

VISUAL BRAND BLUEPRINT

# Verify

Pro Tier Report · \$89

April 16, 2026

**GenAI Unplugged (Dheeraj)**

[genaiunplugged.substack.com](https://genaiunplugged.substack.com)



**AI Meets Girlboss (Pinkie)**

[aimeetsgirlboss.substack.com](https://aimeetsgirlboss.substack.com)





## How to Read This Report

- **SUCCESS Scoreboard** – 6 memorability dimensions from *Made to Stick*
- **Strengths & Gaps** – What's working and what needs attention
- **Archetype Check** – How aligned your brand is with its chosen archetype
- **Quick Wins** – 5 actions you can ship today
- **Brand Directions** – 3 strategic paths with palette, type, moodboard
- **7-Day Plan** – Step-by-step execution

# 1. SUCCESS Scoreboard

## SIMPLE

6/10



The homepage layout is clean and easy to navigate, with a clear header and article previews.

## UNEXPECTED

4/10



While functional, the visual elements like the default font choices and standard article layout don't offer any surprising or unique design touches.

## CONCRETE

7/10



The article pages present content in a straightforward, readable format, making the information easily digestible.

## CREDIBLE

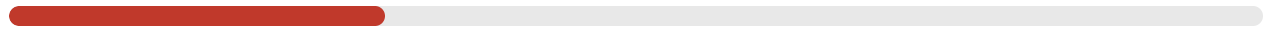
5/10



The overall aesthetic is professional but lacks distinctive branding that would reinforce specific expertise or authority.

## EMOTIONAL

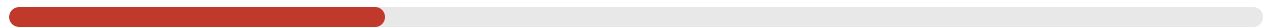
3/10



The current visual identity, with its standard typography and minimal imagery, doesn't evoke a strong emotional response or connection.

## STORY

3/10



There's no clear visual narrative or consistent thematic elements across the site that tell a compelling brand story beyond just presenting articles.

## OVERALL

5/10



*"The current visual identity is functional and clear but lacks distinctiveness and emotional resonance to stand out."*

## 2. Strengths & Gaps

---

### ✓ Strengths

- **Clean Layout**

The homepage and article pages feature a very clean, uncluttered layout, making content easy to scan and read, as seen in the clear article blocks on the archive page.

- **Readability**

The chosen body font, while generic, offers excellent readability on all article pages, ensuring content is accessible to the reader.

- **Consistent Structure**

The site maintains a consistent structural hierarchy from the homepage to individual articles, providing a predictable user experience.

### ⚠ Gaps

- **Lack of Distinctive Typography**

The current font choices (header and body) are standard and do not contribute to a unique brand personality or visual identity, making the site feel generic.

- **Absence of Brand Color Palette**

The site predominantly uses black and white, missing an opportunity to leverage a specific color mood to evoke desired emotions or reinforce brand personality.

- **Generic Visuals**

The use of stock imagery or lack of custom visual elements on article headers and the homepage prevents the brand from conveying a unique story or archetype.

### 3. Archetype Check

---

**Alignment: 4/10**

Without a chosen archetype, the current visuals lean towards a generic 'Everyman' due to their straightforward, unadorned nature. There's no specific visual evidence supporting a distinct archetype, leaving the brand personality undefined.

### 4. 5 Quick Wins (Ship Today)

---

1

**Select a unique header font** (30 min)

*A distinctive header font will immediately elevate the brand's visual identity and convey personality.*

---

2

**Introduce a brand accent color** (20 min)

*A carefully chosen accent color used sparingly (e.g., for links, buttons) can inject mood and visual interest without overwhelming the clean aesthetic.*

---

3

**Design a simple, custom logo/wordmark** (60 min)

*A unique logo will provide an immediate visual anchor for the brand and differentiate it from other Substack publications.*

---

4

**Curate a consistent image style** (45 min)

*Using a specific style of imagery (e.g., illustrations, specific photography filters) for article headers will build a cohesive visual story.*

---

5

**Refine body text font** (15 min)

*Even a subtle change to a more characterful yet readable body font can enhance the overall reading experience and brand feel.*

