



HARKEN
Executive & Career Coaching

BRAND GUIDELINES

Identity, color, typography, voice, and application

VERSION 2.2 · SEPTEMBER 2026

NAVIGATION

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01 / FOUNDATION

A clear, confident system built for thoughtful work

Harken provides Executive & Career Coaching for go-to-market (GTM) professionals. The identity should feel mature, clear, grounded and human. Operating experience informs the coaching; clients own their decisions and actions.

Clear	Grounded	Capable	Human
Direct, intelligible, and free of unnecessary complexity.	Calm, credible, and informed by operating reality.	Experienced and rigorous without becoming corporate or cold.	People-first and approachable without life-coach or therapeutic cues.

NAMING HIERARCHY

HARKEN • The brand name and primary identifier. • Always appears in the approved wordmark; do not retype or approximate it. • May stand alone only where context already identifies the business.	Executive & Career Coaching • The approved service line—not a campaign tagline. • Use title case exactly as shown. Public service line. Legal entity: Harken Coaching & Advisory LLC. Use the legal name in contracts, notices and copyright.
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02 / LOGO

The attentive space monogram

The open center of the H represents attentive space: room to listen, reflect and consider what matters. This meaning extends to individual and group coaching. The letterform does not specify a number of participants.

Approved construction

- H strokes: 15 master units; corner rounding: 4.
- Frame: 118 × 130 units; radius 16; stroke 5.
- Preserve the rounded opening and scale uniformly.

Color and depth

- Sky is the lead monogram color; Black and White are alternatives.
- Echo: 1.1 units right, 0.78 down, 35% opacity.
- Use supplied artwork. No standalone purple mark.

SECONDARY COMPACT LOGO



Reserve the no-service-line horizontal logo for constrained placements. Its monogram is 25% larger than the initial compact test. Prefer the primary logo where readable, or a standalone monogram for smaller spaces.

02 / LOGO

One primary lockup, six approved colorways

The horizontal logo with the Medium service line is primary. Its refined frame height and tighter wordmark spacing are fixed in the supplied artwork. Six colorways serve light and dark backgrounds.



APPROVED USE

Element	Recommended treatment	Avoid
Primary use	Horizontal lockup with service line	Retrying or rebuilding the service line
Color	Black, White, Two-Tone, or supplied Refined Indigo Echo artwork	Unapproved combinations, effects, outlines, or Framework Blend in the logo
Background	Black or Two-Tone Light on light; White or Two-Tone Dark on dark	Busy photography or low-contrast color
Proportion	Scale the complete lockup uniformly	Stretching, condensing, rotating, or rearranging

02 / LOGO

Refined Indigo Echo across the logo suite

Refined Indigo Echo adds subtle depth to the Sky monogram. Use the supplied R2-C artwork on light or Midnight fields. The offset and opacity are fixed; the same treatment extends across the four families shown below.



02 / LOGO

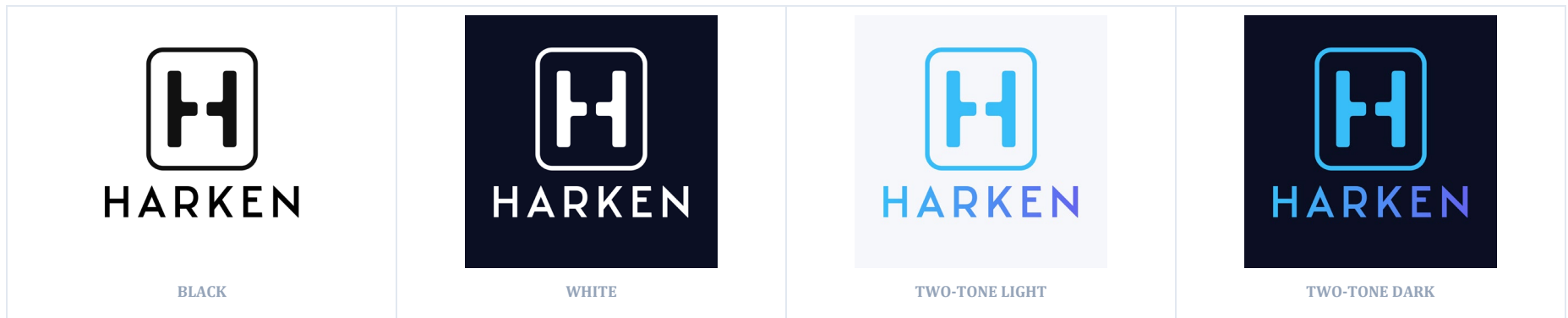
Use the format that fits the space

Use horizontal, stacked, square and compact formats according to available space. Preserve the approved proportions, color hierarchy and outlined lettering in every application.

