

● AVAILABLE FOR PROJECTS

Dark editorial tech for a *channel operator.*

A professional brand system for Travis Curnutte: CX strategist, channel operator, AI builder. Preserve the live site's premium founder-note energy, tighten it into reusable rules, and keep the work practical, source-aware, and operator-grade.

FIELD NOTES

CX • AI • CHANNEL

VOL. 01 / N°01

SOURCE: TRAVISCURNUTTE.COM
SNAPSHOT: 2026-05-12



Position Travis as the practical operator at the intersection of CX, channel, and AI.

The brand should feel like a founder’s field note, not a consultant brochure. It earns trust through clarity, receipts, and lived operator context.

- 01 **Premium, not precious.** Use restrained effects, precise type, and negative space. Avoid shiny AI theater.
- 02 **Editorial, not magazine cosplay.** Issue numbers, chapter labels, and founder-note cues should organize content, not decorate it.
- 03 **Operator-grade.** Copy should sound like someone who has built, sold, partnered, fixed, and shipped — not someone reciting trends.
- 04 **AI-literate, human-first.** AI is framed as workflow leverage for CX and partner experience, not as magic.

BRAND WORDS

FOUNDER NOTE

CHANNEL OPERATOR

PRACTICAL AI

CX / PX

FIELD-TESTED

NO FLUFF

“Less keynote. More working stack.”



Visual posture

Founder-led, direct eye contact, compact avatar use, no stock/lifestyle filler.

- DO Use proof words: source, artifact, handoff, verified, playbook, field note.
- NO Avoid generic SaaS language: unlock, seamless, transformative, game-changing, cutting-edge.

02

The TC monogram is the anchor. Keep it crisp, dark-first, and protected.

CLEARSPACE = ½ MARK HEIGHT



Construction read

Bold fused “TC” monogram with geometric weight, rounded edges, and a chamfered upper-right cut. The mark reads best as a bright mint/teal signal on near-black surfaces.

- MIN** Digital icon: 32px. Social/avatar: 96px+. Deck cover: 120px+.
- SPACE** Reserve at least half the mark’s height around all sides. Never crowd with text or pills.
- BG** Default on #0A0A0B or #0F0F11. Light backgrounds require a dark container or dark one-color variant.
- NO** Do not stretch, rotate, add outlines, recolor randomly, put on noisy photos, or use as a generic bullet icon.

PREFERRED LOCKUP



SOLO MARK

Use for favicons, avatars, corner bugs, and signature seals. Pair with a tiny mono label when context is needed.

WATERMARK

Use ≤8% opacity only as a structural background element. Never let it compete with a headline.

Use a near-black editorial base with violet, blue, cyan, and mint as controlled signal colors.

INK BLACK #0A0A0B	NIGHT #0F0F11	PANEL #141820	RAISED #1B1B20	BORDER #2A2A30
TEXT #FAFAFA	BODY #C4C4C8	MUTED #A0A0A8	DIM #6A6A72	SIGNAL GRADIENT Violet-Mint
VIOLET #9B8BFF	BLUE #3B82F6	CYAN #7DD3F0	MINT #34D399	PAPER #F4EFE3

Role law

Dark neutrals carry authority. Violet marks availability and editorial UI. Blue/cyan signal AI/technical confidence. Mint is the logo/status/proof color. Paper is for print/editorial relief.

Contrast gate

Primary text should stay #FAFAFA on #0A0A0B. Body copy: #C4C4C8+. Avoid #6A6A72 for paragraph text; reserve it for metadata and dividers.

Accent discipline

Never use all signal colors at full strength in one component. One focal accent, one support accent, the rest muted.

Type does the heavy lifting. Use boxes only after hierarchy is clear.

DISPLAY / FRAUNCES

Hi, I’m Travis. *CX strategist*

UI / INTER

Clean, direct, modern. Used for body copy, navigation, labels, buttons, and components.

META / JETBRAINS MONO

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Scale

Fraunces 700–800	88–104px / 0.95lh / -2% tracking
Fraunces 700	56–64px / 1.0lh / -2% tracking
Inter 700	18–24px / 1.2lh / slight negative tracking
Inter 400	16–20px / 1.45lh / #C4C4C8 or darker on paper
JetBrains 700	10–12px uppercase / 6–8% tracking
Inter 700	14–16px / 44px target / no caps unless label chip

Use italics sparingly

Italic Fraunces is the emotional accent. Use it for one phrase per major headline, never for whole paragraphs.

05

Build pages like field notes: one strong thesis, one editorial frame, disciplined proof blocks.

HERO / FOUNDER NOTE

Practical AI for the channel.

CX

AI

CHANNEL

15

SECTION / DISCIPLINE GRID

01

CX Leadership

02

AI Workflows

03

Brand Growth

04

Telecom

06

Frame

Use thin borders, issue labels, ghost numerals, and dividers to create authority.

Space

Let headlines breathe. Sparse is intentional only when chapter markers anchor the section.

