

FoundByChat

Brand guidelines



Version 1.0 October 2026

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How to use this book

For everyone who makes work with the FoundByChat name on it, at Bitgate or at an agency.

01

Start with the proof rules

Section 02 applies to every layout, post, deck, and report with our name on it. The rules are not optional.

02

Use the master files

Take logos, colors, fonts, and templates from the asset pack in section 11. Never retype or redraw the logo.

03

Measure with X

Logo spacing and sizes are given in X, the height of the Fold's top bar. Specs are set in mono.

04

Ask before you combine

Combined lockups, endorsements, and anything that implies partnership need approval from support@bitgate.dev.

Marks used in this book

 Do

 Don't

Illustrative example

Not a real answer

#EE4B0B Specs and data

01

Brand

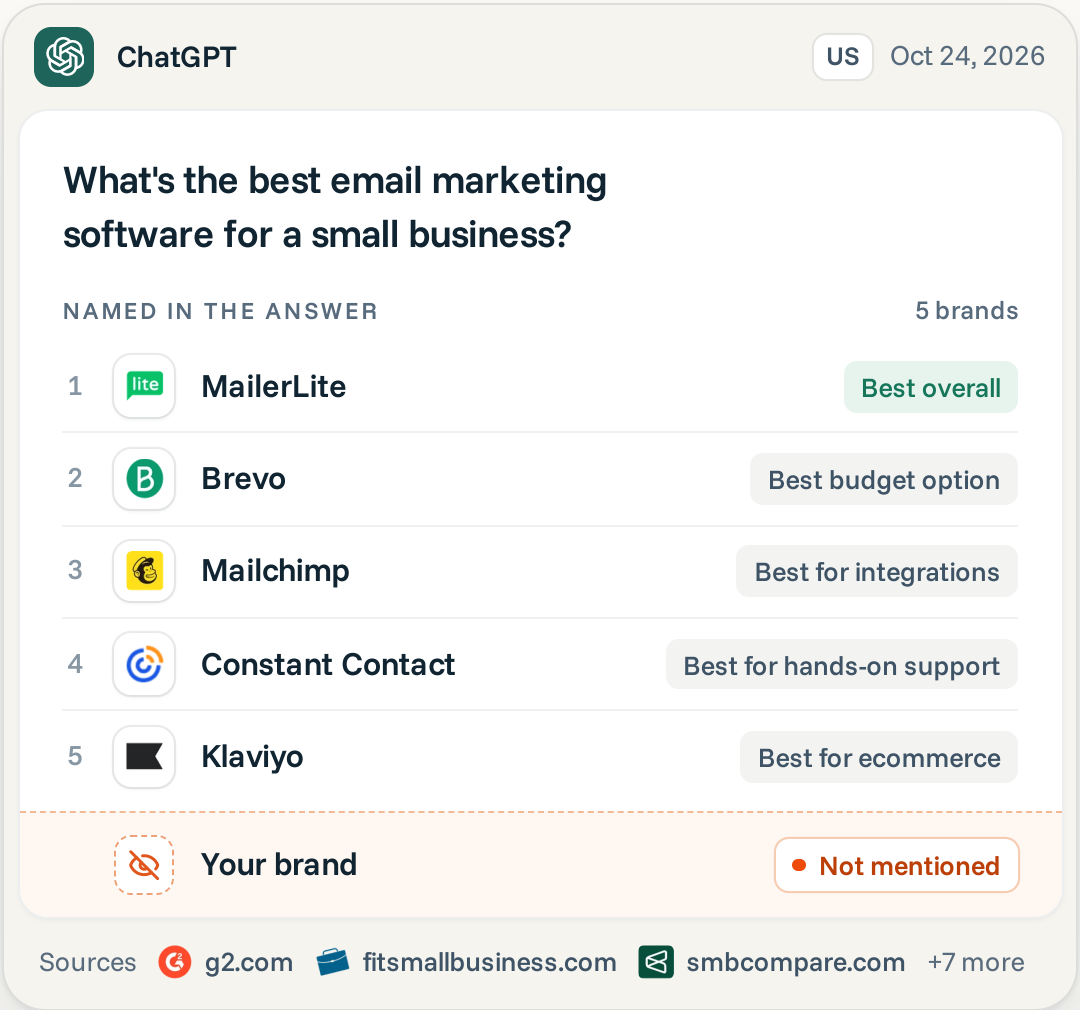
The name is the promise: be found by the chat.

The story	05
Name, mission, and belief	06
Tagline and signature line	07
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What we stand on and personality	09

The story

People used to search and click through ten links. Now they ask ChatGPT or Google and get one answer with a few names in it. If you're not one of those names, you don't get the visit, and you don't find out.

FoundByChat asks your customers' questions every day, in your market, and shows you the answers: who got named, which sources the AI read, and where you were left out.



Real ChatGPT answer, US, web search on, Oct 24, 2026.

Name, mission, and belief

Name

FoundByChat

The name is the promise: be found by the chat.

Descriptor

AI visibility tracker

Mission

Make AI visibility something you can check, not guess.

Belief

If we can't measure it, we don't prescribe it.

Tagline and signature line

The signature line carries the accent, the one phrase that points at the customer. Shown here as three separate layouts.

Tagline, English

A little less guesswork.

Tagline, Dutch

Wat minder giswerk.

Signature line, English

Does ChatGPT
recommend you?

Signature line, Dutch

Noemt ChatGPT *jouw
bedrijf?*

Signature line for agencies

Does AI *recommend your
clients?*

Audience, positioning, and boilerplate

Who it's for

Small and local businesses, and the agencies that report to them.

Positioning

For	small businesses and the agencies that report to them
Who need	to know whether AI assistants recommend them
FoundByChat is	the AI visibility tracker that shows the real answers
It	asks your customers' questions every day, in your market, and shows who was named, what was cited, and where you were left out
Unlike	a score you can't check, FoundByChat shows the answers themselves

Boilerplate, ready to paste

One line

FoundByChat shows whether ChatGPT and Google's AI name your business, and what they read before they answer.

25 words

FoundByChat is an AI visibility tracker. It shows small businesses and agencies whether ChatGPT and Google's AI name them, and which sources those answers use.

60 words

FoundByChat is an AI visibility tracker for small businesses and the agencies that report to them. Daily, it asks the questions customers ask ChatGPT, Google AI Mode, and Google AI Overviews, in the US and the Netherlands, and shows the real answers: which brands were named, which sources were cited, and where yours was missing. A product of Bitgate Inc.

What we stand on and personality

What we stand on

01

The real answer

We show the answer itself: the brands it named, the labels it gave them, and the sources it read.

02

Every day, in your market

Questions run daily, in US English or Dutch for the Netherlands.

03

The why behind the answer

The citations and the search phrasing behind each answer, so you know what to fix.

04

A free page audit

See what ChatGPT keeps of your page.

Personality: we are

Exact

We name the engine, the market, and the date.

We are not

Pedantic

Candid

"Not mentioned" is said plainly.

We are not

Alarmist

Calm

We measure before we advise.

We are not

Hype

Useful

Every screen ends in something you can do.

We are not

Preachy

02

Proof rules

We only say what we can show.

The eight rules

11

Proof in practice

12

We only say what we can show.

These rules are not optional, for us or for anyone producing work with our name on it.

1

Show only real answers

Every AI answer in our materials is a real answer and carries its engine, market, and date. Anything illustrative is labelled "Illustrative example".

2

No invented proof

No customer logos, testimonials, quotes, ratings, user counts, awards, or results we can't document. Every number needs a source we can produce on request.

3

Claim only what ships

Today FoundByChat tracks ChatGPT, Google AI Mode, and Google AI Overviews, in the US (English) and the Netherlands (Dutch). Don't show or name any other engine as tracked. Don't advertise white-label reports, an API, webhooks, or agency plans until they are live.

4

No guarantees

We measure whether AI names you. We never promise rankings, recommendations, or traffic.

5

No borrowed authority

FoundByChat is independent and not affiliated with OpenAI, Google, or any AI platform. Engine logos label where an answer came from. They are never decoration and never imply partnership.

6

Words mean what they say

Mentioned is not recommended. Not mentioned in one answer is not invisible everywhere. A failed check is not an absence.

7

Price comes from the pricing page

Until pricing is live on foundbychat.com, say "Free to start" and nothing else about price.

8

Date competitor facts

Competitor prices and features carry the date they were checked and the market they apply to. US prices are checked from the US.

Proof in practice

Every answer carries its engine, market, and date.

- 1 Engine. ChatGPT
- 2 Market. US
- 3 Date. Oct 24, 2026

The real answer shown here was asked on Oct 24, 2026 in the US market:
"What's the best email marketing software for a small business?"

1

23

ChatGPT

USOct 24, 2026

What's the best email marketing software for a small business?

NAMED IN THE ANSWER5 brands

1

lite

MailerLite

Best overall

2

B

Brevo

Best budget option

3

€

Mailchimp

Best for integrations

4

⚙

Constant Contact

Best for hands-on support

5

✉

Klaviyo

Best for ecommerce

✂

Your brand

• Not mentioned

Sources

g2.com

fitsmallbusiness.com

smbcompare.com

+7 more

What FoundByChat tracks today

Engine	US English	NL Dutch
ChatGPT	✓	✓
Google AI Mode	✓	✓
Google AI Overviews	✓	✓

No other engine is shown or named as tracked.

Not a real answer

Illustrative example

Anything that is not a real answer carries this label.

Third-party line

ChatGPT is a trademark of OpenAI. Google is a trademark of Google LLC. FoundByChat is independent and not affiliated with either.

FoundByChat brand guidelines 1.0

02 Proof rules

12

03

Logo

An F folded from one sheet, with a cut tail.

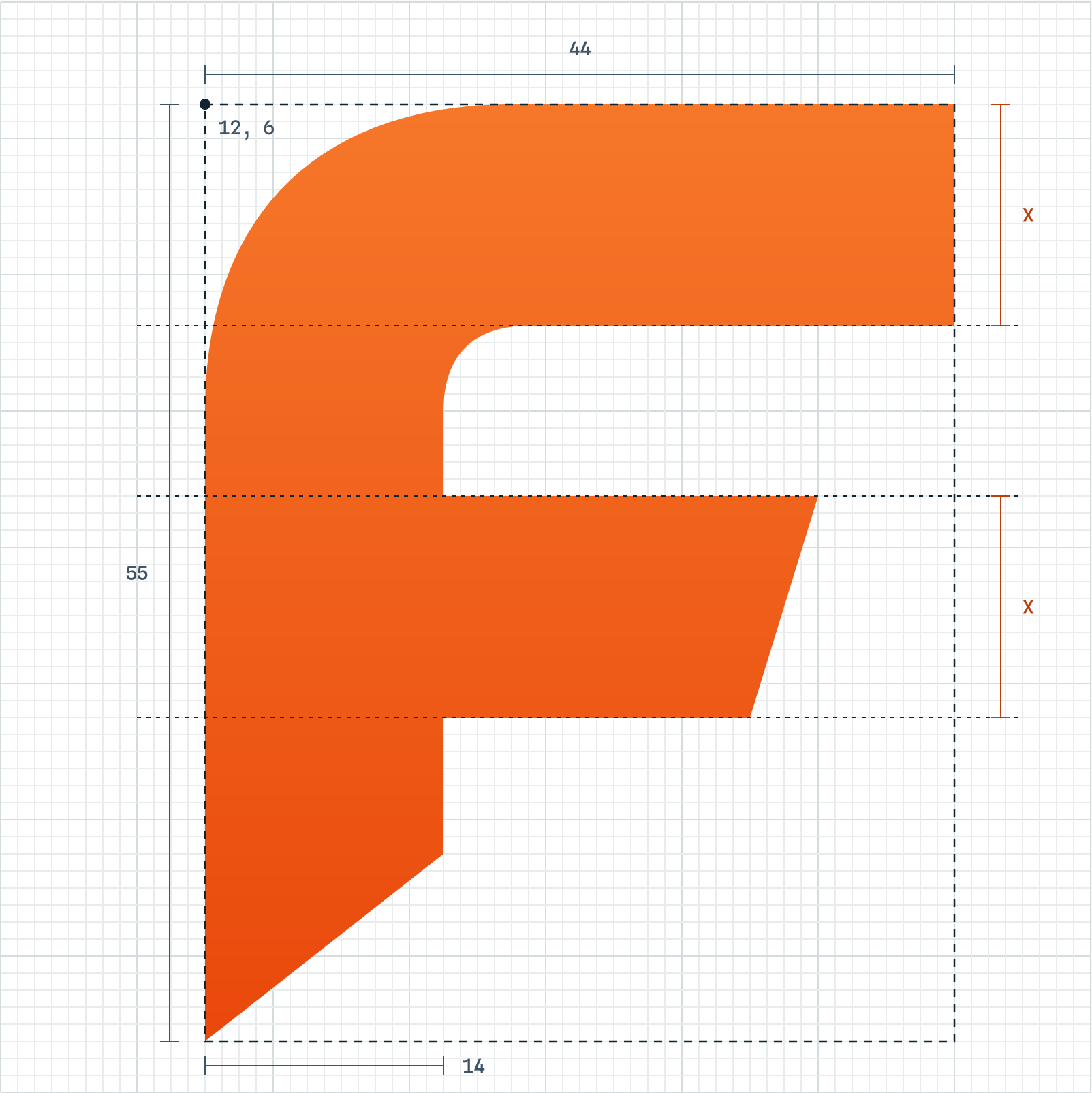
The Fold	14
Lockups	15
Clear space and minimum size	16
Colorways	17
Gradient, app icon, and avatar	18
Misuse	19
Co-branding	20

The Fold

An F folded from one sheet, with a cut tail. It is the symbol and the app icon.

Grid	64 x 64 units
Fold	44 x 55 units at 12, 6
X	13 units: the top bar
Crossbar	13 units: equal to X
Stem	14 units

X is the height of the Fold's top bar (13 units on the 64-unit grid; the Fold is 44 by 55 units). Every logo measurement in this book is given in X.

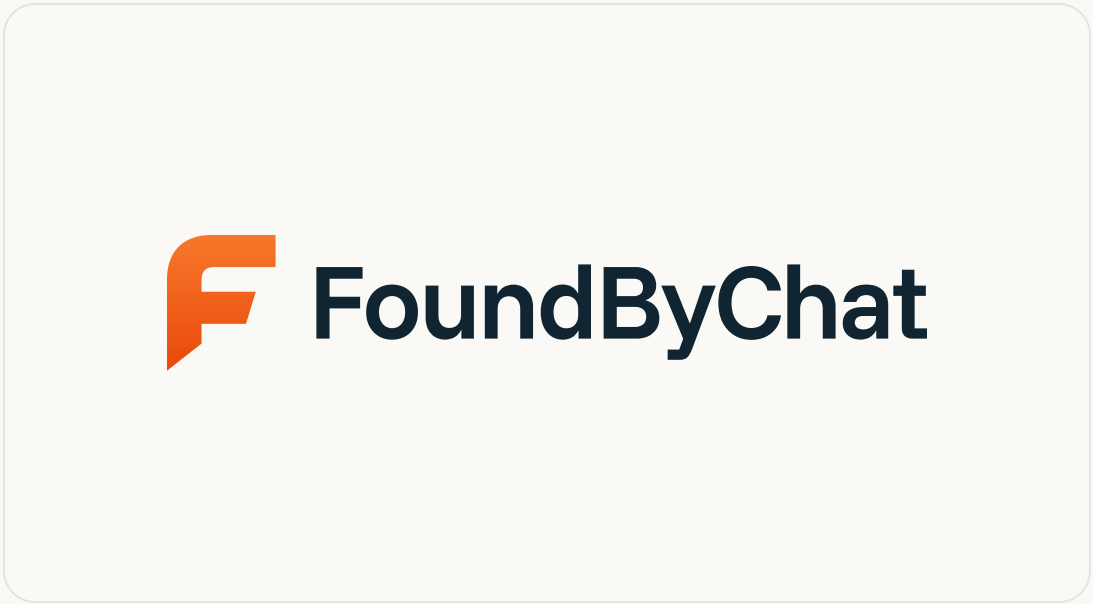


64 x 64 units

Lockups

FoundByChat in Funnel Sans SemiBold at -3% tracking, outlined. Never retype it.

