

Sell anywhere. Settle like a local.



Logo system, digital assets, media templates and print foundations.

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01 / Identity and logo use

Use the horizontal lockup as the default brand signature.

Use the stacked logo in narrow layouts; use the monogram for app icons.

The orange dot provides recognition. The open ring suggests movement.

Clear space: at least one orange-dot diameter around all sides.

Minimum widths: horizontal 180 px / 45 mm; stacked 120 px / 30 mm.

Monogram minimum: 24 px / 6 mm. Use supplied favicon at 16 px.

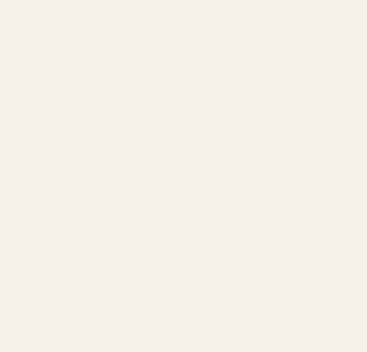
Do not stretch, rotate, add effects, close the ring or alter spacing.



02 / Color and contrast



Ink
#0E1A2B



Paper
#F6F2EA



Signal
#FF6B3D



Lagoon
#0F8B8D



Saffron
#F2B33D

Lead with ink and paper. Use orange as the primary accent.

Teal and saffron support patterns, charts and selective highlights.

Use ink text on orange buttons. Avoid white small text on orange.

For dark backgrounds use the inverted logo; for one-color output use white.

SVG/PNG colors are sRGB. Ask your printer to convert with its press profile.

03 / Typography and voice

Display: Bricolage Grotesque Bold. Body: Inter Regular and Semibold.

Fonts and their SIL Open Font License files are included.

Logo SVGs contain outlined paths and do not require fonts.

Use sentence case, short statements and direct action labels.

Preferred actions: Start building / Talk to our team / Read the docs.

Approved tagline: Sell anywhere. Settle like a local.

Describe the product clearly. Avoid unsupported reach or performance claims.

Use the supplied media-copy.txt for short descriptions and boilerplate.

04 / Digital and media applications

01-logos: SVG, transparent PNG and vector PDF variants.

02-web-mobile: favicon, touch icon, PWA icons and Android foreground.

03-media-social: OG image, avatar, cover, landscape, square, portrait, story.

04-brand-elements: reusable route-pattern backgrounds.

Use dark icons on light surfaces and light icons on dark surfaces.

Keep app icons square; operating systems apply their own corner masks.

Maskable PWA artwork keeps the mark within the central safe area.

Social images are export templates; check the destination crop before posting.

Web installation instructions are in WEB-README.txt.

05 / Print and handoff

Business cards: 3.5 x 2 in trim, with 0.125 in bleed on every edge.

Card PDFs are 3.75 x 2.25 in; trim 9 pt from each edge.

Letterhead templates: A4 and US Letter, no bleed.

Print PDFs use vector artwork. Card fronts and backs are separate files.

Email signature: replace the bracketed name and title before use.

This kit refines the concept into consistent vector production masters.

Concept images are included as references, not production color standards.

Use the SVG/PDF masters as the source of truth for all future exports.