donebyfive

Your work, done by five.

AI workflows that clear the busywork inside the tools you already use, so the working day actually ends.



01 · STRATEGY

We give people their evenings back.

For operations, finance and admin teams in established UK firms who lose hours every week to repeatable admin, donebyfive designs and runs AI workflows and simple custom tools that clear the busywork.

Unlike generic AI subscriptions that hand over a chatbot and a login, we deliver finished workflows, measured in hours returned.

NORTH STAR KPI

Hours returned per client, per week

Leads every proposal, case study and client dashboard. If a workflow doesn't move this number, we don't sell it.

WHO IT'S FOR

Operations directors	Own the processes and the headcount. Watching good people lose days to admin.
Finance and admin teams	Chasing, keying and reconciling the same data across systems every week.
Service firms	Professional services, property, healthcare, logistics and trades with high volume, repeatable tasks.

BRAND PILLARS

01

Time back

We sell hours, not AI. Every claim is a number of hours.

02

Built in, not bolted on

Workflows live in their inbox, CRM and sheets, or a simple custom tool when that's faster.

03

Plain English

No jargon, no hype. If a client can't explain it to their team, we rewrite it.

VOICE

We are

Calm. Plain. Specific. Quietly confident.

"Invoices chased by 09:15. You didn't lift a finger."

We are not

Hypey. Robotic. Smug about AI. Vague.

~~"Leverage next gen agentic AI to revolutionise your workflow."~~

TAGLINES

Your work, done by five.

Clock off on time.

Less admin. More evening.

The busywork, handled.

03 · PRIMARY LOGO SYSTEM

The d, set in mono.

The d holds the working day, filled to five. The wordmark is DM Mono 500, lowercase, one word, always spelled out: donebyfive. Add .ai only where a URL appears.

donebyfive

POSITIVE · ON PAPER OR FOG

donebyfive

REVERSED · ON INK OR EVENING

donebyfive

ONE COLOUR INK · ON FIVE AMBER

HORIZONTAL AND MARK ONLY

donebyfive

Horizontal for nav bars and email. The d alone for avatars, favicons and app icons.

CLEAR SPACE

donebyfive

Keep the height of the d's bowl clear on every side. Nothing enters the dashed zone.

MINIMUM SIZE

48px 32px 16px

Mark: 16px screen, 6mm print. Stacked lockup: 80px wide screen, 20mm print. Below 32px, thicken the strokes.

DON'T

Stretch

Recolour

DoneByFive

Capitalise

Never distort, recolour the wedge, capitalise, swap in the numeral 5, or set the wordmark in anything but DM Mono.

After hours, lit by amber.

Dark, calm neutrals do the heavy lifting. Five Amber is the signal: it marks the finish line, the CTA and the wedge. Use it like a highlighter, not paint.

Ink

Primary dark. Backgrounds, type, the ring.

#0E1116
RGB 14 17 22

Five Amber

Signature. The wedge, CTAs, the finish line.

#FFB000
RGB 255 176 0

Fog

Light ground. Pages, slides.

#EEF0F3
RGB 238 240 243

Paper

Cards, documents, UI surfaces.

#FFFFFF
RGB 255 255 255

Dusk #FF5C39 · 255 92 57

Rare accent. Alerts, sale tags, Sundown motifs.

Evening #1C2541 · 28 37 65

Secondary dark. The evening in the day bar.

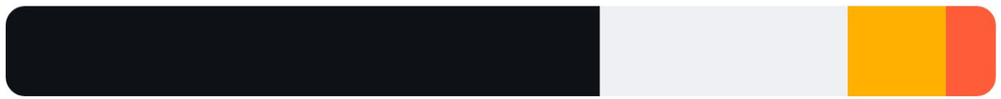
Graphite #2B303A · 43 48 58

Dark UI layers, dividers on Ink.

Slate #5B616E · 91 97 110

Secondary text and labels on light grounds.