Density

Cards should be compact and proof-oriented. No generic icon wallpaper.

Motion

Use subtle orbital/node movement or gradient reveals. Avoid busy AI particle storms.

Components should feel useful and restrained. Every card needs a job.

PRIMARY CTA

Get in touch

White fill, black text. Use once per viewport.

SECONDARY CTA

Follow the journey →

Dark border button for supporting paths.

STATUS PILL

AVAILABLE

Mono uppercase, violet shell, mint status dot.

PROOF CARD

IN THE GAME SINCE

2009

15+ years operator

FORM PAIR

Email address

Send

Inputs: #0F0F11, 1px border, 8–10px radius.

FAQ / CONTENT ROW

What does Travis do?

Answer in one plain paragraph. No filler.

Radii

Buttons 6–8px. Cards 16–22px. Image/avatar circles only when human identity matters.

Borders

Default #2A2A30. Accent borders only for availability, source proof, or current state.

Icons

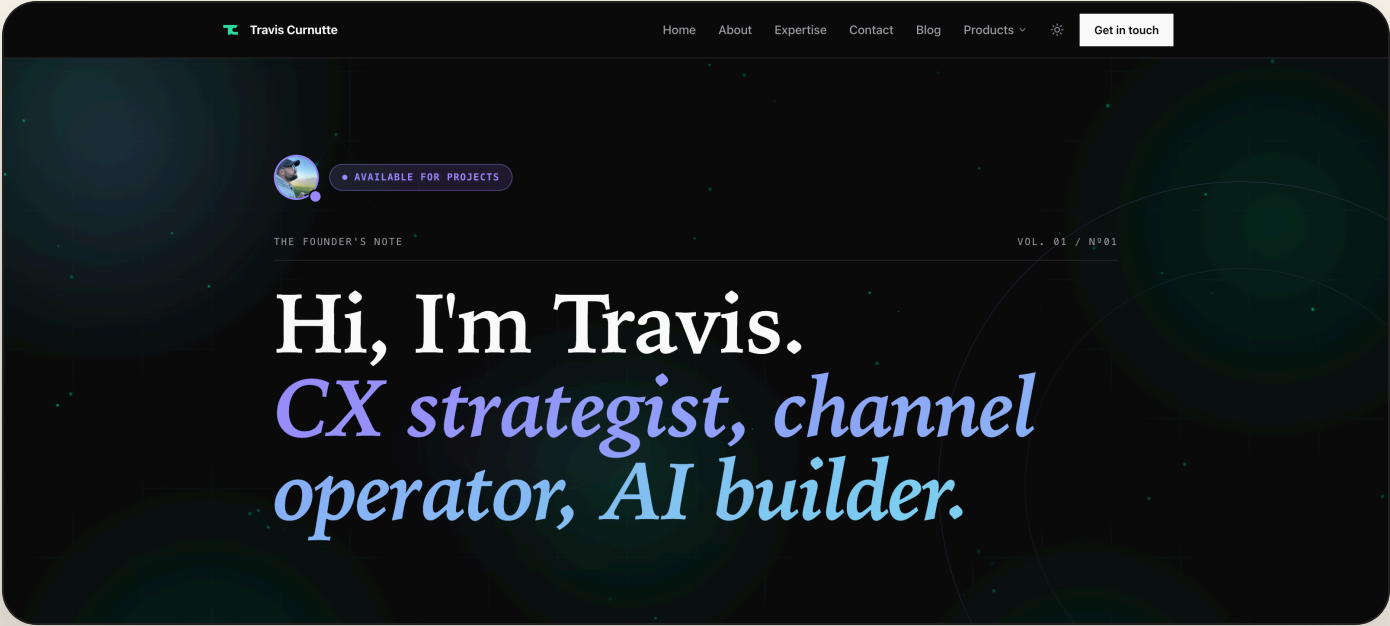
Line icons, 16–20px. No robot heads, magic sparkles, orbit-ring clichés, or decorative dashboards.

Voice should sound like a capable operator leaving receipts.

Short lines. Specific nouns. Source-aware claims. Clear handoffs. Confidence without hype.

Copy rules

- USE** source, artifact, handoff, verified, field-tested, practical, operator, partner experience.
- KILL** unlock, seamless, transformative, revolutionary, game-changing, cutting-edge, delve.
- ANGLE** “AI as workflow leverage for CX/channel operators,” not “AI will change everything.”
- tone** Direct, no-fluff, lightly warm, never sterile, never fake-human.



QA gates before publishing

- 01** Contrast: body text must be readable on dark. Tiny gray metadata is not body copy.
- 02** Mobile: hero line breaks and nav density must be checked, not assumed.
- 03** Source fidelity: use actual TC logo/photo assets. Do not redraw the logo from prompts.
- 04** Claims: only state facts the page, resume, or source artifacts can support.
- 05** Taste: if it becomes generic SaaS cards + glowing nodes, rebuild the architecture.