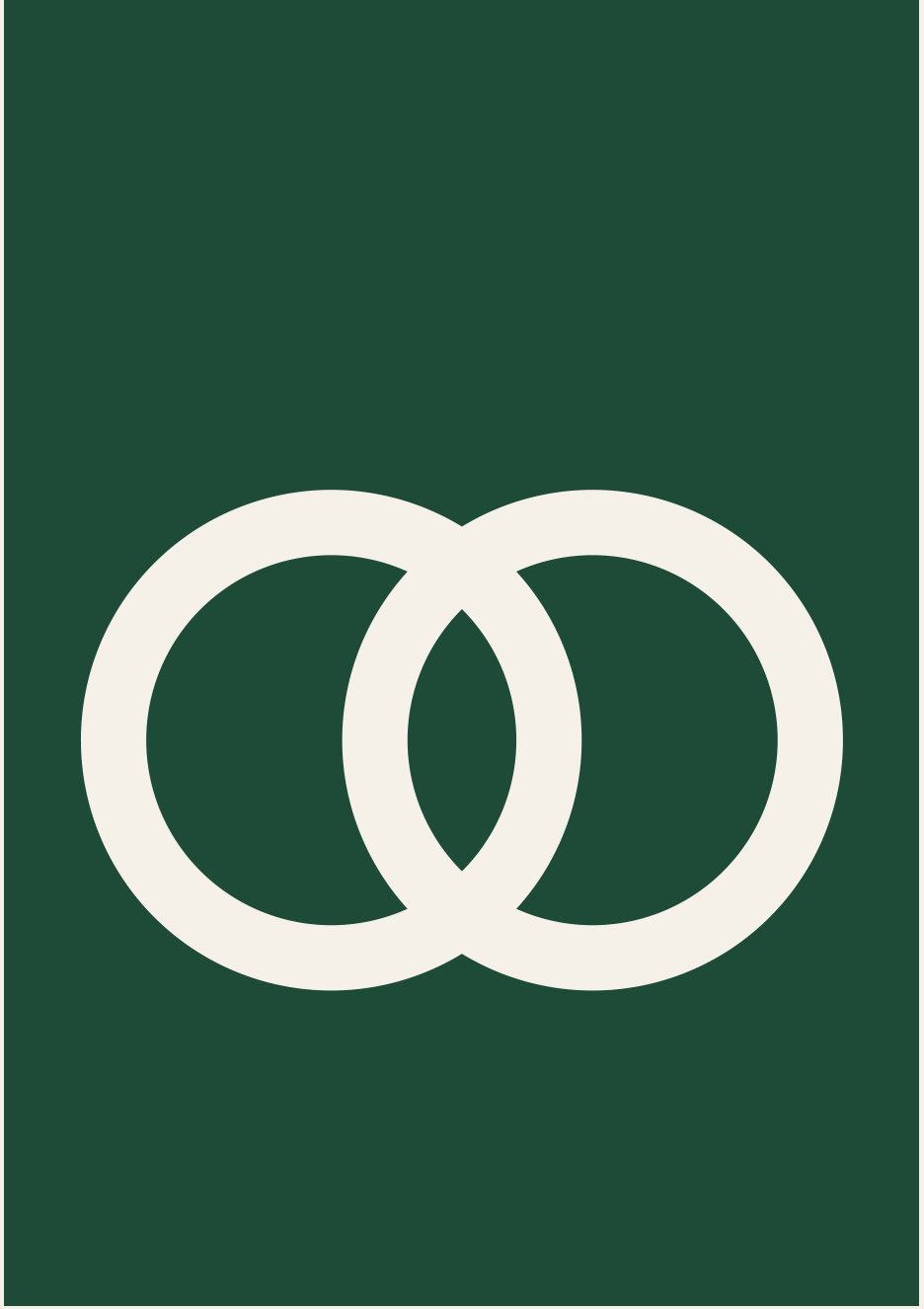
twokey

BRAND BOOK · VERSION 1.0 · NOVEMBER 2026

Twokey

Hand it over. Get your hours back.



