

CIRCLE- BACK //

FOLLOW-UP INFRASTRUCTURE FOR PEOPLE WHO STOPPED REPLYING.

DOCUMENT	BRAND.SYSTEM v2.0
STATUS	ACTIVE
SCOPE	BRAND // PRODUCT // MARKETING
UPDATED	2026.05.01 // 14:32 PDT
OWNER	BRAND // ENGINEERING

// BRAND STORY

FOLLOW-UP INFRASTRUCTURE.

// 001 THE PROBLEM

Every salesperson, recruiter, and BD lead is fighting the same war: an inbox that never finishes. The follow-up is the single highest-ROI activity in any pipeline, and the single most-skipped one.

Pipeline neglect is not a character flaw. It is a calendar problem. We treat it like one.

// 002 THE SOLUTION

Circleback automates the activity without automating away the warmth. We don't write your follow-ups. We send the perfectly-timed nudges you'd send if you were a less tired version of yourself.

Three honest follow-ups. Then it lets it rest.

"CIRCLING BACK ON THIS. GENTLY,
PERSISTENTLY, AND WITHOUT MAKING IT WEIRD."

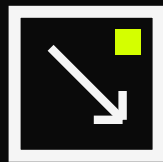
// FOUNDING PRINCIPLE

// LOGO

THE MARK.

The Circleback mark is a sealed square frame containing a directional vector. The lime indicator marks the action point: the moment of reconnection.

// PRIMARY LOCKUP

**CIRCLEBACK//**

// VARIANTS



// MARK

CIRCLEBACK//

// WORDMARK



// INVERSE / LIGHT MODE

// COLOR

PALETTE.

Engineered for high-contrast utility. Lime is the only chromatic input. Everything else is grayscale. Do not introduce additional hues.

bg.primary #0A0A0A	text.primary #F5F5F5	accent.lime #D4FF00	accent.magenta #FF2E92	text.secondary #9A9A9A
PRIMARY Backgrounds, hero surfaces	TEXT Body, headlines, primary text	ACCENT CTAs, highlights, active states	WARNING Errors, deprecations, rare emphasis	SECONDARY Captions, subdued copy, metadata

// USAGE RULES

ALLOWED	bg.primary as the dominant surface across all destinations.
ALLOWED	accent.lime for CTAs, hover states, focus rings, active indicators.
ALLOWED	text.primary for body, headlines, and primary content.
DEPRECATED	Teal, cyan, sky-blue, indigo, or any 'AI-startup' purple gradient.
DEPRECATED	White or cream backgrounds outside of the inverse logo lockup.
DEPRECATED	accent.lime as a body-text color or large fill. CTAs and accents only.
DEPRECATED	accent.magenta in any context other than warnings or deprecation notices.

// TYPOGRAPHY

TYPE.SYSTEM.

// DISPLAY • COURIER NEW (SYSTEM MONOSPACE)

CIRCLING BACK.

GENTLY. PERSISTENTLY. ON TIME.

COURIER NEW – system monospace. Available on every operating system. No font upload required. Use bold weight for headlines and display. All caps for display. CSS stack: 'Courier New', Courier, monospace.

// BODY • HELVETICA (SYSTEM SANS)

The quick brown fox circles back on the lazy dog.

Helvetica handles all body copy, UI surfaces, navigation, captions, table data, and form fields. Tight tracking. Never centered for long-form. Pair sparingly with the monospace display face.

HELVETICA – system sans. Available on every operating system. CSS stack: Helvetica, Arial, system-ui, -apple-system, sans-serif.

// TYPE SCALE

TOKEN	SIZE	LEADING	FACE
display	56pt	1.0	Courier New Bold UPPERCASE
h1	40pt	1.0	Courier New Bold UPPERCASE
h2	24pt	1.1	Courier New Bold UPPERCASE
h3	16pt	1.2	Courier New Bold
body.lg	16pt	1.55	Helvetica Regular
body	14pt	1.55	Helvetica Regular
caption	12pt	1.4	Helvetica Medium
eyebrow	8pt	1.4	Courier New Bold UPPERCASE TRACKED

// VOICE & TONE

HOW WE SOUND.

Circleback sounds like a deeply considerate former chief of staff who has seen every awkward follow-up email ever sent and has decided to handle it for you. Warm, dry, slightly self-aware. Confident enough to make a joke, restrained enough to never push the joke too far.

// ALLOWED

- + Considerate, not aggressive
- + Dry, not sarcastic
- + Warm, not cute
- + Specific, not vague
- + Self-aware about follow-up culture
- + Calm. Always calm.

// DEPRECATED

- Hustle-bro energy
- Exclamation marks. Ever.
- Emoji-driven copy
- Fake urgency ('Limited time!')
- SaaS-speak ('streamline', 'unlock')
- Apologetic about what we do

// SAMPLE OUTPUT

// HERO HEADLINE

STOP FORGETTING TO FOLLOW UP. START FORGETTING TO FEEL GUILTY ABOUT IT.

// SUBHEAD

Three perfectly-timed follow-ups. 72h, 7d, 14d. Then it lets it rest.

// VISUAL STYLE

HOW IT LOOKS.

Brutalist. Technical. Documentation-first. The product is software and the brand looks like its source code. Think Linear, Vercel, Internet Archive, JetBrains, a terminal at 3am.

// ATTRIBUTES

layout	Asymmetric, left-aligned. Visible grid structure. Generous left margin.
spacing	Tight. Density is a feature. Section padding 64px on desktop.
corners	0px border-radius. Everywhere. No exceptions. No pills.
borders	1px hairline in #222 or accent.lime. Strong, visible, structural.
shadows	None. Use borders and contrast instead.
imagery	Schematic diagrams, technical screenshots, system illustrations.
iconography	Outlined, geometric, 1.5px stroke, monoline. Square endcaps.
motion	Sharp. 150ms ease-in-out. No bounce. No spring. Cuts, not fades.

// DEPRECATED — DO NOT SHIP

- Cream / parchment / warm beige backgrounds
- Serif typography of any kind
- Rounded corners. Soft shadows. Glassmorphism. Frosted blur.
- Stock illustrations of cartoon people pointing at laptops
- Centered hero with headshot collage
- Inter Black, Roboto, or any default Google Sans as headline face
- Animated sparkle icons, AI badges, or 'Powered by' chips