



Brand Guidelines

The visual and verbal system for a premium, dependable
Calgary renovation company, honest, precise, built to last.

THE BRAND IN ONE LINE

Honest, dependable home renovators. Calgary craftsmanship you can **see and trust.**

This document is the single source of truth for how Dependable Renovations looks, sounds and feels. It exists so that every touchpoint (a business card, a site sign, the website, an estimate, the app a client uses on the job) reads unmistakably as us: calm, exacting, and quietly premium.

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WHO WE ARE

A foundation of honesty and transparency.

Located in Calgary, Alberta, Dependable Renovations Ltd. is more than a name; it is an ethos built on honesty, transparency and good communication. With over a decade renovating Calgary homes, from whole-home luxury transformations to single-room renovations, every client and every project is unique, so we work closely and diligently to bring each vision to life.

Our team and our trades, driven by craftsmanship and excellence, ensure every project reflects our core values and the aspirations of the people we build for. We are not only creating beautiful spaces, we are crafting enduring relationships and homes that resonate with our clients' dreams.

WHAT THE BRAND MUST ALWAYS FEEL

Quietly confident. Premium without showing off. Precise enough that you'd trust us with the structural work and the finishing carpentry alike.

10+

years renovating
Calgary homes

4

industry
accreditations held

CHBA

BILD CALGARY REGION

RENOMARK

BBB ACCREDITED

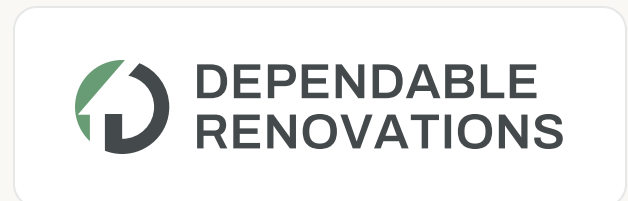
01 • THE LOGO

A house, living in the negative space of the D.

The monogram is the brand's equity. The capital **D** is drawn as an architectural form, and inside its counter sits a house, its roof picked out in the brand green. It says, simply: a dependable home. We refined the colour and redrew the wordmark; the mark itself is unchanged.



The full lockup



The monogram + wordmark, set in **Archivo SemiBold**, outlined to paths and tracked +0.015em. Use the lockup wherever space allows; use the monogram alone where it doesn't.

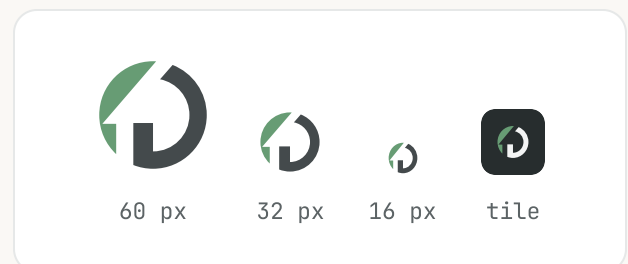
Clear space

Keep clear space around the mark equal to the height of the house's "door". Never crowd it with text, photography edges or other logos.



Minimum size

The monogram stays legible down to **16 px** / 6 mm. Below that, prefer the app-icon tile for contrast.



01 • THE LOGO

Variants & usage



On light, charcoal ink + green roof. The default.



On dark, off-white + green roof. For charcoal surfaces and photography.



Mono charcoal, single colour, where green can't print.



Reversed white, single colour knockout for signage & dark photos.

✓ Do

- Give the mark room, respect the clear space.
- Use the green only for the roof; keep the rest charcoal or off-white.
- Pick the variant with the strongest contrast for its background.
- Scale the lockup proportionally, from the SVG.

✗ Don't

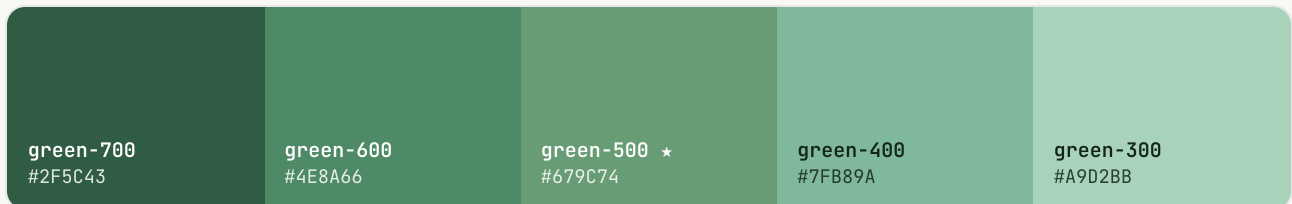
- Recolour the monogram or fill the house with green.
- Stretch, rotate, add shadows, outlines or gradients.
- Place the on-light mark on a busy or low-contrast photo.
- Rebuild the wordmark in another typeface.

