

dewbwah.

WEBSITE-FIRST BRAND SYSTEMS

the llm brand kit reference.

A sample of the practical, zero-BS brand system DewBwah builds before a website gets designed, written, and turned loose on actual buyers.

How to use this: Provide this document to your AI (ChatGPT, Gemini, Claude) as a structural reference. Tell it: *"Interview me to generate a brand kit for my contracting business using this exact format and tone."*

— 01 FOUNDATION

Start with the business truth.

Not the logo file. A brand kit has to explain who the business is for, what they want more of, what they should stop chasing, and why the buyer should believe them.

One-Sentence Position

DewBwah builds website-first brand systems for contractors and local service businesses that need clearer trust, stronger leads, and less marketing theater.

Not Chasing

Businesses that want magic hacks, fake urgency, vague "brand vibes," or a cheap logo that somehow fixes a broken sales process.

Best-Fit Buyer

Owners who are good at the work but tired of losing jobs to competitors with cleaner websites, better proof, and clearer follow-up.

Core Promise

Make the business easier to understand, easier to trust, and easier to hire before the first call happens.

— 02 VOICE SYSTEM

Say it like a human.

Specifically, a human who has paid for bad marketing. The voice rules keep the site from sounding like a SaaS brochure that wandered onto a jobsite with clean boots. Be direct, specific, and contractor-fluent.

WEAK / CORPORATE FILLER

We elevate your digital presence with a robust strategy.

BETTER / DIRECT TRUTH

We make your website explain what you do, where you work, and why a decent customer should call you.

WEAK / GENERIC AGENCY SPEAK

Our team leverages solutions to maximize engagement.

BETTER / RESULTS FIRST

We build the pages, proof, tracking, and follow-up that stop leads from wandering off.

WEAK / PASSIVE

Contact us to learn more.

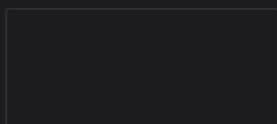
BETTER / CONFIDENT

**Book the call. Bring the messy
version. We'll tell you what's actually
broken.**

— 03 VISUAL SYSTEM

Look expensive. Don't act precious.

Use visual rules that help the website feel sharp, useful, and trustworthy. Pretty with no strategy is just expensive wallpaper. A dark-first system keeps the focus on the work.



Obsidian

Primary Backgrounds
Navbars & Footers
Dark surfaces



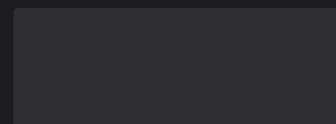
Signal Teal

Primary Actions
Branded Emphasis
Section eyebrows



Chalk

Light-mode sections
Testimonials
Proposal pages



Slate

Elevated dark UI
Card backgrounds
Depth contrast

TYPOGRAPHY RULES

Archivo

Used for heavy display, H1s, and hard-hitting headlines. Weight 800 for display, 700 for subheads.

DM Sans

Used for all body copy and descriptions. Clean, legible, and modern. Never above weight 500.

JetBrains Mono

Used exclusively for data, stats, and speed metrics to prove performance.

— 04 WEBSITE APPLICATION

Turn the brand into pages that sell.

A brand kit should make the website faster to build and harder to water down. **Website rule: If the page doesn't help a buyer decide, it's decoration.**

- **Hero Copy:** Names the buyer, the pain, and the outcome without a vague "welcome to our site."
- **Service Pages:** Explains the process, pricing factors, locations, proof, FAQs, and next steps.
- **Case Studies:** Shows what was broken before you stepped in and what exactly changed after.
- **Forms:** Asks useful qualifying questions without turning into a 42-step interrogation.
- **Calls to Action:** Sounds like the business, not a template someone found at midnight.
- **FAQs:** Answers the objections buyers are embarrassed or too polite to ask out loud.

Let AI help, but don't let it turn your brand into soup.

Give your LLM this document as context. Then, execute this 4-step prompt workflow to generate your own brand kit based on actual business context.

1. Interview the Owner

Prompt the AI: *"Ask me questions one by one about my buyers, bad-fit work, margins, service areas, proof, sales process, objections, and the exact language my customers actually use."*

2. Draft the Kit

Prompt the AI: *"Turn my answers into positioning, voice rules, offer framing, visual direction, website page guidance, and CTA language, matching the exact format of the DewBwah reference."*

3. Kill the Generic Parts

Prompt the AI: *"Review the draft. Remove all corporate filler, vague 'quality' claims, fake urgency, and any sentence that could belong to 900 other generic businesses. Make it blunter."*

4. Build From It

Prompt the AI: *"Now act as my brand guardian. Use this finalized kit to write my service pages, landing pages, and social copy without losing the thread or sounding like a robot."*

Before the website gets built, settle this.

This is the difference between a useful brand system and a folder full of pretty files nobody knows how to use.

- Who the business wants more of, and who it should actively stop attracting.
- Service-area language that matches how real people actually search in your city.
- Voice rules with concrete examples of what to say and what to never say.
- The plain-English offer and the very first problem the buyer wants solved.
- Proof points: reviews, jobsite photos, case studies, credentials, and guarantees.
- Visual rules for colors, typography, cards, buttons, and page rhythm.
- Website structure: homepage, services, locations, proof, FAQs, and conversion paths.
- An AI prompt workflow so future content doesn't drift into robot mouth.

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Need this done for your business instead of fighting AI?

dewbwahmarketing.com/contact