The gap between Fold and wordmark is fixed in the files. Never change it.



Horizontal, primary

`foundbychat-horizontal-primary.svg`

Default everywhere: site header, documents, decks



Stacked

`foundbychat-stacked-primary.svg`

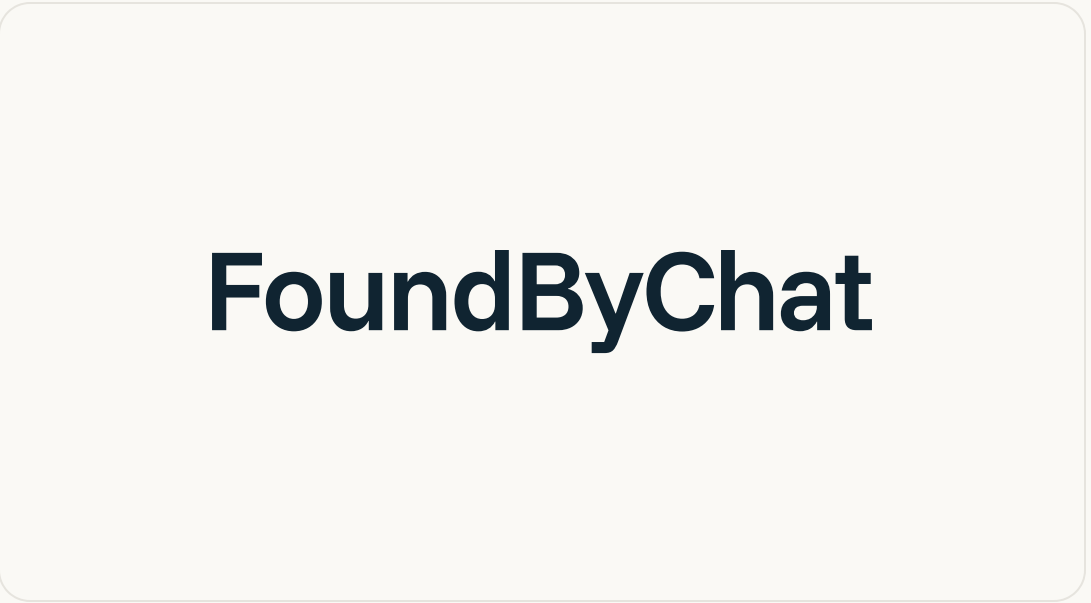
Square and tall spaces: covers, stands, merch



Symbol

`foundbychat-symbol-gradient.svg`

Avatars, favicons, app icons, small spaces



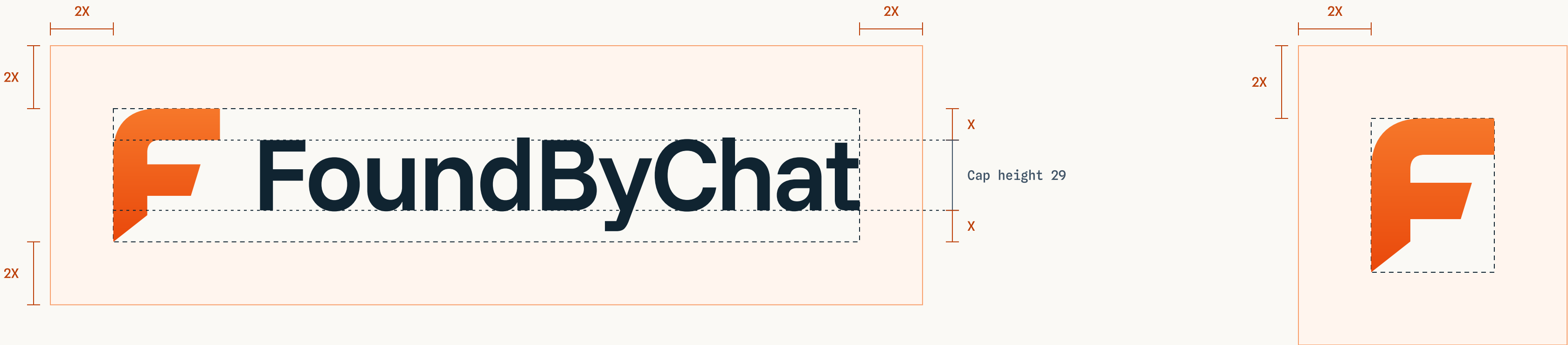
Wordmark

`foundbychat-wordmark-ink.svg`

Only where the symbol is already present nearby, or in running text banners

Clear space and minimum size

Clear space is 2X on every side. Nothing enters it, including the edge of the page.



Minimum size, shown at actual size



100 px, 25 mm

Horizontal lockup, smallest width



16 px, 5 mm

Symbol, smallest height

Below 24 px, use the flat Fold



40 px
gradient



32 px
gradient



24 px
gradient



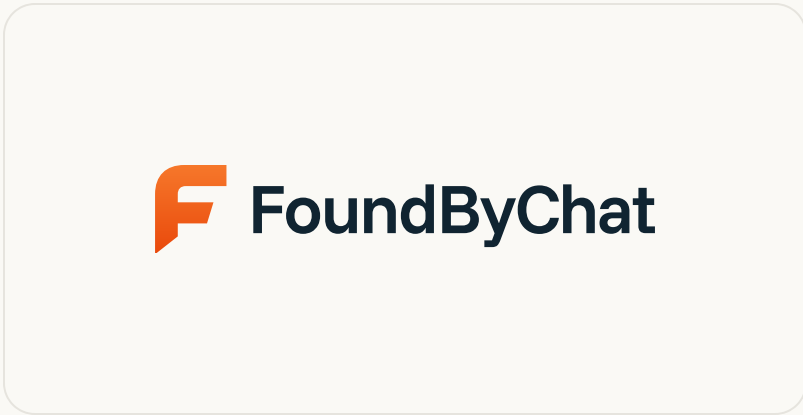
20 px
flat



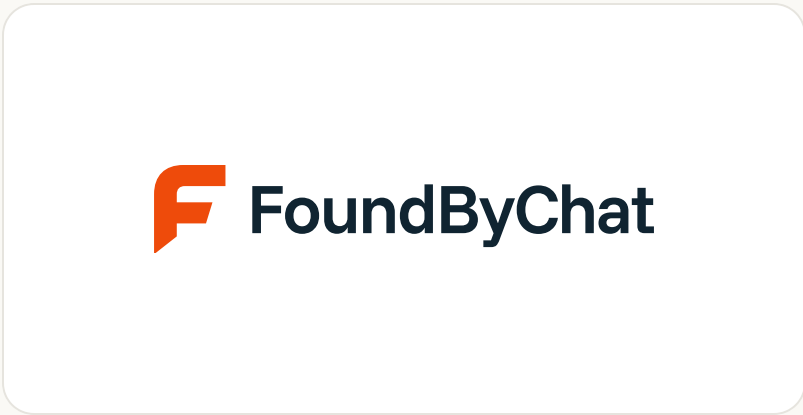
16 px
flat

Colorways

Pick the file by background. The suffix in the file name says which one it is.



primary
Flame gradient Fold, Ink wordmark.
Use on: Paper, white, light photos.



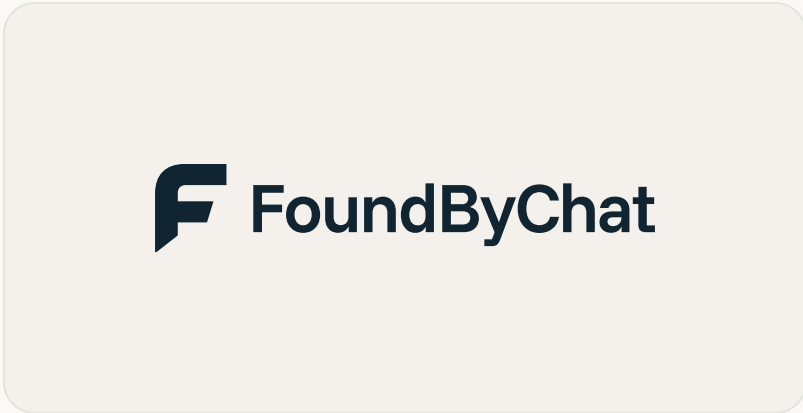
primary-flat
Flame Fold, Ink wordmark.
Use on: Print, embroidery, below 24 px.



reversed
Flame gradient Fold, Paper wordmark.
Use on: Ink, dark photos.



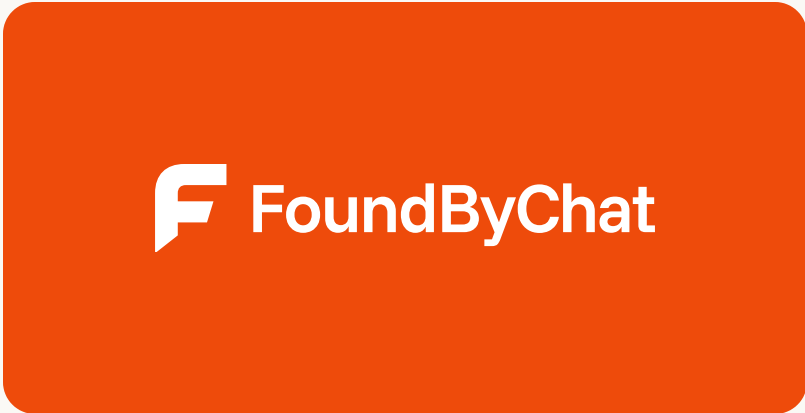
reversed-flat
Flame Fold, Paper wordmark.
Use on: Print on dark.



ink
Ink Fold, Ink wordmark.
Use on: One-color print, fax, stamps.



paper
Paper Fold, Paper wordmark.
Use on: Flame, Pine, busy dark photos.



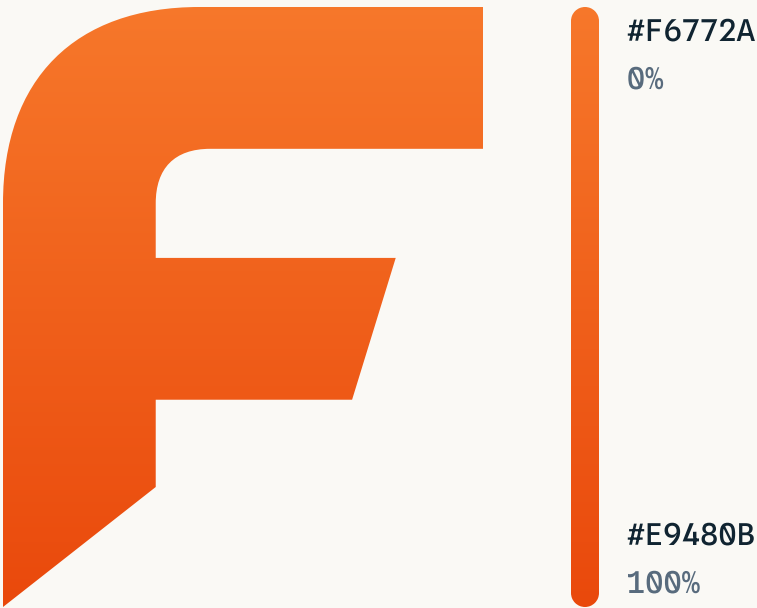
white
White Fold, White wordmark.
Use on: Flame, Pine, busy dark photos.



black
Black Fold, Black wordmark.
Use on: Newspaper, engraving.

The gradient

Flame gradient (#F6772A to #E9480B, top to bottom) lives only on the Fold, only on screens.

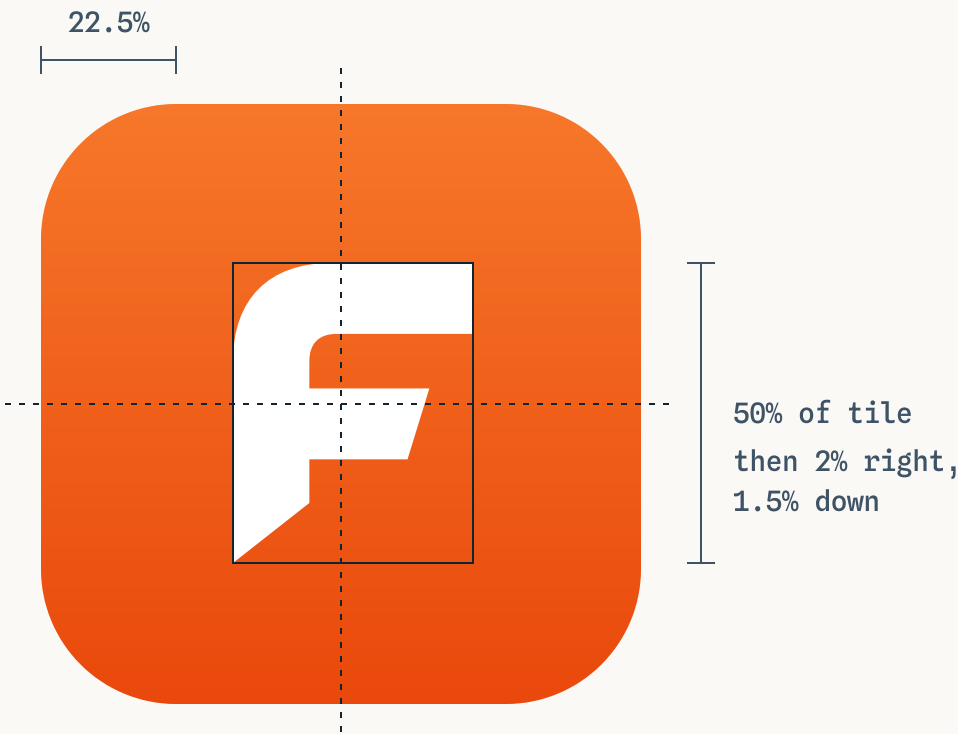


Print uses flat Flame.

The wordmark is never a gradient.

App icon and avatar

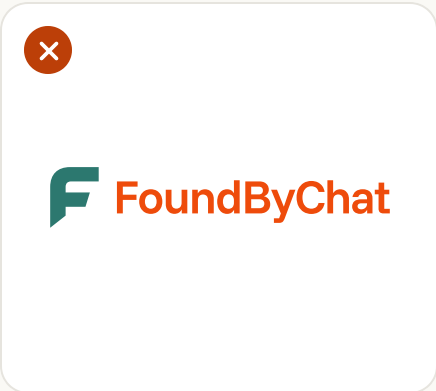
The Fold at 50% of the tile height, nudged right of center so the stem doesn't pull it left.



