PROFITABLE
PRO



PROFITABLE PRO, INC. · GILBERTO HERRERA ENTERPRISES

BRAND GUIDELINES

Built For Profit, Driven to Lead

VERSION 1.0 · LAST UPDATED NOVEMBER 3, 2026

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THE ONE RULE

If you are not sure, do not guess. Ask. Brand questions go to g@gilbertoherrera.com.

PURPOSE

This guide protects the brand. It tells anyone who designs, writes, or builds for us how Profitable Pro and Gilberto Herrera should look, sound, and feel.

Follow it and every ad, slide, post, page, and print piece will look like it came from the same place. That is the point. People trust what they recognize. Recognition is the first step in The Profit Flow™.

If you are not sure about something, do not guess. Ask.



ABOUT THE BRAND

Profitable Pro started with a problem Gilberto Herrera kept seeing. Good people with real skill were stuck. Great coaches. Sharp consultants. Talented service providers. They knew how to do the work. They did not have a clear way to get clients, get paid well, and keep the business running without doing everything themselves.

Gilberto had lived his own version of that. Born in Panama City, Panama. Raised in the United States. He made hard choices young and then made a harder one: change direction.

He learned to sell in direct sales, banking, insurance, and business ownership. He became a TEDx speaker and served four years as Alabama's Grow with Google Digital Coach. Along the way he found the pattern. Most businesses do not have a marketing problem. They have a flow problem.

That idea became The Profit Flow™. Profitable Pro, Inc. installs it. Gilberto Herrera Enterprises is the voice, the stage, and the leadership behind it.

Two names. One brand. One system.

OUR MISSION

We help business owners build companies that are profitable, predictable, and built to last.

Most owners do not have a marketing problem. They have a flow problem. Marketing, sales, delivery, and proof are running as four separate fights instead of one system.

We connect them. When the flow works, owners attract better clients, charge what the work is worth, serve people well, and stop carrying the whole business on their back.

OUR VISION

We are building a movement of Profitable Pros.

A Profitable Pro is any owner who turns skill into value, value into demand, and demand into freedom and impact. The coach. The contractor. The firm. The shop owner. The founder. The family business in its third generation. The title does not matter. The flow does.

We want a world where owning a business is a real path to wealth and freedom, not a trap that owns you. Millions of owners running companies that create jobs, support families, and lift whole communities.



WHEN EVERYTHING FLOWS, EVERYTHING GROWS.

PRIMARY LOGO

Our logo is the framework in one shape. Three steps rising to one peak. Use the official files. Never rebuild the mark or retype the wordmark.





THE SHAPE

Three chevrons stacked inside each other, all rising to a single point. Even strokes, even gaps, sharp angles. Below the mark sits the name: PROFITABLE in heavy navy caps, with PRO centered underneath in gold.

THE SYMBOL

Three chevrons for the three steps of the P.R.O. Method: Positioning, Revenue, Operations. The word PRO sits right below them, so the mark and the name say the same thing twice. Three steps that only work when they stack.

TWO MORE READINGS

It is a mountain, because building a business is a climb. It is an arrow, because everything here points up.

THE STYLE

Clean and premium. Flat gold, no gradient, no shading. Equal weight on every stroke and equal space between every chevron. Nothing decorative.

THE LOCKUP

The stacked version is the primary logo. Mark on top, name below, centered. Use it anywhere there is vertical room. On navy, the name turns white and the mark stays gold.

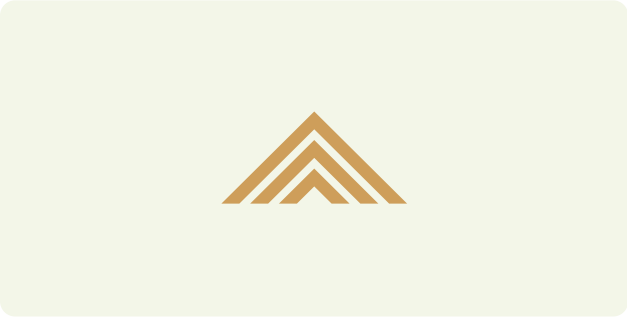
LOGO VARIATIONS



Horizontal lockup. Mark on the left, PROFITABLE PRO stacked to the right. For website headers, email signatures, video lower thirds, and any wide space where the stacked logo would be too small to read.



