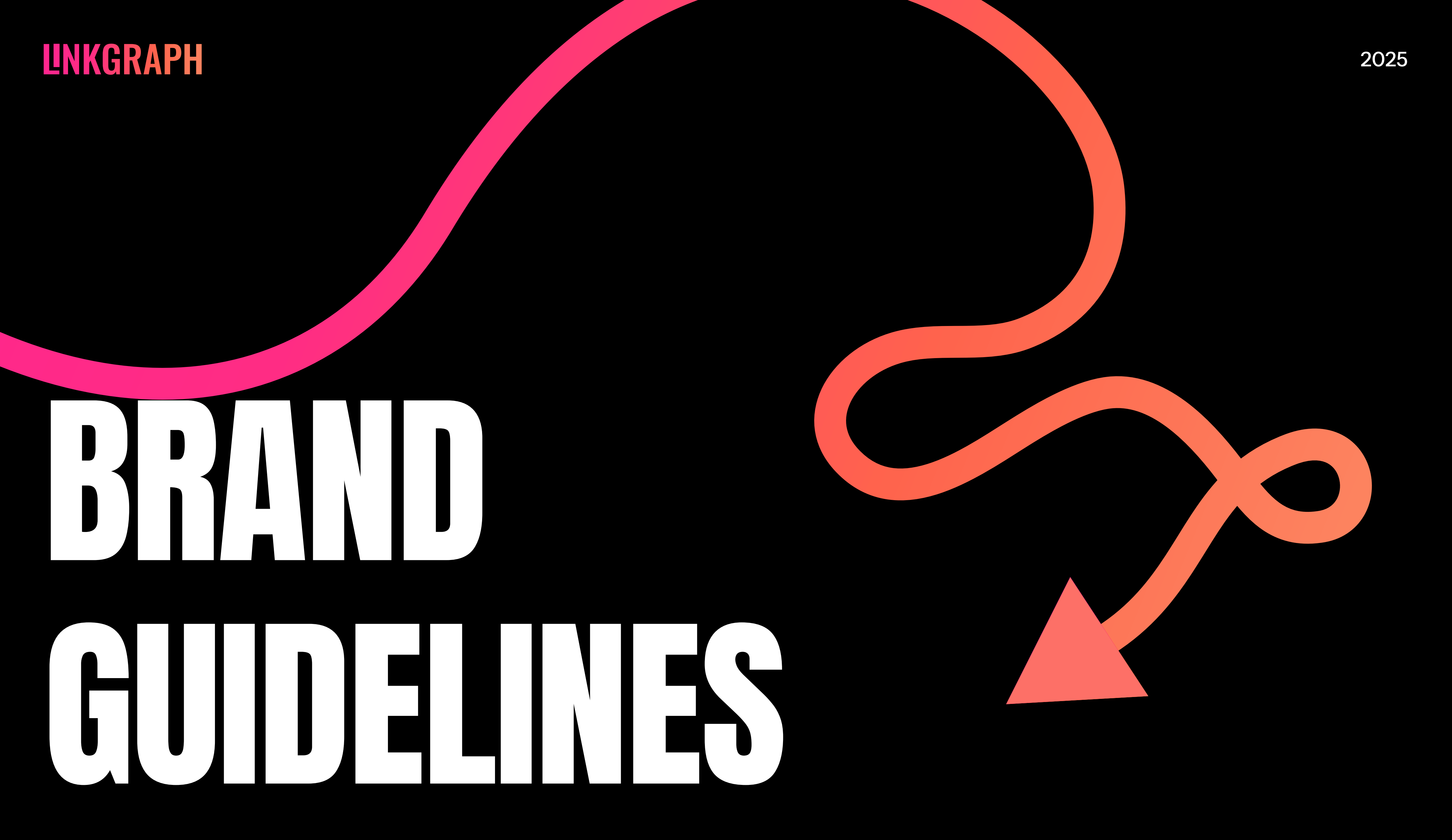


A decorative graphic on a black background. It features a thick pink curve starting from the left edge and arching upwards. To the right, a thick orange line forms a loop and ends in a solid orange triangle pointing towards the bottom left.

BRAND GUIDELINES

Main Logo: Clear

The LinkGraph logo should be used consistently across all materials, ensuring it maintains clear visibility and integrity. Avoid altering its proportions, colors, or orientation to preserve brand recognition and coherence.