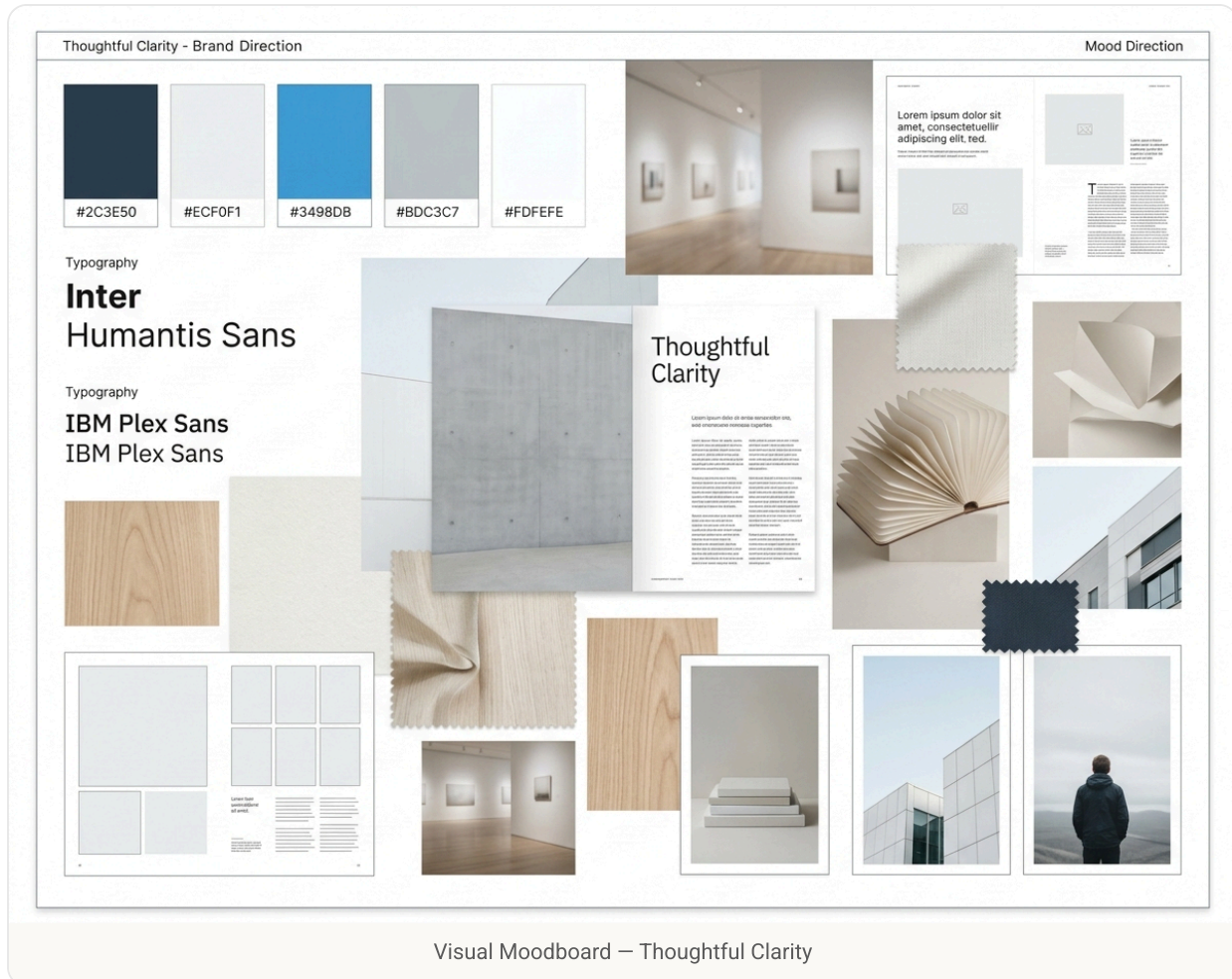
---

## 5. Your 3 Brand Directions

### DIRECTION 1

## Thoughtful Clarity

*"A sense of intelligent simplicity and accessible expertise."*



**Archetype angle:** Elevates the Everyman archetype with a focus on clear communication and relatable insight, making complex ideas approachable without being simplistic.

Visuals are clean, well-organized, and prioritize readability. Imagery is intentional, often abstract or conceptual, using soft lighting and muted tones to convey thoughtfulness. Layouts are spacious, with ample white space, creating a calm and focused reading experience. The overall energy is serene and inviting, emphasizing content without distraction.

## COLOR PALETTE



**Deep Ink** #2C3E50 · ink



**Soft Grey** #ECF0F1 · surface



**Ocean Blue** #3498DB · accent



**Cloud Grey** #BDC3C7 · surface



**Pure White** #FDFEFE · surface

## TYPOGRAPHY

DISPLAY – INTER, OR SIMILAR MODERN SANS-SERIF WITH STRONG READABILITY

### Your Brand, Your Way

BODY – IBM PLEX SANS, OR SIMILAR HUMANIST SANS-SERIF

The quick brown fox jumps over the lazy dog. Every great brand starts with a distinctive voice.