Horizontal reversed. White name, gold mark. The default horizontal logo on navy, black, and dark photos.



Mark only. The three chevrons with no wordmark. For favicons, app icons, apparel tags, and the corner of a slide once the full logo has already appeared.

Light gray. Watermarks behind text, large faded shapes on slides, sponsor rows, and the back of print pieces. Never the main logo on a page.

ONE COLOR



All white. On navy, black, or photos.



All navy. One-color print, embroidery, stamps.



All gold. Premium pieces: the Intensive, certificates, awards, foil.

PERSONAL BRAND

The Gilberto Herrera logo carries the personal brand. It has its own GH monogram, and it lives inside the same navy and gold system as Profitable Pro.





Gilberto Herrera wordmark. The GH monogram on the left, GILBERTO HERRERA stacked to the right. Always one color: navy on light, gold or white on navy or black. Use it for speaking, media, press kits, the podcast, the Gilberto Herrera Show, and book covers. When the company needs to show too, place the Profitable Pro logo nearby as a separate logo. Never merge the two marks.



Social avatar. Gold mark on a navy circle. Every company profile picture.



GH monogram. Gilberto's profile pictures, the gilbertoherrera.com favicon, lapel pins, and the podcast corner bug.



On photos. Put the logo on a solid navy block when the photo is busy.

CLEAR SPACE AND MINIMUM SIZE



LOGO	PRINT MIN	SCREEN MIN
Stacked	1.25 in (32 mm) wide	150 px wide
Horizontal	1 in (25 mm) wide	120 px wide
GH wordmark	1.5 in (38 mm) wide	180 px wide
GH monogram	0.4 in (10 mm) tall	32 px tall
Mark only	0.3 in (8 mm) wide	24 px wide



Stacked · 32 mm



Horizontal · 25 mm



Mark · 8 mm

Shown at actual print minimum.

CLEAR SPACE

X = the height of the smallest chevron. Leave at least 1X on all four sides. Nothing enters it. No text, no photos, no page edges. The official files already include this space, so place them as they come.

ALIGNMENT

The mark and the wordmark share one center line. Never shift one off center. In the horizontal lockup, the wordmark lines up on the left.

WHY THE MINIMUMS ARE BIG

The word PRO is small and light. It is the first thing to disappear. If the space is smaller than the minimum, switch to the horizontal logo. Still too small? Use the mark only.

EXPORT RULE

For screens, export PNG at 2x the size it will display. For print, use SVG or PDF. Never use a JPG of the logo for print.

LOGO SIZES BY PLACEMENT

Use this chart so nobody has to guess. Pick the placement, use the version and size listed.

PLACEMENT	VERSION	SIZE	POSITION
DIGITAL			
Website header	Horizontal	180 to 220 px wide desktop, 140 px mobile	Top left
Favicon and app icon	Mark only	32, 180, and 512 px square	Centered, 15% padding
Social profile picture	Avatar, navy (company) or GH monogram (personal)	1080 x 1080 master, shows at 400 px	Centered
Social post (1080 x 1350)	Horizontal or mark	200 px wide horizontal, or 64 px mark	Bottom corner, 60 px margin
Email signature	Horizontal	200 px wide, exported at 400 px	Below name and title
Email header (GHL)	Horizontal	220 px wide on a 600 px email	Centered or left
Slides (1920 x 1080)	Stacked on title, mark after	480 px wide title, 64 px tall mark	Mark bottom right, 48 px margin
Video lower third	Horizontal reversed	260 px wide at 1080p	Left of name bar
YouTube watermark	Avatar, navy	150 x 150 px	Bottom right
Zoom background	Horizontal	320 px wide	Top right, clear of your head
PRINT AND PHYSICAL			
Business card (3.5 x 2 in)	Stacked reversed front	1.4 in wide	Centered on navy
Letterhead and proposals	Horizontal	1.75 in wide	Top left, 0.6 in margins
Proposal or workbook cover	Stacked	3 in wide	Top third, centered
Speaker one-sheet	GH wordmark	2.25 in wide	Top
Retractable banner (33 x 80 in)	Stacked	20 in wide	Top 20 percent, above eye level
Step and repeat	Stacked + GH wordmark	14 in wide each	Alternating grid
T-shirt, left chest	Stacked, one color	3.5 in wide	4 in down from collar
T-shirt or hoodie, full front	Stacked	10 in wide	3 in below collar
Hat front	Mark only	2.25 in wide	Centered
Certificate or award	Stacked, all gold	2 in wide	Top center