02 • COLOUR

Charcoal ink, one signature green.

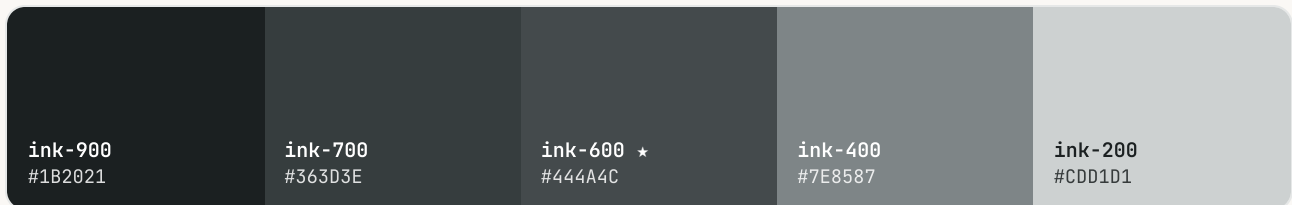
Charcoal #444A4C is the ink the brand is written in. The brand green #679C74 is the single accent, used with restraint, never as a candy colour. A cool neutral ramp and a warm stone do the quiet work of surfaces and structure.

Brand green, the signature



★ #679C74 is Chris's brand green, the roof slope, accents, focus rings. For green *text* use #2F5C43 (passes ≥7:1 on white). Solid fills that carry white text use #4E8A66 or darker.

Charcoal ink ramp, the backbone

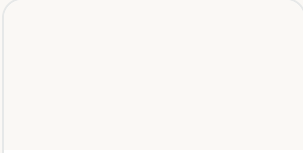
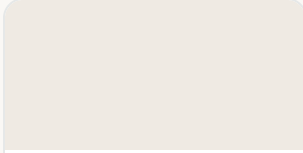
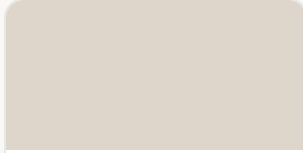
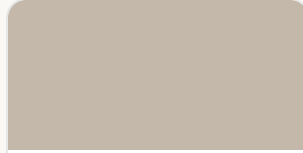


★ #444A4C is the established charcoal, primary text and ink. The full ramp (900→050) gives borders, muted text, dividers and dark-mode surfaces.





02 • COLOUR

Stone, neutrals & functional colour





Warm stone, surfaces & warmth (used sparingly)

 <p>stone-100 #FAF8F5 • 250 248 245 page background</p>	 <p>stone-200 #EFEAE3 • 239 234 227 cards • zebra rows</p>	 <p>stone-300 #DED6CB • 222 214 203 hairlines on stone</p>	 <p>stone-400 #C3B8AA • 195 184 170 quiet dividers</p>
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Functional, muted, never saturated

 <p>Success #679C74 • green-500</p>	 <p>Warning #C8861A</p>	 <p>Danger #B23B3B</p>	 <p>Info #3E6E8E</p>
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Usage rules

-  Charcoal is the ink, text, lines, the heavy lifting.
-  Green text uses the deep 700 value for contrast.
-  Green is an accent & fill, never the canvas. One green per view.
-  Stone & white are the surfaces; keep them calm.

ACCESSIBILITY

Body text $\geq 4.5:1$; large text & UI $\geq 3:1$, in light and dark.

The interactive green value (#3F7355 light / #52936D dark) is tuned to pass on its surface. Verify any new green pairing before shipping.

DARK SURFACES

BG #16191A

SURFACE #1E2324

03 • TYPOGRAPHY

Three voices, one system.

A clean grotesque does almost all the work. The signature move is the monospace, used wherever a value should read as *precise*: prices, dimensions, dates, job codes.

Aa

DISPLAY • HEADINGS • WORDMARK

Archivo SemiBold

Honest, Dependable, Home Renovators.

Regular 400 Medium 500 **SemiBold 600** **Bold 700**

Aa

UI • BODY

Inter

We work closely with our clients to bring each vision to life.

Regular 400 Medium 500 **SemiBold 600**

Aa

NUMERALS • PRECISE DATA, THE SIGNATURE

JetBrains Mono

QUOTE-2026-0148 • 14' 8" × 11' 2" • \$128,400 • 24 Jun 2026

Regular 400 Medium 500 **Bold 700**

03 • TYPOGRAPHY

Scale, weights & the tabular rule

Type scale (rem)

2.5 • 40px **Renovation**

2.0 • 32px **Renovation**

1.5 • 24px **Renovation**

1.25 • 20px **Renovation**

1.125 • 18px **Renovation**

1.0 • 16px **Renovation body**

0.875 • 14px **Renovation caption**

0.75 • 12px **Renovation label**

Weights **400 / 500 / 600**. Line-height **1.5** body, **1.2** headings. Headings get tighter tracking.