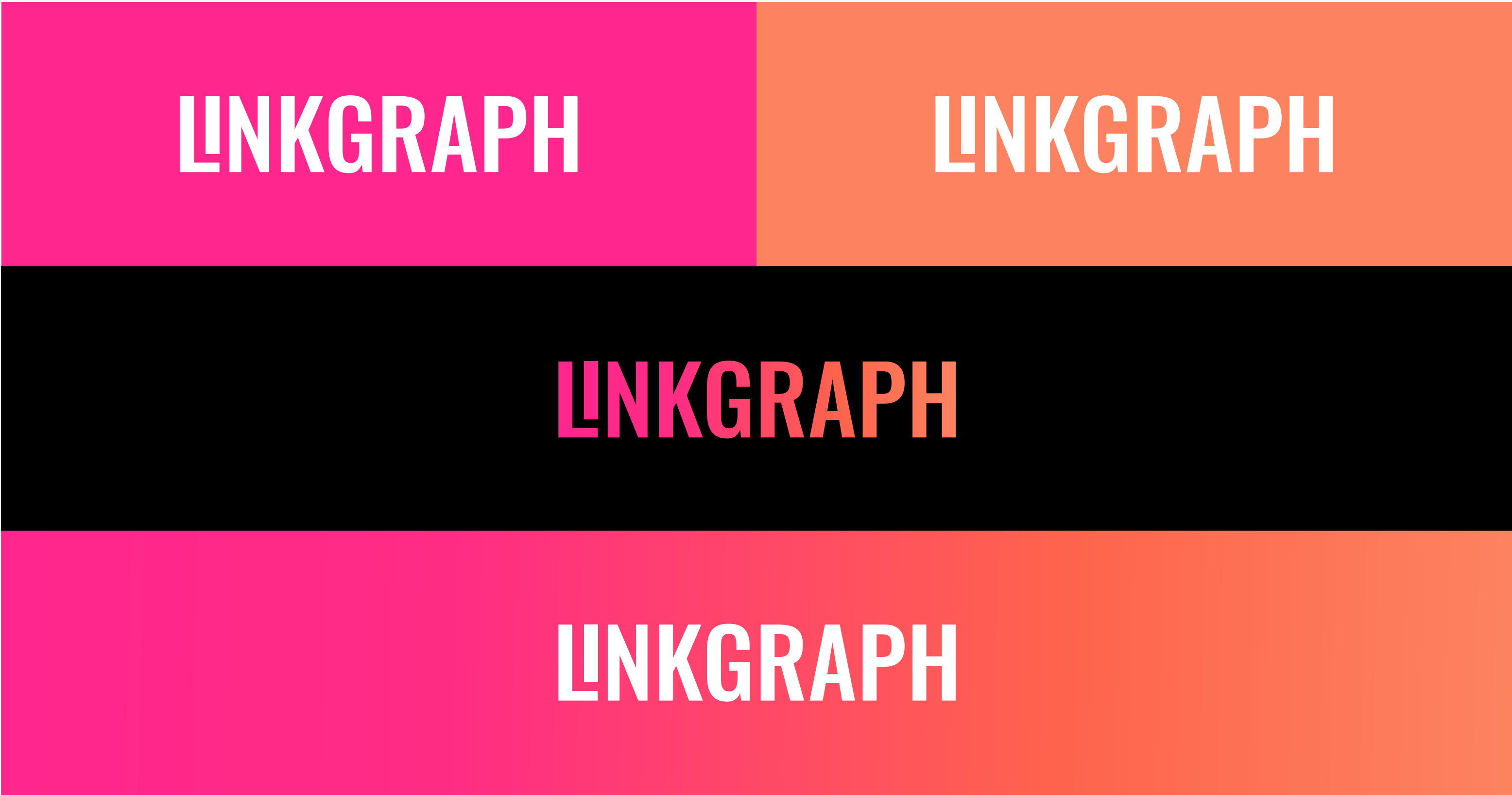
Logo: On dark and light backgrounds

When using the LinkGraph logo on dark/light backgrounds, use the gradient version to maintain contrast and legibility.



