geometric, and within the brand palette. Think Linear/Stripe — technical diagrams, not cartoon characters.

1.5.5 5.5 Photography & Imagery

- **Product screenshots:** Clean, real UI — not mockups with fake data. Show actual tools in use.

- **People:** Real founders, real workspaces. Diverse. No stock-photo smiles at blank screens.
- **Abstract:** If using abstract imagery, stick to geometric shapes, the brand palette, and a clean/minimal feel.
- **Avoid:** Cheesy “AI” imagery (robot hands, glowing brains, Matrix code), stock photos of “business meetings,” overly polished lifestyle shots.

1.6 6. Founding Member Messaging

The founding member program (first 50–100 customers) gets 2× the AI tokens — “Double the AI” — at standard pricing for 12 months.

1.6.1 Messaging Guidelines

| Do | Don't |
|--|---|
| “Double the AI” — clean, specific, memorable | “Exclusive early access benefits” — vague |
| “First 100 customers get 2× AI tokens for a year” — concrete | “Limited-time founding member opportunity” — salesy |
| “You’re helping shape the product” — honest | “Be part of the revolution” — hype |
| Frame it as a partnership, not a discount | Frame it as a deal or a favor |

1.6.2 Founding Member Value Proposition

Early adopters get double the AI capacity for 12 months because they’re taking a bet on us — and we want to make that bet pay off. They’ll also have a direct line to the founder and real influence over the roadmap.

1.7 7. Channel-Specific Guidelines

1.7.1 Website

- Hero section leads with the AI workforce promise. Privacy comes in the second or third section.
- Show the product early — a real screenshot or demo within the first scroll.
- Pricing page is direct: tier name, price, what’s included, a button. No “contact us for pricing.”
- Use Celes Blue for primary CTAs, Dark Navy for secondary.

1.7.2 Email

- Subject lines: short, specific, no clickbait. “What we shipped this week” > “You won’t believe what’s new!”
- From name: “Matt from LetsBe” for founder communications, “LetsBe Biz” for product emails.
- Keep emails scannable — short paragraphs, one clear CTA per email.

1.7.3 Social Media

- Short, punchy, specific. One idea per post.
- Screenshots and demos over abstract graphics.
- Tone can be slightly more casual here — concise wit is welcome, forced humor isn’t.
- Hashtags: use sparingly. #LetsBeBiz for brand, relevant topic tags only.

1.7.4 Documentation & Help

- Clear headings, short paragraphs, step-by-step instructions.
- Use “you” and “your” — speak directly to the customer.
- Lead with the goal (“To set up your first AI agent...”) not the feature (“The AI Agent Configuration Panel allows...”).

1.8 8. Competitive Positioning

1.8.1 How We Talk About Competitors

- **Never by name** in marketing copy. Refer to categories: “your current SaaS stack,” “typical AI chatbots,” “shared cloud platforms.”
- **Compare on specifics**, not feelings: “€45/month for 28+ tools vs. €500+ in separate subscriptions.”
- **Acknowledge strengths** where relevant. Being dismissive undermines the confident tone.
- In sales conversations and battlecards, specific competitor names are fine.

1.8.2 Positioning Against Categories

| Category | Our angle |
|--|---|
| SaaS bundles (Google Workspace, Microsoft 365) | “Those give you tools. We give you tools <i>and</i> an AI team that runs them.” |
| AI assistants (ChatGPT, Claude) | “They answer questions. Our agents take action — across your CRM, email, calendar, and 30 other tools.” |

| Category | Our angle |
|---------------------------|--|
| Self-hosted / open-source | “You get the privacy of self-hosted without the sysadmin work.” |
| Enterprise platforms | “Enterprise capability at startup pricing. No procurement process, no annual contracts.” |

1.9 9. Brand Application Checklist

Before publishing any brand material, run through this:

- Does it lead with what the product *does*, not what it *is*?
 - Is the tone confident without being hype-y?
 - Are we using specific numbers / facts, not vague claims?
 - Are the colors correct (Celes Blue #449DD1, Navy #1C3144, Light Sky #6CB4E4)?
 - Is the logo used correctly (clear space, minimum size, approved background)?
 - Is body text in Inter, display text in Questrial?
 - Does it pass a “would Apple/Linear publish this?” gut check?
 - For customer-facing copy: no jargon, no words from the “avoid” list?
 - Is the privacy message present but not leading?
 - Would a solo founder reading this think “this is for me”?
-

This document is the source of truth for all LetsBe brand decisions. When in doubt, refer back to the voice principles in Section 3 and the positioning in Section 2.