01 The idea
02 Positioning and proof
03 Personality and voice
04 Colour
05 Type
06 Layout and pictures
07 Logo
08 Messaging
09 In use
10 Files and open items

CHAPTER 01

The idea

Twokey builds AI automations for small and mid-sized businesses in the UK and US. We take the repetitive admin off the owner's desk, and every system we build stays in the owner's own accounts.

A two-key system is the oldest control in banking and security: nothing important opens unless two keys turn. That idea runs through the whole brand.

01

Two founders, two keys

Elviana Aliaj holds the systems key: cloud architect, five years at Microsoft and Google. Dervis Kanina holds the numbers key: financial consultant, PwC and Nestlé. Every engagement gets both.

02

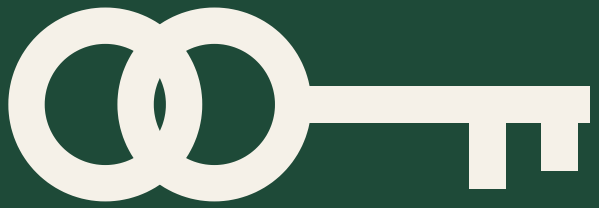
Two-key safety

Anything that moves money or speaks to a customer waits for a person to turn the second key, unless the client asks in writing to automate it.

03

You hold the master key

Everything runs in the client's own accounts and is theirs to keep after the first month. If they leave us later, it keeps running.



THE MARK

The mark is a key with a double bow: two overlapping rings for two founders, two keys and two-key control, on a single shaft, because there is one business. The wordmark is lowercase twokey in Fraunces SemiBold, with no space and no "AI" suffix.

CHAPTER 02

Positioning and proof

Who we are for, what we are, and why anyone should believe us.

For	Owner-run businesses with 5 to 100 staff in the UK and US: hospitality, trade and distribution, professional services, e-commerce. Single automations for firms of 1 to 5 too
Who	lose evenings to bookings, invoices, reconciliations and inbox triage
Twokey is	an automation studio run by a cloud architect and a finance consultant
That	gives back hours every week, in systems the owner fully owns and controls
Unlike	agencies that rent you their black box and charge you to keep it running
Because	we built it for our own businesses first, and we run them on it every day

ONE LINE

Hand it over. Get your hours back.

ELEVATOR PITCH, 30 SECONDS

“We're a husband-and-wife team. One of us is a cloud architect from Microsoft and Google, the other a finance consultant from PwC and Nestlé. We run several small businesses of our own, and we automated their admin first: bookings, invoices, reconciliations, customs paperwork, daily reports. We now do the same for other owners. Everything we build runs in your own accounts and is yours after the first month. Nothing touches money or customers without your sign-off, unless you ask us to automate it.”

PROOF

We built it for ourselves first.

Hours a week handed over in the founders' own businesses: cooking school, import–export, two companies, short-stay rentals. We describe them by kind, never by name. Until the hours are measured, every public use carries the label "founders' estimate".

WORKFLOW	BEFORE	AFTER	HRS/WK
Bookings from three platforms into one calendar, with payments	Copied by hand	Synced, checked daily	5
Income, expenses and an end-of-day summary	Spreadsheet every evening	In the team chat at 23:30	4
Reconciliations: sales book, ledgers, stock	Hours in Excel	One file, differences flagged	6
Customs import paperwork	Re-typed from PDFs	Filled from the declaration	3
Inbox triage and reply drafts	Read everything	Only what needs the owner	3
Cash, receivables and payables report	Asked for weekly	On the owners' phones daily	2.5
Staff prep lists and guest dietary checklists	Written each morning	Generated from bookings	2
Total			**≈25**

Founders' estimate, being measured.

CHAPTER 03

Personality and voice

Operators, not gurus. We sound like the calm person who has already fixed this problem for themselves.

