common ground

cg360° Brand Guide

Build and maintain your brand.

A new idea gets a name and a deck.

It almost never gets a brand. The deck ships with a stock blue and four claims any competitor could make. Brand Guide builds your brand from a first pass you can react to, then maintains it in standards a team can run.

THE QUESTIONS

What it is, who it is for, and what it must never look like. Before any color.

THE FIRST PASS

Name directions, a mark drawn three ways and tested small, a palette checked for contrast.

THE STANDARDS

A standards file and the assets, named and sized, ready for the team.

Built to the standards, not around them.

WHAT YOU ACTUALLY GET	Looka	Canva	Brand Guide
A pro's read on your story	○	○	●
Name directions, not only a logo	●	●	●
Checks colors for readable contrast	◐	●	●
A standards file a team can run	●	◑	●
Files named, sized and ready to use	●	◑	●
Asks what it must never look like first	○	○	●

A logo generator hands you a logo. A brand is the decisions behind it, written down so the next person makes the same call. Brand Guide makes those decisions with you, then hands the team the file that keeps them. A team keeps a brand without you in the room only if somebody wrote it down.

BEFORE ANY COLOR

Three questions, then a first pass.

Three questions

INTAKE

What it is, who it is for, what it must never look like.

See the first pass

FIRST PASS

Names, a mark and a palette, beside the deck as it is.

Hand it to the team

STANDARDS

The standards file and every asset, named and sized.

Three questions before any color.

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Comparison from published 2026 vendor pages: Looka logo maker, pricing and brand guidelines; Canva AI logo generator, Brand Kit and accessibility checker.

Common Ground: capital, operating partners and technology.
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