



BEACONSHIRE ADVISORY

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Tax Strategy · Fractional CFO · Financial Planning

BRANDING CUSTOMIZATION GUIDE

Make It Your Own

How to rebrand the Content Command Center

Dashboard · Planner · PDFs · Marketing Kit.

Rebrand the whole package in under fifteen minutes.

WELCOME

Rebrand the Package in Under 15 Minutes

If you're an advisor, agency, coach, or adjacent service firm who wants to deliver the Content Command Center to your own clients under your own brand, this guide is the whole playbook. Four deliverables. Four short walkthroughs. You do not need to be a developer to do any of this.

The package was built on the assumption that it will be rebranded. The brand palette, logo, firm name, and contact info are isolated in a small number of places; once you know where they live, you can swap everything in minutes.

WHAT YOU'LL NEED

A text editor (VS Code, Sublime, or even Notepad works fine). Your firm's logo as a transparent PNG, roughly 1024×680px. Your brand's primary and accent hex colors. If you plan to rebuild the PDFs, Python 3 with ReportLab installed.

PART 01 · THE DASHBOARD

Rebranding the Interactive Tool

The React dashboard has a built-in Brand Panel. You don't need to touch the code.

Three-minute walkthrough

1. Open the dashboard in your browser. 2. Click the gold gear icon in the top-right corner to open the Brand Panel. 3. Replace the fields: company name, tagline, primary color, accent color. 4. Click one of the six preset palettes if you want a head start, or enter custom hex codes. 5. Click Apply. The entire dashboard recolors instantly — headers, buttons, highlights, even the loading states.

What's controlled by the Brand Panel

- Company name (shown in top-left and footer)
- Tagline (shown under the company name)
- Primary color (all navigation, headers, primary buttons)
- Accent color (calls-to-action, highlights, active states)
- Six curated preset palettes (click any to swap both colors at once)

THE RESET BUTTON.

At the bottom of the Brand Panel is a 'Reset to Beaconsire' button. If you want to compare your rebrand against the original, click it — your customizations are preserved until you click Apply again.

PART 02 · THE 30-DAY PLANNER

Rebranding the HTML Planner

The 30-Day Planner is a single self-contained HTML file. Everything lives inside one document — fonts, colors, layout, and content. Open it in any text editor and you can rebrand it in under five minutes.

What to edit

At the top of the file, inside the `<style>` block, you'll find CSS variables for every color. Change those and the entire document updates. The palette below shows the defaults; simply replace the hex values with your own.

```
/* Open the planner HTML file in any text editor.
Find the color block near the top and replace these lines: */

:root {
  --navy: #0B1628; /* Replace with your primary */
  --beacon: #2E407C; /* Replace with your secondary */
  --gold: #C4AA72; /* Replace with your accent */
  --cream: #FAF7F0; /* Background tint */
}

/* Near the cover section, find the firm name: */
<h1>Your Firm Name</h1>
<div class="subtitle">Your tagline here</div>
```

Keep Notion compatibility

The planner is designed to paste cleanly into a Notion page. Your CSS is ignored when pasted into Notion — only the structure comes through. That means your color changes apply when the planner is printed or viewed in a browser, but Notion will render in Notion's own style. This is by design; fight it and you'll break the two-format promise.

If a client wants the Notion version branded too, the path is: import the HTML into Notion, then apply your firm's Notion workspace colors in Notion's own settings. Not this file's job.

PART 03 · THE COLOR SYSTEM

The Beaconsire Palette (and How to Swap It)

Every deliverable in the package uses the same eight-color palette. Changing them everywhere is a search-and-replace across four files. Here's the full reference.

NAVY	BEACON	GOLD	OFF-WHITE	CHARCOAL	SLATE	PAPER	LT GOLD
#0B1628	#2E407C	#C4AA72	#FDFEFE	#212020	#B5B3B5	#F7F5F0	#EFE6D2

Pairing rules

NAVY and OFF-WHITE are the primary text pair — all body copy is charcoal on paper, all headers are navy, all inverted panels are off-white on navy. Do not pair navy with charcoal; they fight.

GOLD is the accent, used sparingly — eyebrow labels, dividers, callouts, the corner brackets on covers. It should appear on maybe 5% of any page. If it appears on more, it loses its job.

BEACON is a secondary accent, used for H3 headings and the pillar-1 (Educate) badge. In a rebrand, this is often the color you'll want to tune most carefully — it needs to read as 'related to primary' without being the primary.

The three tints (PAPER, LIGHT GOLD, LIGHT NAVY) are background fills only. They never carry text longer than a callout box. Keep them muted — if they compete for attention, your page breaks.