WE ARE	WE ARE NOT
Plain-spoken	Hype ("revolutionise", "10x")
Specific: numbers, names of tools, hours	Vague ("unlock efficiencies")
Accountable: two named founders	Faceless "AI team"
Careful with money and customers	"Fully autonomous" anything
Warm, a little dry	Cute, emoji-heavy

WRITING RULES

How we write

Lead with hours, not with AI

"Your Monday invoices, done by 9am," not "AI-powered invoicing."

Name the tools

Xero, QuickBooks, Shopify, Gmail, Slack, Odoo. Owners trust what they recognise.

Before → after

Show the old way and the new way side by side.

One spelling per piece

British spelling for UK material, US spelling for US material. Never mix the two in one piece.

Sentence case

For headings and buttons. No exclamation marks.

Always say what needs a human

Every proposal and case study states which steps keep a person in the loop.

✓ SAY

"Bookings from three platforms land in one calendar, already paid and reconciled."

✕ NOT

~~"Our AI-powered platform seamlessly unifies your booking ecosystem."~~

✓ SAY

"Nothing moves money without your approval."

✕ NOT

~~"Fully autonomous finance agents."~~

BANNED WORDS

~~revolutionise~~ ~~unlock~~ ~~leverage~~ ~~synergy~~ ~~seamless~~ ~~cutting-edge~~ ~~game-changer~~ ~~supercharge~~ ~~AI-powered (as an adjective)~~

Colour

Use the tokens by name. Every colour has a light value for Paper and a dark value for Night.

Ground and text

Paper is the default ground, never pure white. Ink is for text.

Paper Night

Paper

`--paper · #f5f1e8 · #131311`

Page and slide background. Warm ledger paper, never pure white.

Paper Night

Paper raised

`--paper-raised · #fffdf7 · #1d1c19`

Cards, tables, screenshot frames sitting on paper.

Paper Night

Ink

`--ink · #191915 · #f2ede2`

Body and headline text on paper, paper raised, brass soft and ledger soft.

Paper Night

Ink muted

`--ink-muted · #5a564d · #aba597`

Captions, footnotes, source lines on paper and paper raised.

Paper Night

Line

`--line · #dcd5c6 · #35332d`

Hairline rules and table dividers only. Never the only boundary of a control.

Signal

Only for "needs a human" and pain points. Keep it small.

Paper Night

Signal

`--signal · #a63a24 · #e37a62`

Only for "needs a human" and "before" pain points. A dot, a label, a number. Never a big block.

Brass: the key colour

Use it once per view: the mark, a key number or a single highlight. Brass text on paper uses brass ink.

Paper Night

Brass

`--brass · #b07a1e · #d6a54e`

Fills, the mark, one highlight per page. As text on paper, large sizes only (24px and up).

Paper Night

On brass

`--on-brass · #191915 · #131311`

Text on a brass fill.

Paper Night

Brass ink

`--brass-ink · #7a5212 · #e2b866`

Brass-coloured text and links on paper.

Paper Night

Brass soft

`--brass-soft · #eeddb8 · #3a2e18`

Highlight bands behind numbers and pull quotes; ink text on it.

Ledger: the control colour

For anything about ownership, approval or safety: the ownership slide and the guarantee band.

Paper Night

Ledger

`--ledger · #1e4a38 · #7dbb9a`

Owner-owned, approved, safe. Section blocks, the ownership slide and the guarantee band.

Paper Night

On ledger

`--on-ledger · #f5f1e8 · #0e1913`

Text on a ledger fill.

Paper Night

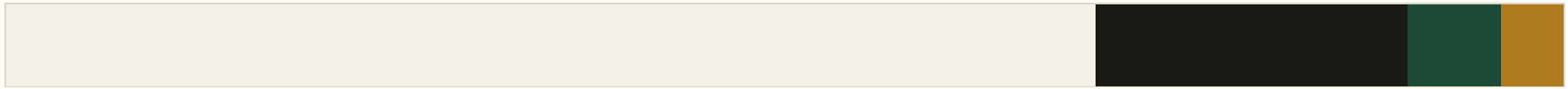
Ledger soft

`--ledger-soft · #d3e2d8 · #1b3127`

Quiet ledger tint for "after" states in before/after tables; ink text on it.

