WorkGlass
TIME • TRACKED • CLEARLY

SOCIAL BRAND GUIDELINES

The rules behind every WorkGlass video, reel and post.
Built from the first ten-spot campaign.

Version 1.2 · October 2026 · G Schultz Design LLC

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THE BRAND IN ONE LINE

WORKGLASS IS TIME TRACKING AND INVOICING FOR PEOPLE WHO BILL BY THE HOUR. YOU PAY $20 ONCE AND OWN IT.

WHO IT'S FOR

Hourly and flat-fee freelancers, solo pros and small service businesses. Dog walkers, colorists, designers, detailers, tutors, stage managers, consultants, contractors.

THE ENEMY

Lost hours: time you worked but never billed. And software you rent forever. Competitors are implied, never named.

THE ESSENTIALS

Tagline Time Tracked, Clearly.
Site myworkglass.com (lowercase, no www)
Price $20, once. No subscription.

THE OFFER LOCKED COPY

30 days free, no card.
Then $20, once.

Word for word on every end card. Captions may add “No subscription.” Never: free forever, lifetime deal, only $20!, or a price with cents.

VOICE AND COPY

TALK LIKE A SHARP FRIEND WHO ALSO BILLS BY THE HOUR.

01 **Lead with the pain, in their words.**

"Hey Jack, quick one. How many hours was the Ridgeline job?"
beats "Struggling to track your time?"

02 **Use real numbers, and make them add up.**

$9,750 = 30 min × 260 workdays × $75/hr. Every number on screen gets checked.

03 **Short lines. One idea per line.**

Two or three lines, two to four words each.

04 **Deadpan, not jokes.**

"A movie ticket. (No popcorn.)" "Stuff." "¯_(ツ)_/¯"

05 **The answer is WorkGlass doing the work.**

"Jack forgot. WorkGlass didn't."

06 **Sound human.**

No em dashes. No game-changer, seamless, effortless, unlock, elevate, streamline. No "It's not just X, it's Y."

Write this

Forget to log 30 minutes a day?

14h 30m. Invoice sent.

Bill what you worked.

Timesheet: what were you doing Tuesday at 2:00?

Not this

~~Unlock seamless time tracking!~~

~~The game-changing invoicing solution.~~

~~It's not just an app, it's a lifestyle.~~

~~Trusted by thousands of freelancers.~~

HEADLINE FORMULAS THAT WORKED

Question hook → answer	FORGET TO LOG 30 MINUTES A DAY? → TAP START. LOG EVERY MINUTE.
Setup → payoff word	EVERY HOUR. PAID. · EVERY HOUR. LOGGED.
They failed, WorkGlass didn't	JACK FORGOT. WORKGLASS DIDN'T.
Command pair	STOP GUESSING. START KNOWING. · LOG IT. BILL IT. DONE.
Ownership	OWN IT. DON'T RENT IT. · SPEND IT ONCE.
Counting	3 PROS. 3 JOBS. 3 INVOICES. → 1 APP.

END-CARD LINES: ONE PER SPOT, AND IT PAYS OFF THAT SPOT

- KEEP THE $9,750.
- OWN IT. DON'T RENT IT.
- EVERY HOUR. PAID.
- PAID BEFORE FRIDAY.
- TAKE YOUR HOURS BACK.
- ONE APP. EVERY INVOICE.
- NO WORRIES. IT'S LOGGED.
- SPEND IT ONCE.
- BILL WHAT YOU WORKED.
- EVERY HOUR. LOGGED.

COLOR

THREE ACCENTS. EACH HAS ONE JOB.

CORAL

#DD5551

The problem + the CTA

Problem words in hooks, coral stat slides, the myworkglass.com button.

SUNFLOWER

#F6C445

The answer

Answer lines, highlighter swipes (72%), pencil circles, arrows, underlines.

TEAL

#1F7A80

WorkGlass at work

App moments only: reply bubbles, notification icons, invoice headers, LOGGED IN WORKGLASS.