DO NOT DO THIS

Every one of these breaks trust a little. Use the file as it comes.



Do not stretch or squash. Scale from the corner only.



Do not rotate. It always sits level.



Do not recolor. Gold and navy, or one color for the whole logo.



No shadows, glows, or outlines.



No white on gold. It fails contrast. Use navy on gold.



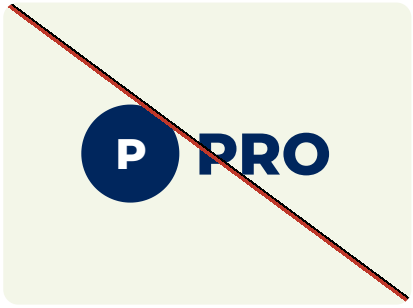
Not on a busy photo. Move it or add a navy block.



Do not retype the name. Use the file.



Do not remove a chevron or change the spacing.



Do not use the old P-arrow logo. It is retired. Archive the old files.

WHICH FILE TO USE

All logo files live in the Brand Logo Kit folder. Names tell you what is inside.

FILE NAME	USE IT FOR
PP-Logo-Stacked-FullColor	Default logo on cream or white
PP-Logo-Stacked-Reversed	Default logo on navy, black, and dark photos
PP-Logo-Stacked-White / Navy / Gold	One-color print, apparel, foil, embroidery
PP-Logo-Stacked-LightGray	Watermarks and quiet placements
PP-Logo-Horizontal-FullColor / Reversed	Website, email signature, lower thirds, letterhead
PP-Logo-Horizontal-White / Navy	One-color wide placements
PP-Mark-Gold / Navy / White	Favicons, hats, slide corners, tags
PP-Mark-Avatar-Navy / Cream	Social profile pictures, YouTube watermark
GH-Wordmark-Navy / Gold / White / Black	Speaking, media, press kit, podcast, book
GH-Monogram-Navy / Gold / White / Black	Personal profile pictures, favicon, pins, podcast bug

SVG

Websites, Canva, and print shops. Sharp at any size.

PNG

Slides, social posts, email, and GoHighLevel. Transparent background.

PDF / AI / EPS

Large print, signage, and embroidery vendors. Send the vector, never a screenshot.

OUR PRIMARY COLORS

Navy is the anchor. Gold is the accent. Cream gives it room to breathe. Gold is a highlight, not a background.

Profit Navy

HEX #00265D · RGB 0 / 38 / 93 · CMYK 100 / 59 / 0 / 64

Trust, depth, and authority. Our default background and our default text color.

Premium Gold

HEX #CE9E5A · RGB 206 / 158 / 90 · CMYK 0 / 23 / 56 / 19

Value and reward. Use it for accents, rules, buttons, key numbers, and the one thing you want people to see first.

THE 60 / 30 / 10 RULE



Navy carries the weight. Cream keeps it clean. Gold points at what matters. On a light page, flip navy and cream. Gold stays at about 10 percent either way.

OUR SECONDARY COLORS

Support colors fill in the system. They never replace navy and gold as the lead.

Cream
#F3F6E8
243 / 246 / 232
1 / 0 / 6 / 4

Our light background. Softer than white. Pages, slides, and print.

Black
#000000
0 / 0 / 0
0 / 0 / 0 / 100

Photography, video, and high-contrast moments. Use sparingly. Navy is our dark.

Light Gold
#E8C68F
232 / 198 / 143
0 / 15 / 38 / 9

Hover states, chart tints, dividers, and large background shapes.

