

PROVEWORTH.COM

Brand Guidelines

How ProveWorth looks, sounds, and shows up.
For anyone who touches the brand.



334+
Communities

725+
Verified Reviews

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01 Brand Story & Mission

Our Story

There are thousands of paid online communities. Some are genuinely great. Others charge \$99/month for a Slack channel with tumbleweeds. The problem is you can't tell which is which until you've already handed over your credit card.

We built ProveWorth so you don't have to guess. Members leave reviews of communities they've actually been part of, and those reviews are public for anyone to read before joining. Nobody pays to rank higher. Nobody pays to hide bad reviews.

Mission Statement



Help people figure out which online communities are actually worth joining, based on reviews from real members.

Brand Positioning

ProveWorth has the largest independent collection of verified community member reviews. No platform owns us, we don't sell ads, and communities can't pay to move up the rankings. Two groups of people use ProveWorth: people trying to find good communities, and builders who want real feedback from their members.

The ProveWorth Promise

- Every review is moderated and every reviewer is verified.
- Rankings cannot be bought — they reflect real member ratings.
- We are independent — not owned by any community platform.
- Community builders can claim their page and respond to reviews for free.
- Certification requires a human review. You can't buy it.

Key Taglines

"Find Communities You Can Trust"

Primary — hero headers and marketing

"Honest Reviews from Real Communities"

Descriptive — subheadings and SEO



02 Core Values

Transparency

Reviews, ratings, and community details are public. What you see is what members actually reported. We don't hide negative feedback, we don't cherry-pick results, and we show our methodology openly.

In practice: Every review is public. Our scoring methodology is documented. We don't run hidden algorithms that favor paying customers.

Integrity

Nobody pays to rank higher or to remove a bad review. The reviews are the reviews. Our business model is built on being the neutral ground, and the moment we compromise on that, we have nothing.

In practice: Free and paid communities get the same treatment. Certification requires a real human review. We reject incentivized or fake reviews.

Community

We run communities ourselves. We know what it takes to build one and what it feels like to join one that doesn't deliver. That experience shows up in how we design the review process and how we talk to builders who get a tough review.

In practice: Our team has years of community-building experience. We treat builders as partners. We build tools that help communities actually improve, not just collect badges.



03 Brand Voice & Tone

Voice Principles

ProveWorth sounds like a smart friend who respects your time. We don't oversell, we don't pad sentences, and we skip the corporate fluff. The whole point of the company is trust, so the writing has to earn it too.

Direct

We get to the point. No jargon, no filler, no "leverage synergies." If it can be said in fewer words, we say it in fewer words.

Honest

We admit when something has tradeoffs. We don't oversell. If a feature is limited, we say so. People trust that more than a perfect pitch.

Warm but not cutesy

Friendly and approachable without being performatively casual. No forced exclamation marks. No "Hey there, friend!" energy.

Confident without arrogance

We know what we've built and why it matters, but we don't need to shout about it. Let the product and the reviews do the talking.

Empathetic

We understand both sides — the person nervous about spending money, and the builder who put their heart into creating their community.

Tone Matrix

Context	Tone	Example
Marketing / Hero	Confident, clear, punchy	"Find Communities You Can Trust"
Product copy / UI	Helpful, concise, neutral	"3 reviews this week"
Error messages	Calm, specific, solution-first	"That link expired. Request a new one."
Blog / Content	Conversational, insightful	"Most communities fail at onboarding..."
Builder outreach	Respectful, partnership-oriented	"Your members have good things to say."
Review moderation	Firm, fair, clear	"This review was removed: reason."



03 Brand Voice & Tone

Writing Examples

Writing Do's and Don'ts

Say this:

- "People compare communities before they join."
- "Every review is checked before it goes live."
- "Your members have spoken for you."
- "Claim your page — takes 2 minutes."
- "Honest reviews from real members."

Not this:

- "Our innovative platform revolutionizes discovery."
- "Leveraging cutting-edge AI for trust metrics."
- "Unlock your community's full potential!!!"
- "Don't miss this AMAZING opportunity!!!"
- "We're disrupting the review space."

