



KELPLINE
— BUILDERS —

REMODELING AND HOME BUILDING · GOLETA TO MONTECITO

BRAND GUIDE

Sample brand guide, prepared by Gabriel Knapp Photography



THE BUSINESS AT A GLANCE

A LOCAL REMODELER THAT BUILDS IT RIGHT, KEEPS YOU POSTED, AND LEAVES A CLEAN SITE.

WHO IT SERVES

Homeowners from Goleta to Montecito who want a kitchen, bath, or addition done right the first time.

WHAT IT DOES

Kitchen and bath remodels, room additions, decks, and repair work after storms or water damage.

WHAT MAKES IT DIFFERENT

One project lead from the first walk-through to the final punch list. Clear written scopes and a weekly update every Friday.

SERVICE AREA

Goleta, Santa Barbara, Hope Ranch, Montecito

TYPICAL PROJECTS

Kitchens, baths, additions, decks

HOW PEOPLE REACH THEM

Phone, estimate form, job-site sign

FEEL

Earthy, sturdy, trustworthy

1

STRAIGHT

Say what will happen, when, and what it involves. No fluff.

"The permit takes about three weeks. Demo starts the Monday after."

2

STEADY

Calm and sure, even when the news is a delay or a surprise behind a wall.

"We found old wiring behind the wall. Here is the fix and what it adds."

3

NEIGHBORLY

Talk like someone who lives here and will see you at the hardware store.

"Thanks for the coffee this morning. The crew noticed."

WORDS WE USE

✓ Walk-through

✓ Written scope

✓ Weekly update

✓ Built to last

✓ On schedule

✓ Clean job site

WORDS WE AVOID

✗ Dream home

✗ Luxury living

✗ Cutting-edge

✗ Best in town

✗ No problem

✗ Guaranteed

SOUNDS LIKE THIS

We'll walk the space with you, write down exactly what we'll build, and send you a short update every Friday until the last trim piece is on.

04 COLORS

	DRAFTING WHITE	HEX #F2F3F1	RGB 242 243 241	Main background	44%
	SPRUCE	HEX #21463A	RGB 33 70 58	Brand color, headings, logo	20%
	GRAPHITE	HEX #1D2125	RGB 29 33 37	Body text, dark bands	16%
	CONCRETE	HEX #C8CCC9	RGB 200 204 201	Panels, grid lines	12%
	STEEL	HEX #566069	RGB 86 96 105	Secondary text, captions	5%
	COPPER	HEX #B05F2C	RGB 176 95 44	Small accents only	3%

HOW MUCH OF EACH



Use the main background for most of the space, the brand color for headings and key shapes, and accents sparingly.

TEXT CONTRAST (WCAG 2.1 AA NEEDS 4.5:1, OR 3:1 FOR LARGE TEXT)

Aa	Graphite on Drafting White	14.6:1	Safe for all text
Aa	Spruce on Drafting White	9.4:1	Safe for all text
Aa	Drafting White on Spruce	9.4:1	Safe for all text
Aa	Drafting White on Graphite	14.6:1	Safe for all text
Aa	Steel on Drafting White	5.8:1	Safe for all text
Aa	Graphite on Concrete	10.0:1	Safe for all text
Aa	Concrete on Graphite	10.0:1	Safe for all text
Aa	Copper on Drafting White	4.2:1	Large text only (24px+, or 19px bold)

HEADINGS

Aa**Barlow Condensed****ABCDEFGHIJKLM****NOPQRSTUVWXYZ****abcdefghijklm****nopqrstuvwxyz****0123456789**

BODY

Aa**IBM Plex Sans****ABCDEFGHIJKLM****NOPQRSTUVWXYZ****abcdefghijklm****nopqrstuvwxyz****0123456789 & ? ! ,**

IBM Plex Sans is plain and easy to read on a phone, on an estimate, or on a job-site sheet.

SIZES ON THE WEB

Web H1 48px / 1.1 Barlow Condensed**Web H2** 32px / 1.2 Barlow Condensed**Web H3** 22px / 1.3 Barlow Condensed**Body** 17px / 1.6 IBM Plex Sans**Small and captions** 14px / 1.5 IBM Plex Sans**Buttons** 16px bold IBM Plex Sans**REMODELS BUILT TO LAST,
FROM GOLETA TO MONTECITO.**

One project lead, a written scope, and an update every Friday.

[Request an estimate](#)

Both fonts are free from Google Fonts.

PRIMARY LOCKUP



ICON ALONE



For social avatars,
favicons, stickers,
and small spaces.

ON DARK



CLEAR SPACE



Keep empty space around the logo equal to the icon's height divided by two (shown as the dashed area).

MINIMUM SIZE



Lockup: 150px wide on screen, 1.25 in. in print. Icon alone: 24px, 0.25 in.

DO

Use the supplied files. Place the logo on the main background or the dark brand color, with room to breathe. Use the icon alone only where the full lockup won't fit.



Don't stretch or squash



Don't change the colors



Don't rotate



Don't add effects

PHOTO DIRECTION

LIGHT

Natural daylight from windows where it exists, with off-camera flash to balance dark interiors and show true wood and stone color.

SUBJECT

Real crew at work, finished rooms, and close detail of joinery, tile, and trim. Hands and tools over posed smiles.

FRAMING

Straight verticals, level horizons, wide establishing shots paired with tight detail. Leave room at the top for headlines.