## PINTEREST SEARCH TERMS

Paste any of these into Pinterest or Unsplash to build a moodboard.

minimalist editorial design

abstract concept photography

clean sans-serif layouts

muted color palettes

light wood textures

architectural simplicity

thought leadership visuals

contemporary art gallery feel

## DO THIS, NOT THAT

- **Do** Utilize clean, geometric sans-serif fonts for headlines  
**Not** Employ overly decorative or script fonts that detract from clarity
- **Do** Select abstract or conceptual imagery with soft focus  
**Not** Use busy or highly saturated stock photos of people
- **Do** Prioritize generous line spacing and paragraph breaks  
**Not** Present dense blocks of text with minimal white space

## WHO THIS IS NOT FOR

This direction is not for creators who want to convey a highly whimsical or overtly luxurious brand personality.

## DIRECTION 2

# Warm Editorial

*"A feeling of established wisdom and welcoming, insightful conversation."*



Visual Moodboard – Warm Editorial

**Archetype angle:** Infuses the Everyman with the wisdom of the Sage, creating an approachable yet authoritative voice. It feels like a trusted friend sharing deep knowledge in a comfortable setting.

This direction evokes the warmth and depth of classic print magazines, with a modern twist. Textured paper, natural light, and a rich, inviting color palette define the visual space. Imagery leans towards authentic, slightly desaturated photography or hand-drawn illustrations that feel personal and curated. Layouts are structured but not rigid, allowing for visual breathing room while maintaining an organized flow. It feels like settling in with a good book and a cup of coffee.

## COLOR PALETTE



**Rich Mocha** #5D4037 · ink



**Cream Linen** #F5F5DC · surface



**Terracotta** #A0522D · accent



**Burnt Orange** #8B4513 · accent



**Vanilla Bean** #FDF7E7 · surface

## TYPOGRAPHY

DISPLAY – PLAYFAIR DISPLAY, OR SIMILAR ELEGANT SERIF WITH HIGH CONTRAST

### Your Brand, Your Way

BODY – LORA, OR SIMILAR CLASSIC SERIF FOR READABILITY

The quick brown fox jumps over the lazy dog. Every great brand starts with a distinctive voice.

## PINTEREST SEARCH TERMS

Paste any of these into Pinterest or Unsplash to build a moodboard.

vintage magazine aesthetic

textured paper backgrounds

warm earth tones

serif typography elegance

cozy reading nook

natural light photography

hand-drawn illustrations

curated library feel

## DO THIS, NOT THAT

- **Do** Opt for classic serif fonts with a touch of character  
**Not** Use overly stark or purely geometric sans-serifs
- **Do** Feature authentic, slightly desaturated photography or thoughtful illustrations  
**Not** Employ bright, generic stock images with artificial lighting
- **Do** Incorporate subtle background textures or patterns  
**Not** Rely solely on flat, stark white backgrounds