Flow Blue
#1C4FA1
28 / 79 / 161
83 / 51 / 0 / 37

Links, UI states, and the second data series where navy is too heavy.

Slate
#5A6472
90 / 100 / 114
21 / 12 / 0 / 55

Captions, borders, table lines, and secondary text.

Values listed as HEX, RGB, CMYK. Light Gold RGB corrected in this version.

WHERE EACH COLOR GOES

ELEMENT	COLOR
Page and slide backgrounds	Navy or Cream
Headlines	Navy on light, White or Cream on navy, Gold for one key word
Body copy	Navy on light, Cream on navy
Primary buttons (CTA)	Gold button, Navy text
Secondary buttons	Navy outline, Navy text
Links	Flow Blue on light, Light Gold on navy
Captions, borders, dividers	Slate or Light Gold

COMBINATIONS AND ACCESSIBILITY

These pairs are tested. Use the safe ones for text. Use the failing ones only for shapes.

AA
Cream on Navy · 13.3 : 1

AA
Navy on Cream · 13.3 : 1

AA
Gold on Navy · 6.0 : 1

AA
Navy on Gold · 6.0 : 1

AA
Gold on Black · 8.7 : 1

AA
White on Flow Blue · 7.8 : 1

PAIR	RATIO	USE
Cream on Navy	13.3 : 1	**Pass.** Our best reading pair. Use it everywhere.
Navy on Cream	13.3 : 1	**Pass.** Default for documents, proposals, long copy.
Gold on Navy	6.0 : 1	**Pass.** Headlines, subheads, and body copy.
Navy on Gold	6.0 : 1	**Pass.** Buttons and callout blocks.
Gold on Black	8.7 : 1	**Pass.** Premium print and awards.
Slate on Cream	5.5 : 1	**Pass.** Captions and secondary text.
Gold on Cream	2.2 : 1	**Fail.** Shapes, rules, and icons only.
White on Gold	2.4 : 1	**Fail.** Put navy on gold instead.
Navy on Black	1.4 : 1	**Fail.** Not enough separation. Pick one.

Body copy is never smaller than 16 px on screen or 10 pt in print.

TWO FONTS. THAT IS IT.

Never add a third. Both are free Google Fonts, so every designer, VA, and tool can use them.

Aa

HEADINGS · ANTON

One weight, all caps, tight tracking. Anton is loud on purpose. It is how we sound when we make a point. Titles, headlines, and big numbers. Never a full paragraph.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa

BODY · MONTSERRAT

Regular, Medium, SemiBold, and Bold. Clean, modern, and easy to read on a phone. Body copy, subheads, buttons, captions, and the logo wordmark in all caps.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BUILT FOR PROFIT, DRIVEN TO LEAD

When Everything Flows, Everything Grows

Fallbacks. If Anton is not available in a tool, use Impact. If Montserrat is not available, use Arial. Only in email clients and systems that cannot load fonts.

TYPESETTING AND HIERARCHY

STYLE	SAMPLE	SIZE
Anton, all caps Title	TITLE	60 pt
Anton, all caps Heading	HEADING	32 pt
Montserrat SemiBold Subtitle	Subtitle	24 pt
Montserrat Bold, all caps Section header	SECTION HEADER	16 pt
Montserrat SemiBold Subheading	Subheading	12 pt
Montserrat Regular Body	Body copy sits here. Short lines. Plenty of air.	12 pt
Montserrat Medium Italic Quote	*"You are one flow away."*	15 pt
Montserrat Regular, all caps Caption	CAPTION TEXT	9 pt

Sizes are for print documents. On screen, multiply by 1.33 for pixels. Body copy never goes under 16 px.

SPACING RULES

- Set Anton with tracking between -20 and 0. Never loose.
- Set Montserrat body at 150 percent line height. Give it air.
- Keep paragraphs to three lines or less. Most people read us on a phone.
- Never center more than two lines of body copy.
- Never stretch or condense type to make it fit. Change the size instead.
- Highlight one key word in gold per headline. One, not three.

