CHICAGO
WEB & SEO

Good business.
Better online.

A practical identity for an independent designer serving Chicago and its suburbs.

IDENTITY / DIGITAL / VOICE

One mark. A clear connection.







Six points. Vertical top and bottom tips. A symmetrical vector redraw based on the supplied reference.

Keep clear space equal to at least half the star height on every side. Minimum recommended digital width: 170 px for the full logo; 16 px for the favicon.

Use the supplied artwork. Keep the proportions and orientation. Use the full lockup where the business name needs to be read; use the star alone for small icons.

PRIMARY / REVERSE / INK / WHITE

Outlined SVG + transparent PNG masters

Chicago red. Quiet confidence.

Chicago red
#C52F30
Primary action / key emphasis

Warm paper
#F5F3EE
Primary page background

Ink
#202220
Headings / body / outlines

Charcoal
#1D211F
Dark sections / footer

Slate
#666862
Supporting text on paper

Mist
#DCE8E9
Portfolio presentation surface

Soft rule
#D7D8D0
Borders / dividers

Coral
#E44C46
Star and accents on charcoal

Use red sparingly. Default to ink on paper and paper on charcoal. Coral is a dark-background accent; use primary red for white-text buttons.

Distinctive. Readable. Restrained.

MANROPE / HEADINGS / 500

Built around your business.

Headings: weight 500. Maximum 600 for compact emphasis and the wordmark. Tight tracking is for large display sizes, not body copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

0123456789 / $2,500 / & +

DM SANS / BODY / 400

You have built something worth finding. Let us give it a website and a search presence that does it justice.

Display: 90 px desktop / about 50 px mobile

Section headings: 38-60 px

Body: 17 px / line height 1.65

Labels: 12-14 px / spaced uppercase

Simple choices. Strong hierarchy.

PRIMARY ACTION

LET'S BUILD SOMETHING

SECONDARY ACTION

EXPLORE THE WORK

ON DARK

START A CONVERSATION

Your email address

you@yourbusiness.com

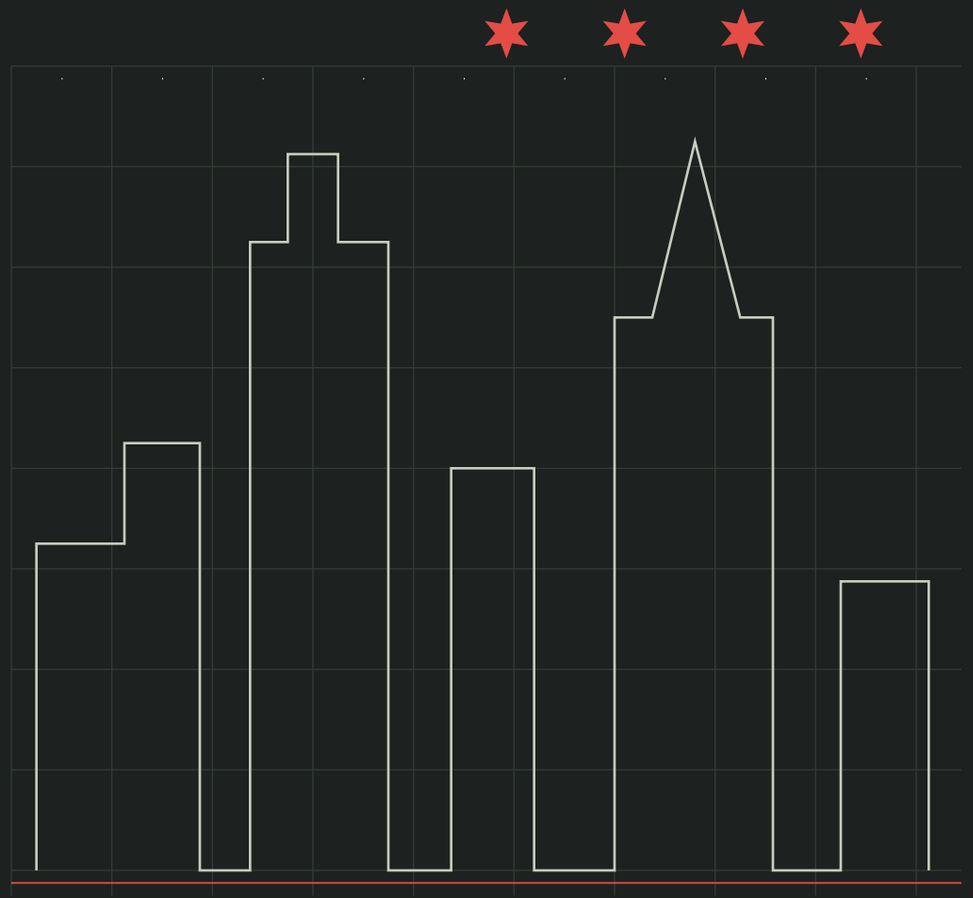
Square corners. One-pixel borders. Uppercase labels with 0.1 em tracking. Minimum button height: 50 px. Keep the primary action visually dominant.

Use visible keyboard focus, real form labels, clear validation, and readable contrast. Include a reduced-motion treatment. On mobile, let controls and columns use the available width.

Spacing rhythm: 8 / 16 / 24 / 32 / 48 / 64 / 96

Architecture, with a human touch.

Make your mark.



Fine architectural lines, purposeful grids, and generous empty space give the identity a Chicago connection without overwhelming the business message.

Use the six-point vector for every star. Keep it upright and proportional. Avoid emoji, asterisks, alternate star shapes, gradients, and heavy glow effects.

Portfolio imagery: real work, clearly labeled studies.

A real person in your corner.

THE POSITION

Independent web design and practical local SEO for Chicago-area small businesses. Work directly with Marty from first conversation to the next improvement.

LOCATION LANGUAGE

Illinois-based. Serving Chicago and the suburbs remotely, with meetings by arrangement.

WRITE LIKE THIS

Clear

Explain the service and the next step in everyday language.

Personal

Use “I” for Marty and make the direct working relationship clear.

Grounded

Show real work and verified facts. Keep goals distinct from results.

A brand you can put to work.

WEBSITE FOUNDATION

Bootstrap 5.3.9, custom CSS, locally hosted Manrope and DM Sans, and separate HTML pages. No build step is needed to open or deploy the static files.

IN THE KIT

Outlined SVG logos + transparent PNGs

Star, four-star motif, favicon + Apple icon

Fonts and open-source licenses

CSS tokens, JSON tokens, Bootstrap Sass settings

This guide and a one-page visual brand board

WEBSITE PAGE FAMILY

Home / Services / Pricing

Website design / Local SEO / Website care

Work / Global Optical / Fieldwork study

Meet Marty / Process / Contact

Insights / 2 article layouts / Privacy / Page map

Brand guide (separate review page)

BEFORE PUBLIC LAUNCH

Confirm business and contact details, connect inquiry delivery, approve portfolio assets, finalize the privacy policy, and review the domain and search setup.