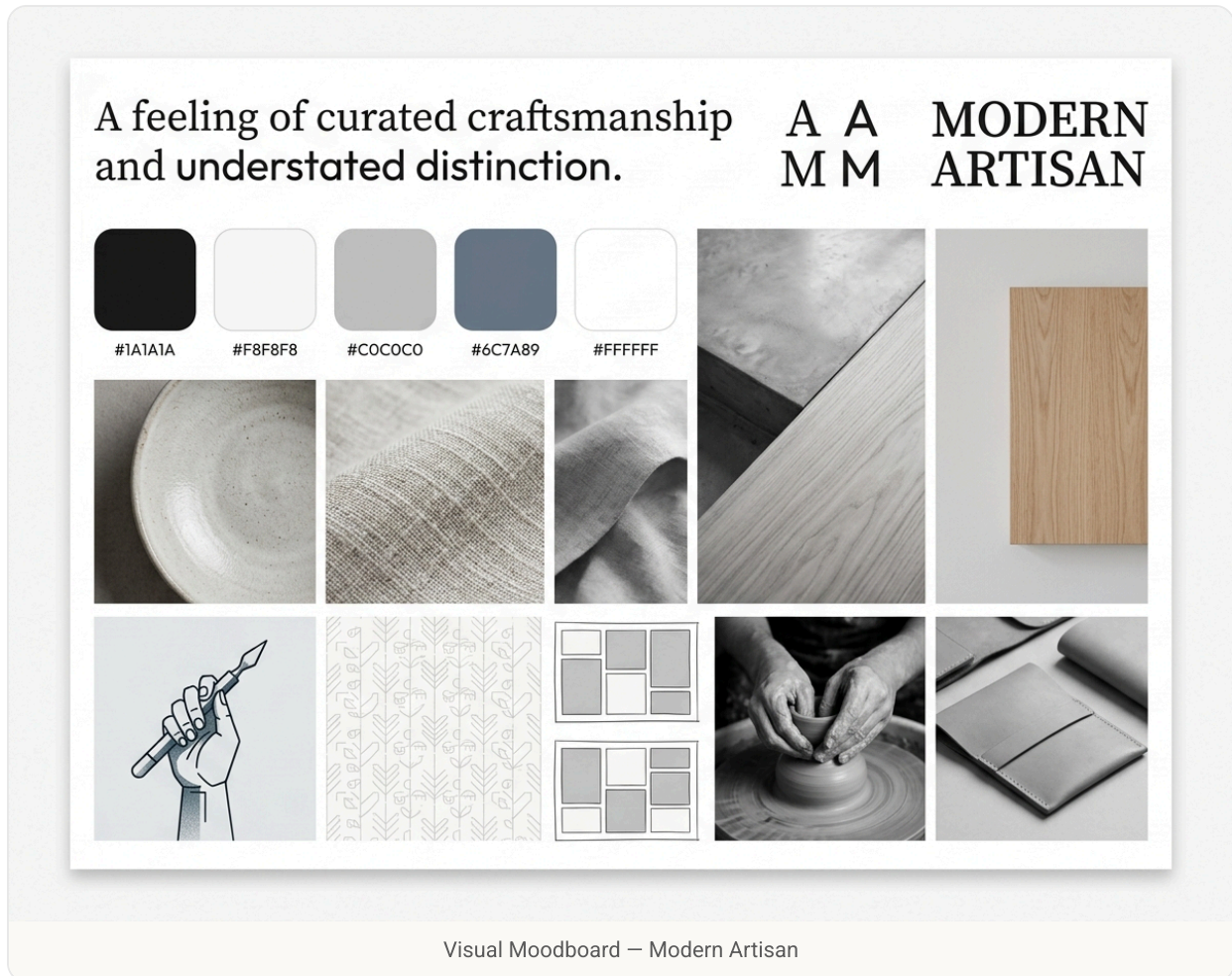
## WHO THIS IS NOT FOR

This direction is not for creators aiming for an ultra-modern, futuristic, or highly edgy aesthetic.

## DIRECTION 3

# Modern Artisan

*"A feeling of curated craftsmanship and understated distinction."*



Visual Moodboard – Modern Artisan

**Archetype angle:** Elevates the Everyman with a touch of the Creator, emphasizing thoughtful design and original content. It feels bespoke and carefully constructed, showcasing expertise with subtle elegance.

This concept marries clean lines with tactile elements, suggesting a handcrafted quality without being rustic. Visuals feature a blend of crisp typography and unique, often monochrome or duotone, imagery that feels bespoke. Layouts are balanced and intentional, using asymmetric elements sparingly for visual interest. The energy is refined and sophisticated, yet grounded and approachable, much like a well-designed craft product.

## COLOR PALETTE



**Charcoal Ink** #1A1A1A · ink



**Paper White** #F8F8F8 · surface



**Silver Mist** #C0C0C0 · accent



**Slate Grey** #6C7A89 · accent



**Pure Canvas** #FFFFFF · surface

## TYPOGRAPHY

DISPLAY – OUTFIT, OR SIMILAR MODERN GEOMETRIC SANS-SERIF

# Your Brand, Your Way

BODY – SOURCE SERIF PRO, OR SIMILAR LEGIBLE SERIF WITH A CLEAN FEEL

The quick brown fox jumps over the lazy dog. Every great brand starts with a distinctive voice.

## PINTEREST SEARCH TERMS

Paste any of these into Pinterest or Unsplash to build a moodboard.

minimalist craft aesthetic

tactile textures photography

monochrome art direction

custom illustration style

clean lines organic shapes

premium handmade goods

curated visual storytelling

subtle brand patterns

## DO THIS, NOT THAT

- **Do** Mix modern sans-serifs with a classic, clean serif for balance  
**Not** Use only one font family across all elements
- **Do** Incorporate custom line art or duotone photographic treatments  
**Not** Rely on generic, full-color stock photography
- **Do** Design with intentional white space and clear visual hierarchy  
**Not** Clutter pages with too many elements or competing visuals

## WHO THIS IS NOT FOR

This direction is not for creators who prefer a very colorful, playful, or overtly traditional visual style.

