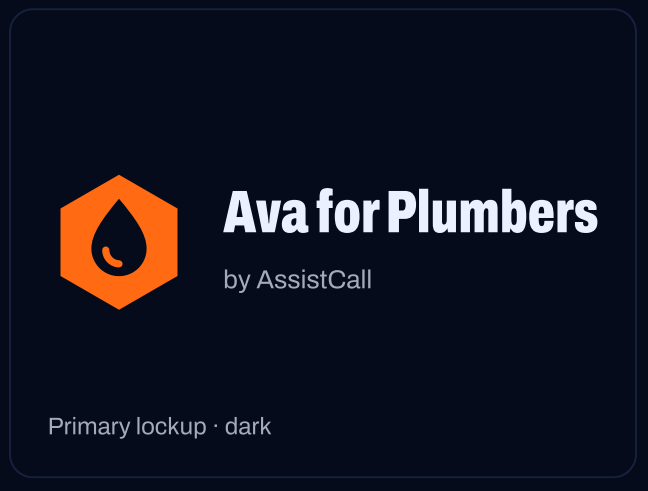
BRAND KIT

# AVA FOR PLUMBERS BRAND KIT

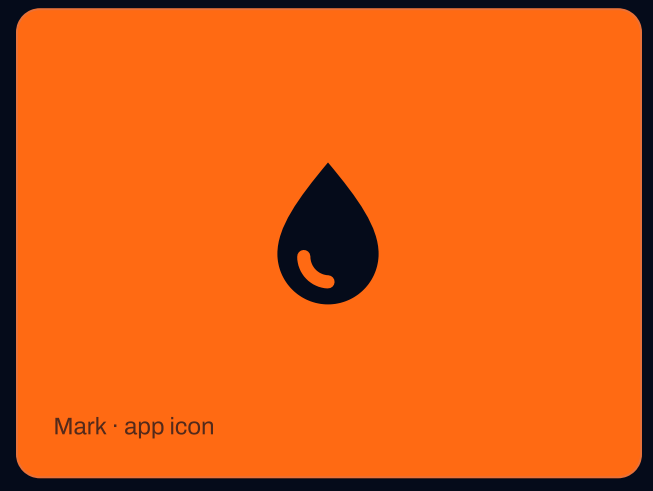
The marks, colors and type used across avaforplumber.com. For partners, press and our own team: please use the files as supplied and keep clear space around the mark.




Primary lockup · light




Primary lockup · dark



Mark · app icon

COLOR

## NIGHT SHIFT NAVY. HI-VIS ORANGE.

Deep navy and a blueprint grid set the scene. Orange is for urgency and the primary action; electric blue and cyan show flow and status.

**Night Navy**
#050B1A
Page background

**Console**
#0B1530
Panels and cards

**Hi-Vis Orange**
#FF6A13
Primary action, urgency

**Electric Blue**
#2E6BFF
Grid, links, status

**Flow Cyan**
#22D3EE
Live signals

**Frost**
#EAF0FF
Text on dark

TYPOGRAPHY

# BUILT CONDENSED. READ AT A GLANCE.

Archivo at condensed width and heavy weight for headlines and numbers, set in capitals. JetBrains Mono for status labels and codes.

**AA**

**Archivo Condensed · 800**
Display · headlines, prices, numbers

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 $ % ↗

**Archivo · 400 / 600 · JetBrains Mono**
Text · interface, articles, forms

USAGE

# THREE RULES THAT KEEP IT RECOGNIZABLE.

### Orange means action

Reserve orange for the primary button, urgent tags and the live pin. Everything else stays navy, blue and frost.

### Grid, not clutter

The blueprint grid sits behind content at low opacity. Keep panels squared with 10 px corners.

### No real dispatches

Show sample job requests clearly labeled as fictional. Never imply a technician was sent.

DOWNLOADS

# BRAND PACKAGE.

Vector marks, lockups, social card and tokens. Fonts are open-source (SIL Open Font License).

**Complete brand package** ↓
ZIP · all files below + guide

**Brand guide** ↓
PDF

**Mark** ↓
SVG

**Lockup · light backgrounds** ↓
SVG

**Lockup · dark backgrounds** ↓
SVG

**App icon** ↓
PNG · 1024 px

**Social card** ↓
PNG · 1200 × 630

**Design tokens** ↓
JSON