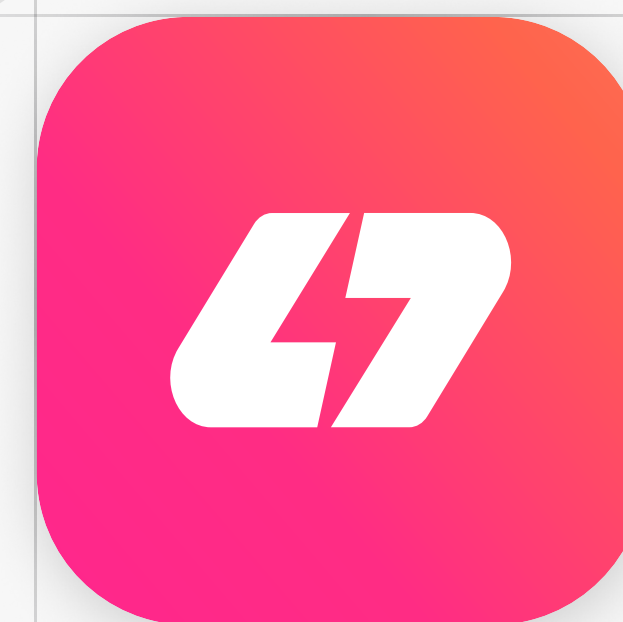
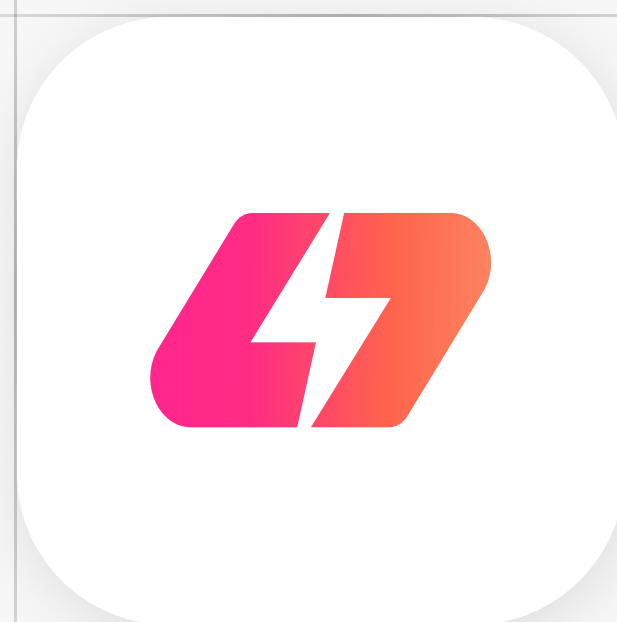
Logo on Colors

The LinkGraph logo should be used on solid, contrasting backgrounds to ensure visibility. Avoid placing the logo on overly complex or patterned colors that could diminish its clarity. Choose branded color combinations that ensure the logo stands out clearly, maintaining legibility even at smaller sizes.



Logo Variations

For reduced horizontal space, use the stacked version of the LinkGraph logo to maintain clarity and impact. The favicon version of the logo should be used to ensure it remains recognizable at small sizes, focusing on the most distinctive elements.



Colors

Our brand colors—orange, pink and black—are central to our identity, with gradients adding depth and vibrancy to our designs. White is used thoughtfully for text on dark backgrounds, ensuring clarity and contrast. Pink and orange gradient is our accent color, reserved for emphasis on key elements such as calls to action, guiding the audience’s focus while maintaining a cohesive and modern aesthetic.

Black

Usage: 45%

#000000

Gradient

Usage: 15%

Pink

Usage: 5%

#FF268E

Orange

Usage: 5%

#FD8460

White

Usage: 20%

#FFFFFF

Grey

Usage: 10%

#3E3E3E

Color in Composition

Explore color variations within composition layouts. These examples demonstrate how to effectively apply different color percentages in your designs, helping you achieve balance, contrast, and visual harmony in your compositions. Use these insights to guide your creative process.

Are You an Agency? See Our White Label Options

[View White Label Options ↗](#)[Book A Meeting](#)

LINKGRAPH

SEO Services SEO Software For Agencies Industry Solutions Resources

[Sign In](#)[Book A Meeting ↗](#)

THE TECH-POWERED SEO AGENCY THAT DRIVES REVENUE GROWTH

LINKGRAPH

Sites List

Overview

Keywords

Topical Dominance

DOMAIN POWER ?

URL RATING ?