Ink
#342A27
Dark slides, headlines on light

Deep ink
#2A2220
Text on highlights, dark UI

Paper
#FAF6F0
End cards, light slides

Card
#FFFDF8
Invoices, entries

Muted
#6D5F58
Secondary card text

Coral pressed
#C6423E
Button press only

Never swap roles. Coral never marks the answer; sunflower never marks the problem.

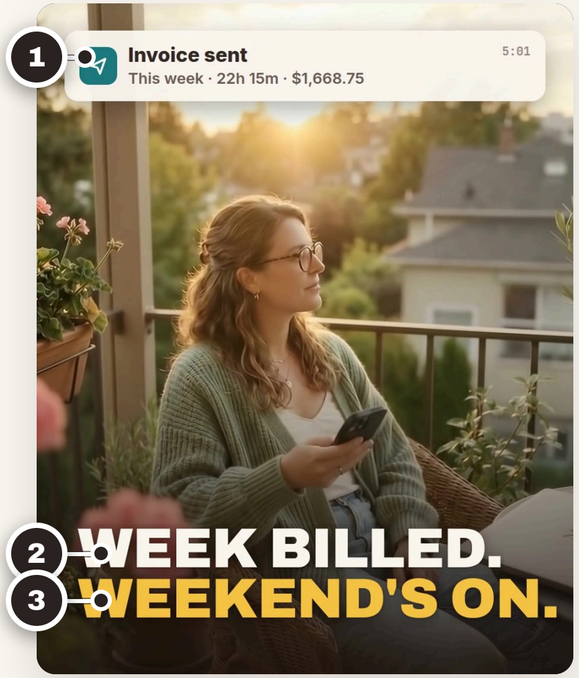
One accent per line. A line is coral or yellow, never both.

Yellow text goes on dark slides or footage with a scrim. On Paper, use the highlighter behind Ink text.

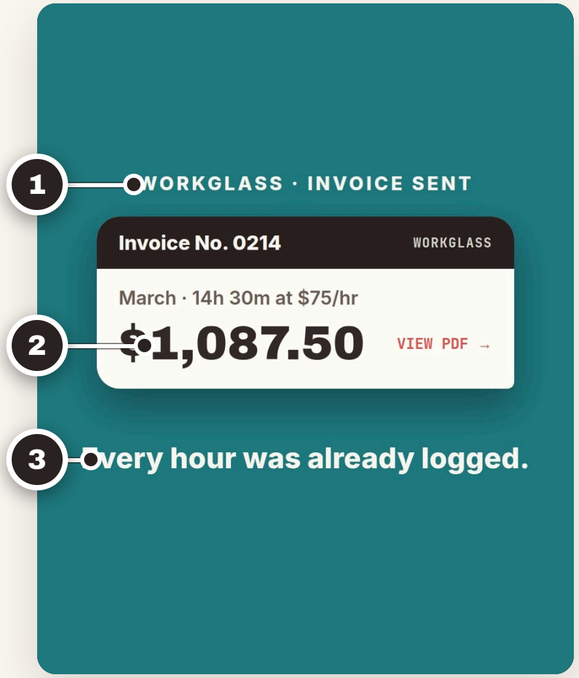
Teal belongs to the app. Not for headlines or decoration.

COLOR IN USE

1. Coral stat slide: the problem, as a number
2. Ink explanation on coral, never yellow
3. The math, small and visible. It must add up



1. App notification: teal icon = WorkGlass at work
2. Setup line in Paper
3. Answer line in sunflower over a bottom scrim



1. Teal full-frame app slide
2. Invoice card: dark header, Archivo amount
3. One line of Paper text, Inter 800

TYPOGRAPHY

TWO BRAND FONTS. THAT'S IT.

ARCHIVO 900 · HEADLINES

EVERY HOUR. PAID.