STACKED LOCKUPS



SQUARE BRAND TILES



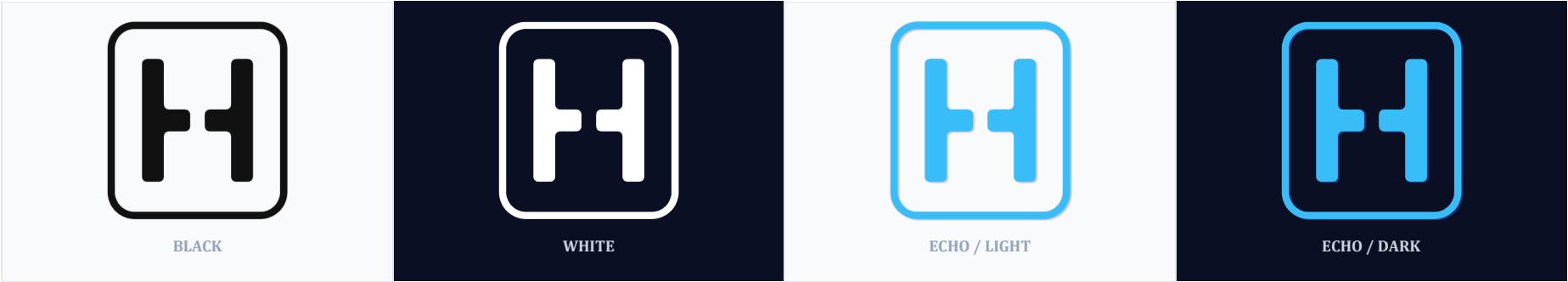
Stacked logos retain the service line where height permits. Square Social logos omit it for clarity. Use a padded monogram for small profile images or circular crops.

Both families also include Refined Indigo Echo Light and Dark, shown on the preceding page.

02 / LOGO

Compact marks for small placements

Use the framed monogram for social profiles and compact placements. Black, White, Sky and Sky with Indigo Echo are approved. Preserve the complete frame inside profile crops.



RESPONSIVE SELECTION

Element	Recommended treatment	Avoid
Wide layouts	Horizontal lockup	Forcing a stacked mark into a shallow header
Narrow layouts	Stacked lockup	Shrinking the horizontal service line below legibility
Large 1:1 graphics	Square Social without service line; 160 px or larger	Squeezing the wordmark into a small profile crop
Social profiles	Refined Indigo Echo on Midnight preferred; use supplied artwork only	Full lockups, custom shadows, or adjusting the Echo offset
Favicons / very small UI	Dedicated flat split H on Midnight	Echo treatment or gradients at 16 px

Dedicated favicons use the flat split H on Midnight without the fine frame. Supplied formats: SVG, ICO, PNG (16–512 px), and Apple touch icon (180 px). Keep Echo out of 16 px artwork.

02 / LOGO

Protect legibility and visual authority

The R2-C monogram and custom Medium service line have approved optical weights. Keep the supplied geometry and spacing intact. Minimum sizes are starting points; verify legibility at actual size.

Clear space

- Full horizontal and stacked: at least the service-line E capital height on every side.
- Compact horizontal: one quarter of HARKEN’s capital height.
- Framed monogram: at least 10% of the frame height outside the frame.

Minimum width

- Full horizontal: 270 px (320 preferred); 2.5 in print. Stacked: 300 px; 2.25 in.
- Compact: 160 px; 1.5 in. Square: 160 px; 1.25 in.
- Framed monogram: 40 px; 0.4 in. Dedicated favicon: 16 px.

COMMON ERRORS

Element	Recommended treatment	Avoid
Monogram H	R2-C split H, rounded frame and approved lighter weight	Restoring the circle, closing the gap or changing the corners
Dimensional mark	Supplied R2-C Refined Indigo Echo only	Adding shadows, glows, outlines, or changing its offset/opacity
Service line	Approved Alata outlines at Medium optical weight	Retrying, all caps, another font, or different tracking
Contrast	Use each supplied colorway on its intended field	White on pale fields or dark marks on Midnight
Placement	Optically aligned with generous breathing room	Pinned to corners or crowded by navigation
File choice	SVG for scalable uses; PNG/ICO for raster and icon workflows	Screenshots, copied previews, or compressed JPGs

03 / COLOR

The core palette is dark, lucid, and progressive

Midnight anchors dark applications and presentations. The website uses the approved #F6F7FB light canvas with distinctive heroes and a Midnight footer. Sky remains the lead accent.