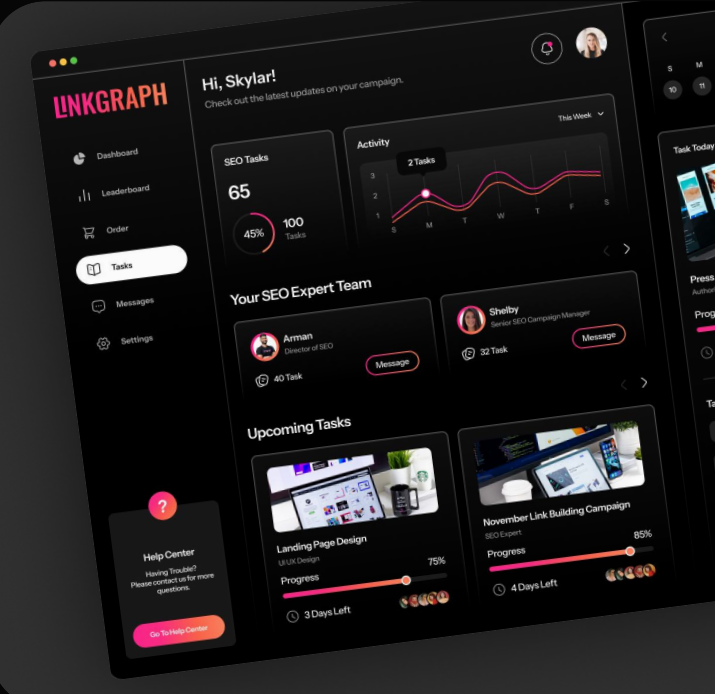
TRUST FLOW ?

Organic Traffic

Paid Traffic

Transparent Reporting

No more guesswork. Clear reporting so you know exactly where you're winning with our SEO campaigns.



←

Transparent Reporting

→

[Get In Touch](#)



▶ Watch an explainer video

Economy

\$3k per month

Typography Hierarchy

Typography hierarchy ensures consistent font usage, balancing readability and design. It defines styles for titles, leads, text, buttons, and links.

Anton Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'()/

Instrument Sans
Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'()/

Instrument Sans
Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"#\$%&'()/

Title

ABOUT LINKGRAPH

Lead

Human Expertise Amplified by
Technology to Drive **Your**
Success

Paragraph

At LinkGraph, we’ve combined the powers of SEO technology with human expertise to create a first-of-its-kind search engine optimization agency. Our tech-based SEO system allows us to implement holistic SEO at scale and automate the most time-consuming aspects of SEO.

Button

PRIMARY

SECONDARY

Book A Meeting ↗

Sign In

Link

Start For Free

Typography Style

LinkGraph uses a defined typographical system that is modern, clean, and relevant to the brand image to maintain the best visual hierarchy.

REGULAR

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

MEDIUM

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

BOLD

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Instrument Sans

Our Voice

At LinkGraph, we speak with confidence and clarity. We simplify complex digital marketing strategies, especially SEO, making them easy to understand. Our tone is authoritative but always approachable, ensuring clients feel guided and supported.

Our language is straightforward, transparent, and empathetic. We break down jargon and communicate in a way that makes clients feel informed and confident. At the same time, we’re optimistic, always focused on what’s possible and the impact we can create together.

Our voice should be consistent across all channels, reflecting our brand's personality and values. Always aim for a tone that is clear, authentic, and engaging, while aligning with the context and audience you're addressing.

Typography hierarchy ensures consistent font usage, balancing readability and design. It defines styles for titles, leads, text, buttons, and links.

Sentence Structure and Capitalization

Title Case

Used for main headlines and key titles to emphasize important elements.

Sentence Case

Applied to some headers for a more relaxed feel, used throughout the body text for a conversational tone.

Proper Nouns and Key Terms

Pink and orange gradient color is used to highlight significance, maintaining a clean and modern style

Concise Sentences

Sentences are kept short and direct, prioritizing clarity and accessibility.

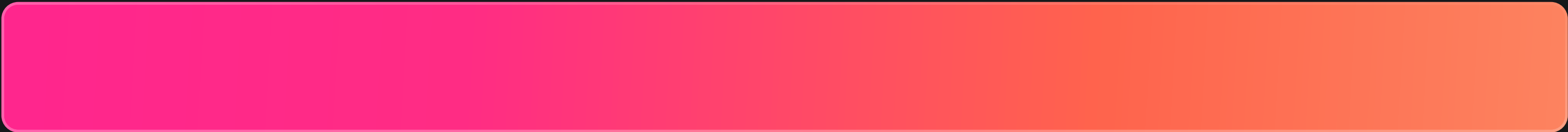
Consistency

This combination of title case and sentence case ensures a balanced, professional look across all content.

