



SoloScale Brand Identity

Visual and messaging guidelines for all
brand materials

Brand Identity Guide | v2.0

Brand Overview

SoloScale is an AI-powered quoting platform built by contractors, for contractors. Our brand reflects the values of the trades industry: practical, reliable, straightforward, and results-driven. We speak to small and mid-sized trade contractors as peers who understand their challenges because we've lived them ourselves.

Brand Essence

Mission

Empower trade contractors to win more work and protect their margins through intelligent, effortless quoting.

Vision

Become the essential operating system for small trade businesses, starting with quoting excellence.

Values

Practical solutions, contractor empathy, margin protection, speed and efficiency, continuous improvement.

Brand Personality

SoloScale's brand personality balances professionalism with approachability. We are:

Knowledgeable

We understand the trades industry deeply because we're part of it. We speak with authority earned through experience.

Practical

We focus on real-world results, not flashy features. Every element serves a purpose.

Trustworthy

We deliver on promises and protect our customers' most valuable asset: their profit margins.

Innovative

We leverage cutting-edge AI technology while keeping the user experience simple and intuitive.

Logo

The SoloScale logo combines a geometric hexagon with an upward-trending graph, symbolizing growth, structure, and data-driven success. The wordmark uses a clean, modern typeface that conveys professionalism and reliability.

Primary Logo



Full Logo (Horizontal)

Primary usage for most applications



Use on dark backgrounds

Icon Mark



Icon Only

Use for
social
media
profiles,
favicons,
app icons



Maintains
visibility
on dark
surfaces

Clear Space and Minimum Size

Logo Guidelines

Clear Space: Maintain clear space around the logo equal to the height of the "S" in SoloScale on all sides.

Minimum Size: Never reproduce the full logo smaller than 120px wide (digital) or 1.5 inches wide (print). The icon can be used at minimum 40px (digital) or 0.5 inches (print).

Logo Do's and Don'ts

✓ DO

Use the logo at appropriate sizes with adequate clear space

✗ DON'T

Stretch, distort, or alter the logo proportions

✓ DO

Use the logo on
clean, uncluttered
backgrounds

✗ DON'T

Change the logo
colors or add effects
like shadows or
gradients

✓ DO

Use provided logo
files in appropriate
formats

✗ DON'T

Recreate or redraw
the logo

Color Palette

The SoloScale color palette is anchored by a distinctive orange that conveys energy, warmth, and approachability—qualities that resonate with the trades industry. Supporting neutrals provide balance and professionalism.

Primary Colors



SoloScale Orange

HEX: #C9673B

RGB: 201, 103, 59

CMYK: 0, 49, 71, 21

Primary brand color, CTAs, accents, headings



SoloScale Dark

HEX: #2C2C2C

RGB: 44, 44, 44

CMYK: 0, 0, 0, 83

Primary text, headings, dark backgrounds

Secondary Colors



Orange Light

HEX: #E08A5E

RGB: 224, 138, 94

CMYK: 0, 38, 58, 12

Hover states, light accents,
backgrounds



Orange Dark

HEX: #A55530

RGB: 165, 85, 48

CMYK: 0, 48, 71, 35

Active states, dark accents,
emphasis



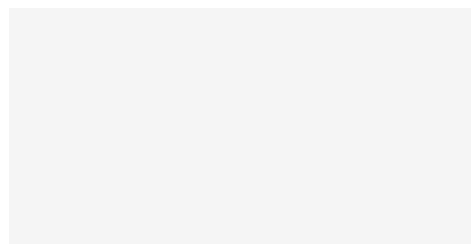
SoloScale Gray

HEX: #6B6B6B

RGB: 107, 107, 107

CMYK: 0, 0, 0, 58

Secondary text, captions,
metadata



Light Gray

HEX: #F5F5F5

RGB: 245, 245, 245

CMYK: 0, 0, 0, 4

Backgrounds, cards, subtle
containers

Color Usage Guidelines

Best Practices

Primary Orange: Use sparingly for maximum impact. Reserve for CTAs, key headings, and important UI elements.