ALL CAPS · tracking −0.012em · line-height 0.9 · tabular figures for big numbers

INTER 500–800 · EVERYTHING ELSE

30 days free, no card. Then $20, once.

Offer Inter 800 · UI Inter 600 · labels Inter 700–800 · sentence case

Props only

`INVOICE No. 0231 · BILL TO`

JetBrains Mono, only on invoices, bills and receipts.

no subscription

Handwriting, only on sticky notes and doodle labels. Never headlines or the offer.

ELEMENT	4:5 (1080 WIDE)	9:16
Hook / hero headline	100–150 px	up to 190 px
End-card headline	118 px	126–160 px
Coral stat number	220–260 px	same
Offer line	46 px	58 px
Bubbles and UI cards	40–44 px	same
Smallest text	22 px	22 px

LOGO

ONE LOGO, ONCE PER SPOT, ON THE END CARD.

On Paper · workglass-logo-on-white.svg

On dark · workglass-logo.svg

SIZE

600 px wide in 4:5, 690 px in 9:16, centered on the end card.

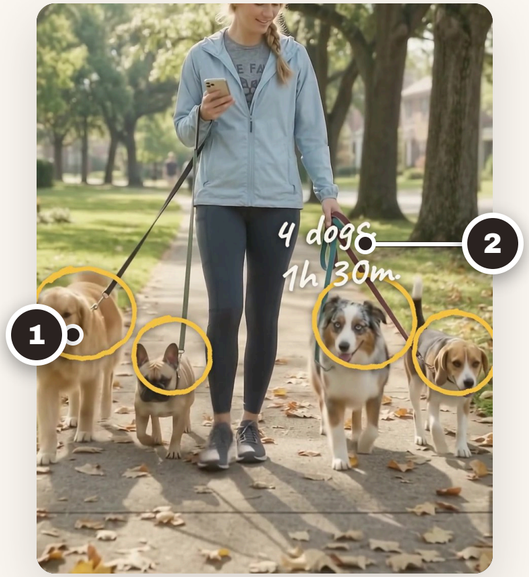
CLEAR SPACE

At least the height of the hourglass on every side.

NEVER

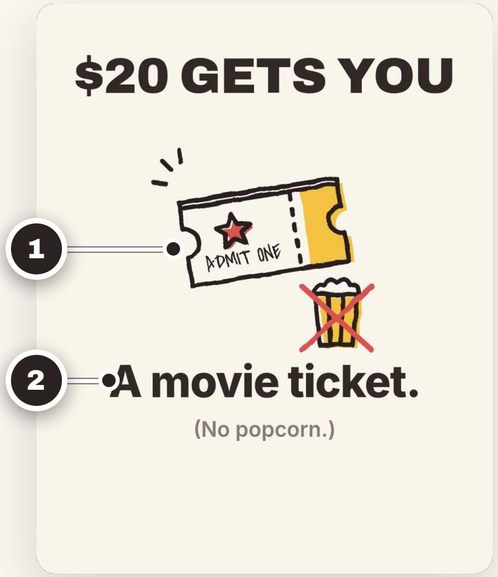
Recolor, stretch, add effects, or place it over footage without a solid card. No logo sting at the start of a spot.

THE LAYER THAT KEEPS IT HUMAN.



1. Pencil circles a little bigger than each dog
2. Handwritten note, short and lowercase

1. Highlighter behind Ink text, 72%
2. Swipe lands with a soft marker sound
3. The PAID IN FULL stamp is a prop: imperfect, and it lands with a stamp sound



1. Ink line doodle, sunflower fill, one coral detail
2. Deadpan line in Inter

1. Loose loop around the payoff word, drawn on with a pencil sound

Every hand-drawn line boils: a slight wobble re-rolled 8 times a second, so it feels drawn on paper. **Circle what the person is doing** (the dogs, the hand, the page), then pan to the face.