Graphic Style

The pink and orange gradient is a core element of our brand, symbolizing depth and innovation. It should be used thoughtfully to create dynamic, eye-catching designs while maintaining consistency across all touchpoints.

Main Gradient



#FF268E

#FF2D84

#FF644D

#FD8460

Alternative Gradient No. 1

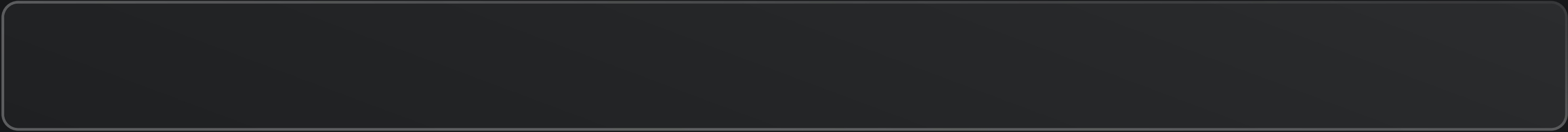


#FF268E

#FF268E

#FF268E

Alternative Gradient No. 2



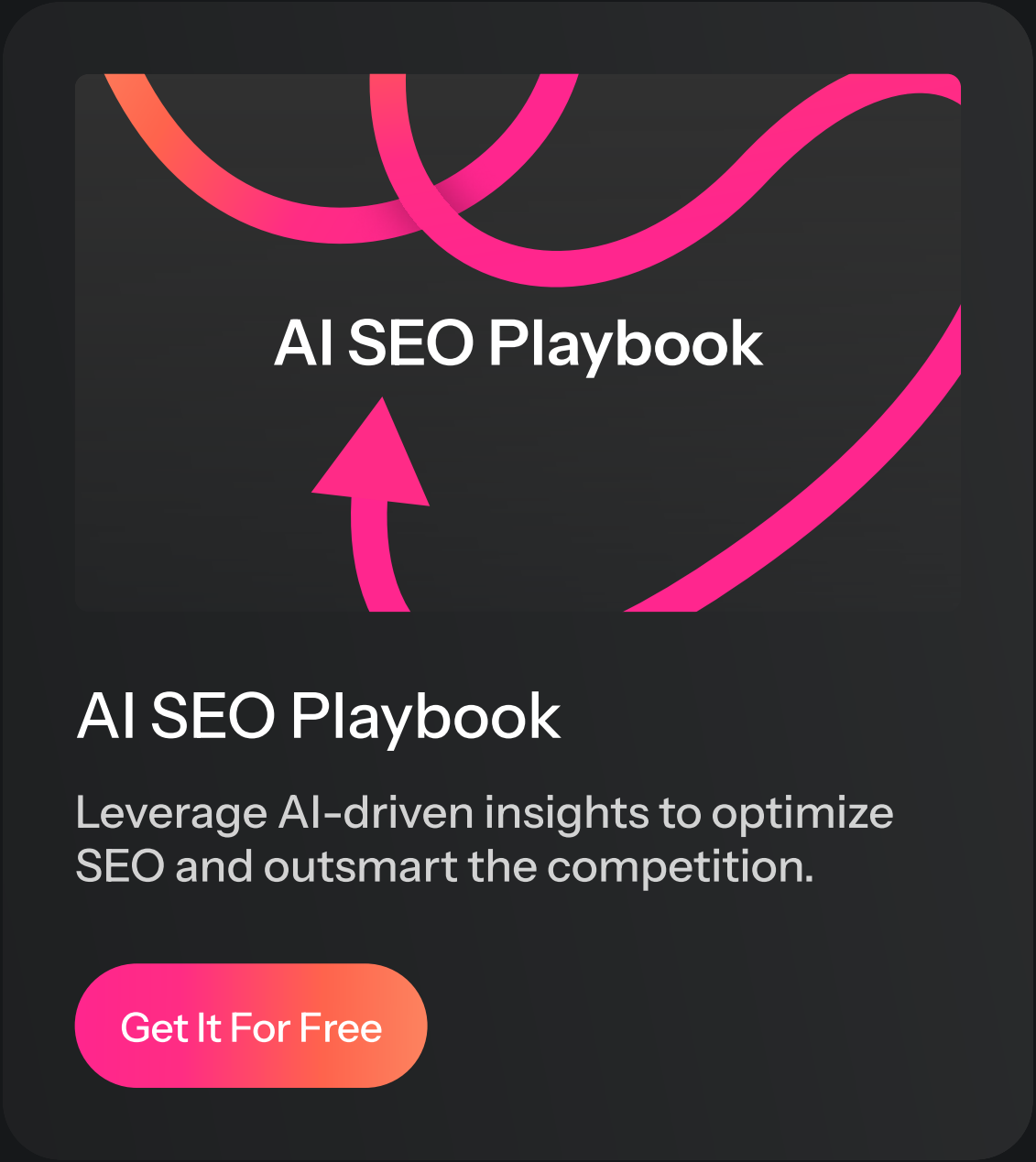
#5D5D5D

#3E3E3E

Graphic Style

The arrow graphic represents our brand's commitment to excellence and forward-thinking innovation. It should be used to emphasize key elements or concepts, adding visual interest while reinforcing our brand's dynamic identity.

Linkgraph Arrow



AI SEO Playbook

AI SEO Playbook

Leverage AI-driven insights to optimize SEO and outsmart the competition.

