LatticeSocial — identity guide

Existing LatticeSocial identity supplied by the founder; campaign work by BWEBO PTE. LTD. November 2026.

Purpose A complete managed month of social media marketing for small businesses worldwide, based in Singapore. Planning, content, captions, approval, publishing and reporting belong together.

Identity Independent of bwebo’s creative identity. Inter for practical text; Sora for a short final headline line. Ink #1A2224; paper #FFFFFF; original teal #008C99; accessible deep teal #00707A; coral #FF6B6B; blue #4D96FF; teal tint #F2FAFB. Use ink on light colours, coral and blue; use white on deep teal. Main button uses ink and paper. Body text at least 16px on the web.

Wordmark: keep clear space equal to the mark’s width. Avatar: use the separate mark, preserve its inset and shape. No parent mascot or colour requirement. Keep SVG source and font notices with editable work.

Writing State work, quantity, inputs and next step. “8 posts a month, with two edits from your footage.” Avoid invented history, client results, headcounts, viral promises and filler.

Social Portrait 1080×1350 and square 1080×1080 native PNG/SVG. Three-slide LinkedIn PDFs. LinkedIn cover 1584×396; preview the avatar/UI overlays in the actual

account before upload. Proposed handle @latticesocial has not been verified or connected for this launch. Instagram and LinkedIn first; no live account or automatic scheduler.

Ownership and upkeep BWEBO PTE. LTD. maintains this brand kit and original campaign content. Randy owns commercial acceptance, accounts and publication. Agent-maintained editable source: apps/latticesocial/content.mjs and campaign.mjs. Rebuild after content changes and recheck crops/downloads. Sora and Inter use SIL OFL. The website and original campaign assets are maintained with the brand source.