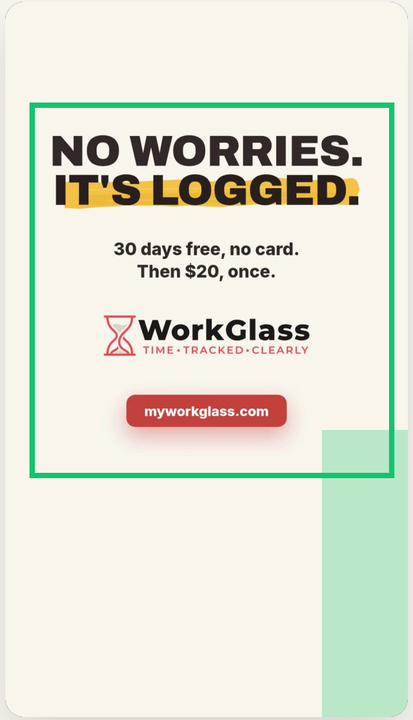
FORMATS AND THE SAFE ZONE

EVERY SPOT SHIPS IN THREE SIZES. 4:5 IS THE MASTER.

4:5 Feed · 1080 × 1350

LinkedIn, Instagram and Facebook feeds

9:16 Reel · 1080 × 1920



Reels, Stories, LinkedIn vertical

1:1 Square · 1080 × 1080

Square feed placements

9:16 safe zone

- Copy and key UI inside x 65–1015, y 270–1250.
- Keep x 850+ clear from y 1150 down: the like, comment and share icons.

Below y 1250 belongs to the caption.
Footage only.

Layout rules

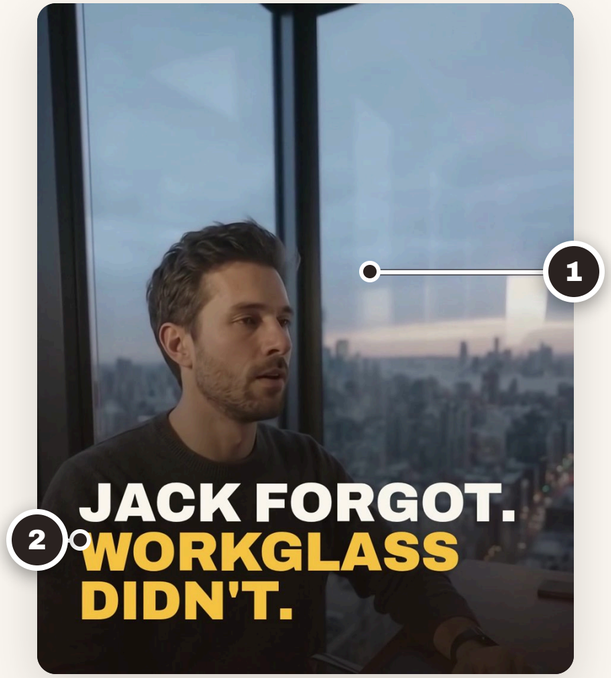
If it touches an edge in 4:5, it touches the same edge in 9:16 and 1:1.

9:16 uses the full frame. No floating 4:5 box.

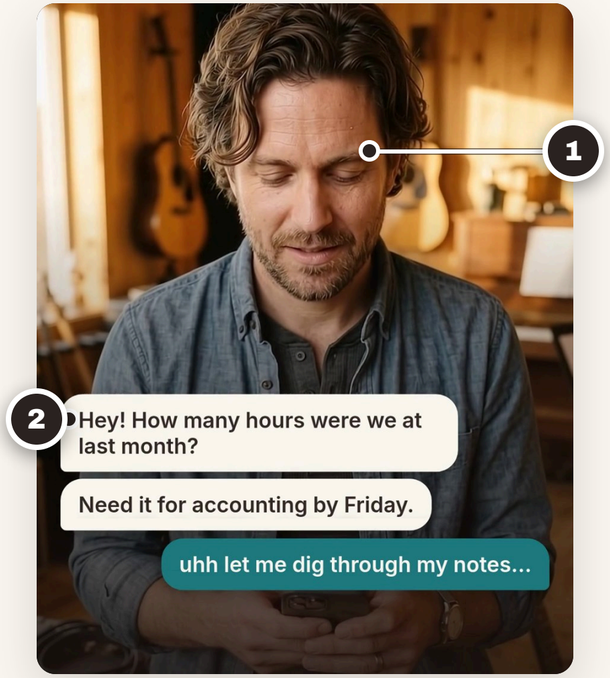
Maximize copy inside the safe area.