Get It For Free



Your company's revenue **skyrockets** with LinkGraph

Get Started ➔

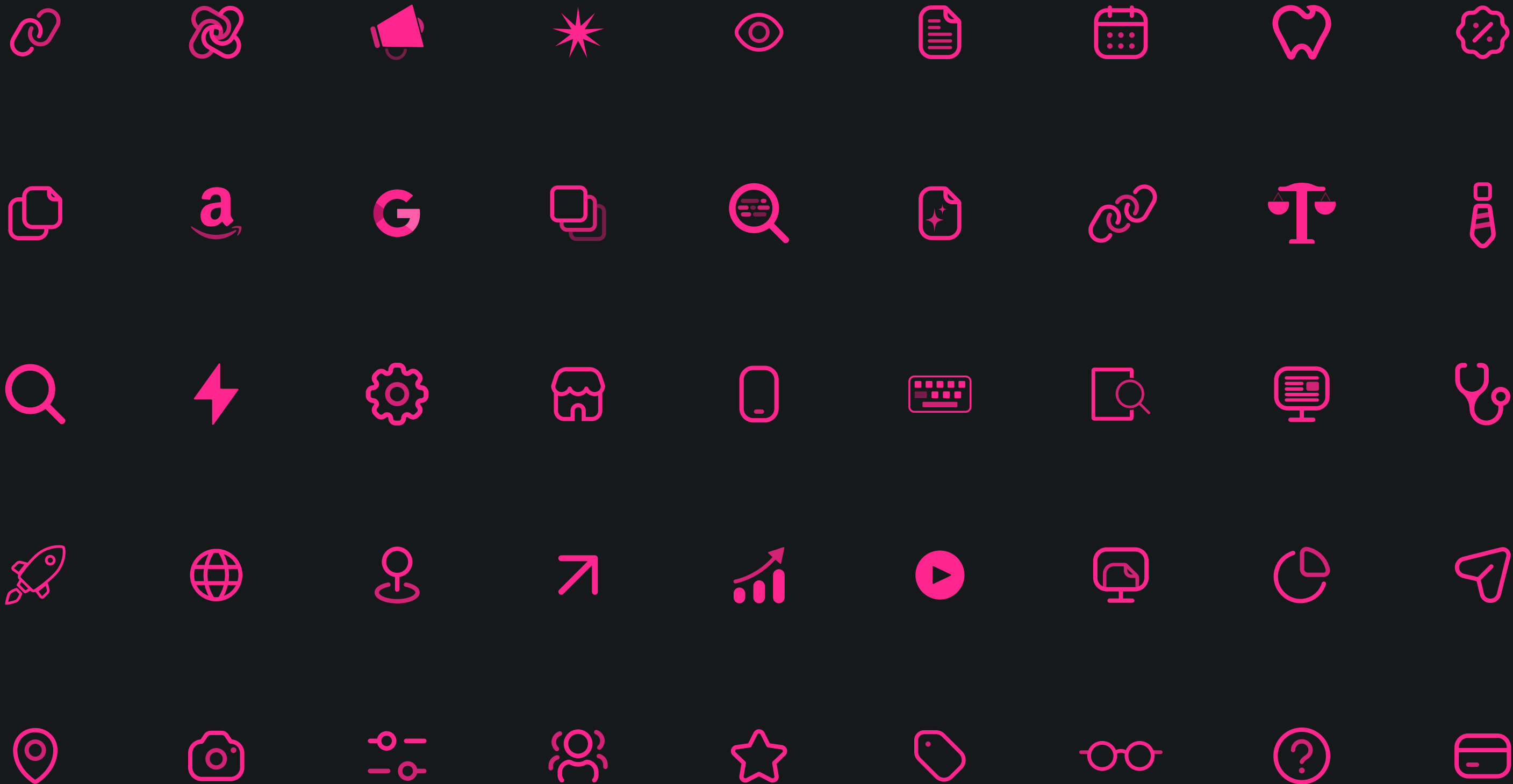
LinkGraph's Starting Point

Watch your revenue grow with LinkGraph's data-driven SEO solutions that accelerate results and deliver long-term success.

Our signature arrow graphic is a powerful design element that represents our commitment to excellence and innovation. It's used sparingly to add a sense of direction, focus, and energy to our materials, reinforcing our brand's forward-thinking mindset. Whether as an accent or a highlight, the arrow graphic brings a touch of dynamism and is a visual cue that underscores our brand's identity.

Icons Style