PROPORTION

Roughly 70% paper, 20% ink, 10% brass and ledger combined.



Paper 70% Ink 20% Ledger 6% Brass 4%

CONTRAST, WORKED OUT FROM THE VALUES ABOVE (WCAG 2)

Aa	Body text on the page	Ink on Paper	15.6:1 · AAA
Aa	Body text on a card	Ink on Paper raised	17.3:1 · AAA
Aa	Captions and sources on the page	Ink muted on Paper	6.5:1 · AA
Aa	Captions and sources on a card	Ink muted on Paper raised	7.2:1 · AAA
Aa	Text on a highlight band	Ink on Brass soft	13.2:1 · AAA
Aa	Text in an "after" cell	Ink on Ledger soft	13.1:1 · AAA
Aa	Text on a brass fill	On brass on Brass	4.7:1 · AA
Aa	Brass text and links on the page	Brass ink on Paper	6.1:1 · AA
Aa	Brass as large text on the page	Brass on Paper	3.3:1 · large text only
Aa	Text on a ledger block	On ledger on Ledger	8.9:1 · AAA
Aa	"Needs a human" on the page	Signal on Paper	5.7:1 · AA
Aa	Paper text on an ink block	Paper on Ink	15.6:1 · AAA

Type

Three faces from Google Fonts, each with one job.

Aa

Fraunces

SemiBold · Headlines and covers

Serif, warm and confident. It reads as finance, not startup.

Aa

Hanken Grotesk

Regular and Medium · Everything you read

Plain and readable.

Aa

JetBrains Mono

Medium · Data: workflow arrows, system names, numbers in tables

Figures line up, and a workflow reads as a workflow.

STYLES

Seven styles, nothing in between

`display-xl`
72PX / 0.95 · 600
Deck covers, one line per slide max.

Get your hours back.

`display-l`
48PX / 1.05 · 600
Slide titles, website hero.

25 hours a week, back.

`display-m`
32PX / 1.15 · 500
Section heads.

What we automate

`lead`
20PX / 1.45 · 400
Intro paragraphs, slide subtitles.

We build the automations. You own every one of them.

`body`
16PX / 1.55 · 400
Everything else.

Bookings from three platforms land in one calendar, paid and reconciled.

`caption`
13PX / 1.4 · 500
Sources, footnotes, labels. In ink muted.

Founders' estimate · being measured

`workflow`
13PX / 1.5 · 500
Workflow steps, system names, numbers in tables.

`gmail → extract → booking → telegram`

CHAPTER 06

Layout and pictures

A well-kept ledger on a workshop bench. Warm paper, black ink, brass keys, a green ledger cover. None of the AI clichés: no purple-blue gradients, glowing brains, robot hands or neural-network meshes.

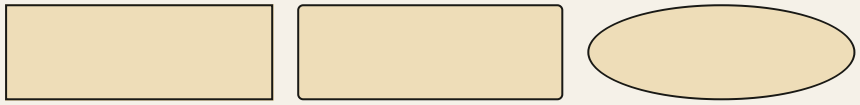
LAYOUT

Generous margins (space-12 on slides). Square colour blocks (radius-0). Hairline rules (line) instead of boxes and shadows. One idea per slide.

SPACING

space-1	4px	Icon to label.
space-2	8px	Tight stacks, chip padding.
space-4	16px	Card padding, gutters.
space-6	24px	Between blocks; cover insets.
space-8	32px	Section padding.
space-12	48px	Slide margins.

CORNERS



`radius-0 · 0px`
Colour blocks and section bands: square, like ledger paper.

`radius-sm · 4px`
Buttons, chips, inputs.

`radius-ring · 50%`
Only the ring shapes taken from the mark.