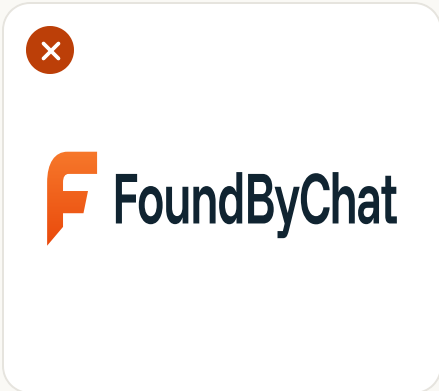
Flame, default Ink Paper Avatar

Misuse

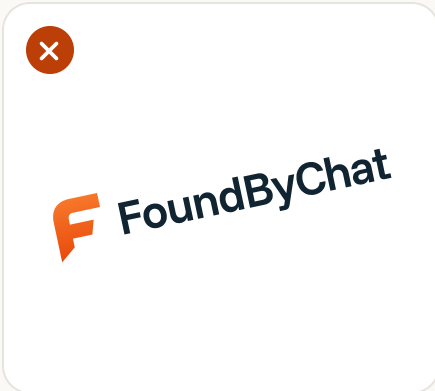
Use the master files as they are. Each of these breaks a rule.



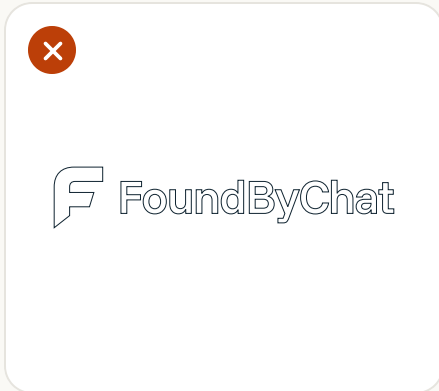
Recolor the logo



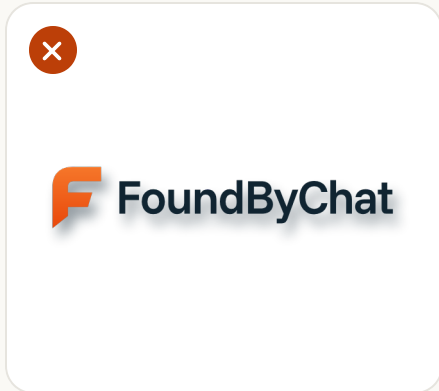
Stretch the logo



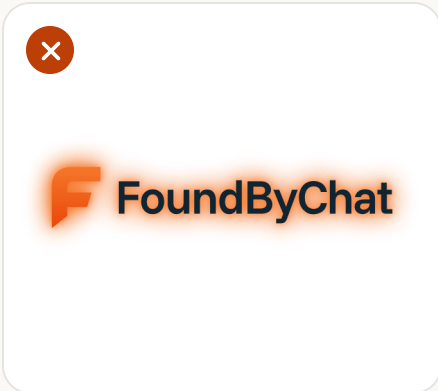
Rotate the logo



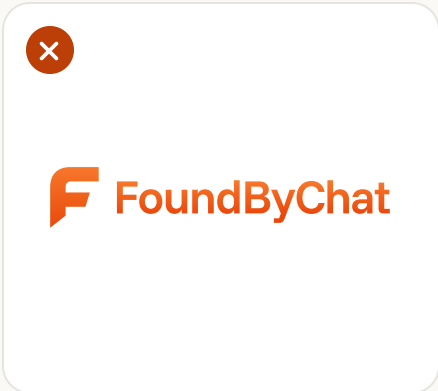
Outline the logo



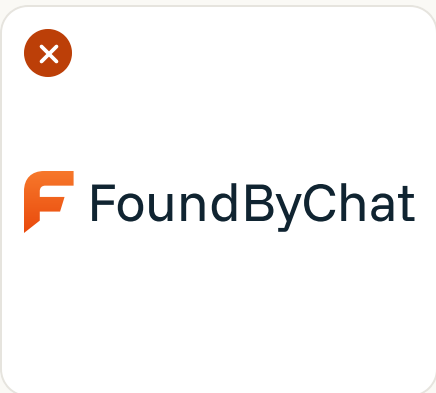
Add a shadow



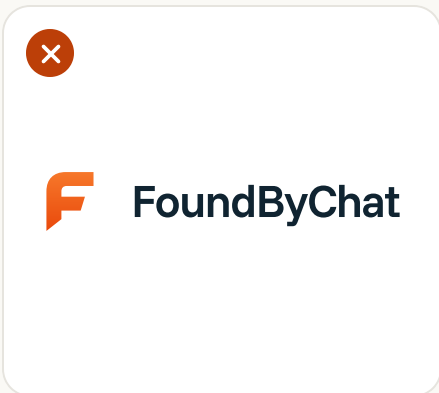
Add a glow



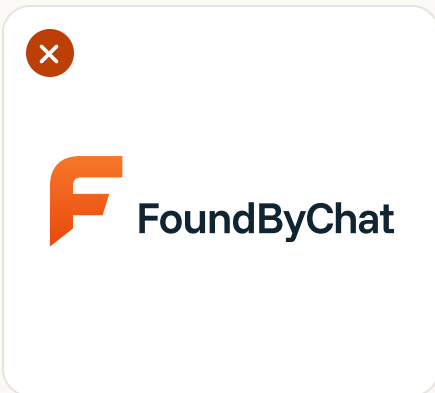
Put the gradient on the wordmark



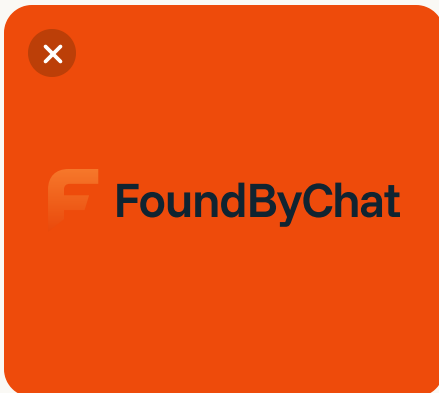
Rebuild the wordmark in another font or weight



Change the gap



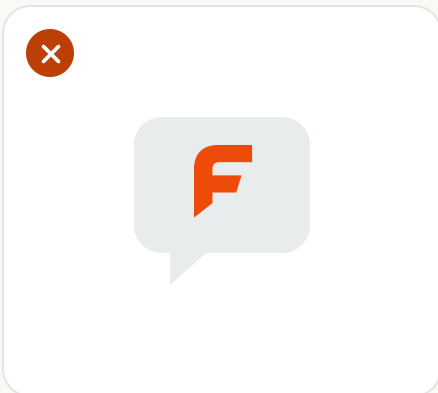
Change the proportions



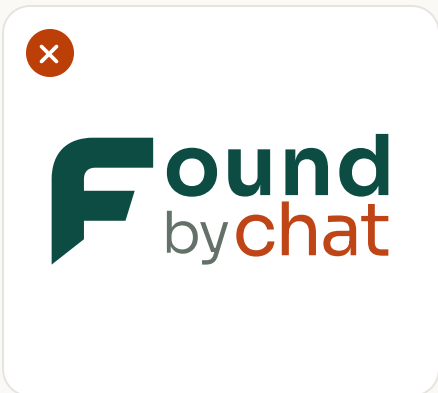
Put the primary logo on Flame



Put the primary logo on busy photos



Put the Fold in another container



Use the old teal mark, the outlined Sora wordmark, or the flower mark

Co-branding

Agencies may credit us as "AI visibility data: FoundByChat" with the horizontal logo no larger than their own.

Separate both logos with a 1 px Ink line at 20% and 2X of clear space on each side.



Text credit

AI visibility data: FoundByChat

Needs approval

Combined lockups, endorsements, or anything implying partnership need approval from support@bitgate.dev.

04

Color

Flame is a signal, not a wallpaper.

Core and supporting colors	22
Scales	23
Balance and data colors	24
Accessibility	25
Print	26

Core and supporting colors

Ink

Text, dark surfaces, primary buttons

HEX	RGB	CMYK
#102431	16 36 49	95 49 22 90

Paper

The default background

HEX	RGB	CMYK
#FAF9F5	250 249 245	3 2 5 0

Flame

The signal: the Fold, the gap, the accent word

HEX	RGB	CMYK
#EE4B0B	238 75 11	0 80 100 2

#F4F1EC

Paper Deep

Alternate section bands

#F3F4F1

Mist

Card trays, chips

#E6E4DE

Line

Hairlines and borders

#284849

Pine

Growth shapes

#E3F0E9

Mint

Soft growth shapes, calm panels

#16765A

Named green

Named in an answer

#FDBF56

Sun

Decorative rays only

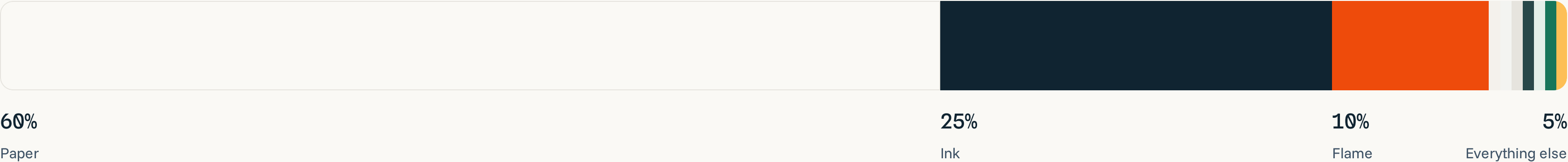
Scales

Tints and shades for UI states, charts, and dark surfaces. A dot marks the brand color.



Balance and data colors

Flame is a signal, not a wallpaper: it fills the Fold, buttons, the accent word, the not-named state, and the avatar tile.



Named

Named

#16765A

Text

#219A74

Fill

#E7F4EE

Background

Not named

Not mentioned

#BC3F08

Text

#EE4B0B

Dot

#FFF5EE

Background

You and competitors

Illustrative example

— You, Flame — Competitors, Ink 400

Never use green or Flame for anything else in data.

FoundByChat brand guidelines 1.0

04 Color

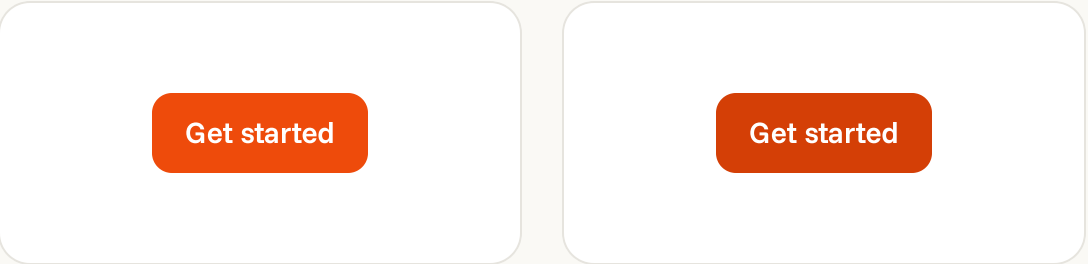
24

Accessibility

Text meets WCAG 2.2 AA (4.5:1) at body size. The pairs that matter:

Specimen	Text	On	Ratio
Aa	Ink #102431	Paper	15.12
Aa	Ink 600 #3F5366	Paper Deep	7.06
Aa Aa	Muted #586B7D	Paper Deep / Mist	4.89 / 4.99
Aa	Flame 700 #BC3F08	Paper	5.17
Aa	White	Flame 600 #D43F06	4.65
Aa	Flame 400 #F6772A	Ink	5.76
Aa	Paper	Ink	15.12

Don't set white text on Flame #EE4B0B below 24 px (3.7:1)



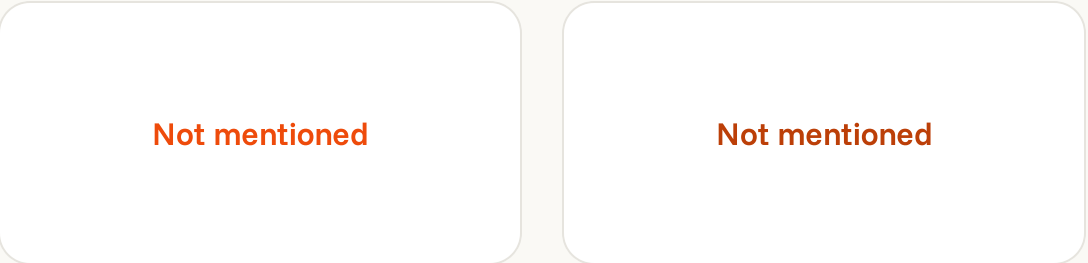
✗

White on Flame, 3.7:1

✓

White on Flame 600, 4.65:1

Don't use Flame #EE4B0B for small text on light backgrounds



✗

Flame on Paper, 3.5:1

✓

Flame 700 on Paper, 5.17:1

Print

CMYK values are converted from sRGB with FOGRA39 (Europe) and GRACoL 2006 (US) coated profiles.

	Color	HEX	RGB	CMYK, FOGRA39	CMYK, GRACoL 2006	Pantone, nearest Solid Coated	Delta E 2000
	Ink	#102431	16 36 49	95 49 22 90	95 47 24 89	PANTONE 5395 C	1.7
	Paper	#FAF9F5	250 249 245	3 2 5 0	3 2 4 0	Warm white uncoated stock	
	Flame	#EE4B0B	238 75 11	0 80 100 2	0 80 100 1	PANTONE 1655 C	2.7
	Paper Deep	#F4F1EC	244 241 236	6 5 8 0	5 4 7 0	PANTONE COOL GRAY 1 C	5.6
	Mist	#F3F4F1	243 244 241	6 4 6 0	5 3 5 0	PANTONE 7541 C	5.5
	Line	#E6E4DE	230 228 222	12 9 14 0	11 8 12 0	PANTONE COOL GRAY 1 C	3.0
	Pine	#284849	40 72 73	89 49 56 53	85 47 57 53	PANTONE 316 C	5.3
	Mint	#E3F0E9	227 240 233	12 4 11 0	11 4 9 0	PANTONE 621 C	3.8
	Named green	#16765A	22 118 90	86 21 70 29	84 18 70 29	PANTONE 335 C	1.9
	Sun	#FDBF56	253 191 86	1 29 75 0	1 28 74 0	PANTONE 135 C	2.3

Pantone values are the nearest Solid Coated match and must be confirmed against a physical guide.

Paper is a stock color: print on a warm white uncoated stock instead of printing a tint.

05

Typography

Funnel Sans for everything, Faustina Italic for one phrase, and Spline Sans Mono for data.

Families	28
Scale	29
The accent rule	30
Data, rules, and fallbacks	31

Families

All three are open source (SIL Open Font License) and free on Google Fonts.

Aa

Funnel Sans

Everything: headlines, body, UI

Regular400

Medium500

SemiBold600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,:;?'()"&@#%/+=*\$€

Aa

Faustina Italic

The accent: one phrase per layout

*Regular Italic*400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,:;?'()"&@#%/+=*\$€

Aa

Spline Sans Mono

Data: dates, markets, hex values, numbers in tables

Medium500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
. , : ; ? ' " () & @ # % / + = * \$ €

Scale

Sizes in px. Desktop is size over line height. Every sample below is set at its desktop size.

Role	Desktop	Mobile	Weight	Tracking	Sample at desktop size
Display	78 / 0.94	40	600	-5.5%	A little less guesswork.
H1	64 / 0.98	36	600	-5%	Does ChatGPT recommend you?
H2	46 / 1.05	30	600	-4.5%	ChatGPT named 5 brands. Yours wasn't one.
H3	28 / 1.15	22	600	-3%	Every day, in your market.
H4	20 / 1.3	18	600	-2%	The why behind the answer.
Lead	20 / 1.55	17	400	-1%	FoundByChat shows whether ChatGPT and Google's AI name your business.
Body	16 / 1.6	16	400	-0.5%	People used to search and click through ten links. Now they ask ChatGPT or Google and get one answer.
Small	14 / 1.5	14	400	0	FoundByChat is independent and not affiliated with OpenAI, Google, or any AI platform.
Eyebrow	13	12	600	+10%	AI VISIBILITY TRACKER
Data	13 / 1.4	12	500	+1%	ChatGPT US 2026-10-24 #EE4B0B

The accent rule

Faustina Italic marks the one phrase that points at the customer ("you?", "your clients?", "jouw bedrijf?"). One per layout, only at 28 px and up, in Flame (Flame 400 on Ink).