Brand Vocabulary

Words we use:

trust, honest, verified, real, proven, independent, transparent, community, members, reviews, builders, certified, genuine, straightforward, helpful

Words we avoid:

revolutionary, disruptive, synergy, leverage, unlock, game-changing, cutting-edge, innovative (overused), world-class, best-in-class, solutions, ecosystem (when used generically)

Audience-Specific Tone

Community Seekers (B2C)

These people are spending their own money. They want honest guidance, not a sales pitch. Write like a friend who's been in their shoes and can save them from a bad purchase.

Community Builders (B2B)

Builders have put real work into their communities. Be direct and respectful, even when delivering bad news like a low rating. Frame feedback constructively. Don't talk down.

Press & Partners

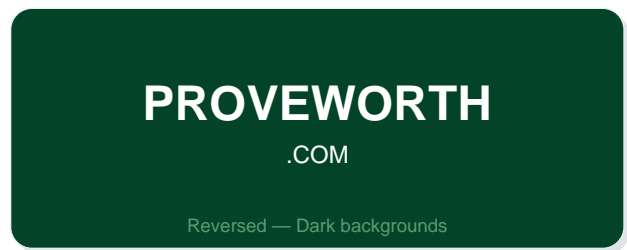
Stick to stats and plain positioning. Skip the marketing language. The numbers and the mission make the case on their own.



04 Logo & Brand Mark

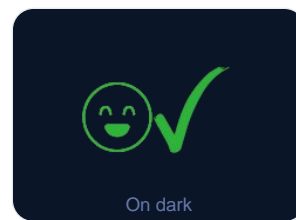
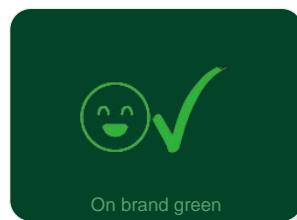
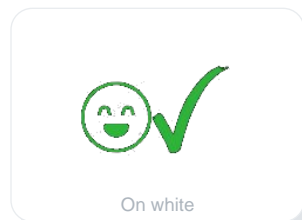
Primary Wordmark

The wordmark is a custom logotype in Deep Forest Green. The checkmark replaces the 'V' and the smiley replaces the 'O' in 'WORTH'. These icons are part of the wordmark. Don't separate them or swap them out.



Brand Icon

The smiley + checkmark is the short version of the logo. Use it for favicons, app icons, social avatars, and anywhere the full wordmark doesn't fit. Keep it in ProveWorth Green or white. No other colors.



Clear Space & Minimum Size

Leave at least one icon-height of empty space around all sides of the wordmark. Don't go below 120px wide on screen or 1.25 inches in print. The icon alone shouldn't go below 16px.

Logo Misuse

- Do not stretch, skew, or rotate the logo or icon.
- Do not change the logo colors outside of approved variants.
- Do not add drop shadows, strokes, glows, or effects.
- Do not separate the checkmark or smiley from the wordmark.
- Do not place the logo on busy, patterned, or low-contrast backgrounds.
- Do not recreate the wordmark in a different typeface.



05 Color Palette

Brand Colors

Two greens, both pulled from the logo. Deep Forest is the dark one, used for the wordmark and headings. ProveWorth Green is the bright one from the checkmark and smiley. Everything else in the palette supports these two.



Deep Forest

#034428

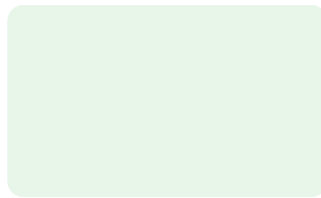
Wordmark, headings



ProveWorth Green

#34B43F

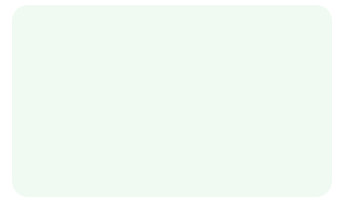
Checkmark, accents, CTAs



Soft Green

#E8F5E9

Highlights, fills



Ice Green

#F0FAF2

Light backgrounds

Digital UI Colors

On the website, blue is the clickable color. Buttons, links, and CTAs are all ProveWorth Blue. Green stays in the logo and accent spots. This keeps brand identity and interactive elements visually separate.