FACES ARE NEVER COVERED.

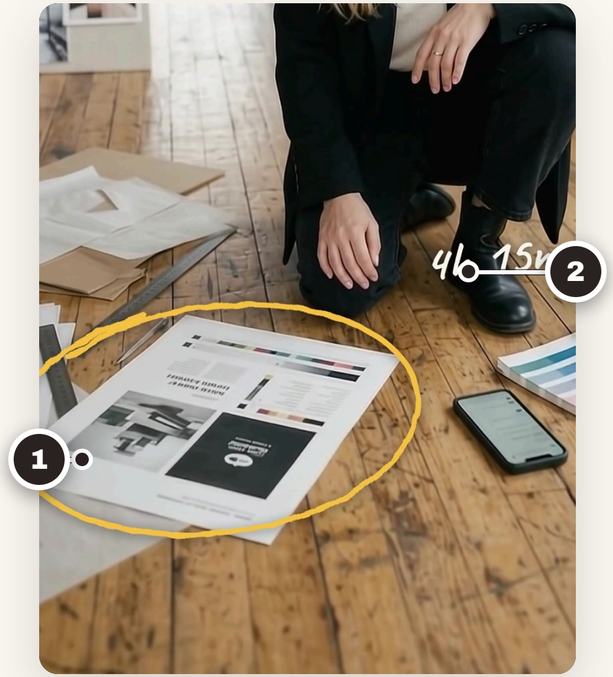
Not by headlines, notes, bubbles, name cards, circles, arrows or gradients. In any size, at any moment.



1. Face clear in the middle band
2. Payoff sits low over the scrim



1. Face stays clear
2. Text bubbles stack below the face, in every size

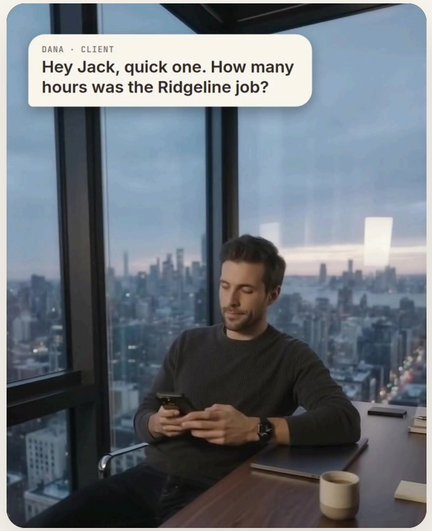


1. Circle the work first: the page on the floor
2. Short handwritten note; then pan up to her face as the name card lands

If copy and a face compete, move the camera: pan or reframe the footage.

HOW A SPOT IS BUILT

FIVE BEATS, ABOUT 20 SECONDS.

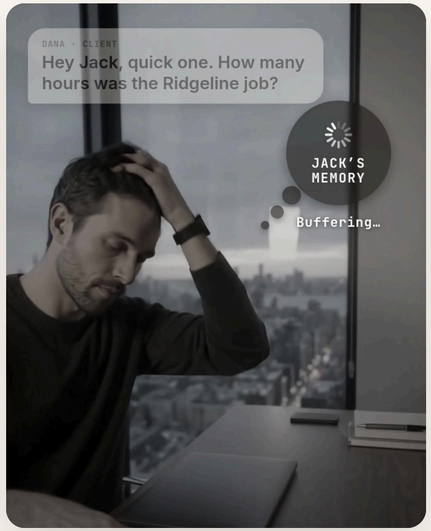


HOOK

Frame 0 to ~2 s

The hook line is on screen at frame 0. Never blank, black or a logo card.