Does ChatGPT
recommend you?

✓ One phrase, pointing at the customer, in Flame

Does AI *recommend*
your clients?

✓ On Ink, the accent is Flame 400

Does *ChatGPT*
recommend you?

✗ Two accents in one layout

Does *ChatGPT*
recommend you?

✗ An accent that points at the engine

Does ChatGPT *recommend you?* Find out with a free page audit.

✗ An accent below 28 px

Does ChatGPT
recommend you?

✗ An accent that isn't Flame

Data, rules, and fallbacks

Spline Sans Mono

Data: dates, markets, hex values, numbers in tables.

Engine	ChatGPT
Market	US
Date	2026-10-24
Brands named	5
Sources	10

From the real answer in section 06: ChatGPT, US, Oct 24, 2026.

Rules

Headlines are tight and short: two lines, rarely three.

Eyebrows: uppercase, 2 to 4 words, Flame 700 on light, Flame 400 on dark.

Numbers in tables use tabular figures.

Never bold body text for emphasis in long copy; rewrite the sentence instead.

Fallbacks

Only when the fonts can't be installed.

Brand font	Fallback
Funnel Sans	Arial
Faustina	Georgia Italic
Spline Sans Mono	Courier New

06

Graphic language

Our signature image: a real AI answer, shown as product UI.

The Answer Card	33
Named, not named, and the highlight	34
Growth shapes	35
Icons	36
Motion	37

The Answer Card

Our signature image: a real AI answer, shown as product UI.

It is always real and always dated. It may be cropped, but never without its header.

- 1 Header: engine, market badge, date
- 2 The question, as the customer asked it
- 3 "Named in the answer": rank, favicon, brand, and the label the AI gave it
- 4 The gap row: "Your brand" with a "Not mentioned" chip on a peach band with a dashed rule
- 5 Sources: favicons and domains, then "+n more"

1

 ChatGPT

US Oct 24, 2026

2

What's the best email marketing software for a small business?

NAMED IN THE ANSWER

5 brands

1

 MailerLite

Best overall

2

 Brevo

Best budget option

3

 Mailchimp

Best for integrations

4

 Constant Contact

Best for hands-on support

5

 Klaviyo

Best for ecommerce

 Your brand

Not mentioned

Sources

 g2.com

 fitsmallbusiness.com

 smbcompare.com +7 more

FoundByChat brand guidelines 1.0

06 Graphic language

33

Named, not named, and the highlight

The pair is our data language, so it never changes meaning.

Best overall

✓ A green chip means named.

● Not mentioned

✓ A Flame dot chip means not mentioned.

● Not mentioned

✗ Never use green or Flame for anything else in data.

Chip, from brand.css

Size	24 px high, 8 px sides, 6 px radius
Type	Funnel Sans 500, 12.5 px
Named	#16765A on #E7F4EE
Not named	#BC3F08 on white, #F6CDB3 ring, 6 px dot #EE4B0B

The highlight

For most small businesses, I'd recommend MailerLite as the best all-around email marketing software in 2026.

ChatGPT, US, Oct 24, 2026. The opening line of the real answer.

Rule

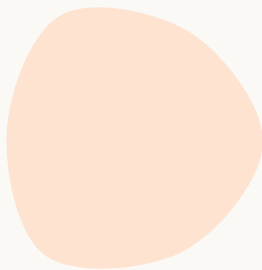
A peach (Flame 100) marker behind a brand name inside an answer's text.

Growth shapes

Soft Mint and peach blobs, a Pine leaf, a Sun disc with rays.



Mint blob



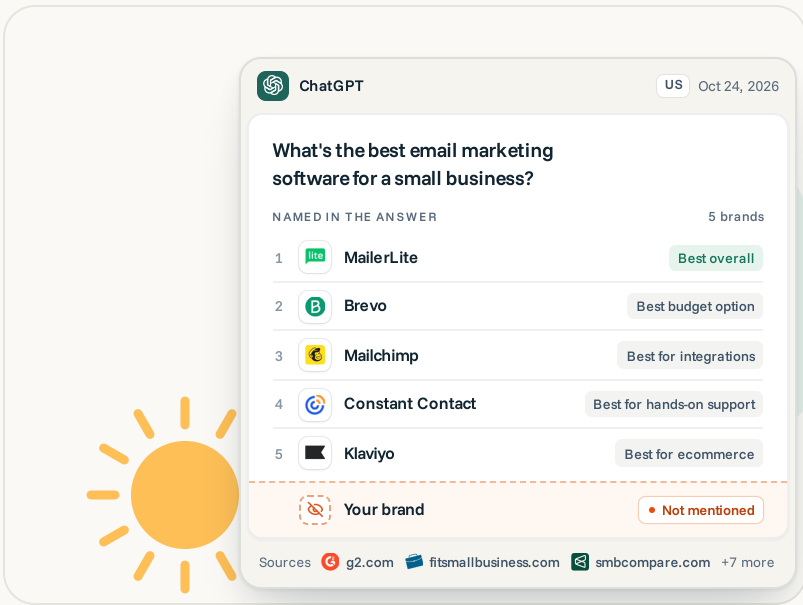
Peach blob, Flame 100



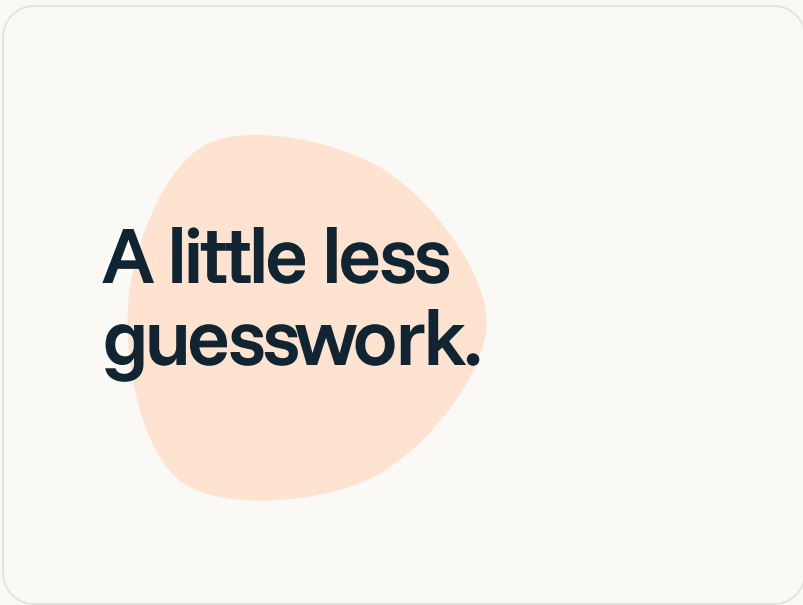
Pine leaf



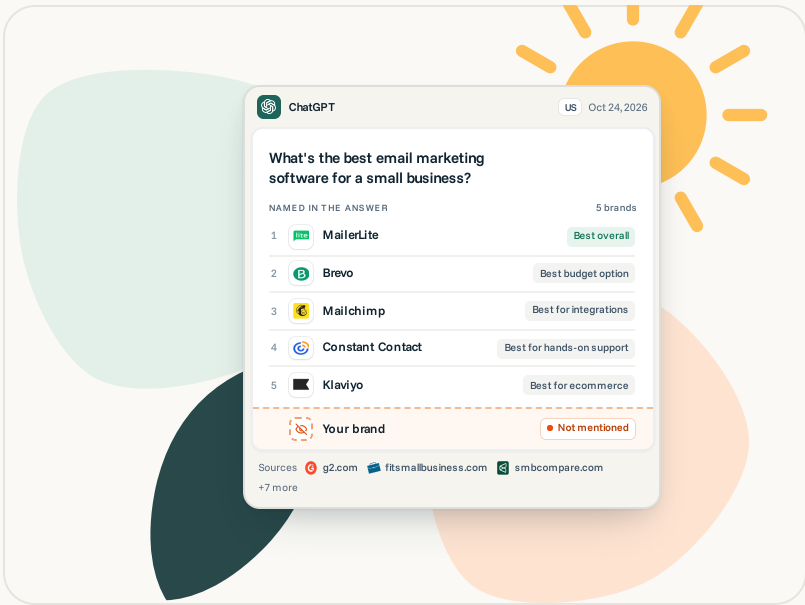
Sun disc with rays



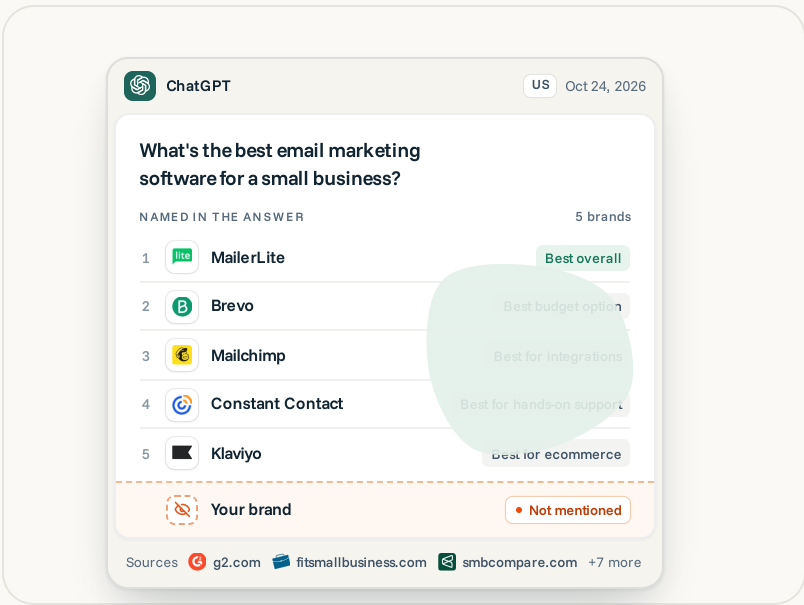
✓ Behind product UI, at most two



✗ Behind text



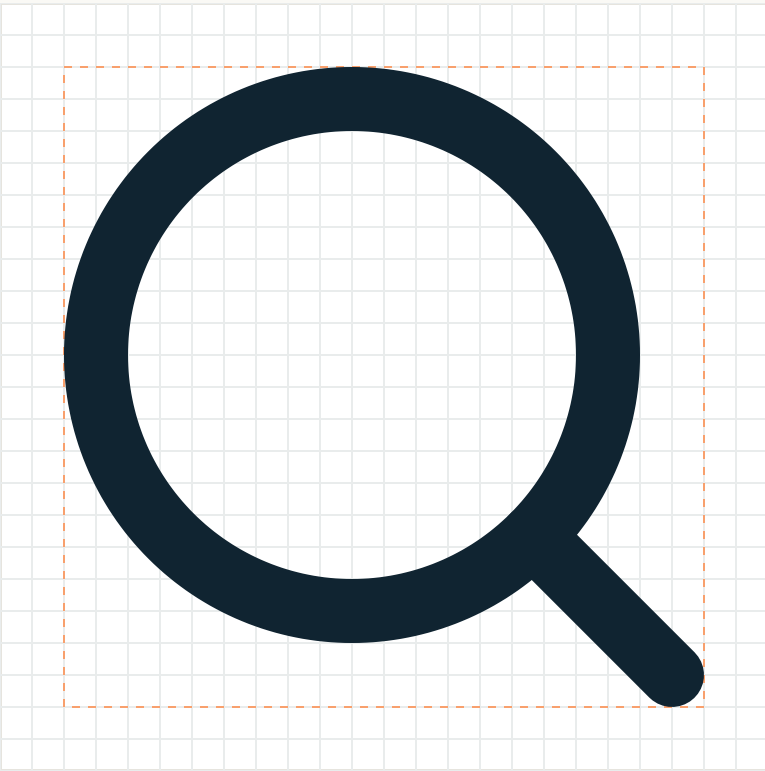
✗ More than two in one layout



✗ Inside the product

Icons

Lucide, 2 px stroke on a 24 px grid, round caps and joins.



search at 16x: 24 px grid, 2 px stroke

 search	 calendar	 clock	 map-pin	 globe	 eye	 link	 file-text
 chart-column	 list-checks	 store	 mail	 download	 external-link	 bell	 eye-off

Shown at 32 px. Names are Lucide names.

Ink or Ink 600; Flame only for the not-named state.

		
Ink #102431	Ink 600 #3F5366	Flame, not named only #EE4B0B

Motion

Motion shows how things arrive. It never decorates.



Logo sting on Paper

09 Motion logo-sting-paper-1920x1080.mp4 logo-sting-ink-1920x1080.mp4 logo-sting-flame-1080x1080.mp4

Easing

`cubic-bezier(0.2, 0.8, 0.2, 1)`

One easing for everything: a quick start and a soft landing. No bounce, no loops, no spinning logos.

Logo sting

Fold		0 to 520
Wordmark		240 to 860
Hold		860 to 2400

0 ms 2400 ms

The Fold reveals top down in 520 ms, the wordmark wipes in from the left 240 ms later, and the lockup holds until 2.4 s. Rendered at 60 fps on Paper, Ink, and Flame.

Answer Card

Row 1		0 to 240
Row 2		60 to 300
Row 3		120 to 360
Row 4		180 to 420
Row 5		240 to 480
Gap row		300 to 540

0 ms 540 ms

Rows arrive top to bottom, 60 ms apart and 240 ms each. The gap row comes last.

Interface

150 to 240 ms

For state changes. With reduced motion on, show the end state.

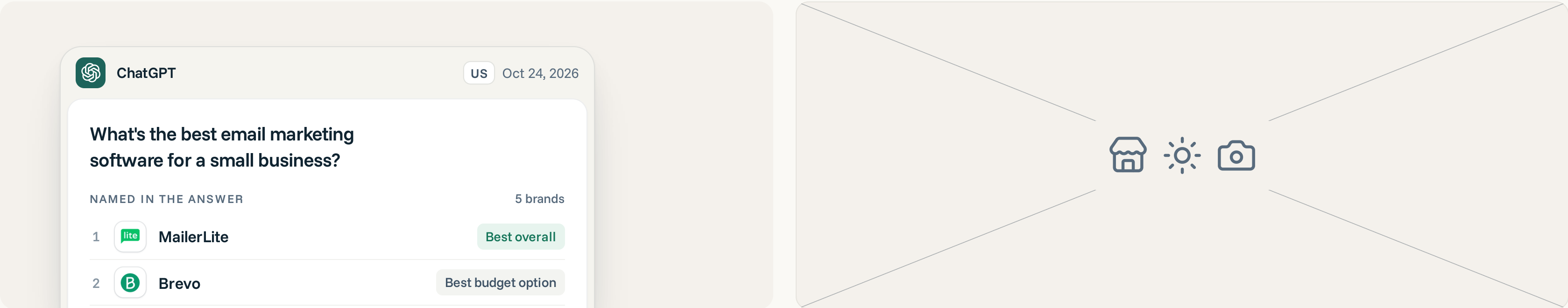
07

Imagery

Real product UI first. Real people in real places second.

Imagery

First choice: real product UI. The Answer Card, real dashboards, real audits.



- ✓ Real product UI. Cropped, never without its header.
- ✓ Photography, when needed: real owners in real places, daylight, no posing at laptops.