USAGE RATIO



60 Ink, Evening · 25 Fog, Paper · 10 Amber

Dusk stays under 5%. If a layout has more amber than the CTA, the wedge and one highlight, it has too much.

APPROVED TEXT PAIRINGS (WCAG CONTRAST)

Aa — Ink on Fog — 16.6 : 1

Aa — Ink on Amber — 10.3 : 1

Aa — Amber on Ink — 10.3 : 1

Aa — Fog on Evening — 13.2 : 1

Aa — Slate on Fog — 5.4 : 1

Aa — Dusk on Ink — 6.2 : 1

Aa — Paper on Dusk — 3.1 : 1 large only

~~**Aa**~~ — Amber on Paper — 1.8 : 1 never

05 · TYPOGRAPHY

DM Sans, everywhere.

One free Google Font for headlines, body and UI, so every tool from Canva to Webflow can use it on day one.

HEADLINES AND BODY · DM SANS

Aa

Everything you read.

Headlines 700 to 800, tracking -3% to -5%. Body 400 to 500, line height 1.5 to 1.6. Buttons and UI 500 to 600.

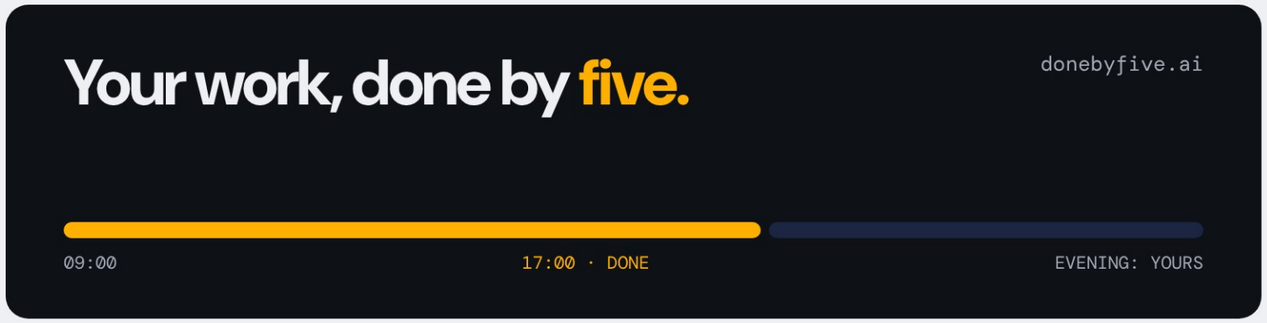
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Display 96 / 0.95	Clock off.
H1 56 / 1.0	Busywork, handled.
H2 36 / 1.1	How a workflow audit works
H3 24 / 1.25	Invoices chased automatically
Body 17 / 1.55	We map the jobs that eat your week, build the workflow inside your existing tools, and report the hours it gives back.
Label 12 mono	WORKFLOW 03 · COMPLETE · 16:58

The brand at work.

Square brackets mark real numbers and details to fill in. Never publish an hours claim you can't evidence.