THE ONE MOTIF



The ring pair from the mark is the only decorative motif. Use it as a large cropped outline, or as two dots marking "two-key" steps in a diagram. Don't use it as wallpaper.

`gmail → extract → ●● approve → send`

Two dots mark the two-key step: the one a person approves.

Real businesses, real outputs

✓ DO

Real businesses: kitchens, warehouses, shop counters, the founders at work.

✓ DO

Real screenshots of the outputs: a daily summary in Telegram or Slack, a reconciliation that ties to zero. Blur client data.

✕ DON'T

No stock photos of handshakes or robots.

✕ DON'T

No purple-blue gradients, glowing brains, robot hands or neural-network meshes.



Simple 1.5px-stroke line icons (for example Lucide), in ink only. One icon per idea, never decorative.

CHAPTER 07

Logo

The mark is a key with a double bow: two overlapping rings for two founders, two keys and two-key control, on a single shaft, because there is one business. The wordmark is lowercase twokey in Fraunces SemiBold, with no space and no "AI" suffix.



Lockup, ink
The default, on paper and brass soft.
`twokey-lockup-ink.svg`



Lockup, paper
On ledger and on any dark surface.
`twokey-lockup-paper.svg`



Mark, ink
The mark alone, on paper and brass soft.
`twokey-mark-ink.svg`



Mark, paper
On ledger and on any dark surface.
`twokey-mark-paper.svg`



Mark, brass
Only at 48px or larger, on paper or ink. Never on brass soft.
`twokey-mark-brass.svg`



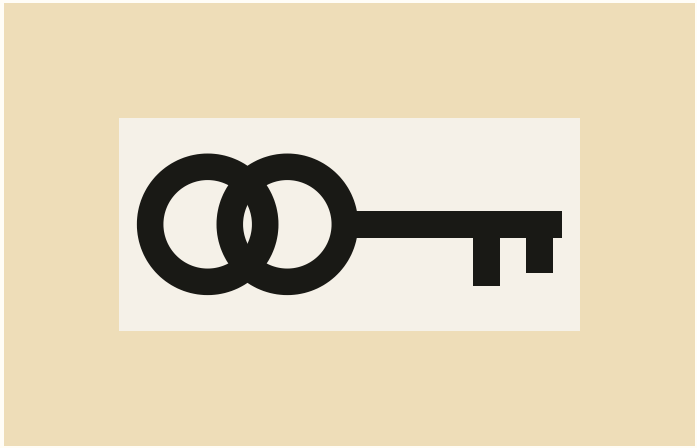
Avatar
Profile pictures: the paper mark on ledger.
`twokey-avatar.svg`

SPACE AND SIZE

Give it room. Never too small.

Keep one ring diameter (26 units) empty on every side. The mark is never smaller than 24px tall, the lockup never smaller than 20px tall.

CLEAR SPACE: ONE RING DIAMETER, 26 UNITS



SMALLEST SIZES ON SCREEN

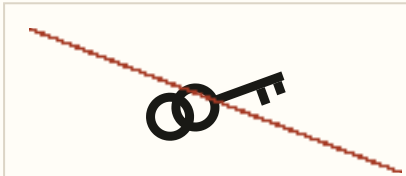


mark · 24px

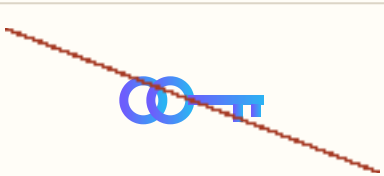
lockup · 20px

brass mark · 48px and up

DON'T



✕ ROTATE IT



✕ ADD A GRADIENT



✕ SEPARATE THE RINGS



✕ ADD "AI" OR A SPACE


twokey

CHAPTER 08

Messaging

The lines we use word for word. Change them here, not in a slide.

TAGLINE

Hand it over. Get your hours back.

ALTERNATIVES

Automation you own.

Your business, minus the busywork.

Two keys. One business. Yours.

OWNERSHIP LINE

Everything we build runs in your own accounts. Keep it past the first month and it is yours: if you leave us later, it all stays.