BRAND VOICE

We sound like a leader in the trenches, not a guru on a pedestal. We are direct, but we are for you. We tell you the truth about your business, then hand you the next step.

YOUR LEADS ARE NOT THE PROBLEM. YOUR FOLLOW-UP IS. MORE TRAFFIC WILL NOT SAVE YOU. FIX THE CONVERSION FIRST. YOU BUILT THIS FOR FREEDOM. RIGHT NOW IT OWNS YOU. YOU ARE ONE FLOW AWAY.

CLEAR

Simple words. Short sentences. Fifth-grade reading level. If a smart idea is hard to read, we rewrite it.

"Attention. Trust. Conversation. Client. Result. Referral. That is the whole flow. Find where yours stops."

DIRECT

We say the thing. No long setup and no soft edges. If something is broken, we name it.

"Your leads are not the problem. Your follow-up is. You have 47 people who raised their hand and never heard from you again."

IN THE TRENCHES

We have built it, sold it, and delivered it. We teach from what we have done, not from theory we read.

"I've made this mistake. Twice. Here is what it cost me and how I fixed it."

STRATEGIC

We connect the dots. Marketing, sales, delivery, and proof are one system, so we never talk about one without the others.

"More traffic will not save you right now. You are converting 4 percent. Fix that first and the same traffic pays you double."

HUMAN

We care about the person, not just the revenue. Business should serve your life.

"You built this to have more freedom. Right now it owns you. Let's change that."

TONE BY CHANNEL

One voice. The volume changes with the room. Here is how it adapts.

CHANNEL	TONE	SAMPLE COPY
Website and sales pages	Bold and persuasive. Short lines. Strong promise, clear proof, one next step.	*"Stop chasing clients. Start creating Profit Flow. Book your Revenue Acceleration Session."*
Email	Personal and conversational. Like a note from one owner to another.	*"Quick question. You got the leads. Did anyone call them back? I ask because that is where most of it leaks."*
LinkedIn	Professional and useful. Teach something real. Lead with a sharp observation.	*"Most consultants do not need a new offer. They need a reason for someone to say yes this week."*
Instagram and TikTok	Fast, punchy, high energy. One idea per post. Open with a pattern interrupt.	*"You are one flow away. Not one funnel. Not one hack. One flow."*
Stage and speaking	Warm, story-driven, and personal. Build the lesson on a real moment, then give the framework.	*"I was 17 and heading one direction. One decision changed the whole thing. Your business is waiting on a decision too."*
Client and community	Supportive and steady. Encouraging without being soft. Always point at the next action.	*"Great work this week. You closed two. Now let's turn them into two testimonials before the month ends."*
Proposals and corporate	Confident and grounded. Plain language, clear scope, clear outcomes. No hype.	*"Here is what we will build, what it costs, and what it should return in the first 90 days."*
Sales calls and DMs	Curious and calm. Ask more than you tell. Earn the next step.	*"Walk me through what happens after someone fills out your form. Who calls them, and how fast?"*

NEVER USE

"Unlock your potential," "next level," "game changer," "elevate your brand," "secret sauce," "hustle harder," "in today's digital landscape," "crush it," or "revolutionize your business." Never use em dashes. Use a period, a comma, or a new sentence.

PHOTOGRAPHY

Our photos should feel real. Someone did the work and the camera was there.







REAL MOMENTS

Shoot real moments, not staged stock. If it looks like a stock photo, it is off brand.

LIGHT

Warm, natural light. Window light beats studio light. Avoid harsh flash and heavy shadows.

WARDROBE

Navy, black, cream, gray, and white. Let gold show up in one small detail, like a pocket square or a pin.

COMPOSITION

Leave open space on one side so a headline has somewhere to live. Shoot wider than you think you need.

EDITING

Warm the image slightly. Lift the shadows a touch. Keep skin tones true. No heavy filters. No black and white unless it is a full campaign.

CONSISTENCY

One preset across a campaign. Consistency matters more than any single image.

WHAT WE SHOOT



PEOPLE

Show the work happening. Speaking, teaching, coaching, listening, closing, building.

Faces are the priority. Eye contact with the camera or real focus on another person.