Simple iconography should be used to enhance clarity and guide users without overwhelming the design. Icons should be clean, intuitive, and consistent, supporting the overall user experience while aligning with our minimalist aesthetic.



Social Media Style

Our social media presence is clean, modern, and hip, with a strong focus on showcasing branded merchandise and refined lifestyle photography. Each post highlights our brand through carefully styled compositions, subtle product placement, and visuals that emphasize quality and attention to detail.

BRAND GUIDELINES

LINKGRAPH



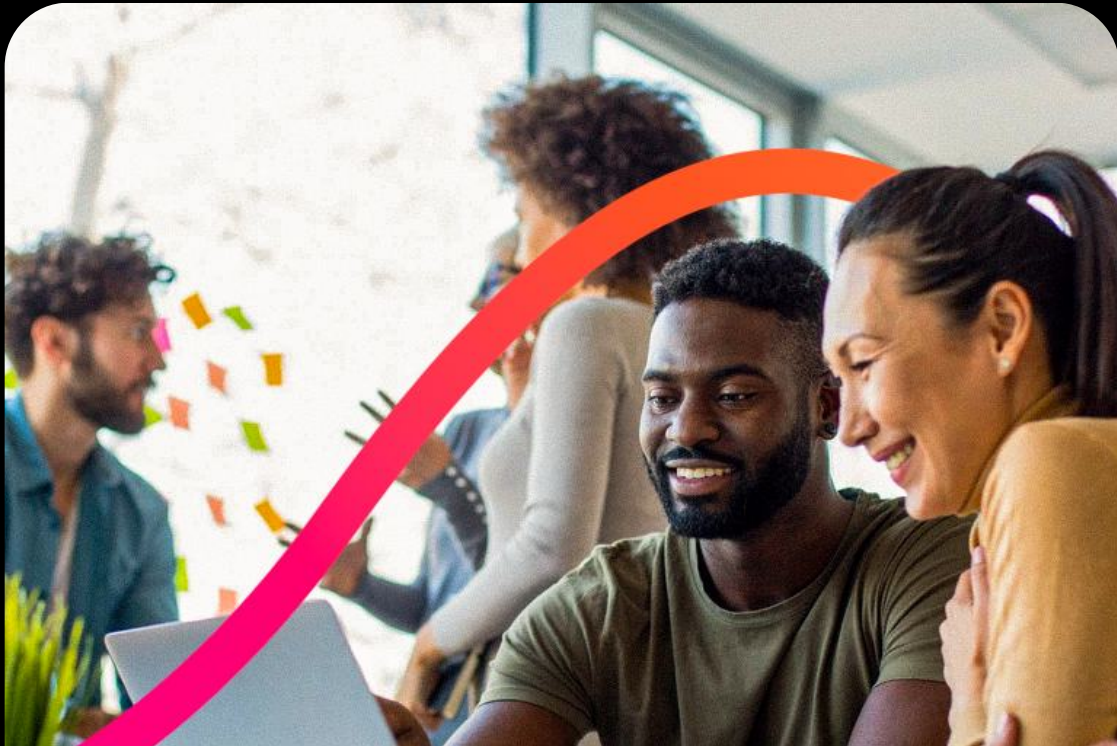
We doubled our traffic and boosted leads by 390%

LinkGraph transformed our online presence. Our traffic doubled, and we saw a 390% increase in leads within months. Their team truly understands our needs and delivers results.