MONEY-BACK GUARANTEE

Money back if it does not save you time and money in the first month of use.

SAFETY LINE

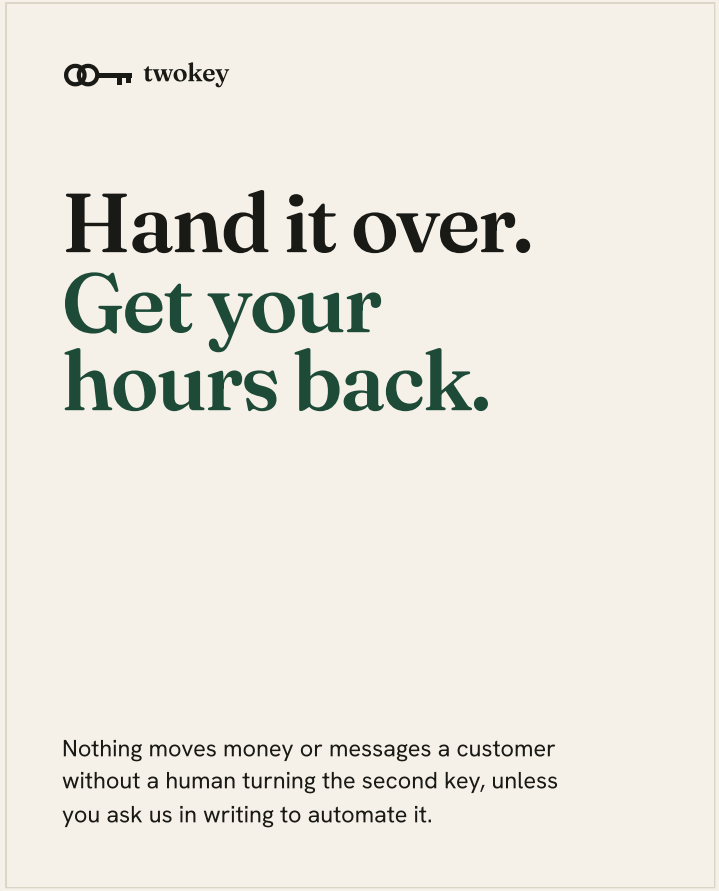
Nothing moves money or messages a customer without a human turning the second key, unless you ask us in writing to automate it.

BOILERPLATE

Twokey is an automation studio founded by Elviana Aliaj (cloud architecture, ex-Microsoft and Google) and Dervis Kanina (finance, ex-PwC and Nestlé). It automates the admin of owner-run businesses in the UK and US, in systems the owner fully owns.

In use

The same few parts on the things we actually make: posts, a banner, slides, a card. All of it is drawn by this page, with the copy we would use.



Social post, portrait — 1080 × 1350 · twokey-social-post.png



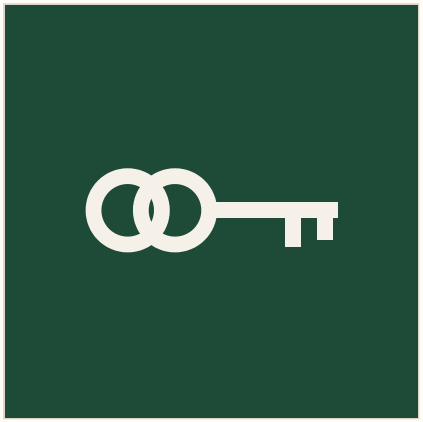
Social post, square — 1080 × 1080 · twokey-social-square.png