Use real clients and real audiences when we have permission. Show real range in age, background, and industry.

Avoid: fake handshakes, staged laughter around a laptop, arms-crossed hero poses, and pointing at a whiteboard nobody is using.



PRODUCTS

Our product is a system, so photograph the evidence of it. Dashboards, workbooks, printed frameworks, whiteboards with real writing, the Manifesto poster, event materials.

Shoot on clean surfaces. Navy, cream, or wood. One clear subject per frame. Add one gold object as an accent. One is enough.

Screens show real work, never placeholder text. Blur client names when needed.



PLACES

Stages, conference rooms, community spaces, and studios.

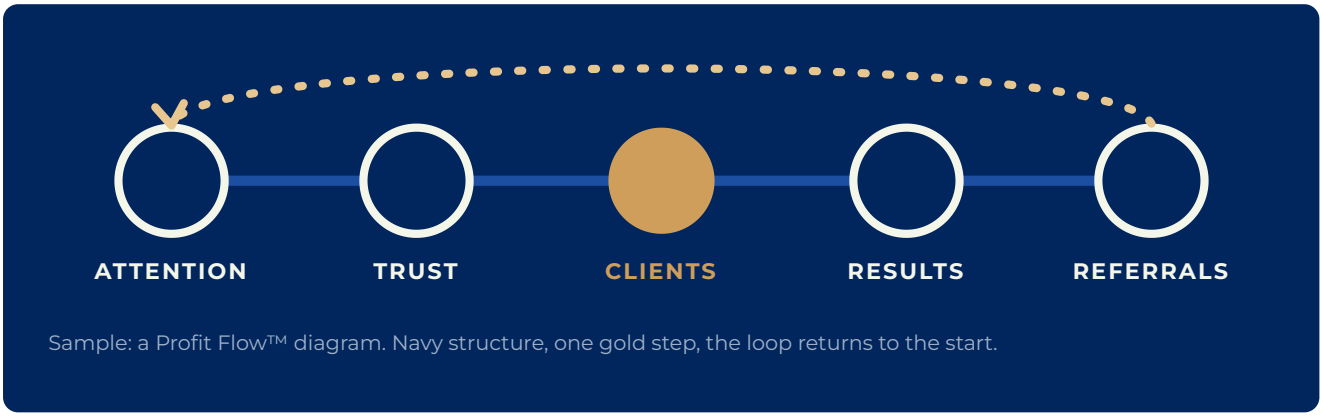
Include the room and the audience. A full room tells the story faster than a headshot does.

Birmingham and community settings are part of who we are. Use them. Everybody WENS and Profitable Pro Live belong here.

Keep backgrounds simple. If the room is busy, get closer.

GRAPHICS

Our graphic system is built from one idea: movement. Arrows, flow lines, and connected steps come straight from the logo.



Sample: a Profit Flow™ diagram. Navy structure, one gold step, the loop returns to the start.

LINE AND SHAPE

- Thick and confident. Minimum 4 px at 1080 wide.
- Flat geometric shapes. Circles, rounded rectangles, arrows, connecting lines.
- Containers get an 8 px corner radius. Soft, not bubbly.
- No hairlines, no hand-drawn styles, no 3D, no drop shadows.

COLOR

- Flat fills only. Navy for structure, gold for the highlight, cream for the ground, Flow Blue and Slate for support.
- One gold element per layout. If everything is gold, nothing is.
- Never use a color that is not in this guide.

MOTION

- Movement goes up and to the right, then loops back around. That is The Profit Flow™.
- Ease in and out at 300 to 400 ms. Smooth, never bouncy.
- Build one step at a time.
- No spinning, flashing, or sliding text.

ICONS

Icons should look like they came from the same family as the logo. Outline style, rounded caps, geometric shapes.



STROKE STYLE

Outline, not solid. Solid fills are reserved for the logo.

LINE WEIGHT

2 px stroke at 24 px. Scale the stroke with the icon so it always looks the same weight. Rounded caps and joins.

SIZES AND PADDING

Three sizes: 24, 32, and 48 px. Padding equals 25 percent of the icon size. An icon next to text is never smaller than the cap height of that text.

