Research Built

RESEARCH FIRST. BESPOKE BY DESIGN.

Research first.
Bespoke by design.

Identity and application guide · 28 September 2026

The identity

The R symbol connects the brand initial with a measurement marker. Its colour expresses creative capability; navy, white and cyan create the main reading environment. Research Built is the primary brand. Start, Growth, Platform and Mini are service offers within that brand.

Use the name **Research Built** in profiles and copy. The domain is **researchbuilt.co.uk**. Use the descriptor “Research-backed B2B websites and useful software.”

Colour and hierarchy

Navy	Cyan	White	Surface
#090b21	#9cf3ed	#ffffff	#11293c

Reserve pink and violet for the logo and focused creative moments. Body copy, tables, forms and controls need stable contrast and a calm hierarchy. Do not use accent colour as the only carrier of meaning.

Logo variants





Clear space: at least 25% of the symbol width. Preserve the aspect ratio. Keep the wordmark large enough for the descriptor to read; use the symbol alone at small sizes. The SVG and PDF letterforms are outlined. Do not retype the logo or substitute a font.

Profile and campaign assets

Destination	File
LinkedIn company logo	linkedin-logo.png
LinkedIn company cover	researchbuilt-linkedin-cover.png
YouTube channel	researchbuilt-avatar.png + researchbuilt-youtube-banner.png
Facebook page	researchbuilt-avatar.png + researchbuilt-facebook-cover.png
Instagram and square posts	researchbuilt-avatar.png + researchbuilt-social-post.svg/png
Vertical story or short	researchbuilt-social-story.svg/png
Website social preview	researchbuilt-open-graph.png

Preview crops on the actual platform. Keep essential content centrally placed. Never imply that a stock or generated visual documents a commissioned client result.

Voice and proof

Lead with the buyer’s task, the research question and the website decision. Use plain language. A useful case explains the context, method, observation, change and measured outcome. Name the source and its date for external figures. Keep observed behaviour, stated preference and experimental effects distinct.

Suggested short bio: “Research-backed B2B websites, original content and useful software. Buyer insight shapes the build; testing guides its improvement.”

Motion, accessibility and production

Motion should help explain a relationship or invite exploration. Keep text and forms stable; respect reduced-motion settings, keyboard access and readable contrast. Use meaningful alternative text in application; do not place essential copy only inside an image.

SVG and PDF are vector RGB artwork. Monochrome EPS files are available for single-colour workflows. Have a printer perform the required output-profile conversion. Refer to asset-map.csv for dimensions and brand-tokens.json for web colours.

Platform references: LinkedIn image specifications · YouTube channel artwork. DejaVu font licence included.