✗ Stock people at laptops

✗ AI-generated people

✗ Robots

✗ Glowing brains

✗ Circuit boards

✗ Neon

✗ Chat bubbles with made-up text

08

Voice

Lead with the answer. Say it plainly.

Principles and headlines	41
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Words	42
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Mechanics in English and Dutch	43
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Principles and headlines

Principles

01 **Lead with the answer**

Show the real thing first: a question, an answer, a name.

02 **Say it plainly**

Use the words a shop owner uses.

03 **Name things exactly**

ChatGPT, Google AI Mode, Google AI Overviews. Market and date on every answer.

04 **Count, don't score**

"Named in 3 of 5 answers" beats "60% visibility".

05 **Calm confidence**

No fear, no hype, no guarantees.

Three headline patterns

Question

Does ChatGPT recommend you?

Plain fact

**ChatGPT named 5 brands.
Yours wasn't one.**

Soft promise

A little less guesswork.

Words

Use the words a shop owner uses.

Use	Instead of
AI answers	~~AI results, LLM outputs~~
named, mentioned, cited	~~ranked, featured~~
AI visibility	~~AI SEO score~~
named in 3 of 5 answers	~~60% visibility score~~
the sources ChatGPT read	~~insights~~
customers, people	~~users~~
see, check, find out	~~unlock, leverage, supercharge~~

Never

~~guaranteed~~

~~rank #1 in ChatGPT~~

~~dominate~~

~~hack~~

~~revolutionary~~

~~game-changer~~

~~cutting edge~~

~~next-gen~~

~~seamless~~

~~robust~~

~~best-in-class~~

~~world-class~~

~~AI-powered~~

Mechanics in English and Dutch

Topic	Rule
Name	FoundByChat. One word, capital F, B, and C. Never ~~Found By Chat~~ , ~~Foundbychat~~ , or ~~FBC~~ . Lowercase only in URLs and email addresses.
Case	Sentence case for headlines, buttons, and menus. Eyebrows uppercase.
Numbers	Numerals in data, results, dates, and specs. In running text, spell out one to ten.
Dates	Oct 24, 2026 in English, 24 okt 2026 in Dutch, 2026-10-24 in data.
Engines and markets	ChatGPT, Google AI Mode, Google AI Overviews. US, NL.
Punctuation	No em or en dashes; split the sentence or use a colon. No exclamation marks. Oxford comma in English.
Buttons	Verb first, 1 to 3 words. Get started Run the audit See the answer
Dutch	Informal je and jouw, never u.

	English	Dutch
Signature line	Does ChatGPT recommend you?	Noemt ChatGPT jouw bedrijf?
Tagline	A little less guesswork.	Wat minder giswerk.
Date	Oct 24, 2026	24 okt 2026
Date in data	2026-10-24	2026-10-24
Market	US	NL
Addressing people	you, your	je, jouw. Never u.

09

Social

The Flame avatar everywhere, and engine, market, and date on every post with data.

Profiles	45
Banners	46
Video and Facebook banners	47
Link previews	48
Posts	49
Stories and carousels	50

Profiles

The Flame tile with a white Fold, everywhere.



avatar-flame-1000.png

Bio



FoundByChat

AI visibility tracker. See whether ChatGPT and Google's AI name your business. A little less guesswork.

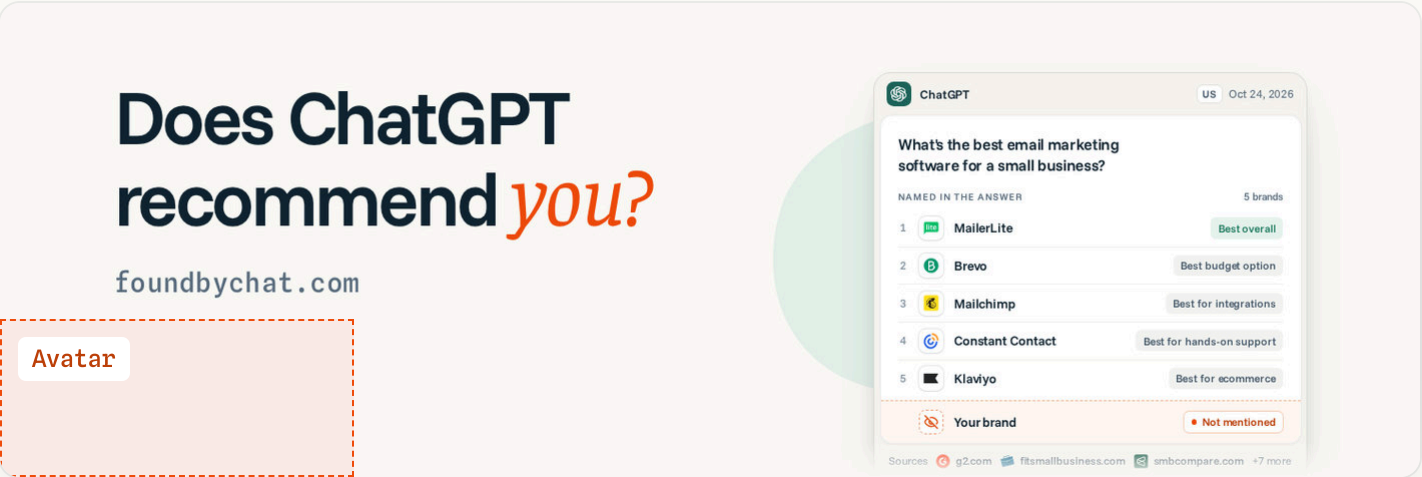
Avatar at small sizes



Hashtags None, or one. Never a wall.

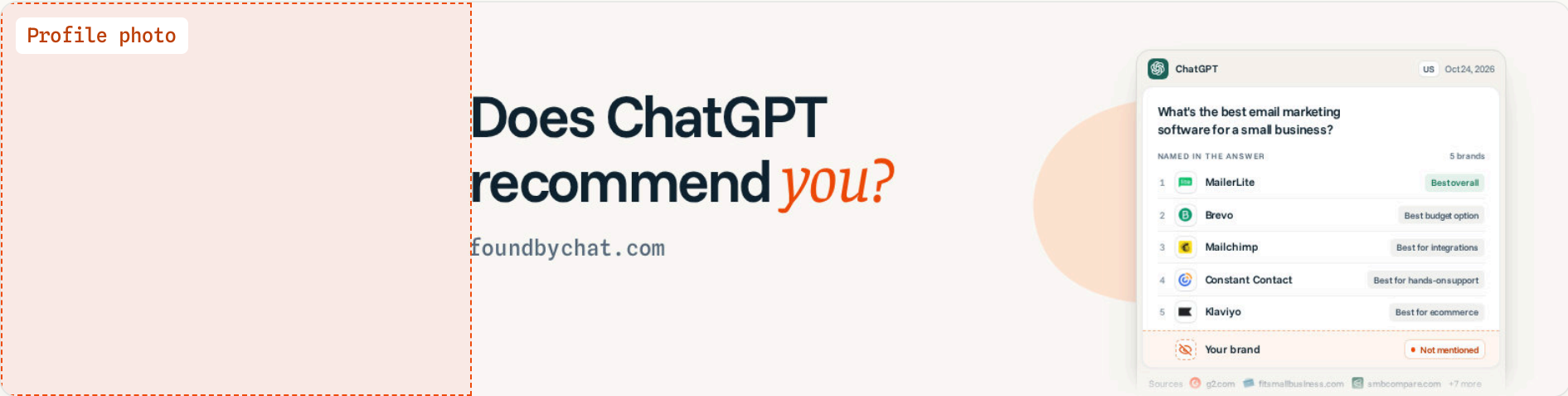
Banners

One file per platform, named by platform and pixel size. Keep the dashed areas clear.



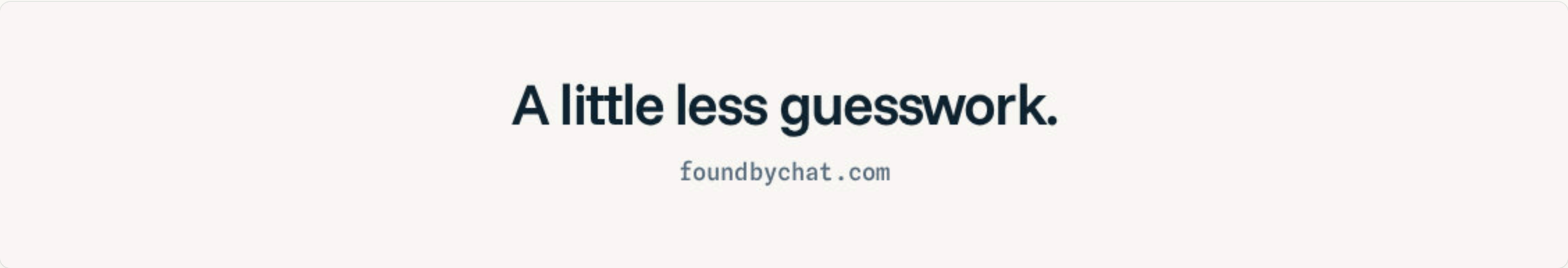
X

banner-x-1500x500.png



LinkedIn profile

banner-linkedin-profile-1584x396.png



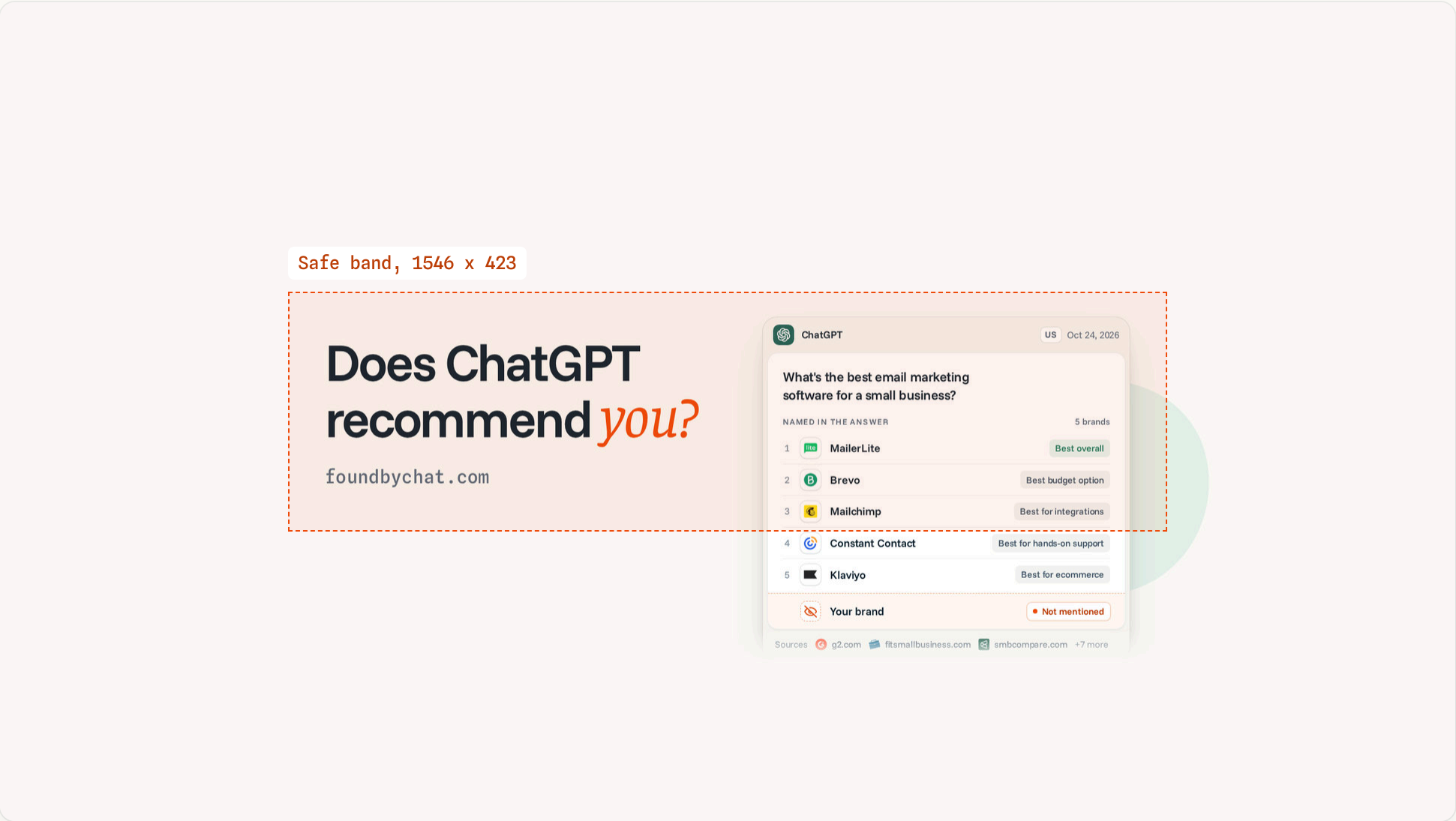
LinkedIn company page, shown at 1x

banner-linkedin-company-1128x191.png

Pixel sizes	
X	1500 x 500
LinkedIn profile	1584 x 396
LinkedIn company	1128 x 191
Facebook	1640 x 624
YouTube	2560 x 1440

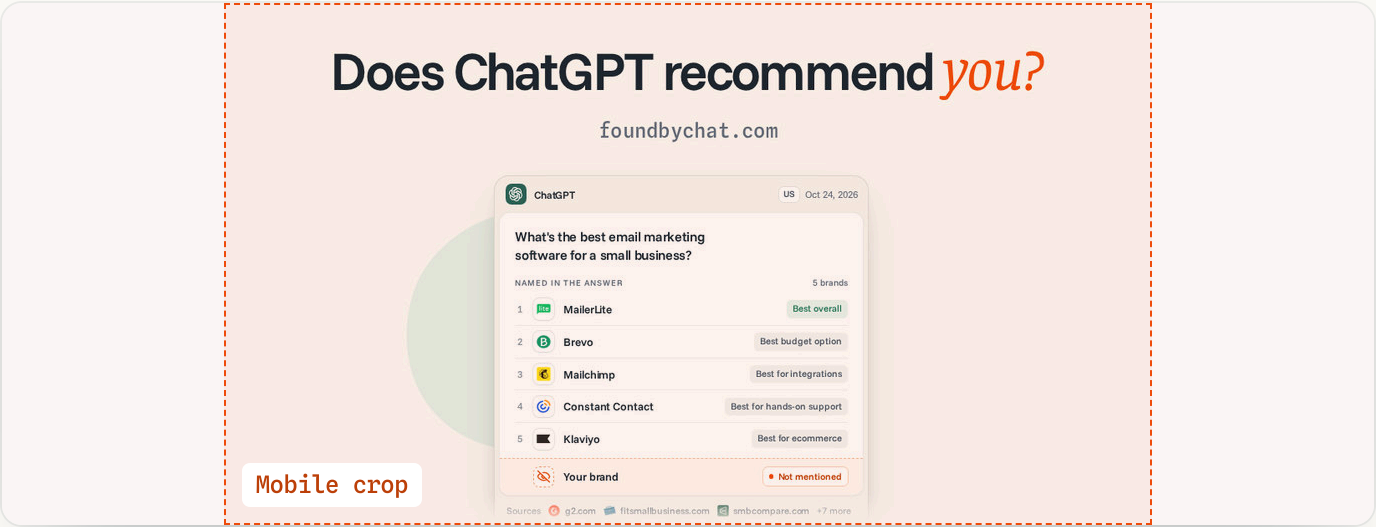
Video and Facebook banners

YouTube and Facebook crop per device. Keep text inside the dashed area.



