

# AdMax

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BRAND IDENTITY BOOK

*A field guide*  
to the agency  
*that never*  
*sleeps.*

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AdMax · admax.cool · admax@admax.cool

Senior strategists + AI agents.

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01 · A NOTE

# On why this *agency exists.*

*I spent years inside marketing rooms where the strategy was right and the execution never caught up. Smart people set good plans on Monday and watched them die by Friday because there were not enough hours in the week.*

*AdMax exists because that gap finally got an answer. The senior strategist still owns the thinking. The senior strategist still picks up your phone call. What changed is that the work between those phone calls now happens at the speed it should have been happening all along.*

*We work month to month because we should have to earn the next one every month. If we ever stop, fire us. If we are doing this right, you will not have to.*

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Alejandro Ceballos

FOUNDER · ADMAX

02 · IDENTITY · 01 — THE WORDMARK

# The wordmark.

***Five letters. Three colors of intent. The A and X are set in tan because they are the bookends of the brand. The DM in the center carries the volume. Always lockup, never split.***



ADMAX

## MINIMUM SIZE

24px digital · 12mm print

Below this the proportions break.

## CLEAR SPACE

Equal to height of "A"

No element inside this margin.

## ORIENTATION

Horizontal lockup only

Never rotate. Never stack the wordmark.

03 · IDENTITY · 02 – VARIANTS

# Variants.

***Use the wordmark for everything that has room. The monogram covers favicons, social avatars, and any space narrower than 64px. Never invent a new lockup.***



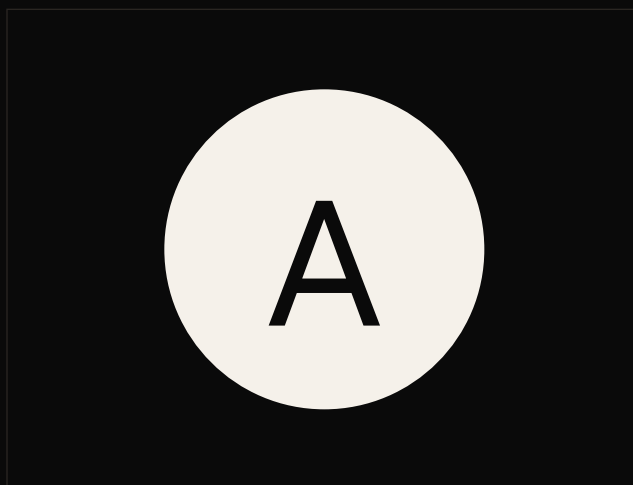
WORDMARK

***Primary lockup***

MONOGRAM

***Favicons, app icons, profile circles***

STACKED

***When width is restricted***

PROFILE CIRCLE

***Social platforms (IG / TikTok / LinkedIn)***

04 · IDENTITY · 03 — NEVER

# Never these.

***Six things that break the brand instantly. None of them are forgiveable, even at small sizes, even in a rush.***

× Do not stretch

*Never distort the height-to-width ratio. The A loses balance and the wordmark looks amateur.*

× Do not recolor

*No purples, no client-brand overlays, no rainbows. The palette is sacred.*

× Do not rotate

*Always horizontal. The wordmark never sits on a diagonal or vertical axis.*

× Do not add effects

*No glow, drop shadow, bevel, gradient, or outline. Flat 2D ink only.*

× Do not crowd

*Respect the clear space. Never lock against text, edges, or photography.*

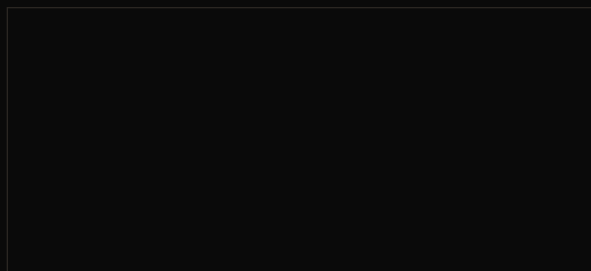
× Do not retype

*The wordmark is a custom geometric construction. Never re-set in Helvetica or Inter.*

## 05 · THE PALETTE

# Three colors, *one mood.*

***Editorial restraint. Black runs everything. Tan does the heavy work. Cream is the polish. There is no fourth color.***



PRIMARY · 60%

## Ink Black

#0A0A0A

*Background, type, depth*

ACCENT · 25%

## Warm Tan

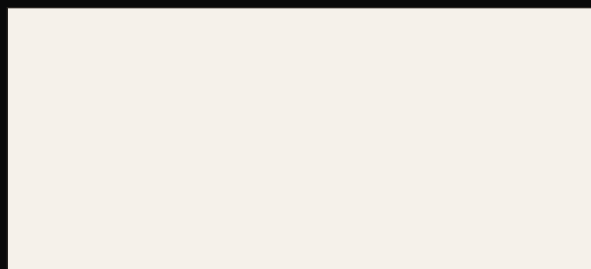
#C9A57B

*CTA, accents, brand markers*

SECONDARY · 10%

## Cream

#E8D8B8

*Tertiary accent, contrast bursts*

TEXT · 5%

## Bone

#F5F1EA

*Body copy, headlines on dark*

06 · TYPOGRAPHY

# Four faces.

***Syne carries headlines. Fraunces italic does the emotional work.  
Inter is the body voice. JetBrains Mono is the spec sheet.***