COLOR

Navy is the default. Gold marks the active, selected, or featured state. Slate is for disabled or secondary. Never more than two icon colors in one layout.

LABELS

Icons support words. They do not replace them. Label an icon unless the meaning is obvious.

ONE SET

Use one icon set across a project. Recommended: Lucide or Phosphor (Regular). Do not mix sources.

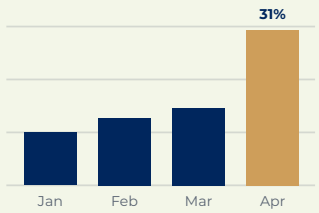
ANIMATION

A short fade or a slight scale on hover. Nothing spins.

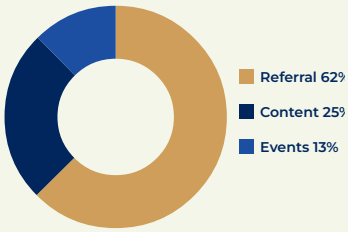
CHARTS

Data should look like it belongs to us. Navy first, gold for the point you are making. Every chart gets a headline that says what it means.

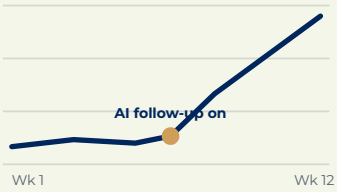
Follow-up doubled our close rate



Referrals bring most new clients



Pipeline climbed after the fix



EVERY CHART

- Cream or white background. Gridlines no heavier than 1 px Slate at 20 percent.
- Series order: Navy, Gold, Flow Blue, Slate, Light Gold.
- Label data directly on the chart. Skip the legend when you can.
- Montserrat for all chart type. Caption size for axis labels.
- Write "Follow-up doubled our close rate," not "Close rate by month."

BAR

Compare things side by side. Keep bars navy and turn the one bar you are highlighting gold.

PIE

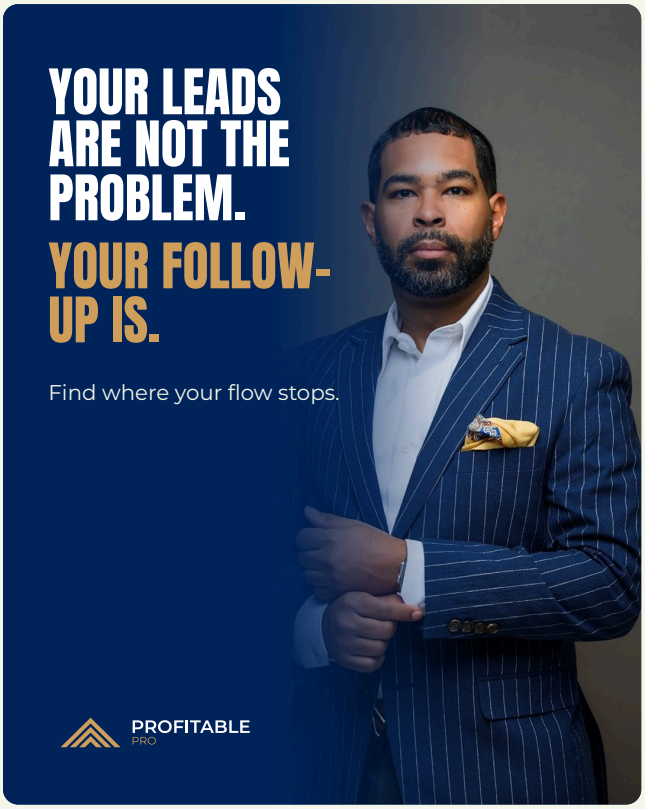
Parts of one whole. Four slices max. Largest slice starts at the top and goes clockwise. Never for change over time.

LINE

Movement over time. A 3 px navy line. Mark the turning point in gold and label what happened there.