LINKEDIN BANNER · 1584 × 396



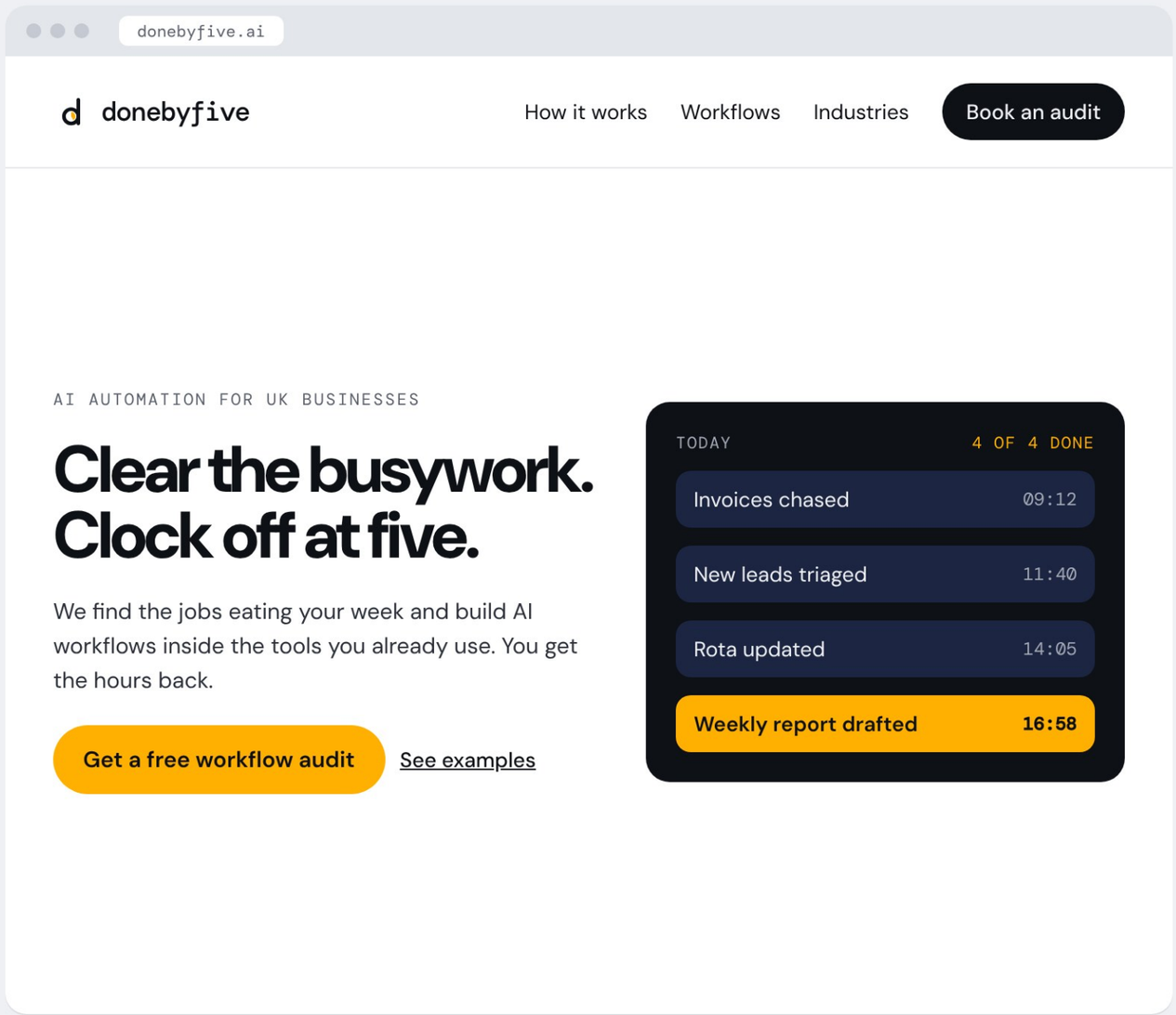
BUSINESS CARD · 85 × 55MM



[Full name]
[Role]

[name]@donebyfive.ai
[phone]
donebyfive.ai

WEBSITE HERO



APP ICON, AVATAR AND FAVICON



SOCIAL POST AND EMAIL SIGNATURE



Cheers,

[Full name]
[Role], donebyfive.ai

Done by five. Book an audit: donebyfive.ai

donebyfive

AI AUTOMATION

Invoices chased. Reports drafted. Home by five.

TODAY

4 OF 4 DONE

Overdue invoices chased 09:12

New enquiries triaged 11:40

Timesheets collected 14:05

Weekly report drafted 16:58

09:00 17:00 · DONE 22:00

Free for your first 3 months

donebyfive.ai