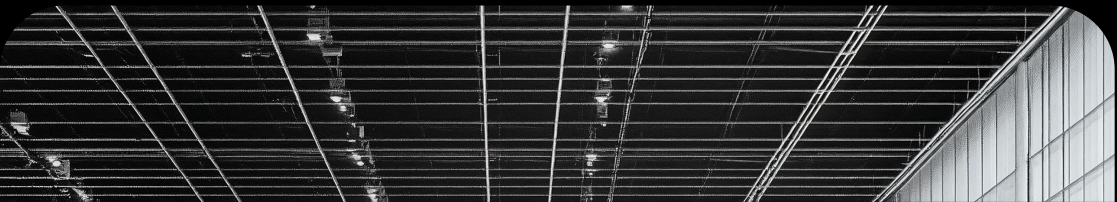
390%



LINKGRAPH



LINKGRAPH



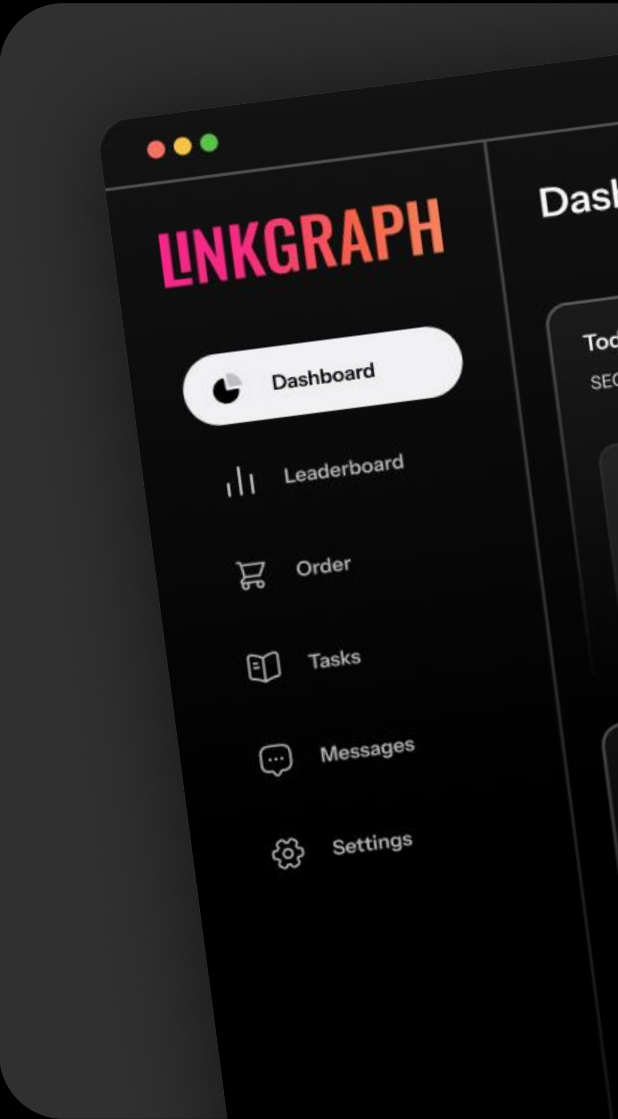
LINKGRAPH SEO Services SEO Software For Agencies Industry Solutions Resources Sign In Book A Meeting

THE TECH-POWERED SEO AGENCY THAT DRIVES REVENUE GROWTH



2025

LINKGRAPH



LINKGRAPH



Thank you!

This guide is here to help us stay consistent and intentional in how we represent Linkgraph. By following these principles, we can create work that's not only visually cohesive but also meaningful and impactful. Thank you for helping shape a brand that stands out in the SEO industry.

Use this guide as your go-to resource for creative decisions.

Stay tuned for updates as our brand continues to grow and evolve.