01 / IDENTITY

STRUCTURE, MADE VISIBLE.

ONGRID

A D V I S O R Y

A working identity system for business infrastructure.

Version 1.0 / September 2026

02 / POSITIONING

A STRONGER FOUNDATION.

OnGrid helps small businesses build the systems, structure, credibility and funding readiness required to grow.

PURPOSE

Make business infrastructure understandable and actionable.

AUDIENCE

Small business owners moving from informal practices toward organized operations.

PROMISE

Clear priorities, practical systems and a more organized business.

OnGrid Advisory is a DBA of Carram Consulting LLC.

03 / LOGO

ONE MARK. CLEAR RULES.

ONGRID

A D V I S O R Y



Use the full logo on white or a very light neutral. Use the blue ON symbol for the Instagram avatar and compact identity spaces.

Clear space: at least half the main wordmark height on every side. Suggested minimum width: 220 px for the full lockup; 40 px for the ON symbol. Check at actual display size.

Do not stretch, trace again, add effects or place the black wordmark on dark backgrounds.

04 / COLOR

BLUE IS THE SIGNAL.

SIGNAL BLUE	CHARCOAL	WHITE	COOL STONE	SLATE
#2455F5	#171A20	#FFFFFF	#F1F2F4	#626976
Primary accent	Dark surfaces	Open space	Soft surfaces	Supporting text

Use white and charcoal for most of the composition. Blue identifies a key action, a frame or one focal message. Avoid introducing extra accent colors.

05 / TYPE

CONFIDENT. LEGIBLE. ORDERED.

GROWTH NEEDS STRUCTURE.

Display / DejaVu Sans Bold

Clear steps. Useful information. Room to read.

Body / DejaVu Sans Regular

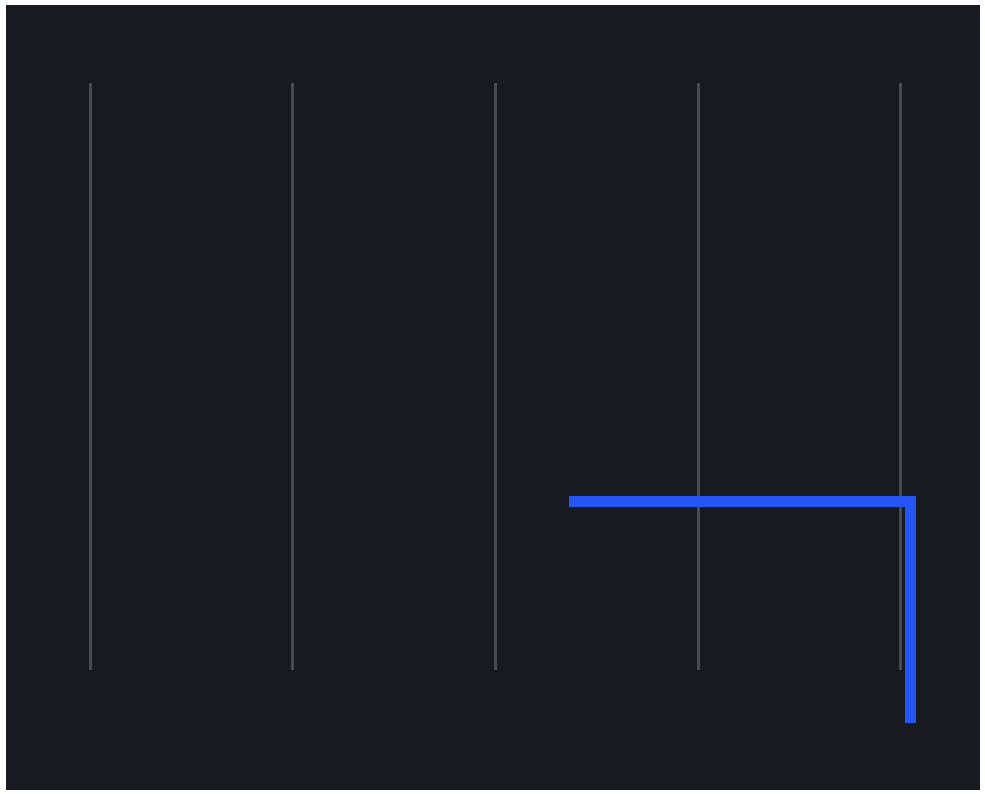
BUILD / VERIFY / CONNECT / MONITOR / GROW

Labels / DejaVu Sans Mono

This launch kit uses the typefaces shown above. Bebas Neue remains an optional website display direction; it is not used in these exports. Keep body text in sentence case. Limit large headlines to three short lines.