Harken Midnight #0B0F23 Primary background · authority and focus	Harken Navy #131A35 Elevated surfaces · cards and panels	Deep Slate #232D4B Rules, borders, secondary surfaces
Harken Sky #38BDF8 Primary accent · clarity and navigation	Harken Indigo #6366F1 Secondary accent · ownership and decision	Harken Violet #A855F7 Tertiary accent · progress and possibility

Color hierarchy: Midnight for dark fields; #F6F7FB for the website canvas; Sky as the lead accent; Indigo and Violet for ordered variation.

03 / COLOR

Neutrals carry information; accents carry meaning

Use the neutral scale for readable hierarchy. The website canvas is #F6F7FB, distinct from Soft White #F8FAFC. Rose and Coral are reserved for occasional emphasis.

White #FFFFFF	Soft White #F8FAFC	Cloud #F1F5F9	Mist #E2E8F0	Slate #CBD5E1	Steel #94A3B8
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OPTIONAL EMPHASIS COLORS

Harken Rose #EC4899 · Human emphasis · rare use	Signal Coral #F43F5E · Urgent emphasis · status use only
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ACCESSIBLE PAIRINGS

Element	Recommended treatment	Avoid
Body text on Midnight	White, Cloud, Slate, Steel, or Sky	Indigo as small text
Body text on Navy	White, Cloud, Slate, Steel, or Sky	Indigo or Violet as small text
Body text on light	Midnight, Navy, or Deep Slate	Sky, Violet, Rose, or Steel as body text
Accent buttons on dark	Sky fill with Midnight text	White text on Sky
Decorative accents	Indigo, Violet, Rose, or Coral	Relying on color alone to convey meaning

Accessibility note: contrast rules are based on WCAG 2.x ratios; large display text may permit combinations that are not suitable for normal body copy.

03 / COLOR

Use color as a system of meaning

The three framework accents can create consistent navigation across presentations, the website, tools, and supporting materials.

GAIN CLARITY Harken Sky Questions, insight, reframing, and orientation.	TAKE OWNERSHIP Harken Indigo Choice, agency, commitment, and accountability.	MAKE PROGRESS Harken Violet Action, experimentation, momentum, and learning.
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PRESENTATION PALETTE BALANCE

60% Midnight	25% Surfaces + neutrals	10% Sky	5%
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For predominantly dark presentations, use these proportions as a guide. Framework Blend follows Sky → Indigo → Violet in rules and diagrams. The logo wordmark uses its own Sky-to-Indigo treatment.

04 / TYPOGRAPHY

One display voice, one working voice

Alata gives Harken its distinctive geometry. Poppins, inherited from the messaging deck, provides a versatile supporting family for longer content and interface needs.

ALATA REGULAR

Executive & Career Coaching

Use for major headings, short statements, and selective display moments. In the logo, use only the supplied outlines; the service line has an approved Medium optical treatment.

POPPINS

Regular for body copy

Medium for subheads and labels

SemiBold for concise emphasis

Fallback: Arial or Helvetica when brand fonts are unavailable.

TYPE RULES

Element	Recommended treatment	Avoid
Case	Sentence or title case for headings and labels	Extended all caps except the HARKEN wordmark
Alignment	Left-aligned by default	Centered long-form copy
Tracking	Default tracking in normal text	Recreating the logo’s custom service-line spacing
Emphasis	Weight, size, and space before extra color	Multiple weights, colors, and italics at once

Create order through space, alignment, and restraint

Use consistent grids, aligned edges, shallow color rules and quiet panels. Preserve the website’s approved light canvas, hero shapes and responsive spacing when replacing logo assets.

Core composition rules

- Use generous outer margins and a clear primary read.
- Build from a simple grid; align edges and baselines precisely.
- Use dark cards only to group related content.
- Prefer one strong composition over a dashboard of small components.

Signature devices

- Thin cyan→indigo→violet rules or bars.
- Midnight fields with elevated navy surfaces.
- White or cloud typography with restrained accent labels.
- Rounded corners only when functional; keep radii modest and consistent.

SPACING RHYTHM

Element	Recommended treatment	Avoid
Outer margin	Generous and consistent; approximately 6–8% of width	Text or logo pinned to the edge
Section spacing	More space between ideas than within an idea	Uniform spacing that flattens hierarchy
Rules and borders	Thin and quiet; accents identify structure	Heavy boxes around every element
Density	Shorter copy, fewer stronger elements	Shrinking type to preserve every word

06 / IMAGERY

Show people thinking and working

Imagery should feel observant, intelligent, and real. It supports the person at the center of the work without relying on literal metaphors or stock-photo theater.