Neutrals: Use dark gray for body text and light gray for backgrounds to maintain readability and visual hierarchy.

Contrast: Always ensure sufficient contrast between text and background colors for accessibility (minimum 4.5:1 ratio for body text).

Consistency: Limit color usage to 2-3 colors per design to maintain visual cohesion.

IMPORTANT: Light Background Bias

SoloScale brand materials should **default to light backgrounds** in all applications unless there is a specific contextual reason for dark backgrounds.

Preferred Background Hierarchy:

1. **White (#FFFFFF)** - Primary choice for most materials
2. **Light Gray (#F5F5F5)** - Secondary choice for subtle differentiation

3. **Dark backgrounds** - Use only when necessary for specific design contexts

Rationale: Light backgrounds provide better readability, convey professionalism and cleanliness, align with business document standards, and ensure accessibility across all viewing conditions.

Background Application Guidelines

Business Documents

White backgrounds (#FFFFFF)

Presentations

White or light gray backgrounds

Marketing Materials

White or light gray backgrounds

Website/App

White or light gray primary backgrounds

Dark Backgrounds

Reserve for hero sections, specific UI elements, or when white logo display is required

Typography

SoloScale's typography system combines the elegance of Libre Baskerville for headings with the clarity of IBM Plex Sans for body text. Montserrat serves as an alternative sans-serif for presentations and marketing materials.

Primary Typefaces

HEADINGS: LIBRE BASKERVILLE

The quick brown
fox
jumps over the
lazy dog

Usage: H1, H2, display text, cover pages

Weights: Regular (400), Bold (700)

Source: Google Fonts (free)

BODY TEXT: IBM PLEX SANS

The quick brown fox jumps over the lazy dog. IBM Plex Sans provides excellent readability for body text and UI elements.

Its clean, modern design complements Libre Baskerville while maintaining distinct character.

Usage: Body text, UI elements, captions, metadata

Weights: Light (300), Regular (400), Medium (500), Semibold (600), Bold (700)

Source: Google Fonts (free)

Type Scale

Recommended Sizes

H1 (Display): 48-56px, Libre Baskerville Bold, line-height 1.2

H2 (Section): 36px, Libre Baskerville Bold, line-height 1.3

H3 (Subsection): 24px, IBM Plex Sans Semibold, line-height 1.4

H4 (Minor Heading): 18px, IBM Plex Sans Semibold, line-height 1.4

Body Text: 16px, IBM Plex Sans Regular, line-height 1.7

Small Text: 13-14px, IBM Plex Sans Regular, line-height 1.6

Captions: 12px, IBM Plex Sans Regular, line-height 1.5

Typography Do's and Don'ts

✓ DO

Use Libre Baskerville for major headings to establish visual hierarchy

✗ DON'T

Use more than two font families in a single design

✓ DO

Maintain consistent line-height for readability (1.5-1.7 for body text)

✗ DON'T

Use all caps for long passages of text

Photography & Imagery

CRITICAL: Stock Image Limitations

SoloScale brand materials must **avoid generic stock photography** and prioritize authentic, real-world imagery that reflects actual contractor work environments.

Image Guidelines

Subject Matter

Real contractors at work, authentic job sites, actual tools and equipment. Avoid overly staged or stock-looking imagery.

Style

Natural lighting, realistic scenarios, diverse representation of trades and demographics.






Quality

High-resolution, well-composed, properly exposed. No watermarks or low-quality images.

Treatment

Minimal editing. Slight color correction is acceptable, but maintain natural appearance.