06 / COMPOSITION

INSPIRED BY ARCHITECTURE.



PROPORTION / ALIGNMENT / SPACE

Use structure.

Align elements to a deliberate grid. Use generous margins and one dominant focal point.

Keep the frame open.

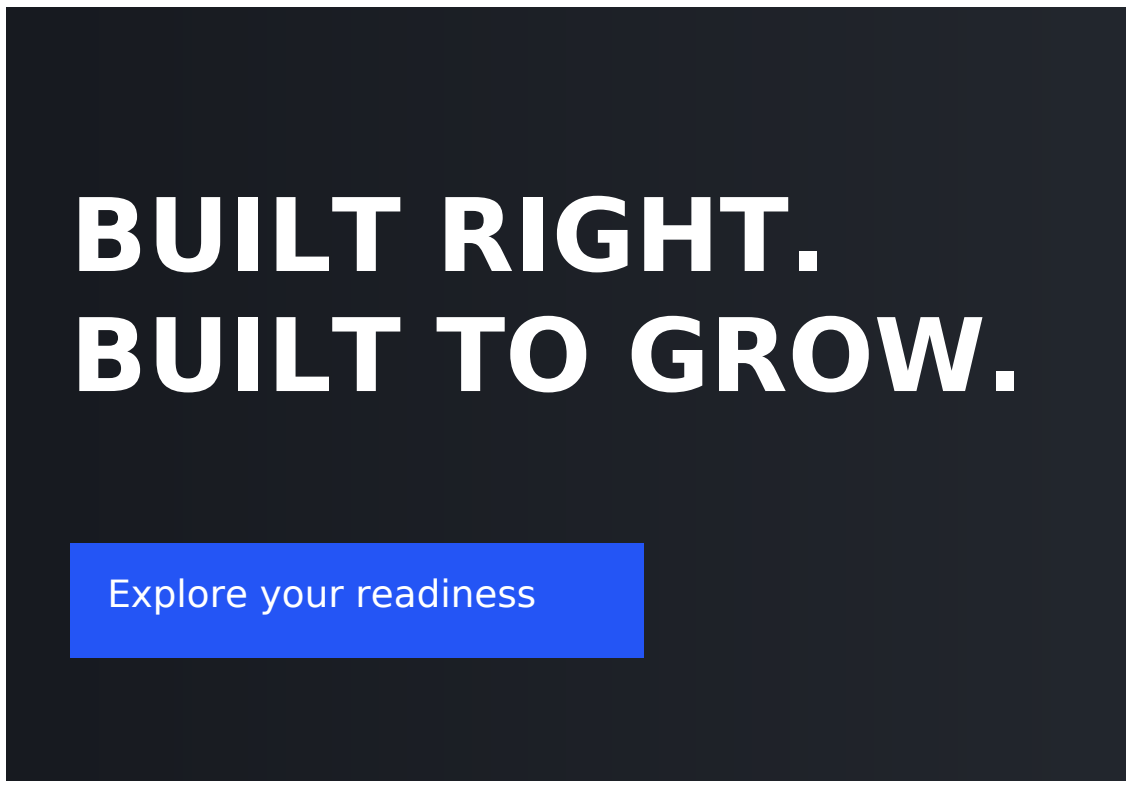
Use a single blue corner or rule. Avoid full-page decorative grids and repeated boxes.

Let material guide imagery.

Choose concrete, glass, steel, shadow and negative space. Avoid luxury lifestyle symbols.

07 / DIGITAL

CALM SURFACES. CLEAR ACTIONS.



Dark surface direction: a subtle charcoal gradient from #171A20 to #23272E. Keep blue actions solid. Use the full logo on a light header or a white panel.

One primary action per section. Use descriptive labels. Avoid competing readiness prompts. Keep decorative grids behind text subtle or remove them.

White on blue is suitable for normal text; gray logo details belong on light surfaces.