Paper first, ledger for the mark

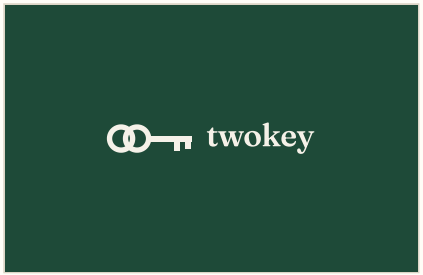


LinkedIn banner

1584 × 396 · twokey-linkedin-banner.png



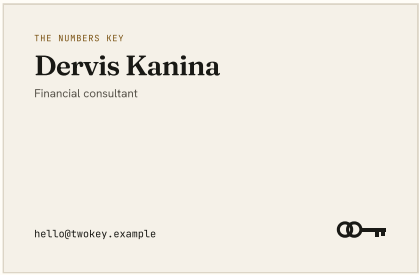
Avatar
512 × 512 · twokey-avatar.png



Business card, front 850 × 550



Business card, back 850 × 550



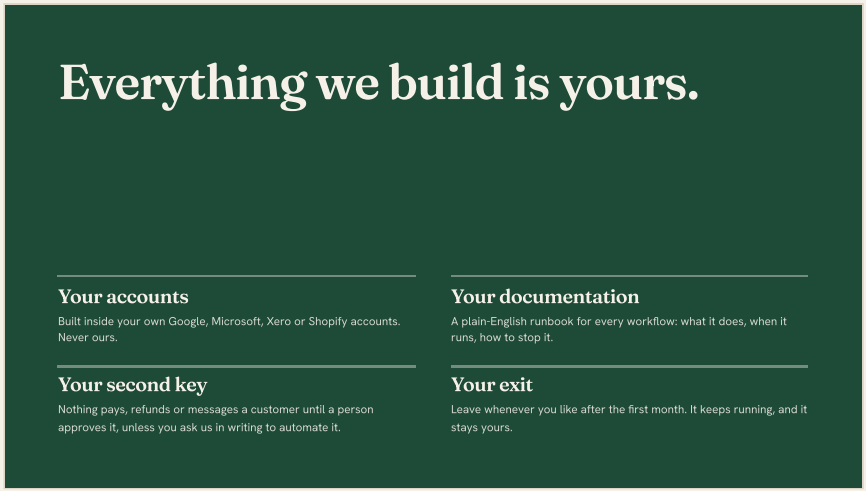
Business card, back 850 × 550

SLIDES

One idea per slide. Ledger for the moments about control.



Cover slide 1920 × 1080



Ownership slide 1920 × 1080

Files and open items

Everything in this book as files: 6 logo files, 2 token files built from the same definition as this page, 4 pictures and the book itself.

Logos, SVG



twokey-avatar.svg
511 B



twokey-lockup-ink.svg
6.2 KB



twokey-lockup-paper.svg
6.2 KB



twokey-mark-brass.svg
421 B



twokey-mark-ink.svg
421 B



twokey-mark-paper.svg
421 B

Tokens

tokens.css
CSS variables, Paper and Night · 2.9 KB

tokens.json
Colour, type, spacing, radius · 5.1 KB

The book

Twokey-brand-book.pdf
A4 landscape · 1.1 MB

Pictures, PNG

twokey-social-post.png
1080 × 1350 · 79.7 KB

twokey-social-square.png
1080 × 1080 · 49.1 KB

twokey-linkedin-banner.png
1584 × 396 · 39.5 KB

twokey-avatar.png
512 × 512 · 7.4 KB

Fonts: Fraunces, Hanken Grotesk and JetBrains Mono, free from Google Fonts.

OPEN ITEMS

Before launch

From the brandbook. Until each one is done, treat the name, the domain and the numbers as working assumptions.

01	Trademark search for "Twokey" in the UK (IPO) and the US (USPTO), classes 35 and 42. Not done yet.
02	Domain: a registry lookup on 25 Nov 2026 showed twokey.ai as available and twokey.co as taken. Nothing has been registered.
03	Measure the hours in the proof table by timing two weeks of the manual process for each workflow. Until then every public number carries the label "founders' estimate".
04	Wordmark: have a designer outline "twokey" in Fraunces SemiBold. The files here are outlined automatically from the font.
05	Former-employer names: Microsoft, Google, PwC and Nestlé appear as plain text only, never as logos. Check employment agreements for any restrictions.