YouTube

banner-youtube-2560x1440.png



Facebook

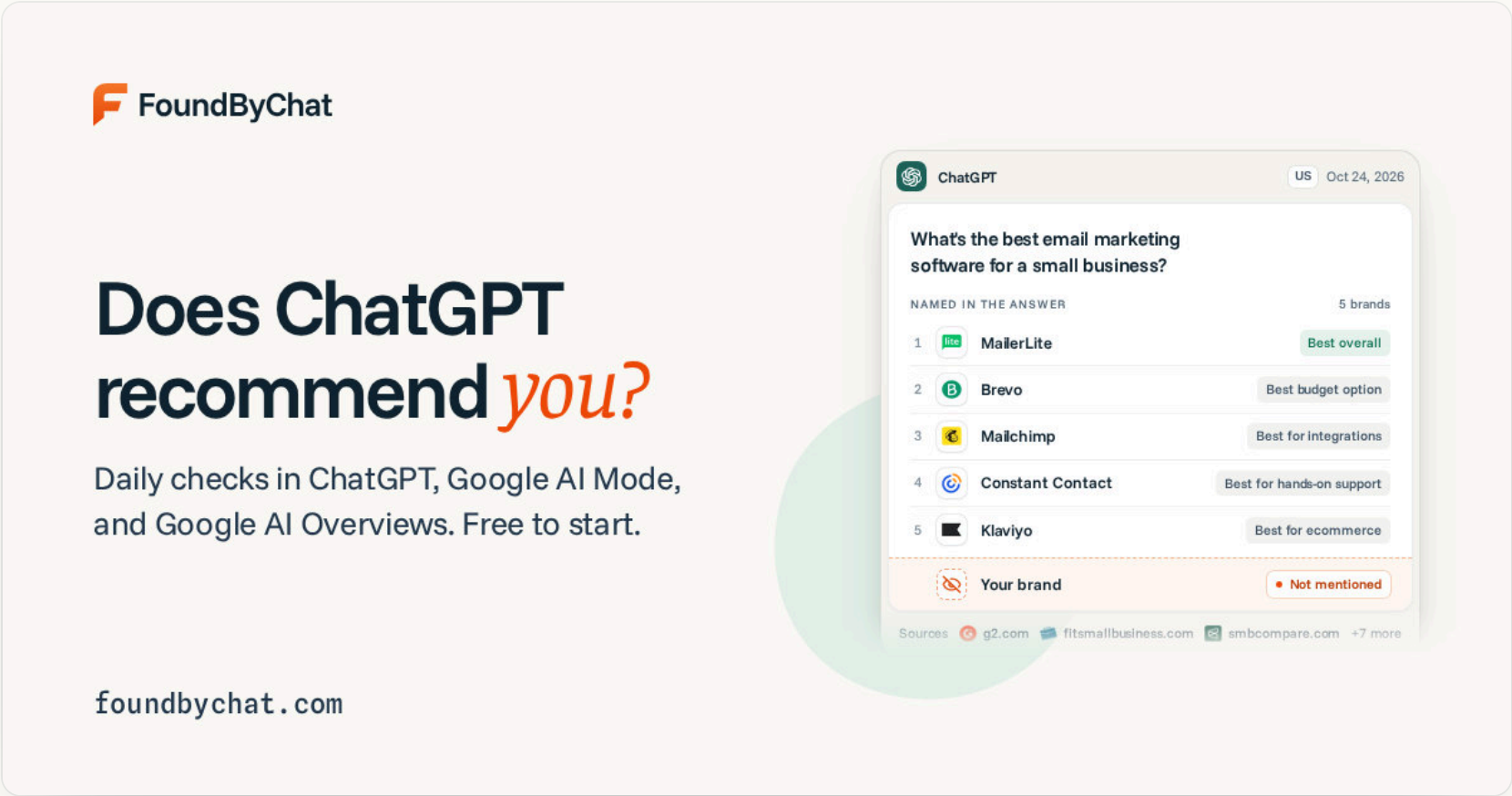
banner-facebook-1640x624.png

Safe zones, all banners

X	Bottom left (x under 375, y over 333) kept clear for the avatar.
LinkedIn profile	Left 30% kept clear for the profile photo.
LinkedIn company	Text centered: the logo covers the bottom left, mobile crops the sides.
Facebook	Central 1110 px survives the mobile crop, bottom left kept clear.
YouTube	Text and card header inside the centered 1546 x 423 band.

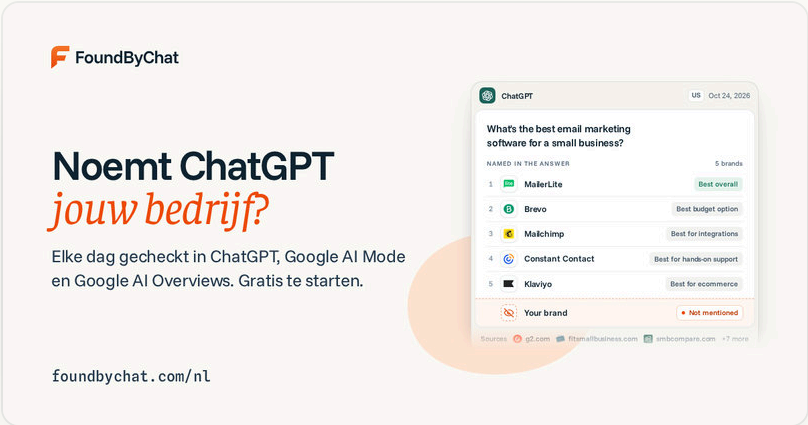
Link previews

Open Graph images at 1200 x 630, one per page we share.



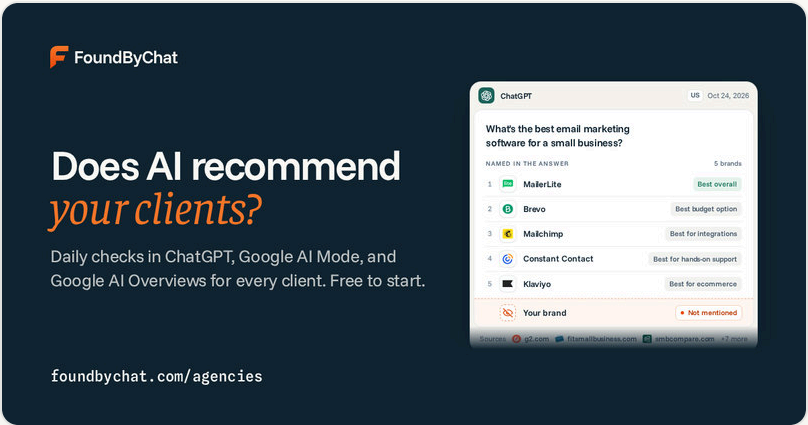
Home

og-home-1200x630.png



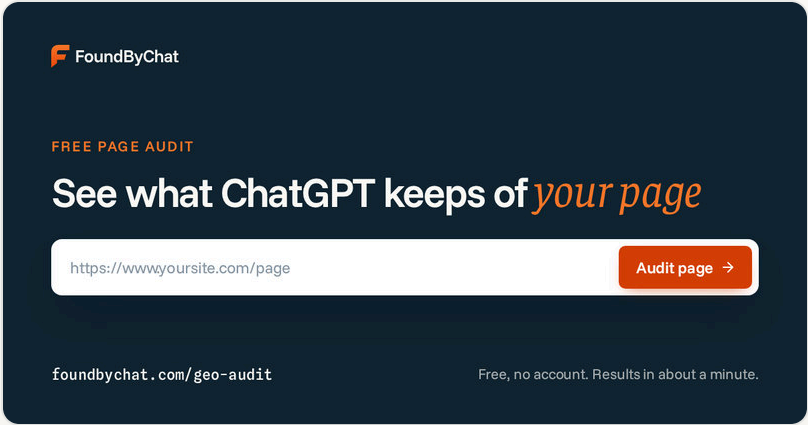
Home, Dutch

og-home-nl-1200x630.png



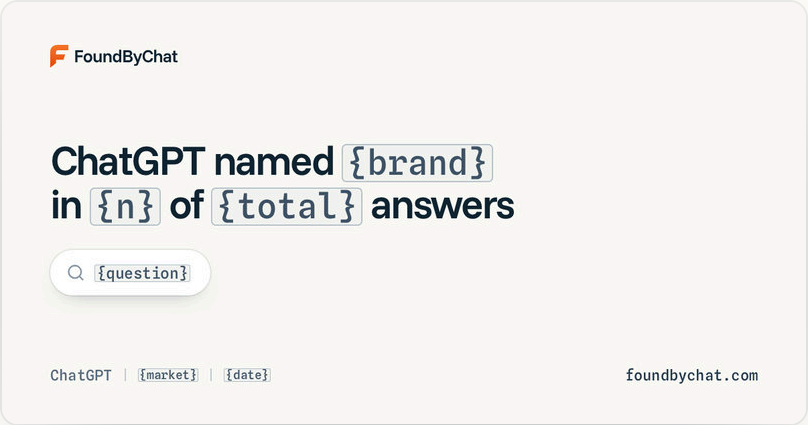
Agencies

og-agencies-1200x630.png



Free page audit

og-geo-audit-1200x630.png

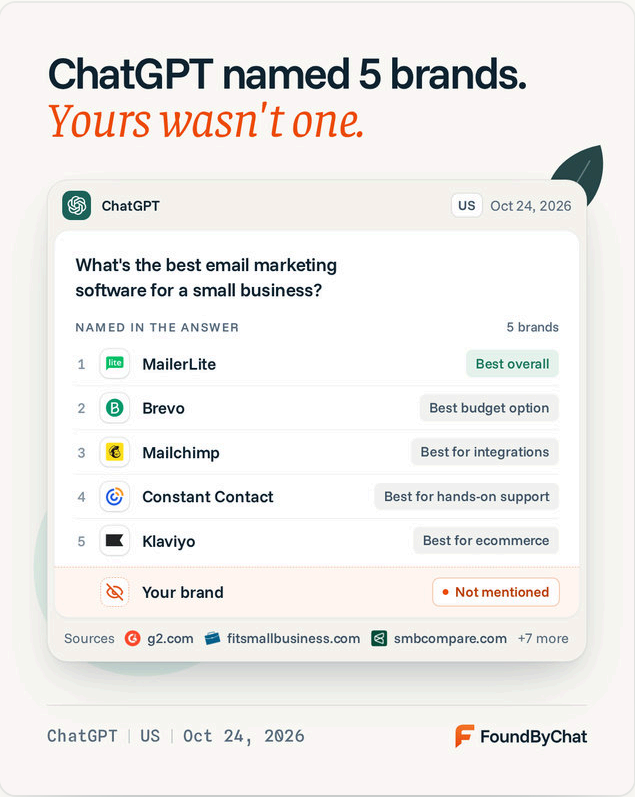


Tracking result

og-result-1200x630.png

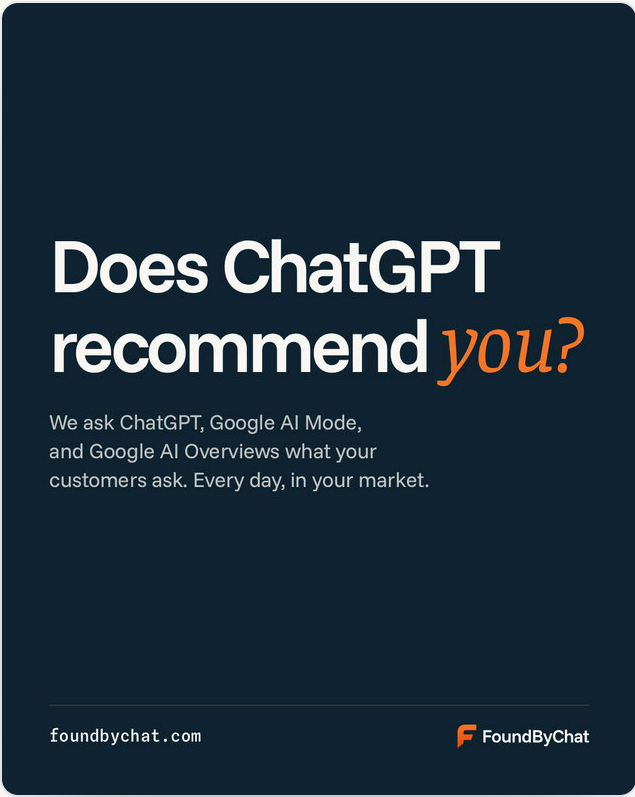
Posts

Every post with data carries engine, market, and date in Spline Sans Mono at the bottom.