"Hey Jack, quick one. How many hours was the Ridgeline job?"

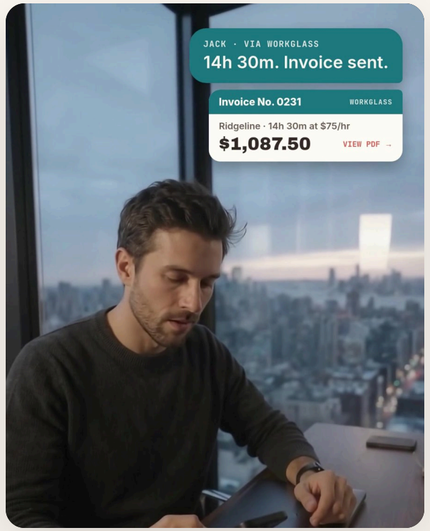


PROBLEM

~2–7 s

The pain, specific. Coral accents, or the picture itself turns on him.

JACK'S MEMORY · Buffering…

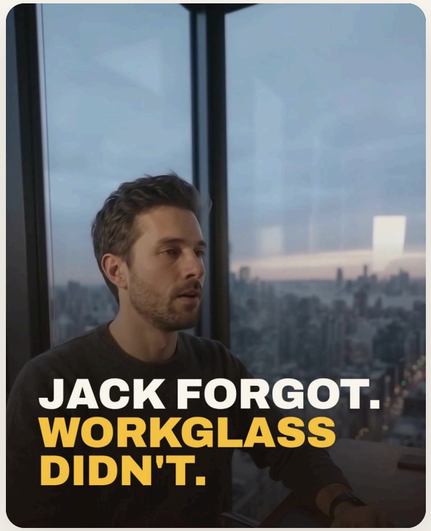


TURN

~7–10 s

WorkGlass enters through the app, in teal.

JACK · VIA WORKGLASS: 14h 30m. Invoice sent.



ANSWER

~10–14 s

Yellow answer line, readable at least 1.3 s.

JACK FORGOT. WORKGLASS DIDN'T.

END CARD

Last ~3–4 s

Same layout every spot.

NO WORRIES. IT'S LOGGED.

Example: 07 Buffering. Spots run 14–25 s. Hold copy long enough to read twice (rule of thumb: 0.4 s per word plus 0.5 s). End on a musical resolution with a short fade. No dead stretches, no long end-card hold.

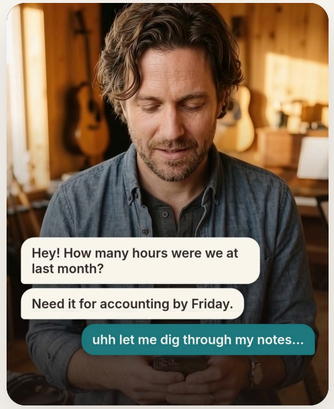
THE END CARD

IDENTICAL LAYOUT ON EVERY SPOT.

1. Paper background, wiped up from the bottom
2. Two-line Archivo headline. Line two is the payoff, with a sunflower highlighter swipe and a marker sound
3. The locked offer, Inter 800: 30 days free, no card. / Then $20, once.
4. WorkGlass logo, centered, 600 px wide
5. Coral myworkglass.com button styled like the site. A cursor slides in and clicks it on the beat, with a click sound

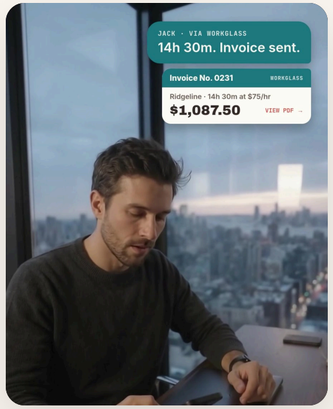
COMPONENTS

BUILT FROM THE REAL APP, SO EVERY SCREEN IS BELIEVABLE.