01 WIDE

Finished kitchen at mid-morning, all lines straight, counters clear



02 DETAIL

Hands fitting a cabinet face frame, sawdust in the light



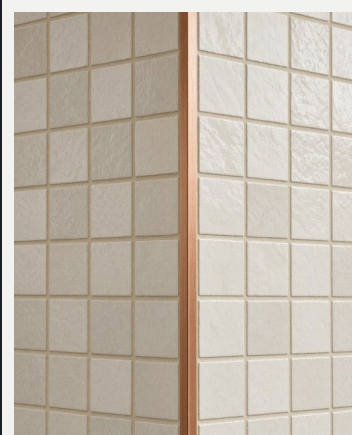
03 PORTRAIT

Project lead on the job site holding a rolled plan, looking at camera



04 PROCESS

Framing for an addition against open sky, crew in the frame



05 DETAIL

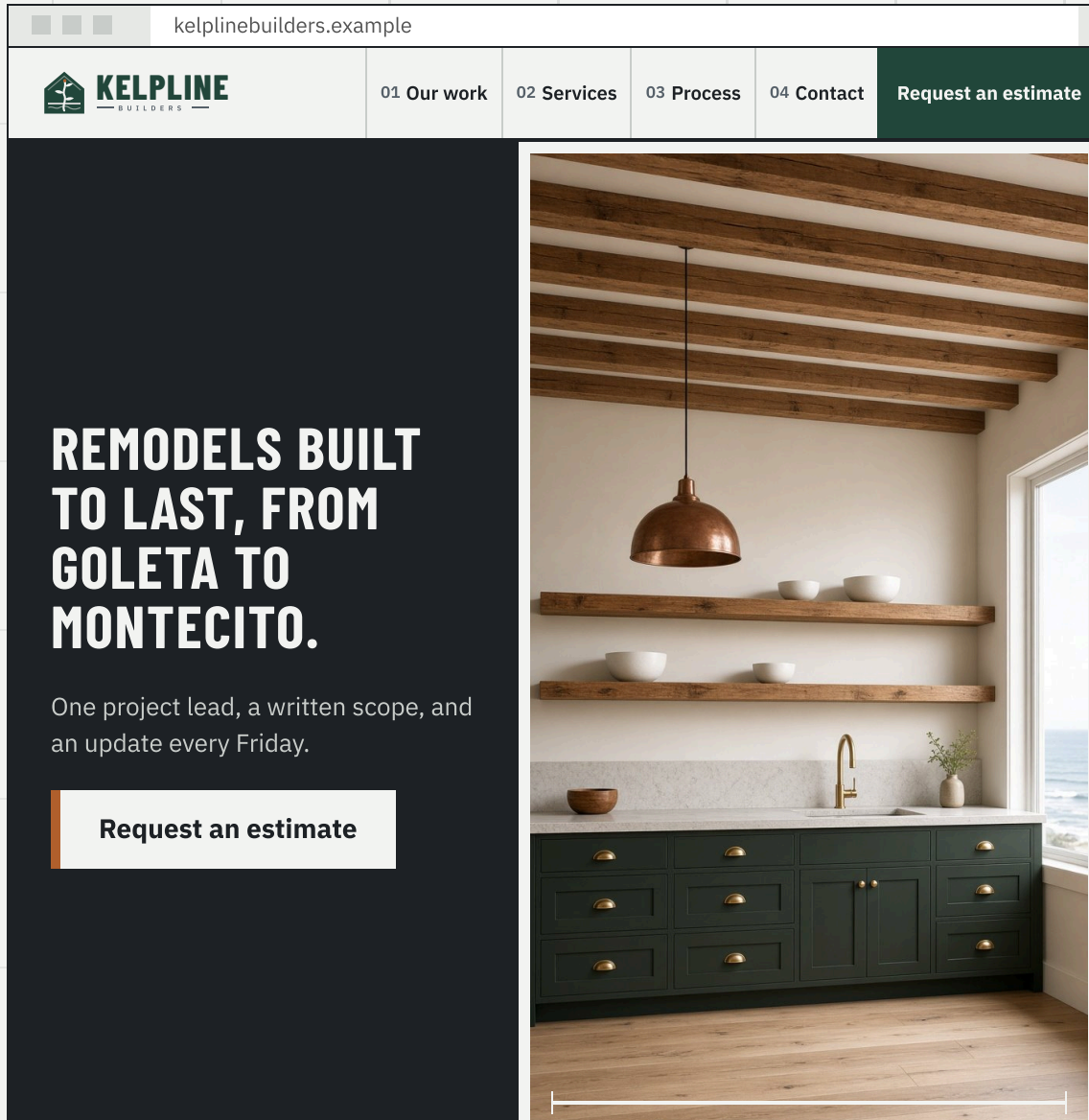
Close crop of a tile corner and grout line



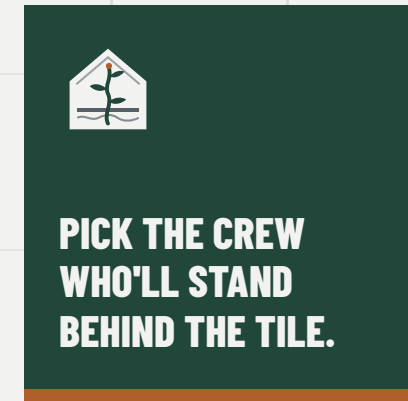
06 PLACE

Truck parked at a quiet Goleta street at golden hour

ON THE WEB AND IN PRINT



SOCIAL POST



BUSINESS CARD



PROJECT LEAD

Remodels and additions
Goleta to Montecito
kelplinebuilders.example