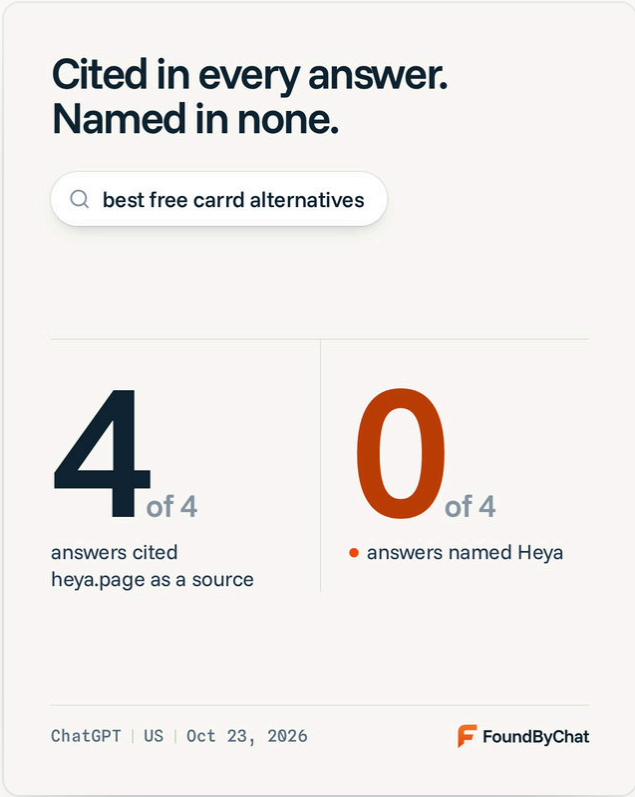
The Answer

A real Answer Card



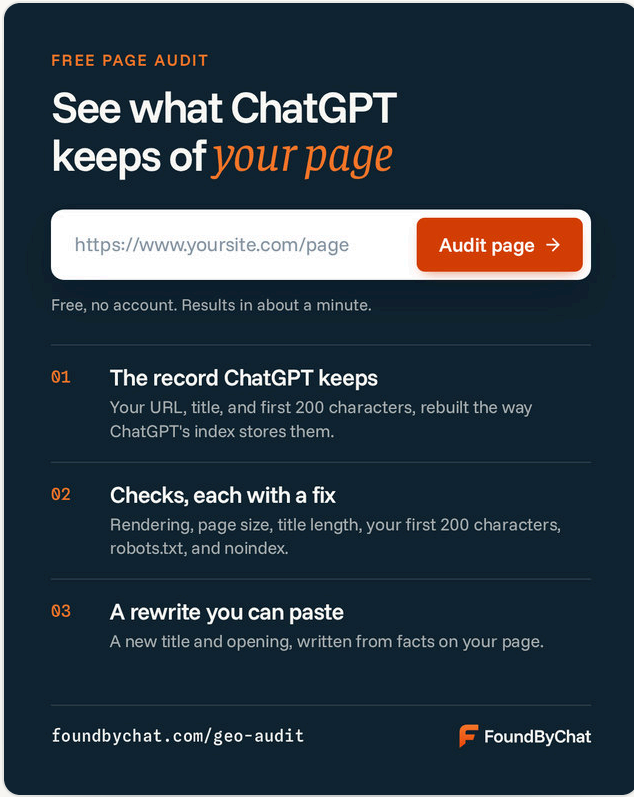
The Question

One question with the accent



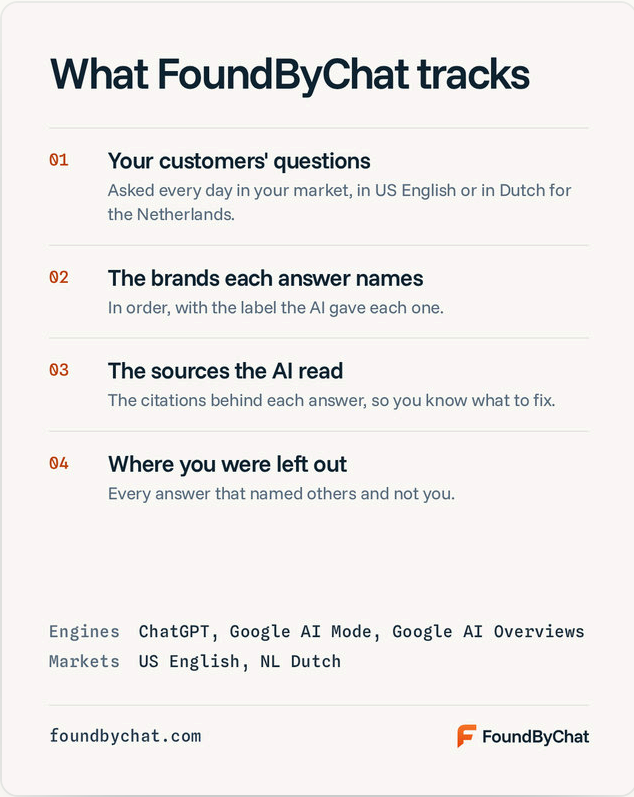
The Finding

A real number with its source line



The Audit

The free page audit

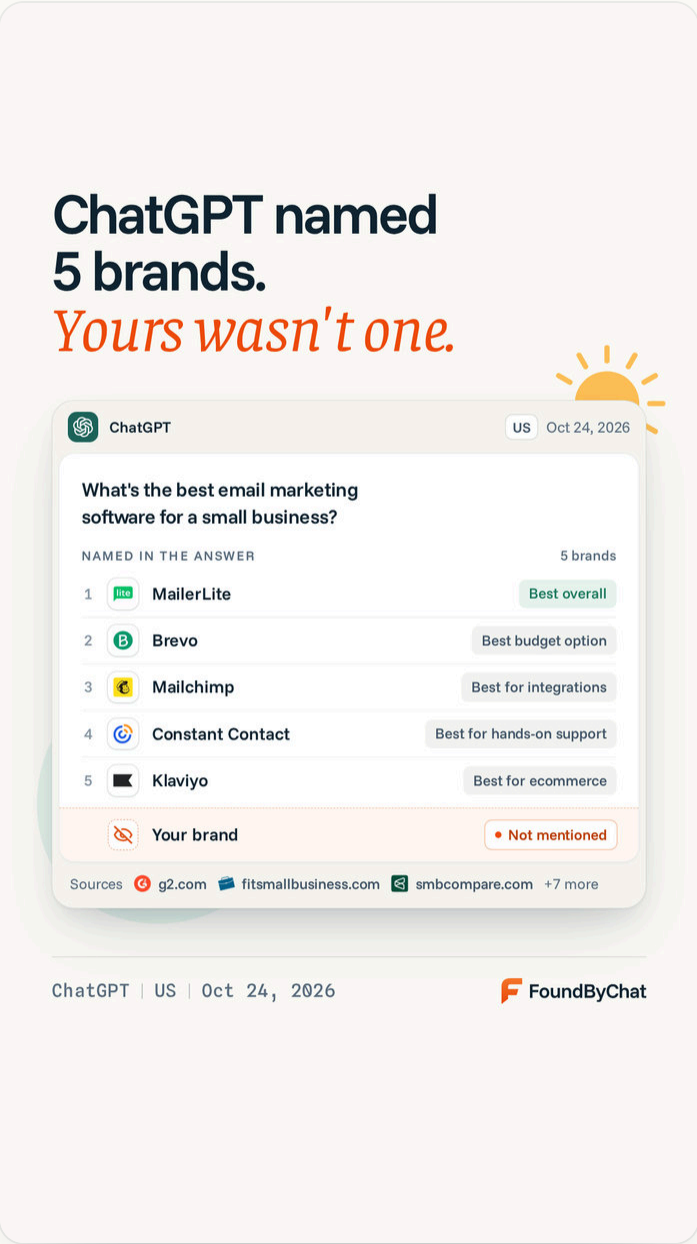


Explainer

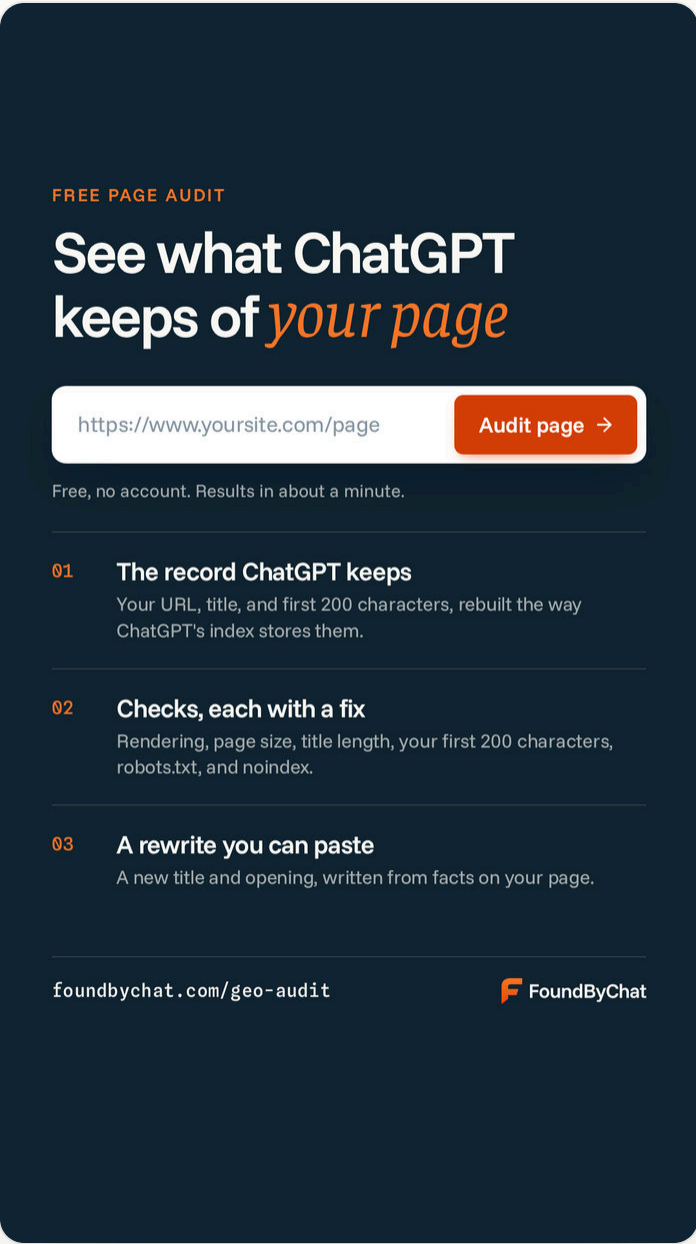
Carousels for explainers

Stories and carousels

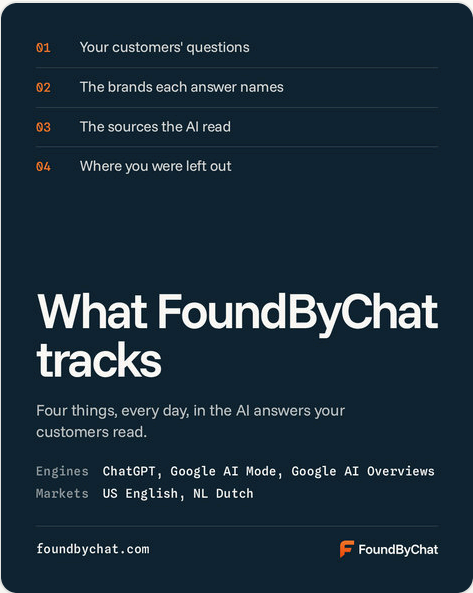
Stories at 1080 x 1920. Carousels at 1080 x 1350, five frames.



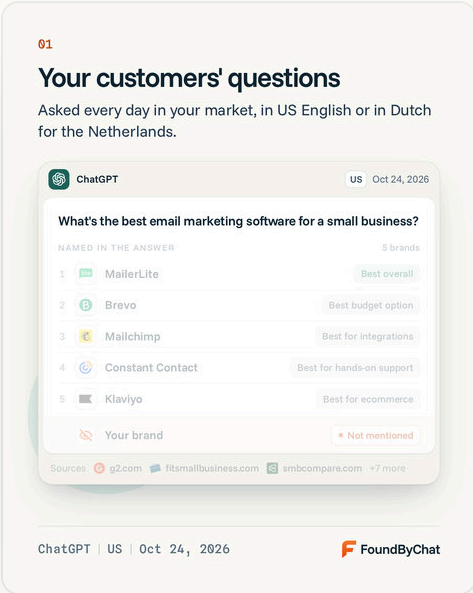
The Answer story-answer-1080x1920.png



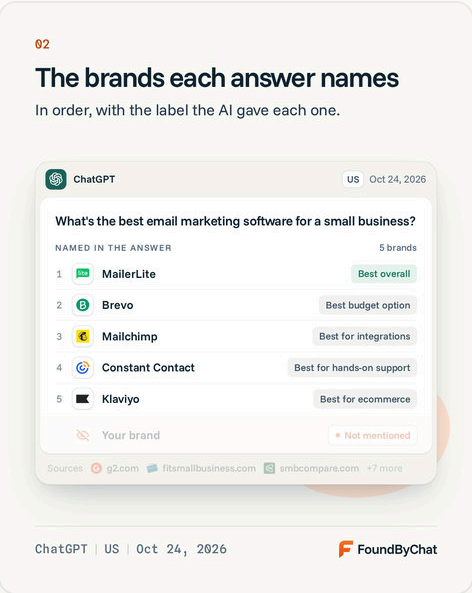
The Audit story-audit-1080x1920.png



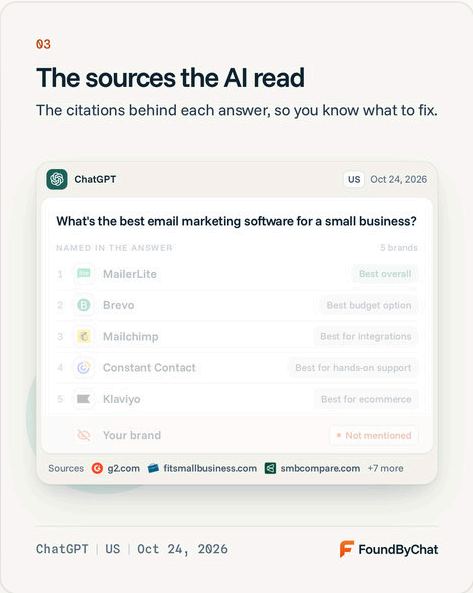
1 of 5



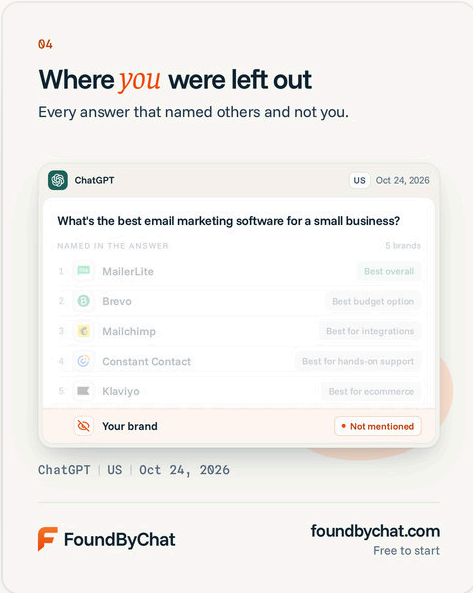
2 of 5



3 of 5



4 of 5



5 of 5

10

Applications

Business cards, letterhead, slides, the one-pager, the email signature, and the sticker.

Business cards	52
Letterhead and one-pager	53
Slides	54
Email signature and sticker	55

Business cards

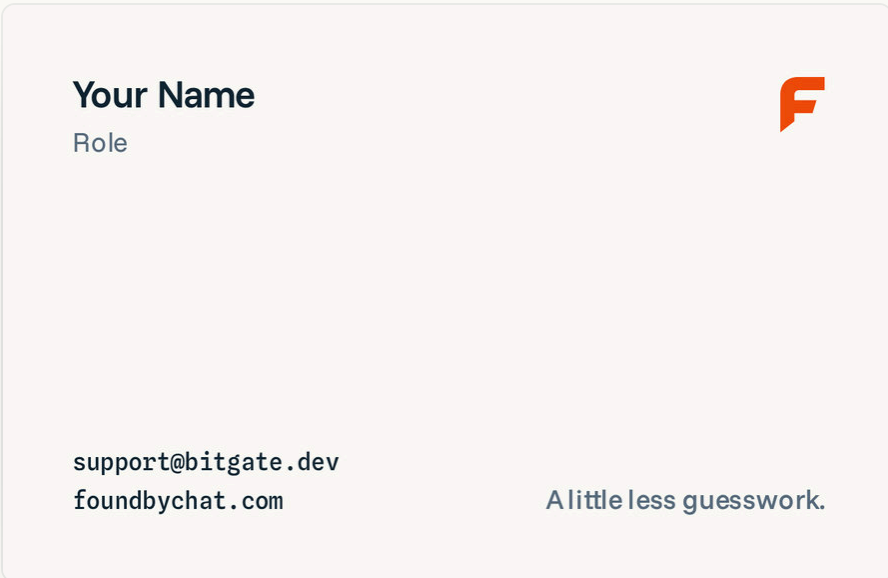
Two sizes, one design. Print specs are in the files.



Europe, front `card-eu-front.png`



US, front `card-us-front.png`



Europe, back `card-eu-back.png`



US, back `card-us-back.png`

Print specs	
Europe	85 x 55 mm
US	88.9 x 50.8 mm, 3.5 x 2 in
Bleed	3 mm on every side
Stock	Warm white uncoated, the Paper color
Files	cards-eu.pdf, cards-us.pdf

Letterhead and one-pager

A4 is 210 x 297 mm, US Letter is 215.9 x 279.4 mm. Both as print PDF.