ProveWorth Blue

#0066FF

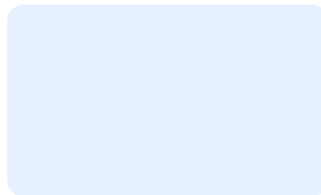
CTAs, links, buttons



Dark Blue

#003DA5

Hover states



Light Blue

#E6FOFF

Selected states, fills



Deep Navy

#0A1628

Dark backgrounds

Functional Colors

These colors mean something specific. Gold is for the Certified badge and star ratings, period. Green means verified. Red means error. Don't use any of them as decoration.



Certified Gold

#F5A623

Badges, star ratings



Success Green

#00C851

Verification signals



Alert Red

#FF4444

Errors, warnings

Neutrals



06 Typography

Primary Typeface: Inter

Inter is the typeface for everything on screen. It was designed for digital use, reads well at any size, and has a big character set. If Inter isn't available, fall back to: -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, sans-serif.

Display / H1

Inter Bold 32px / 40px -0.02em

Heading / H2

Inter Bold 24px / 32px -0.01em

Subheading / H3

Inter SemiBold 18px / 28px 0em

Card Title / H4

Inter SemiBold 14px / 20px 0em

Body Text

Inter Regular 14px / 22px 0em

Small / Caption

Inter Regular 12px / 18px 0.01em

Monospace: JetBrains Mono

JetBrains Mono is for code, data values, and the ProveWorth Score. Don't use it for regular text. If you're not showing a number or a code snippet, use Inter.

Type Hierarchy Rules

- Headlines use Inter Bold. Never use more than two heading levels on a single screen.
- Body text is always Inter Regular at 14px minimum for accessibility.
- Use SemiBold (not Bold) for card titles and inline emphasis.
- Line height: 1.5x for body text, 1.25x for headings. Never below 1.2x.
- Letter-spacing: Tighten slightly for display sizes (-0.02em at 32px+).
- Maximum line length: 65-75 characters for optimal readability.

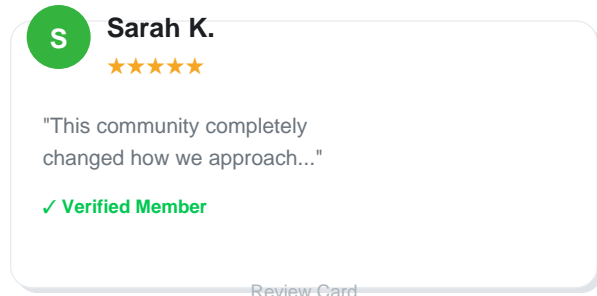
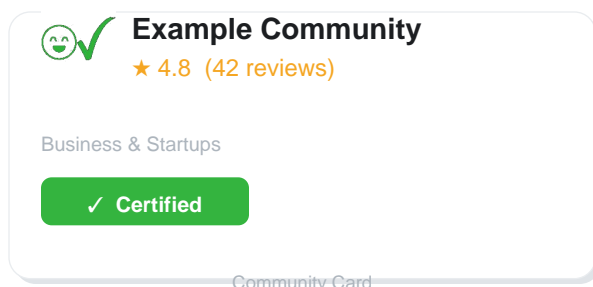


07 Visual System

Cards, Badges & UI Elements

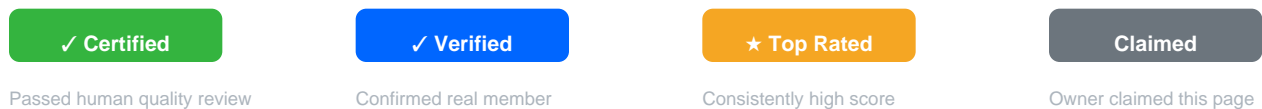
Card System

Everything in the ProveWorth UI lives in a card. Communities, reviews, data points. White background, 8px border radius, 1px border (#E9ECEF), slight shadow on hover. That's it.