08 / VOICE

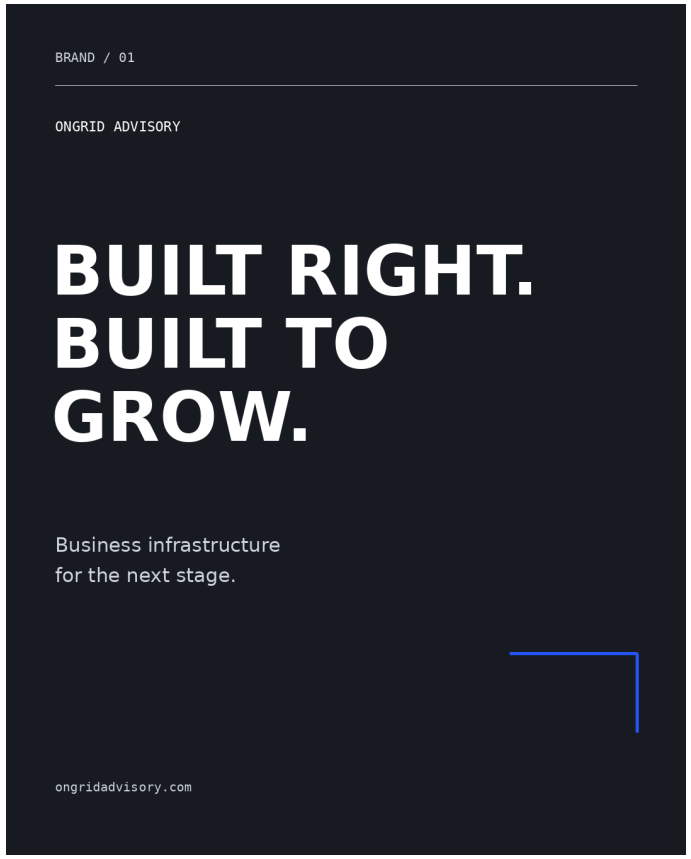
DIRECT. USEFUL. MEASURED.

SAY THIS	AVOID THIS
Strengthen your business foundations.	Guaranteed funding.
Organize the records you already have.	Instant business credit results.
Find gaps and prioritize next steps.	We get every business approved.

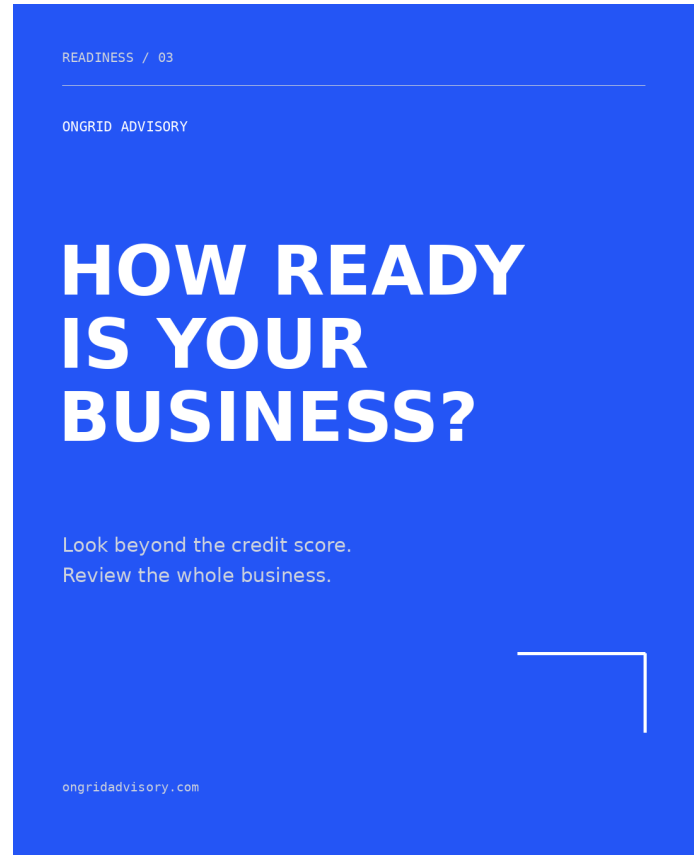
OnGrid discusses infrastructure and readiness. Do not imply that an assessment is a lender decision or a credit score. Describe referrals and third-party resources accurately when they are used.

09 / SOCIAL

ONE IDEA PER POST.







Feed / 1080 x 1350 Stories / 1080 x 1920 Profile / 1080 x 1080

10 / APPLICATION

CONSISTENCY BUILDS TRUST.



Use the blue ON symbol for the profile image. Keep it on white and centered inside the circular crop. Use the full company name in the profile display name.

Launch rhythm

Publish the six posts over two weeks. Use stories to support the matching topic; add a native link sticker.

Before publishing

Check the logo, contrast, spelling, link destination and any factual claim. Use verified outcomes only with supporting records.

Included: guide, profile image, six feed posts, three stories and caption copy.