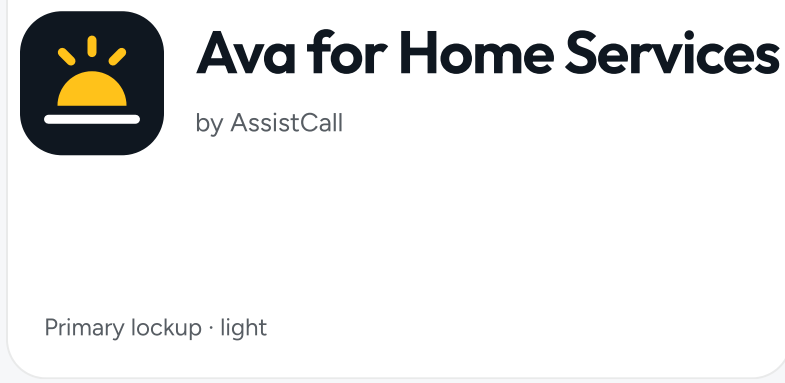
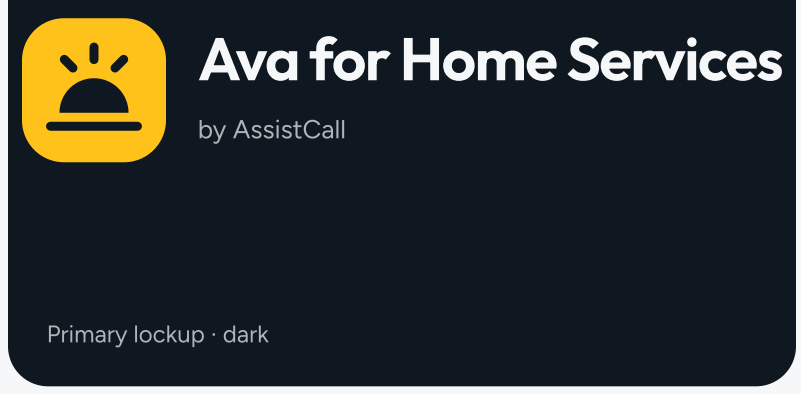
BRAND KIT

Ava for Home Services brand kit

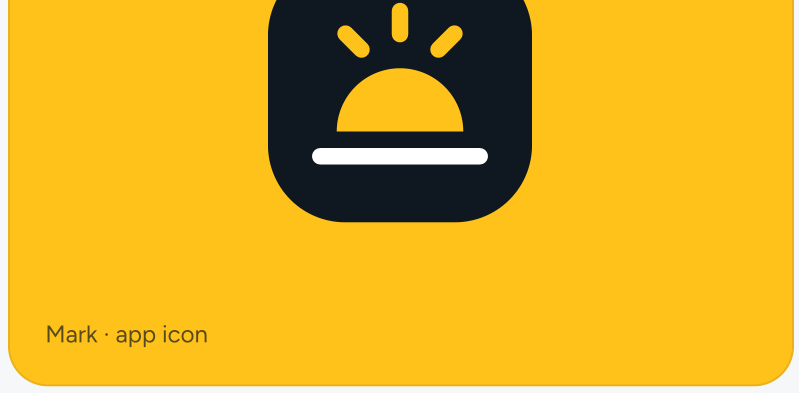
The marks, colors and type used across avaforhomeservices.com. For partners, press and our own team: please use the files as supplied and keep clear space around the mark.



Primary lockup · light



Primary lockup · dark



Mark · app icon

COLOR

Daylight, graphite and one signal yellow.

Clean and bright like a well-run office at 8 am. Graphite carries the words; signal yellow is the sun in the mark, the primary action and one highlight per view.

Graphite
#0F1720
Text, dark panels

Daylight
#F6F7F9
Page background

Signal Yellow
#FFC21A
Mark, primary action

Paper
#FFFFFF
Cards and boards

Slate
#5B6573
Secondary text

Mist
#E6EAF0
Lines, chips, tiles

TYPOGRAPHY

Round, friendly and easy to scan.

Outfit at 600–700 for headlines and figures. Figtree for interface, job details and articles.

Aa

Outfit · 600 / 700
Display · headlines and numbers

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 % ↗

Figtree · 400 / 600
Text · interface, articles, forms

USAGE

Three rules that keep it recognizable.

Yellow means go

Use signal yellow for the mark, the primary action and a single highlight in each view. Text stays graphite.

Calm, open boards

Generous white space, rounded 20 px cards and soft shadows. One idea per section, never a wall of boxes.

Requests, not dispatches

Show job requests as waiting for the office or the on-call technician. Never imply a crew was sent, an arrival time promised or a price agreed.

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