# Your 7-Day Execution Plan

---

## 1 Day 1: Foundation & First Impressions

- Select and implement 'Inter' or a similar modern sans-serif as your display font for headlines on your platform. · 30 min · Substack/Website Settings
- Choose 'IBM Plex Sans' or a similar humanist sans-serif for your body text, ensuring high readability. · 15 min · Substack/Website Settings
- Introduce 'Ocean Blue' (#3498DB) as your brand accent color for links, buttons, or subtle highlights. · 20 min · Substack/Website Settings

✓ **Success signal:** Your platform's text now has a clean, modern, and inviting feel with a subtle, consistent accent color.

## 2 Day 2: Visual Identity & Mood

- Design a simple, custom wordmark logo using your chosen display font, focusing on clean lines and readability. · 60 min · Canva/Figma
- Curate 3-5 abstract or conceptual images with soft lighting and muted tones for potential article headers or banner images. · 45 min · Unsplash/Pexels/Google Images

✓ **Success signal:** You have a distinct, minimalist logo and a small library of on-brand visuals ready for use.

### 3 Day 3: Content Structure & Readability

- Review an existing piece of content (or draft a new one) and apply generous line spacing and paragraph breaks for improved readability. · 45 min · Google Docs/Substack Editor
- Experiment with using 'Soft Grey' (#ECF0F1) or 'Cloud Grey' (#BDC3C7) as a subtle background color for quotes or call-out boxes. · 30 min · Substack/Website Settings/HTML Editor

✓ **Success signal:** Your content feels spacious, easy to digest, and visually calm, enhancing the thoughtful clarity.

### 4 Day 4: Platform Alignment

- Update your Substack (or other platform) newsletter template to reflect your chosen fonts, colors, and spacing preferences. · 60 min · Substack/Website Settings
- Write a short 'About Me' section that emphasizes your commitment to clear communication and accessible expertise. · 45 min · Google Docs/Substack Profile

✓ **Success signal:** Your platform's overall aesthetic is cohesive and aligns with the 'Thoughtful Clarity' direction, and your brand message is clear.

### 5 Day 5: Refinement & Preview

- Review all updated elements (fonts, colors, logo, imagery, content layout) across different devices (desktop, mobile). · 60 min · Web Browser/Mobile Device
- Prepare a draft post or page that fully incorporates all the new visual and structural elements. · 60 min · Substack Editor

✓ **Success signal:** You have a fully branded draft post that looks consistent and polished on all devices, embodying 'Thoughtful Clarity'.

**6**

## Day 6: Feedback & Final Polish

- Share your draft post with a trusted friend or peer for feedback on clarity, readability, and overall aesthetic impression. · 30 min · Email/Messaging App
- Make any minor adjustments based on feedback, focusing on reinforcing the intelligent simplicity. · 30 min · Substack Editor

✓ **Success signal:** Your content has been refined with an external perspective, ensuring it truly resonates with the desired brand impression.

**7**

## Day 7: Launch & Reflection

- Publish your first piece of content fully aligned with the 'Thoughtful Clarity' direction. · 15 min · Substack Editor
- Reflect on the changes made and how they contribute to your brand's promise of intelligent simplicity and accessible expertise. · 30 min · Journal/Notes App

✓ **Success signal:** Your newly branded content is live, and you have a clear understanding of your brand's visual and communicative identity.

### After Day 7

To compound momentum, establish a quarterly review cadence for your brand's visual and tonal elements. Measure engagement metrics like time on page and comments to gauge how well your thoughtful clarity is resonating with your audience. Pay attention to qualitative feedback regarding readability and perceived expertise. Every 3-6 months, revisit this Blueprint to ensure your brand remains aligned with your evolving goals and audience expectations, making minor adjustments as needed to maintain freshness without sacrificing consistency.

## What's next?

Want help implementing one of these directions? We run limited slots each month:

**Guided Implementation — \$150**

**Done-For-You Build — \$320**

*Submit a short intake and we'll reply within 24 hours with a scoping note and payment link. First 3 applicants this week get a 30-minute alignment call at no cost.*

**GenAI Unplugged (Dheeraj)**

[genaiunplugged.substack.com](https://genaiunplugged.substack.com)



**AI Meets Girlboss (Pinkie)**

[aimeetsgirlboss.substack.com](https://aimeetsgirlboss.substack.com)

Visual Brand Blueprint · Job ID vbb-verify-1776267016 · [support@genaiunplugged.com](mailto:support@genaiunplugged.com)