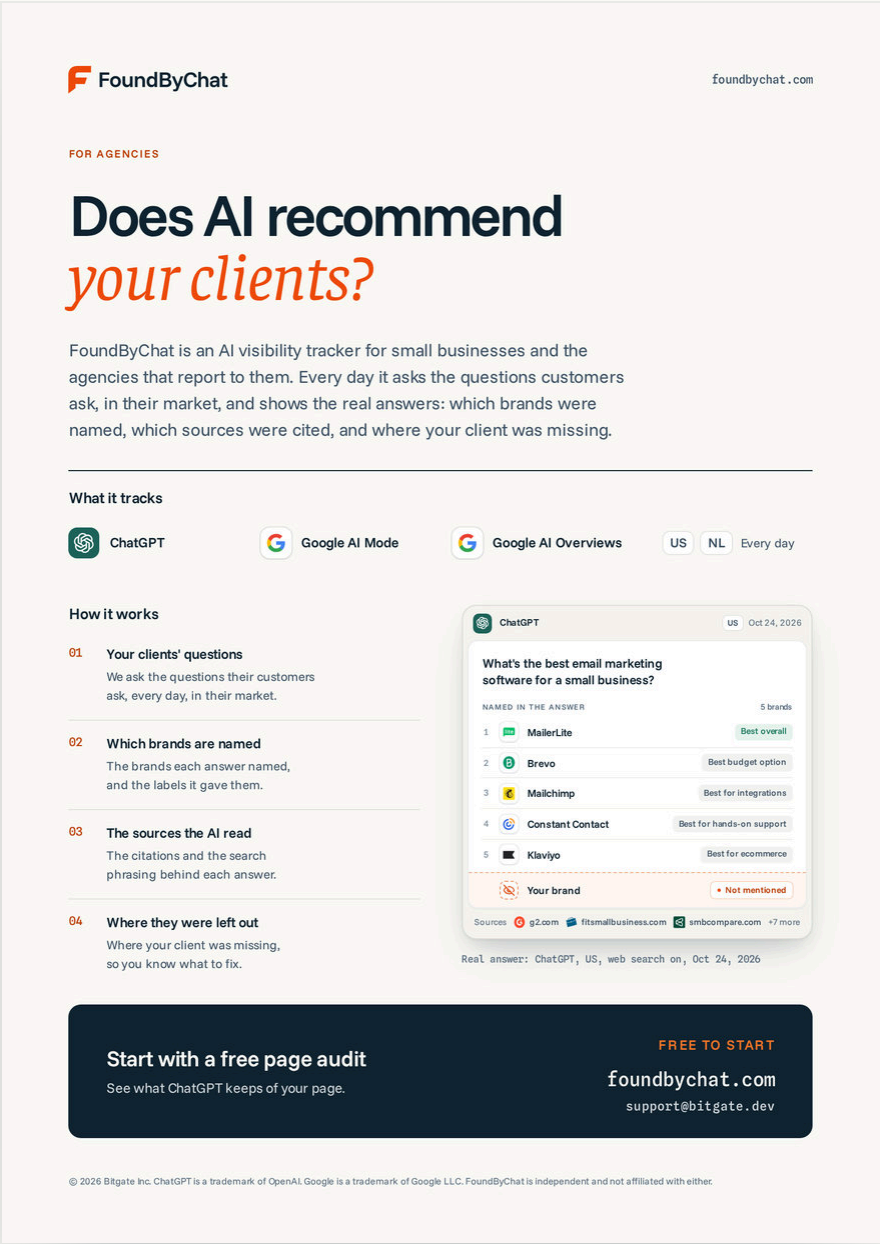
Letterhead, A4

letterhead-a4.png



Letterhead, US Letter

letterhead-letter.png

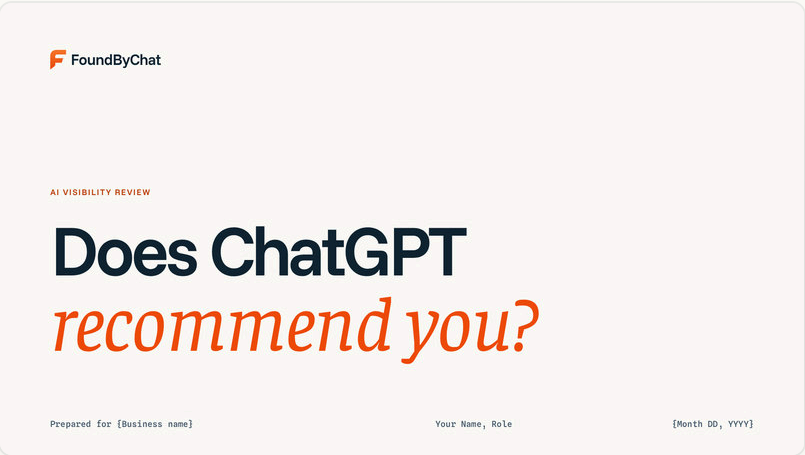


One-pager, A4

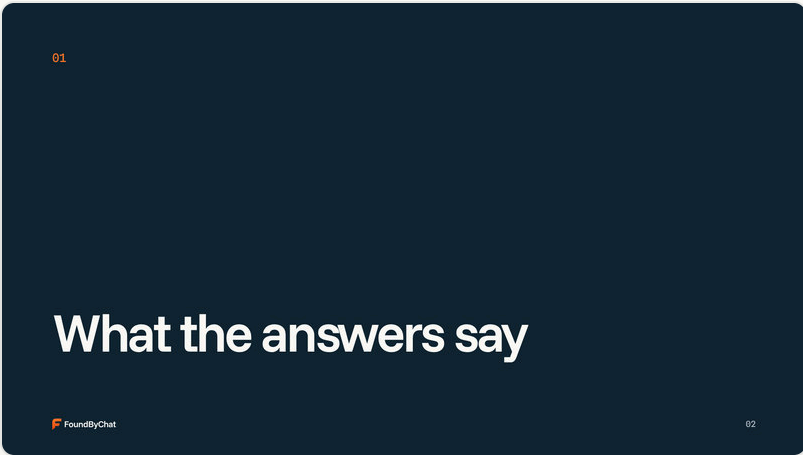
one-pager-a4.png

Slides

Eight layouts at 1920 x 1080, as PDF and as editable PPTX.



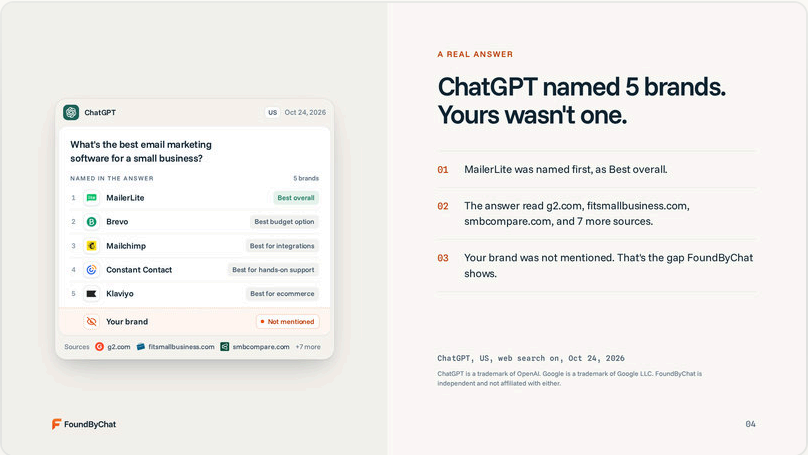
Slide 1 slides-01.png



Slide 2 slides-02.png



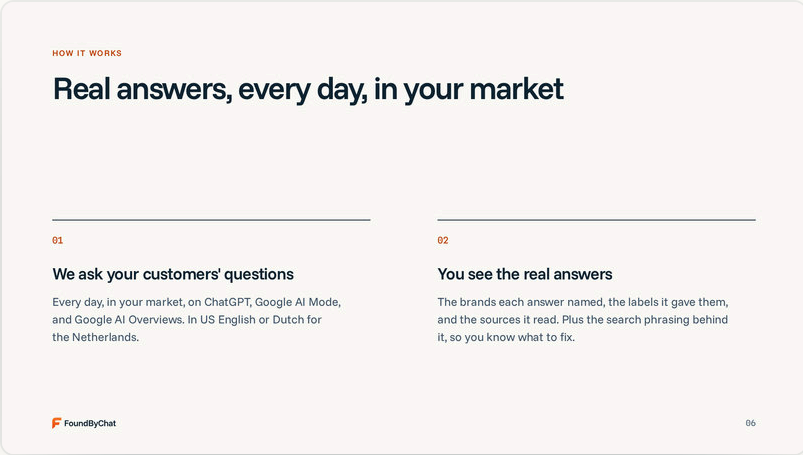
Slide 3 slides-03.png



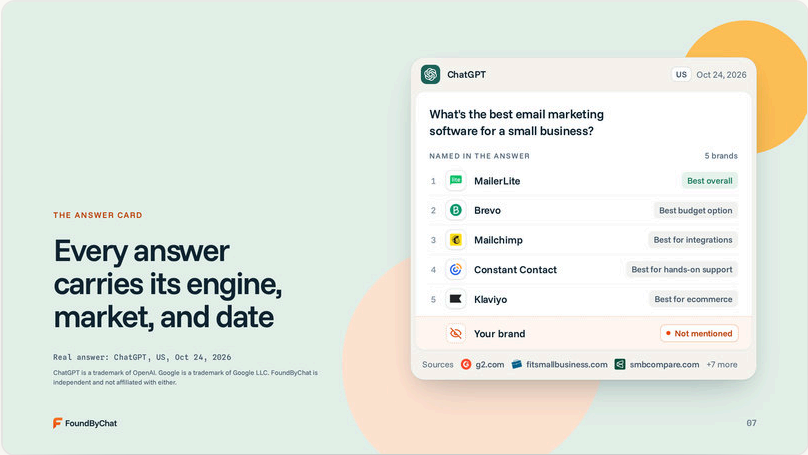
Slide 4 slides-04.png



Slide 5 slides-05.png



Slide 6 slides-06.png



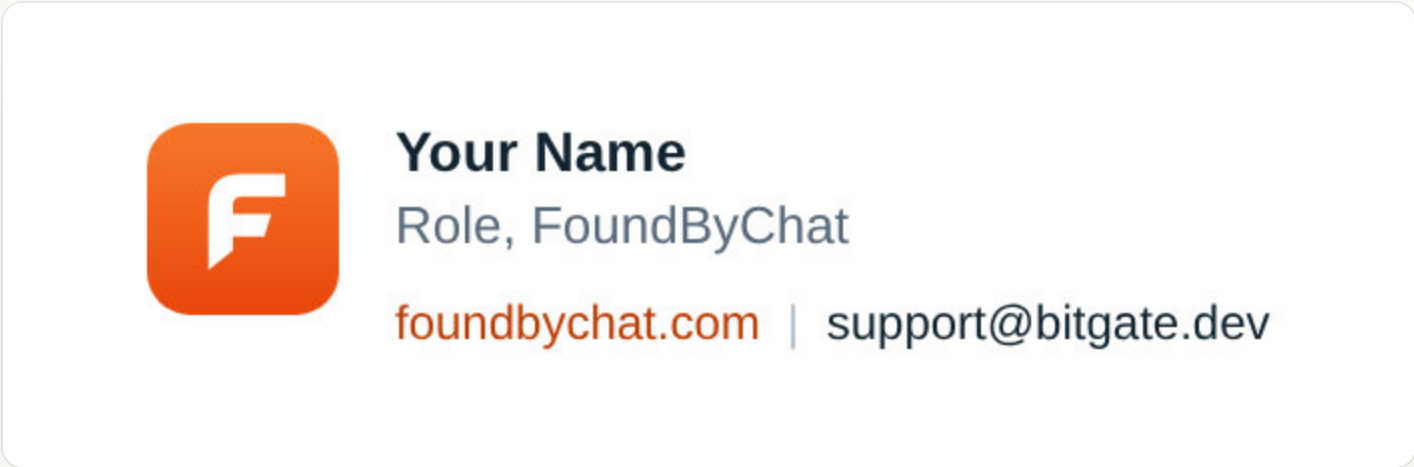
Slide 7 slides-07.png



Slide 8 slides-08.png

Email signature and sticker

The signature is HTML with the app tile at 48 px. The sticker is the app tile, die cut.



Email signature, shown at 2x

email-signature.png

Signature specs

Logo	signature-logo@2x.png, 96 x 96 px, shown at 48 px. Replace {LOGO_URL} with its public URL.
Type	Arial, Helvetica, sans-serif. Name 14 px bold, role 13 px, and links 12 px.
Install	Copy everything inside #preview into your email client's signature editor. Replace Your Name and Role with your own. Keep the rest as is.



Sticker, 60 mm square with 2 mm bleed

sticker-fold.png

11

Assets and contact

Every file, the legal lines, and who approves what.

The asset pack	57
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File naming	58
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Approvals, legal, and contact	59
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The asset pack

Everything in this book ships as files. Use the files, never a screenshot of this book.

Brand kit folder	Contents
01 Logo	SVG (master), PNG (512 to 2048 px), and vector PDF. Never retype or redraw.
02 Icons	Favicons, app icons, social avatars, the web manifest, and the HTML head snippet.
03 Color	tokens.json (source), tokens.css, theme.css (Tailwind v4), colors.json, and ASE swatches.
04 Fonts	Funnel Sans, Faustina Italic, and Spline Sans Mono. TTF for desktop, WOFF2 for web. SIL OFL.
05 Social	Avatars, banners, Open Graph images, posts, stories, and a carousel.
06 Print, slides, and email	Business cards, letterhead, slides (PDF and PPTX), a one-pager, the email signature, and a sticker.
07 Guidelines	The brand book.
08 Components	brand.css and the Answer Card reference.
09 Motion	Logo sting (MP4, 60 fps) on Paper, Ink, and Flame.

Downloads, also on [foundbychat-brand.bitgate.dev](#)

Brand guidelines

PDF for agencies and designers
`foundbychat-brand-guidelines.pdf`

Full brand kit

Everything below in one file
`foundbychat-brand-kit.zip`

Logo and icons

SVG, PNG, vector PDF, favicons, and app icons
`foundbychat-logo-pack.zip`

Social kit

Avatars, banners, OG images, posts, and stories
`foundbychat-social-kit.zip`

Print, slides, and email

Cards, letterhead, PPTX, one-pager, and signature
`foundbychat-print-slides-email.zip`

Fonts and tokens

TTF, WOFF2, CSS, Tailwind theme, ASE, and brand.css
`foundbychat-fonts-and-tokens.zip`

File naming

Lowercase, hyphens, the brand first, the size last.

File	Pattern	Example
Logo, vector	foundbychat-{lockup}-{colorway}.svg	foundbychat-horizontal-primary.svg
Logo, raster	foundbychat-{lockup}-{colorway}-{width}.png	Lockups at 512 / 1024 / 2048 px wide
Symbol, raster	foundbychat-symbol-{colorway}-{height}.png	Symbols at 64 / 128 / 256 / 512 / 1024 px high
Icons	app-icon-{tile}-1024.png, avatar-{tile}-1000.png	Tiles: flame, ink, paper
Social	{type}-{name}-{width}x{height}.png	banner-x-1500x500.png
Print	{item}-{size}.pdf	cards-eu.pdf, letterhead-a4.pdf

Values

Lockups

- horizontal
- stacked
- symbol
- wordmark

Colorways

- black
- flame
- gradient
- ink
- paper
- primary
- primary-flat
- reversed
- reversed-flat
- white

Approvals, legal, and contact

Approvals

Combined lockups, endorsements, or anything implying partnership need approval from support@bitgate.dev.

Contact

Brand questions, approvals, and asset requests

support@bitgate.dev

Legal

FoundByChat is a product of Bitgate Inc. Footer line: "© 2026 Bitgate Inc."

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Third-party line where engines are shown: "ChatGPT is a trademark of OpenAI. Google is a trademark of Google LLC. FoundByChat is independent and not affiliated with either."

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Engine marks and favicons inside an Answer Card are shown as part of a real answer, at the size the engine shows them.



A little less guesswork.

support@bitgate.dev

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FoundByChat brand guidelines 1.0