Choose

- Candid, editorial moments in real working environments.
- Natural light, restrained color, and subtle depth.
- People engaged in reflection, conversation, or consequential work.
- Compositions with negative space for copy and quiet visual tension.
- A range of ages, identities, roles, and career stages.

Avoid

- Handshakes, staged boardrooms, and exaggerated gestures.
- Mountains, roads, compasses, lightbulbs, or other coaching metaphors.
- Therapeutic visual cues, forced vulnerability, or wellness imagery.
- Overly glossy corporate stock photography.
- Busy backgrounds or strong color casts that fight the palette.

TREATMENT

Favor natural light, authentic skin tones and controlled contrast. Crop portraits with intentional headroom and a clear human presence. Preserve the approved homepage portrait treatment.

07 / VOICE

Sound like an experienced thinking partner

Harken’s voice is direct, precise and warm. Earn trust through judgment, clarity and supportable claims. Spell out go-to-market (GTM) selectively on entry pages. Avoid em dashes and negative parallelisms.

PEOPLE-FIRST	CONCRETE	RESTRAINED	EXECUTIVE-GRADE
Name the person before the role or system.	Use observable situations, decisions, and outcomes.	Prefer calm confidence to promotional intensity.	Assume intelligence; be concise without becoming cryptic.

LANGUAGE GUIDANCE

Element	Recommended treatment	Avoid
Positioning	Operator-informed coaching	Presenting advisory as a separate service line
Outcomes	Clearer choices, stronger judgment, meaningful progress	Transformation, breakthroughs, or guaranteed results
Tone	Direct, thoughtful, composed	Therapeutic, inspirational, or overly intimate
Verbs	Clarify, examine, decide, test, act	Unlock, unleash, empower, elevate
Claims	Specific and supportable	Superlatives, urgency, or inflated certainty

08 / APPLICATIONS

Adapt the system without diluting it

The identity should remain recognizable across websites, presentations, documents, and social channels even when the balance of dark and light changes.

Element	Recommended treatment	Avoid
Website	#F6F7FB canvas, approved heroes and Midnight footer; retain responsive layouts	Full-page gradients or multiple competing accent colors
Presentations	Midnight canvas, cloud text, structured cards, framework mapping and restrained blend rules	Using retired public-facing naming or circle-H assets
Documents	White or Soft White pages; Midnight headings; accents used sparingly	Large areas of saturated accent color behind body copy
Social	Refined Indigo Echo on Midnight preferred for profiles; square brand tiles only in large 1:1 graphics	Full lockups, service lines, or improvised effects at avatar scale
Email/signature	Black, Two-Tone Light, or Refined Indigo Echo Light horizontal/stacked mark on white	Oversized marks or invented color combinations
Calls to action	Sky fill with Midnight text on dark; Midnight fill with white on light	Indigo or Violet small text on white

WEBSITE AND PRESENTATION TRANSITION

Use R2-C Echo Light in the desktop header, the secondary compact version on mobile, and Echo Dark in the footer. Preserve navigation, copy, credentials and interactions. This guide does not certify website publication.

09 / QUICK REFERENCE

The essentials on one page

Use this checklist when creating or approving any Harken asset.

IDENTITY	SYSTEM	EXPRESSION
• Use finalized vector assets and supplied colorways. • Service line: Executive & Career Coaching. • R2-C split H with rounded frame and approved lighter weight. • Choose the approved format for the available space. • Refined Indigo Echo Light and Dark are supplied across the suite. • Use Echo for social profiles; flat Sky remains the 16 px default.	• Website canvas: #F6F7FB. Dark fields: Midnight. • Sky monogram; Sky-to-Indigo wordmark in color. • Refined Indigo Echo is the only approved dimensional treatment. • Framework Blend supports the system; it is not a logo. • Alata for display; Poppins for working text. • Use space and hierarchy before decoration.	• People-first, concrete, restrained language. • Editorial, authentic imagery. • No coaching clichés or literal metaphors. • Aim for calm confidence and useful clarity.

SOURCE AND STATUS

Current production source: Harken R2-C Complete Logo Suite Version 2.1. Use folders 01–06 for production assets and 07 Preview for review only. SVGs contain outlined lettering; PNGs are high-resolution exports.

Version 2.2 restores the Version 1.6 document design while retaining the approved R2-C identity and refined horizontal spacing. Earlier circle-H assets are historical. Keep current, archive and source files separate.