

BUILDER LEAD MARKETING

Brand Guidelines

Standards for logo, color, typography and layout



builderleadmarketing.com

(800) 397 3920

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01

Identity

The lockup, its parts, the space it needs and the four things nobody may do to it.

Statement of purpose



VISION

To be the marketing partner every home builder and modular manufacturer trusts to turn a digital presence into predictable lead flow.



MISSION

with all inclusive, data driven marketing programs. Through our Discover, Vision Building, Planning and Execution process we build systems where the website captures leads, automation responds immediately, and paid and organic traffic keep our

Logo variations



PRIMARY

Full colour on white or cream. The default for the website, decks, proposals and print.



REVERSED

All white on Builder Blue. Any dark background or dark photograph.



REVERSED ON ACCENT

All white on Signal Orange. Social tiles and campaign covers only.

Logo elements



LOGO MARK

The house outline on its own. Favicon, watermark, social profile picture and slide corners.



WORD MARK

Type only. Use where the mark would fall below its minimum size, such as email signatures and partner listings.



LOCKUP

Mark and word mark combined. This is the primary logo. Always place the supplied file, never rebuild it.

Clear space and minimum size



X equals the height of the house mark. Keep at least X of empty space on all four sides. No type, photo edge, rule or button may enter this zone.

MINIMUM SIZE



Digital / 160 px wide



Print / 1.25 in wide

Below these sizes the word MARKETING stops being legible. Use the logo mark on its own instead.

Rules of application

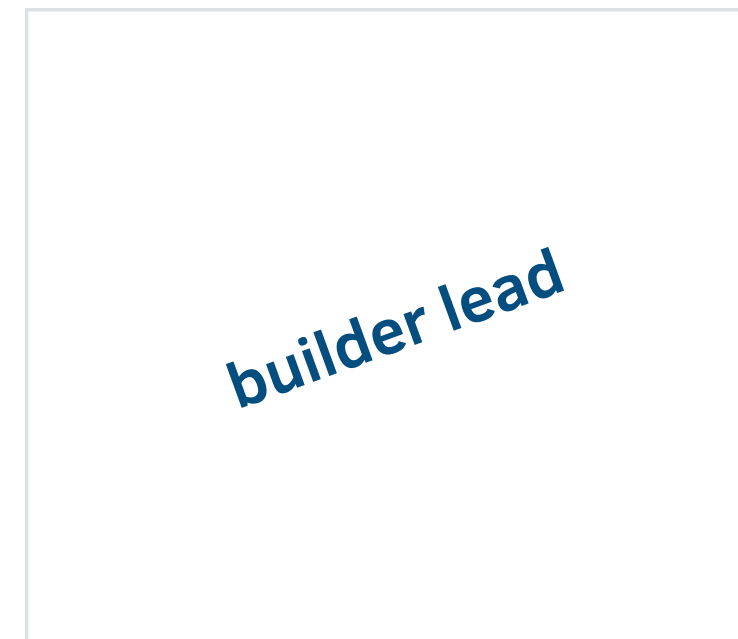
Everyone producing work for Builder Lead Marketing places the supplied logo file without alteration. The four treatments below are never acceptable, internally or on a client deliverable.



DO NOT recolour the logo. Use palette colours only.



DO NOT crop the logo or let a frame cut the lockup.



DO NOT rotate or set the logo on an angle.



DO NOT stretch or squash. Always scale proportionally.

02

Color

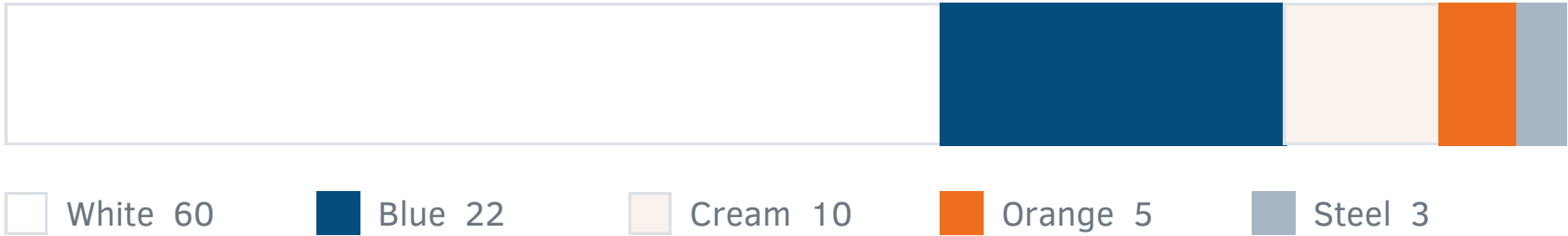
Five brand colors, the share of the page each one may take, and the pairings that are approved.

Color palette

Builder Blue HEX #044D7F RGB 4 77 127 CMYK 97 61 20 4	Signal Orange HEX #EF6D1F RGB 239 109 31 CMYK 0 71 92 0	Foundation Red HEX #881B0B RGB 136 27 11 CMYK 24 96 100 19	Steel Grey HEX #A6B6C4 RGB 166 182 196 CMYK 34 20 15 0	Cream HEX #F9F2ED RGB 249 242 237 CMYK 1 4 6 0
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Body copy is set in Ink #101820, never pure black. Page backgrounds are White #FFFFFF or Cream #F9F2ED.

How much of each



Orange is the accent, not the background. It carries buttons, rules, active states and one word of emphasis. When orange fills a whole surface it stops signalling anything, and the call to action disappears with it.

Never place Signal Orange type on Builder Blue at body size. The pairing only clears contrast at 24 pt and above.

FIXED ROLES

- Buttons, links, accent rules, emphasis
- Headline panels, section dividers, footers
- Quote cards, callouts, alternating bands
- Dividers, captions, disabled states, charts
- Warnings and do not markers only

Acceptable combinations

APPROVED



Primary on White



Primary on Cream



Reversed on Builder Blue



Reversed on Signal Orange

NOT APPROVED



Steel Grey. Contrast fails.



Orange. The mark vanishes.



Foundation Red. Blue goes muddy.

Foundation Red never sits behind the logo. It is a warning colour and a small accent inside charts and do not markers.

03

Typography

One family, three weights, six roles. Every size in the deck comes from this scale.

Brand typeface

Aa

Raleway

One family across the entire brand. Headers, subheads, body and captions all come from Clear Sans. There is no second display face.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
& () % \$. , ; ? !

Aa **BOLD**
Headers and kickers

Aa **MEDIUM**
Subheads and labels

Aa **REGULAR**
Body and captions

Substitute only if Raleway is unavailable.
Approved fallback in order: Source Sans 3,
then Open Sans. Never Arial, never a serif,
never a script.

Type hierarchy

DISPLAY

More qualified leads

Bold 44 / 54

HEADING

Builder growth programs

Bold 36 / 44

SUBHEAD

Websites, SEO, paid search, social

Medium 24 / 30

KICKER

CASE STUDY

Extra Bold 18 / 20

BODY

We look at the numbers, optimise and refine.

Regular 18 / 26

CAPTION

Source: client reporting dashboard, Q2 2026

Medium 16 / 24

Sizes shown in px for a 1920 by 1080 canvas. Scale proportionally for other formats.

Questions on usage

Anything not covered here goes to the design lead before it ships.
Request source files, a new template or an exception rather than
improvising a treatment.



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