

Brief in. *Launch out.*

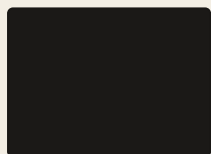
The identity, voice and message system for Launch Bureau, an assisted launch service for agencies with a client brief and a deadline.



01 / IDENTITY

A brief, one corner turned.

The mark is a page with its top-right corner folded: the brief, handed across the bureau's desk. The fold is oxblood; the body takes the ink of its surface. It appears as the logo, as the bullet in lists and as the small square that marks a step.



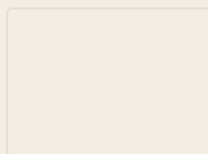
Ink
#1B1917



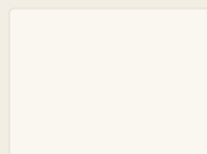
Oxblood
#7B2230



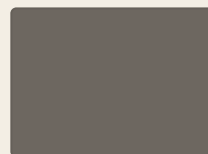
Brass
#C2A26A



Bone
#F3EEE4



Linen
#FAF7F1



Slate
#6D6760

Typography

From brief *to live.*

Instrument Serif for display and the wordmark, italic for emphasis · DM Sans 400/500/600 for body and interface · both under the SIL Open Font License

The studio's own *surfaces*.



Still lifes, not screens

Photography shows the studio's working surfaces — linen, cloth, paper, brass — as AI-generated editorial still lifes. Client work is never shown; Harvest's own launches appear as labeled internal demonstrations with their real dates.

Restrained motion

Staged reveals, a stagger on the deliverable list, a small square that marks the current step. Every animation is removed under reduced-motion preferences; every control works from the keyboard.

Exact information stays typeset

Prices, dates, deliverables, states and captions are composed in HTML/CSS and vectors. A generated image or film never carries a commercial claim.

Your next client launch, from brief *to live*.

Launch Bureau takes a client brief and account access, returns one reviewable direction, and delivers a researched offer, name and identity, a published site with a working form, two stills and a film, one capped Meta campaign and a plain report — as one piece of work.

The buyer

US agency owners and heads of delivery at 5–49–person agencies, four or more client launches a year, a project inside 60 days. Studios and repeat founders are secondary and reported separately.

The voice

Composed, exact, unhurried. Name the deliverables. Say what is reviewed and what is received. Say what is separate in the same breath as the price.

The offer

\$999 once per launch. Client media and domain costs separate and at cost. One consolidated revision round, 30 days of hosting, an ownership handoff. No subscription.

The invitation

Apply for a \$999 launch. Free to apply; a written scope precedes any fee; no booking is created by applying.

Evidence standard. Warmstride is an internal demonstration with dated figures, never a client. No invented clients, testimonials, revenue, time savings or independent review. Delivery timelines are pilot targets conditional on inputs and access. Launch Bureau is identified as a Harvest brand.