PART 04 · REBUILDING THE PDFS

Regenerate the Two Branded PDFs

The Implementation Playbook and this Branding Customization Guide are both generated from Python scripts. The scripts are included with the source package. Rebuilding them with your brand is three steps.

Step 1: Install ReportLab (once)

```
pip install reportlab
```

Step 2: Edit the color constants

At the top of each build script (build_playbook.py and build_branding_guide.py), you'll find a block like this. Replace the hex values with your own:

```
NAVY = colors.HexColor("#0B1628") # primary
BEACON = colors.HexColor("#2E407C") # secondary
GOLD = colors.HexColor("#C4AA72") # accent
OFFWHITE = colors.HexColor("#FDFEFE") # text on dark
PAPER = colors.HexColor("#F7F5F0") # interior background

LOGO_PATH = "/path/to/your_logo_transparent.png"
```

Step 3: Run the script

```
python3 build_playbook.py
python3 build_branding_guide.py
```

Each script outputs a branded PDF in a few seconds. If anything fails, the most common cause is a missing logo file at LOGO_PATH — point it at your logo and re-run.

LOGO SPECS

Transparent PNG. Approximately 1024×680 pixels (1.5:1 aspect ratio). The cover page sizes it automatically; you don't need to match exactly. If your logo is square or tall, adjust the width/height ratio in the cover_page function accordingly.

PART 05 · THE MARKETING KIT

Rebranding the Marketing Kit Document

The Marketing Kit is a Word document (.docx) containing reel scripts, email sequences, and caption libraries — built for your own funnel, not for clients. Rebranding it is simpler than the PDFs because Word's built-in find-and-replace handles most of it.

The five find-and-replace passes

Open the .docx in Word, LibreOffice, or Google Docs. Run find-and-replace on each of these strings:

FIND	REPLACE WITH
Beaconshire Advisory	Your firm name
beaconshireadvisory.com	yourfirm.com
james@beaconshireadvisory.com	Your email
James Flecker	Your name
stop running on vibes	Your tagline or remove the line

Header and footer

The cover page header has the navy color block and gold accent bar as table shading — these stay by default. If you want to change them, Format → Shading on the relevant cells. Don't worry about this unless your brand really clashes with navy.

PART 06 · QUALITY CHECKLIST

Before You Ship to a Client

Run through this before you send the rebranded package to anyone. Fifteen minutes of checking catches ninety percent of the embarrassments.

- ☐ Dashboard: open it, confirm company name in top-left and footer are yours.
- ☐ Dashboard: check every tab — Week, Month, Hooks, Platforms, Monday — colors consistent.
- ☐ Dashboard: Brand Panel still works (test it — confirm your defaults load correctly).
- ☐ Planner HTML: open in browser, confirm cover shows your firm name and tagline.
- ☐ Planner HTML: hit print preview — confirm print layout doesn't break with your colors.
- ☐ Playbook PDF: cover has your logo, firm name, URL.
- ☐ Playbook PDF: every interior page header/footer has your firm name and URL.
- ☐ Playbook PDF: the signature block on the closing page has your name and email.
- ☐ Playbook PDF: any mention of Beaconsire in the body copy has been removed or replaced.
- ☐ Branding Guide PDF: rebuild it or delete it before sending (it's a meta-document — clients don't need it).
- ☐ Marketing Kit docx: every search-and-replace pass completed.
- ☐ Marketing Kit docx: spot-check the reel script and email sequence for leftover 'Beaconsire' mentions.
- ☐ Marketing Kit docx: your social handles are updated in the caption library.
- ☐ All files: filenames renamed to drop 'Beaconsire' prefix.

THE 5-MINUTE PRE-FLIGHT CHECK

Before any client delivery, open all four files in order — dashboard, planner, playbook, marketing kit. Spend one minute scanning each. If anything feels Beaconsire-flavored or off-brand, you'll catch it. Ship only after this pass.

07 · LICENSING & SUPPORT

What You Can and Can't Do

You CAN — rebrand this package for your own firm's clients. Modify any of it to fit your practice. Use it as a free lead magnet, as part of a paid onboarding, or as a standalone deliverable. Rebuild the PDFs with your colors and logo. Fork the dashboard and add your own features.

You CANNOT — resell this package as a standalone product. White-label it and sell it as your own tool. Strip Beaconshire attribution from the source code or this guide itself. Use Beaconshire's name or logo in your own marketing without permission.

NEED A COMMERCIAL LICENSE OR WHITE-LABEL SUPPORT?

We build custom lead-magnet packages for other firms. If you want your own branded version delivered as a turnkey deliverable — or if you'd like to license the underlying framework for resale — email hello@beaconshireadvisory.com. We reply within two business days.

"A brand is a promise you keep every time a client sees your name. Make the rebrand worth the weight of that promise."

James Flecker

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