

Hooked By Grace LLC — Brand Guidelines

Public reference — for partners, press, and social. Share freely. Internal admin tools and non-public systems are out of scope.

Site: <https://www.iamhookedbygrace.com>

General email: hello@iamhookedbygrace.com

Document version: April 2026

Color system (web & marketing)

- Ink (background) `#0D1117` — Primary page background
- Deep `#111827` — Hero / panels
- Card `#1C2535` — Cards, panels
- Border `#2A3649` — Dividers, strokes
- Copper (primary CTA) `#C97D3A` — Buttons, key accents
- Copper light `#E8943F` — Hover, highlights
- Teal (accent) `#2DD4BF` — Data, “live,” water/field energy
- Teal deep `#14B8A6` — Secondary accent
- Text `#C8D6E8` — Body on dark
- White / head `#F5F9FF` — Headlines on dark

Usage: Copper for primary actions and warm brand moments; teal for data and live states. Keep large areas dark for contrast.

Typography

Load from Google Fonts (match [iamhookedbygrace.com](https://www.iamhookedbygrace.com)):

- Bebas Neue — Headlines, display, app names in marketing.
- Barlow — Body copy and long descriptions.
- Barlow Condensed — Nav, eyebrow labels, uppercase UI (use letter-spacing).

Logo & wordmark

- Wordmark: Hooked (light) + By Grace (copper).
- Mark: circular hook icon; prefer on dark backgrounds.
- Do not distort, clash recolor, or place on busy photos without a scrim or dark panel.

Voice & tone

- Clear over clever — Say what the product does.
- Outdoors, not gimmicky — Real context, not a costume.
- Faith-forward, humble — Scripture when it fits; not hype.

Themes: faith, Ozarks & Missouri, fishing & outdoors, field-ready software.

Product brands (public one-liners)

- DepthCharge — Fishing intelligence for Ozarks waters; data-driven timing and conditions.
- Grace-Full Memes — Faith-filled scripture images and memes for sharing.
- SwapWell — Smarter food and supplement swaps with AI help.
- Musicians Ear — Ear training and practice for musicians; share only public marketing links.

Imagery & motion

- Photography: natural light, water, early morning, real gear.
- Site: subtle noise texture; copper line accents; smooth scroll; gentle reveal (no flashy motion).

Social & sharing defaults

- Canonical URL: ``https://www.iamhookedbygrace.com`` (www is standard.)
- Default OG/Twitter image: ``https://www.iamhookedbygrace.com/hbg-social-preview.jpg``
- LinkedIn (founder): Buck West
- Etsy (when relevant): hookedbygraceshop

Optional hashtags: ``#HookedByGrace`` · ``#Missouri`` · ``#Ozarks`` (avoid over-tagging).

Contact

Press, partnerships, assets: hello@iamhookedbygrace.com

Contact form: iamhookedbygrace.com#contact

**"Whatever you do, work at it with all your heart, as working for the Lord."* — Colossians 3:23*

© 2026 Hooked By Grace LLC. All rights reserved.