What to AVOID

-  Generic stock photos with models posing as contractors
-  Overly polished or staged scenarios that don't reflect real work
-  Cliché imagery (hard hat on desk, handshake photos, etc.)
-  Low-quality or watermarked images
-  Images that don't authentically represent the trades industry

Preferred Image Sources

1. Original photography from actual SoloScale customers (with permission)
2. Authentic contractor photography from reputable sources
3. Product screenshots and actual app interfaces
4. Real data visualizations and charts
5. Custom illustrations when photos aren't suitable

When Stock Photos Are Acceptable

-  Technical diagrams or icons
-  Abstract backgrounds (textures, patterns)
-  Generic office/business settings when not representing contractors
-  Only when authentic imagery is truly unavailable

Visual Style

SoloScale's visual style balances professionalism with approachability. Our designs are clean, structured, and purposeful—reflecting the practical nature of the trades industry.

Design Principles

Clean & Uncluttered

Use ample white space. Every element should serve a purpose. Remove anything that doesn't add value.

Structured & Organized

Use grids, alignment, and consistent spacing. Information should be easy to scan and digest.

Professional & Polished

High-quality imagery, proper typography, attention to detail. We help contractors look professional—our brand should reflect that.

Accessible & Inclusive

Ensure sufficient color contrast, readable font sizes, and clear visual hierarchy for all users.

Brand Applications

These examples demonstrate how to apply SoloScale's brand identity across various materials and touchpoints.

Business Documents

Business Plans, Reports, Proposals

Header: Logo (left) + document title (right), sticky header on all pages

Cover Page: Large logo, document title in Libre Baskerville (56px), subtitle in IBM Plex Sans (24px)

Body: IBM Plex Sans 16px, line-height 1.7, ample margins (0.75-1 inch)

Headings: Libre Baskerville for H1/H2, IBM Plex Sans for H3/H4

Accent Color: Orange for section dividers, callout boxes, and key metrics

Background: White (#FFFFFF) - Default for all business documents

Presentations

Pitch Decks, Sales Presentations

Typography: Montserrat for headings (clean, readable at distance), IBM Plex Sans for body

Layout: Minimal text, strong visual hierarchy, 1-2 key points per slide

Color: White or light gray backgrounds (default) , orange accents, dark text

Imagery: High-quality photos, simple charts, consistent icon style

Background Preference: White (#FFFFFF) or Light Gray (#F5F5F5) for maximum readability

Marketing Materials

Website, Ads, Social Media

Headlines: Bold, benefit-focused, 6-10 words maximum

Body Copy: Short paragraphs (2-3 sentences), scannable, action-oriented

CTAs: Orange buttons with white text, clear action verbs ("Start Free Trial," "Get Demo")

Imagery: Authentic contractor photos, product screenshots, customer testimonials

Background: White or light gray primary backgrounds with strategic use of color blocks

Product UI

Web Application, Mobile App

Navigation: Clean, minimal, with logo in top-left corner

Forms: Clear labels, helpful placeholder text, inline validation

Buttons: Orange primary buttons, gray secondary buttons, clear hierarchy

Background: White (#FFFFFF) for main content areas ,
light gray for subtle differentiation

Summary of Key Updates (v2.0)

This updated brand identity guide includes two critical enhancements to ensure consistency and quality across all SoloScale materials:

1. Light Background Bias

All SoloScale brand materials now default to **white or light gray backgrounds** as the primary choice. This ensures:

- Better readability and accessibility
- Professional business document appearance
- Consistency with industry standards
- Clear visual hierarchy

Dark backgrounds should only be used when there is a specific contextual need (such as hero sections or when displaying the white logo variant).

2. Stock Image Limitations

SoloScale brand materials must **avoid generic stock photography** and prioritize authentic imagery. This means:

- Using real contractor photos from actual job sites
- Showing authentic tools, equipment, and work scenarios
- Avoiding staged or overly polished stock photos
- Prioritizing product screenshots and real data visualizations
- Only using stock images when absolutely necessary (icons, abstract backgrounds, technical diagrams)

These guidelines ensure that SoloScale's brand remains authentic, professional, and true to the trades industry we serve.

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For questions about brand guidelines or to request design assets, contact the SoloScale team.