FOUNDER REVIEW V0.9

SN TODAY

Brand & Publishing Guidelines

Independent insight for the ServiceNow community

Status: Locked for development, In Review. This static snapshot captures the working brand system, pilot flatplan and founder-review decisions. The website remains the master artefact.

POSITION

Independent ServiceNow community publication. Not a corporate brochure, partner vehicle or press-release wrapper.

PROMISE

Every substantive article should teach something, challenge something or show something useful.

COVER AND MASTHEAD

Reference mock-up: preserve the strong portrait-led editorial energy, dark field, condensed display hierarchy and restrained green emphasis.

Masthead rule: use SN Today as two words. Use Paper for SN and Signal Green for Today on dark backgrounds.

Do not use ServiceNow wordmark styling, the stylised Now mark, gradients, glows or any treatment that implies official ownership.

PRIMARY STRAPLINE

Independent insight for the ServiceNow community

INDEPENDENCE

SN Today is not affiliated with, sponsored by or endorsed by ServiceNow, Inc.

LOCKED FOR DEVELOPMENT

COLOUR AND TYPE

Colour	HEX	Role
Midnight	#081013	Primary dark background
Carbon	#151B1D	Secondary dark surface
Paper	#F5F6F2	Light field and text
Signal Green	#77E34F	Primary accent
Deep Green	#2C813C	Supporting green
Slate	#8D999B	Quiet metadata
Mist	#D9DEDB	Rules and panels

Colour balance: 65% dark or neutral, 25% Paper or light, 10% accent. Signal Green is an accent, not a page flood.

BARLOW SPEAKS

Display: masthead, cover lines, feature titles, pull quotes.

INTER EXPLAINS

Editorial: body copy, standfirsts, captions and tables.

PLEX BUILDS

Technical: code, commands, API examples and identifiers.

LOCKED FOR DEVELOPMENT

COMPONENTS

PULL QUOTE

Break up long-form articles and give editorial rhythm.

KEY TAKEAWAY

Give readers a useful summary in 30-60 words.

STATISTIC CALLOUT

Show sourced quantitative points with visible provenance.

SCREENSHOT FRAME

Standardise product images and anonymisation.

CODE BLOCK

Show commands, APIs, JSON and configuration clearly.

BUILD THIS

Signature practical component for reproducible reader exercises.

Article templates: feature interview, long-form feature, technical deep dive, customer story, opinion, news/short-form, community spotlight and Innovation Lab.

LOCKED FOR DEVELOPMENT

EDITORIAL WORKFLOW

Voice: informed, direct, useful, technically credible and independent. Avoid corporate filler. Use British English and sentence case except deliberate display text.

Idea	**Commissioned**	**Draft**	**Editorial Review**	**Author Review**
Fact Check	**Design**	**Proof**	**Approved**	**Published**

FOUNDER REVIEW GATE

Founder review, consolidated comments, one revision cycle, then v1.0. Avoid endless live design-by-committee.

ACCESSIBILITY

Contrast checks, greyscale checks, clear labels, alt text, logical reading order and selectable text where practical.

FOUNDER REVIEW

PILOT ISSUE 01

Theme: Changing the way we work. Cover feature: The magazine we wanted to read. Working model: a 36-page issue that proves interviews, news, technical features, diagrams, community content, opinion and practical build pages.

Pages	Section	Content
1	Cover	Three-founder cover feature
2	Inside cover	Independence statement / publisher note
3	Contents	Issue navigation
4	Editor's note	Why SN Today exists
5-6	The Briefing	AI Control Tower updates
7-8	The Briefing	ServiceNow Otto and ecosystem updates
9-14	People	Why we started SN Today
15-18	AI & Automation	C-Spire results assessment
19-22	Architecture	AI operating model or architecture feature
23-26	Community / Events	World Forum editorial angle
27-28	Community	Practitioner profile
29-32	Innovation Lab	Practical build
33-34	Opinion	Practitioner-led view
35	Contributors	Contributor bios and acknowledgements
36	Back cover	Call for contributions / next issue