Badge System

Each badge means one thing and looks one way. Don't invent new badge types without checking with brand first.



Star Ratings

Stars are Certified Gold (#F5A623), always. Show the number next to the stars ("4.8", not just stars by themselves). Half-star increments are fine. No other colors for stars.

Spacing, Grid & Radius

All spacing follows an 8px base grid: 4px (xs), 8px (sm), 16px (md), 24px (lg), 32px (xl), 48px (2xl). Card padding: 24px. Section spacing: 48px. Border radius: Buttons 6px, Cards 8px, Modals 12px, Avatars 50%, Badges 4px, Brand icon 20%.



08 Digital Application

Website, Email, Social & AI

Website

The site (proveworth.com) runs on Next.js with SSR and ISR. Lots of white space, not much decoration. Nav has five items: Browse, Quiz, Builders, Pricing, Blog. Green shows up in the logo and accents. Blue is for anything you click.

- Hero sections may use Deep Forest Green or Deep Navy backgrounds with white text.
- Content pages use white backgrounds with card-based layouts.
- All community images served via Supabase storage with Next.js image optimization.
- Structured data (JSON-LD: Review, AggregateRating) present on every review page.
- The ProveWorth Score displayed with numeric value and star visual on every community page.

Email

Single column, 600px max width. Wordmark or icon in the top-left corner. CTA buttons are ProveWorth Blue (#0066FF) with white text, 6px radius, at least 48px tall. Green only appears on verification badges. Write the same way you'd write on the site.

Social Media

Profile picture is the smiley+checkmark icon, on white or brand green. Cover image is the full wordmark on a solid background. Posts should look like the product: cards with community names, ratings, and review quotes.

- Profile: Icon (smiley+checkmark) — never a photo or generic icon.
- Cover: Full wordmark on Forest Green or white background.
- Content posts: Card-style graphics with community names, ratings, review quotes.
- Never use stock photography of generic 'happy people' or corporate imagery.

AI & Agent Discoverability

ProveWorth has an llms.txt file and Cloudflare AI Crawl Control so AI agents can read our data. Every page has schema.org structured data (Review, AggregateRating). The goal over time is to make community reputation data something any AI agent can query directly, not just something humans browse.



09 Do's and Don'ts

Quick Reference

Always Do

- ✓ Use the official color palette — Deep Forest and ProveWorth Green for brand, Blue for UI.
- ✓ Maintain clear space around the logo and icon. When in doubt, add more space.
- ✓ Write in plain, direct language. If a sentence can be shorter, make it shorter.
- ✓ Show real member quotes and verified data in marketing materials.
- ✓ Use the ProveWorth Score prominently. It's the number people look at first.
- ✓ Credit the source when using review content ("via ProveWorth").
- ✓ Test all text on both light and dark backgrounds for contrast compliance (WCAG AA).
- ✓ Use Inter everywhere on screen. Fall back to system sans-serif only when you have to.
- ✓ Follow the 8px spacing grid for all UI elements.

Never Do

- ✗ Don't use the Certified badge casually — it's earned through a real review process.
- ✗ Don't promise specific outcomes in marketing ("Join and grow 10x").
- ✗ Don't use stock photography that feels generic or corporate.
- ✗ Don't place the logo on busy, patterned, or low-contrast backgrounds.
- ✗ Don't use competitor names negatively — position ProveWorth on its own merits.
- ✗ Don't fabricate review quotes or ratings for any purpose. Ever.
- ✗ Don't use Certified Gold for anything other than ratings and the Certified badge.
- ✗ Don't stretch, rotate, add effects to, or recolor the logo or icon.
- ✗ Don't separate the checkmark or smiley icons from the wordmark.





PROVEWORTH.COM

Find Communities You Can Trust

This is v1.0. We'll update it as the brand and product change.

Questions about brand usage?

hello@proveworth.com