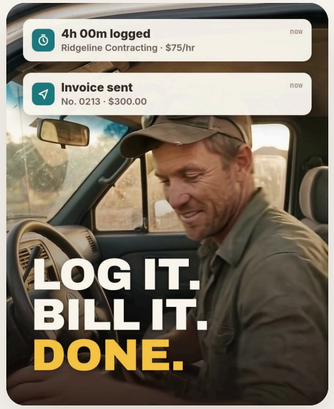
Client text bubble

Paper bubble, Ink text. The pro's reply sits in teal.



WorkGlass reply + invoice

Teal bubble with typing dots first, then the invoice card.

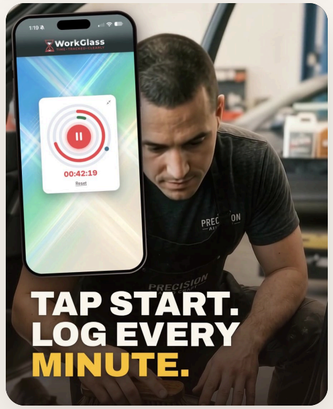


Notification

Paper card, teal icon, bold title, one detail line.

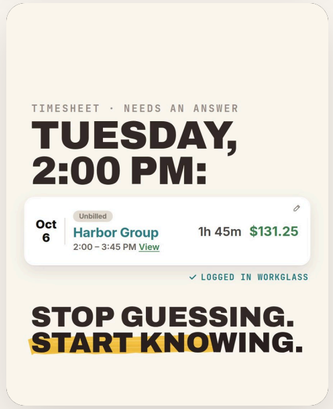
Name card

Ink plate, coral number tab, NAME in Archivo, ROLE · $/HR.



iPhone timer

Real iPhone, animated WorkGlass timer. Every timer concept.



Entry card

The real WorkGlass entry, teal LOGGED IN WORKGLASS tag.

MOTION

- Words rise from a mask, 0.45–0.5 s each, 80 ms apart. Ease out.
- One thing moves at a time. Let a landing settle before the next starts.
- Transitions are invisible or deliberate. No accidental jumps in color, focus or scale. If an opener is blurred, pull focus all the way in before the cut and match framing across it.
- Hand-drawn lines always boil.
- **No progress bars.** No burned-in timers or scrubbers.
- No logo sting at the start.

SOUND

- Music is made in ElevenLabs. Pick the track first, cut motion to its beats.
- **Never break the chord progression.** One continuous take. To shorten, start later in the track; don't splice bars.
- End on a musical resolution with a short fade, around 20 s.
- Sound on landings: marker swipe for highlighter, pencil for circles, click on the button, soft keys for typing, plips for cards, rising ticks for counted lists.
- No thump where the music already hits. Effects audible, never louder than the music's hits.
- Master to −14 LUFS integrated, −1 dB true peak. Ship Silent and Music versions.

CAPTIONS

ONE LINKEDIN CAPTION AND ONE REELS CAPTION PER SPOT.

LINKEDIN · 4:5 AND 1:1

1. **Forget to log 30 minutes a day and you've worked $9,750 a year for free. That's at $75 an hour.**
2. It's never one big miss. It's the call you took in the truck, the extra coat, the “quick” revision.

   WorkGlass runs the clock while you work. Tap start, tap stop. When it's time to bill, every minute is already on the invoice.
3. 30 days free, no card.

   Then $20, once. No subscription.
4. What's the job you always forget to log?

   myworkglass.com

1. Line one is the hook. It's all that shows before “see more”.
2. Two or three short paragraphs: the pain in specifics, then what WorkGlass did, with the spot's real numbers.
3. The offer on two lines.
4. One honest question, then myworkglass.com on its own line. No hashtags on LinkedIn.