AaBbCc 123

SYNE · 700 / 800

***Display headlines, names,  
numbers. Set tight (-2% tracking)  
at 32pt and up.***

***AaBbCc 123***

FRAUNCES · ITALIC

***Emotional accents inside  
headlines, pull quotes, founder  
voice.***

AaBbCc 123

INTER · 300 / 400 / 500

***Long-form body, captions, web.  
Light at 16-19px on dark.***

AaBbCc 123

JETBRAINS MONO · 500

***Labels, eyebrows, metadata.  
Letter-spacing 0.22em uppercase.***

## 07 · VOICE + TONE

# How the brand *sounds out loud.*

***Five qualities, in order of priority. When they conflict, the earlier one wins.***

01 Secure

***Calm, grounded, never breathless. We do not write in exclamation points.***

02 Trustworthy

***Specific over vague. Numbers over adjectives. We name the trade-offs.***

03 Knowledgeable

***We have seen this before. We have opinions, and we explain them.***

04 Expert

***We pick the lever. We do not narrate every option in the room.***

05 Loyal

***We argue for the client even when the client is not in the room.***

## 08 · WORKED EXAMPLES

# Say this. *Not that.*

- 
- AVOID ***"We are passionate about driving growth."***
  - USE We pick channels with positive contribution margin.
- 
- AVOID ***"Cutting-edge AI-powered solutions."***
  - USE AI agents that run bids while your strategist sleeps.
- 
- AVOID ***"Synergy across the funnel."***
  - USE Three changes in the first 30 days, in this order.
- 
- AVOID ***"Best-in-class performance marketing."***
  - USE Senior people on the account. No juniors hiding.
- 
- AVOID ***"We have a deep understanding of your space."***
  - USE We have run this exact playbook eleven times.
-

09 · PHOTOGRAPHY

# The frame.

***Editorial, never stock. Soft contrast, warm shadow, no faces shouting at the camera. The subject is the room, the screen, the work. Treat every image with slight desaturation and a 12% black overlay.***



01 · MIAMI WINDOW — 04:00

***Studio at night. The single screen lit. The work continuing.***



02 · WORKSPACE — TEAM HAND

***Humans and screens share the desk. Never one without the other.***

10 · OPERATING MODEL

# Where humans and *agents meet.*

## THE HUMAN SIDE

### Senior strategist

***Strategy, taste, judgement.***

- Sets the plan and priorities.
- Owns the client relationship.
- Answers the phone.
- Reviews every shipping piece of work.
- Picks bets the data does not see yet.
- Decides what is on-brand.

## THE MACHINE SIDE

### AI agent team

***Volume, vigilance, velocity.***

- Ships variants and tests at scale.
- Watches every channel every minute.
- Pages the strategist on anomalies.
- Drafts copy that hits the brand check.
- Runs bid, audience, and budget moves.
- Reports continuously, never weekly.

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***The combination is what most agencies cannot give you.***

11 · APPLICATIONS

# In the wild.

***Recurring brand surfaces. Each one set with the same restraint: a thin tan eyebrow at the top, Syne for the headline, Fraunces italic for accents, JetBrains Mono for metadata.***

01 · EMAIL SIGNATURE

Alejandro Ceballos  
***Founder***

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***Senior strategists.***  
***Always on machines.***

ADMAX.COOL  
ADMAX@ADMAX.COOL

02 · BUSINESS CARD · 3.5 × 2 IN

+ ADMAX

CAC vs.  
***LTV.***

Stop reporting one  
without the other.

03 · IG / TIKTOK 1:1 TILE

12 · AUDIENCE VERTICALS

# Six rooms *we work in.*

*Each vertical has its own landing page, its own playbook, and its own answer to the question "what changes in the first 30 days."*

01

## E-commerce

*Shopify, DTC, omnichannel retail*

02

## Startups

*Pre-seed through Series B operators*

03

## Retail

*Brick-and-mortar with foot-traffic intent*

04

## Restaurants

*Independent and small-group operators*

05

## Gyms

*Studio, CrossFit affiliate, boutique*

06

## Websites

*Lead generation and conversion lift*

EACH VERTICAL LIVES AT [admax.cool/lp/{slug}](https://admax.cool/lp/{slug})

13 · THE PROMISE

We earn the  
*next month*  
every month.

*No annual contracts. No setup fees that lock you in. Email by 5 pm on the last day of the month and account access is revoked Friday. We do not have a retention department because retention is supposed to be earned every month, every time.*

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A COMMITMENT — NOT A SLOGAN

14 · COLOPHON

# Set in this. *Made by hand.*

DISPLAY	<i>Syne — Bonjour Monde, OFL</i>
SERIF	<i>Fraunces — Undercase Type, OFL</i>
BODY	<i>Inter — Rasmus Andersson, OFL</i>
MONO	<i>JetBrains Mono — JetBrains, OFL</i>
PALETTE	<i>#0A0A0A · #C9A57B · #E8D8B8 · #F5F1EA</i>
ENGINE	<i>PDFKit + custom layout script</i>
REPO	<i>scripts/build-brand-book.cjs</i>

## AdMax

*— the agency that never sleeps.*

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