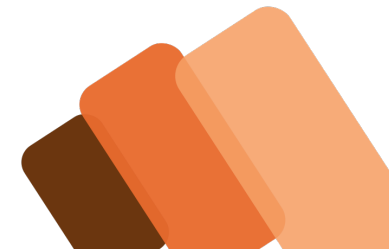
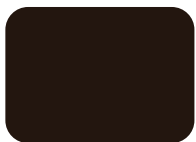


RankLLMs — Brand Guide

Layered Step identity • production essentials



Core colors



Obsidian
#23160F



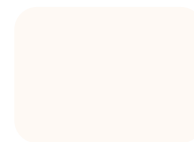
Deep Copper
#6B360F



Copper
#E86A2E



Peach
#F6A067



Warm White
#FEF9F4

Logo system



Use horizontal lockups in headers and navigation. Use the symbol in compact spaces such as favicons and avatars.

Digital asset system



RankLLMs

Discover. Compare. Understand.

A clearer path through AI.

Independent rankings, model comparisons, and expert guides.



Included files:

- favicon.ico, favicon.svg, 16/32/48/64 PNG favicons
- Apple touch icon, Android icons, MS tile
- Social avatars, OG cards, LinkedIn and X headers
- site.webmanifest, JSON-LD, CSS tokens, meta tag snippets

Typography & usage

Recommended pair

Sora for UI / headings / logo • Source Serif 4 for long-form editorial

Do

- Preserve the three-panel spacing and overlap
- Use full color on warm light backgrounds or monochrome on cool light backgrounds
- Prefer the symbol at 16 px+ and the full logo at 120 px+

Don't

- Do not flatten the icon into generic bars
- Do not recolor individual panels arbitrarily
- Do not remove the subtle shadow / depth without a reason

ZIP contents

00_START_HERE/brand-kit-contact-sheet.png

01_Logos/SVG + PNG + PDF variations

02_Favicons/favicon.ico / favicon.svg / apple / android sizes

03_Social/avatars / og cards / linkedin / x header

04_Web_Implementation/site.webmanifest / CSS / JSON-LD / meta tags

05_Guidelines/Quick-Brand-Guide.md / RankLLMs-Layered-Step-Brand-Guide.pdf