REELS · 9:16

Client: “How many hours was the Ridgeline job?” Your memory: buffering.

WorkGlass: 14h 30m. Invoice sent.

30 days free, no card. Then $20, once.
myworkglass.com

#freelancer #clientwork #selfemployed #invoicing

Reels: two or three short lines, the offer on one line, the URL, then four hashtags. Every caption gets a humanizer pass.

PRE-FLIGHT CHECKLIST

THE MC: RUN IT BEFORE ANYTHING SHIPS.

- [ ] Hook line on screen at frame 0, in every size
- [ ] Payoff readable for at least 1.3 s
- [ ] No ghost bubbles or leftovers bleeding into the next shot
- [ ] Brand fonts only (Mono on bills, handwriting on props)
- [ ] No dead stretches or long end-card hold; ends on the music
- [ ] Every number checks out
- [ ] Captions written and humanized, hook in line one
- [ ] Problem in coral, answer in sunflower, app in teal
- [ ] No face covered by anything, in any size, at any moment
- [ ] Copy inside the 9:16 safe zone; edges match; 9:16 fills the frame
- [ ] End card pays off this spot, with the locked offer, logo, button and click
- [ ] One continuous music take; effects audible, never louder than the hits
- [ ] No progress bars
- [ ] Six videos and the post-copy doc in the right folders

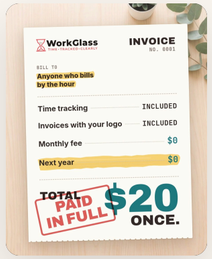
“MC” (master critique) means running all the relevant skills and checking the spot against every line here, plus the lessons learned in the Project kit.

THE FIRST CAMPAIGN

TEN SPOTS, ONE SYSTEM.

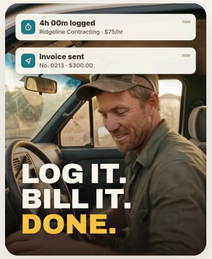
01 · The Leak

KEEP THE $9,750.



02 · Pay Once

OWN IT. DON'T RENT IT.

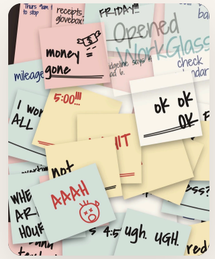


03 · Paid By The Hour

EVERY HOUR. PAID.

04 · The Client Text

PAID BEFORE FRIDAY.

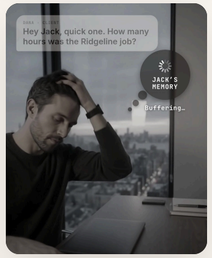


05 · Friday 4:58

TAKE YOUR HOURS BACK.

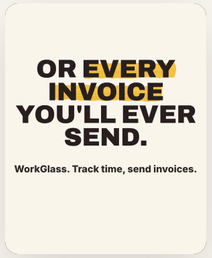
06 · Three Jobs One App

ONE APP. EVERY INVOICE.



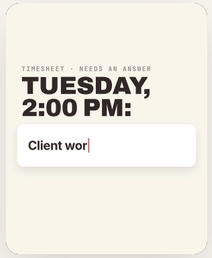
07 · Buffering

NO WORRIES. IT'S LOGGED.



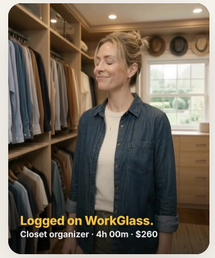
08 · Twenty Gets You

SPEND IT ONCE.



09 · Fill in the Blank

BILL WHAT YOU WORKED.



10 · Logged on WorkGlass

EVERY HOUR. LOGGED.

Use these as patterns, not templates. A new spot should feel like it belongs in this set without repeating one of them.

myworkglass.com

Questions about these guidelines: G Schultz Design LLC