DIGITAL APPLICATIONS

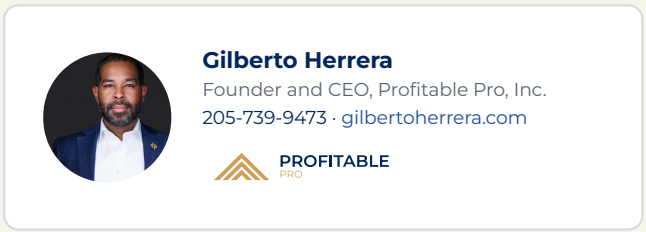
This is where it all comes together. Every piece should look like it came from the same company.



Instagram and Facebook post. 1080 x 1350. Anton headline, one gold line, horizontal logo bottom left.



Webinar and VSL slides. 1920 x 1080. Mark only in the corner after the title slide.



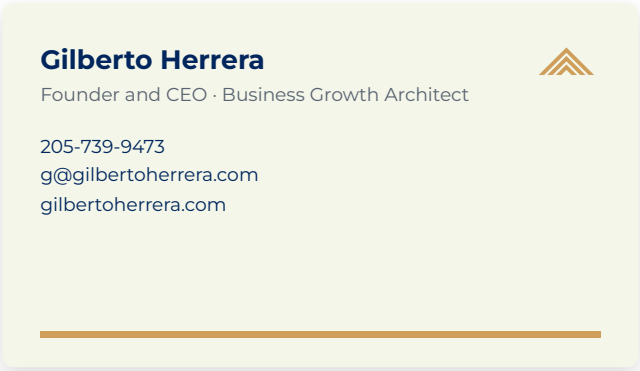
Email signature. Headshot, name, title, one phone, one link, horizontal logo at 200 px.

- Website and landing pages
- GoHighLevel funnels, forms, and calendars
- Email headers and signatures
- LinkedIn banners and article covers
- Instagram, Facebook, and TikTok templates
- YouTube thumbnails, channel art, end cards
- Webinar and VSL slide decks
- Community and course platform branding
- Zoom and video call backgrounds
- Podcast and Gilberto Herrera Show cover art
- Ads for Meta, LinkedIn, and YouTube

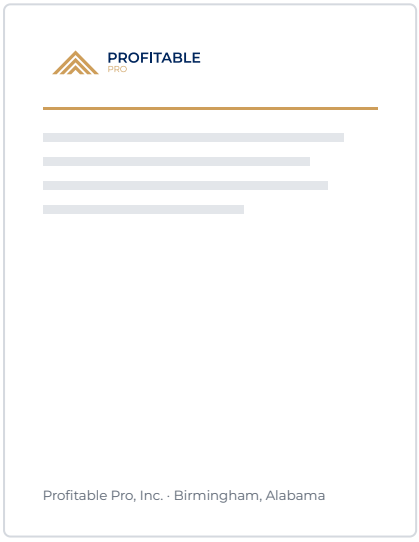
PRINT APPLICATIONS



Business card, front. Navy, stacked reversed logo centered.



Business card, back. Cream, Montserrat, one gold rule.



Letterhead and proposals.



Speaker one-sheet. GH wordmark on top.



Retractable banner.

- Business cards and letterhead
- Speaker one-sheet and press kit
- Proposals and pricing sheets
- The Profitable Pro Manifesto poster
- Workbooks, worksheets, and client binders
- Event banners, retractable stands, stage backdrops
- Certificates and award pieces
- Book covers and interiors
- Direct mail and leave-behinds

OTHER APPLICATIONS



Apparel. Navy sweatshirt, stacked full-color logo, full front at 10 in wide. Our best-performing piece on camera.

ITEM	LOGO AND COLOR
Apparel, tees, and hats	Navy or black garment. Stacked or mark in gold or white.
Signage and window graphics	Stacked reversed on a navy panel.
Event swag	Notebooks, pens, bottles, totes. Mark only or stacked, one color.
Trade show and table covers	Navy cover, stacked logo centered on the front drop.
Vehicle and travel branding	Horizontal logo, white on navy, plus website.
Community and sponsor materials	Light gray or one-color logo in sponsor rows. Match the partner's logo height.

PROFITABLE
PRO

BUILT FOR PROFIT, DRIVEN TO LEAD

Questions about the brand, logo files, or approvals:
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