Tabular numerals, the signature

Money, dimensions, dates and codes are set in JetBrains Mono with font-variant-numeric: tabular-nums so columns align to the pixel.

Kitchen, cabinetry	\$ 42,800
Bathroom, primary ensuite	\$ 28,150
Flooring, engineered oak	\$ 9,640
Contingency	\$ 4,300
Total	\$ 84,890

RULE OF THUMB

If a number must be *trusted*, a quote ref, a measurement, a price, set it in the mono. Prose and labels stay in Inter.

04 • DESIGN PRINCIPLES

How it should always feel.

01

Quiet confidence, not fireworks.

Slickness lives in spacing, type, motion timing and consistency, not decoration. Calm beats clever.

02

Precision instrument.

Architectural restraint: hairline rules, a strong grid, generous space, and a monospace for anything precise. Premium, a touch technical.

03

One language, two postures.

The same tokens, type and motion flex from a dense desktop command centre to a glanceable, thumb-first field tool, and to this calm, confident public brand.

04

Elevating a premium brand.

Keep the green for recognition, keep charcoal for ink, and retire anything frumpy in favour of architectural neutrals.

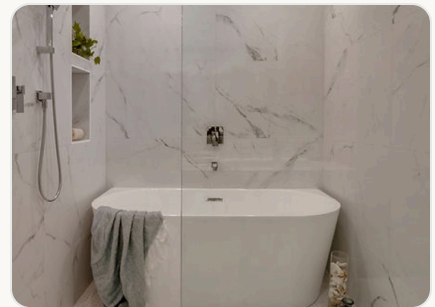
THE DON'TS

No glassmorphism everywhere, no gradient soup, no neon "futuristic" clichés, no decorative motion, no heavy drop shadows, and never more than one accent colour competing for attention. Futuristic, here, means precise and calm, not flashy.

05 • IMAGERY DIRECTION

Real work, honestly shot.

Photography leads the brand. Use real Dependable projects, natural light, true colour, wide enough to read the craftsmanship. Premium and honest; never stocky, never over-styled.



✓ Do

- Shoot in natural light; keep verticals straight.
- Show finished craftsmanship and honest detail.
- Favour calm, lived-in framing over staged perfection.

✗ Don't

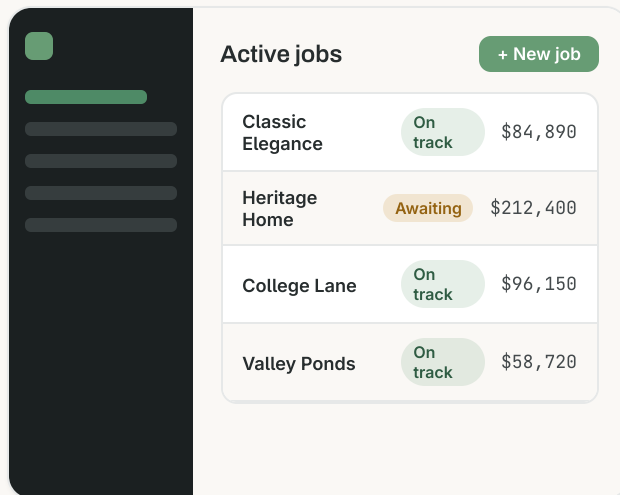
- Use generic stock interiors or AI renders.
- Over-saturate, heavy-vignette or fake HDR.
- Crop so tight the room can't be read.

06 • APPLICATIONS

One language, every surface.

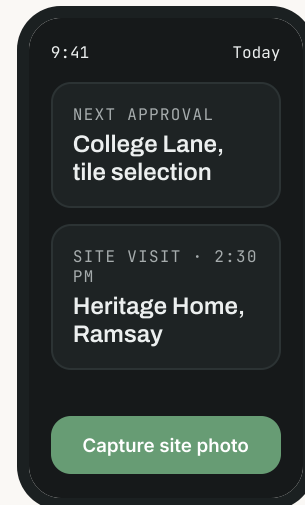
The same system runs the back-office command centre and the in-field app. Dense and keyboard-first on desktop; one-thing-at-a-time and thumb-first on mobile.

The command centre (CMS)



Left rail, dense tables, tabular-nums money, muted status pills, first-class dark mode.

The field instrument (app)

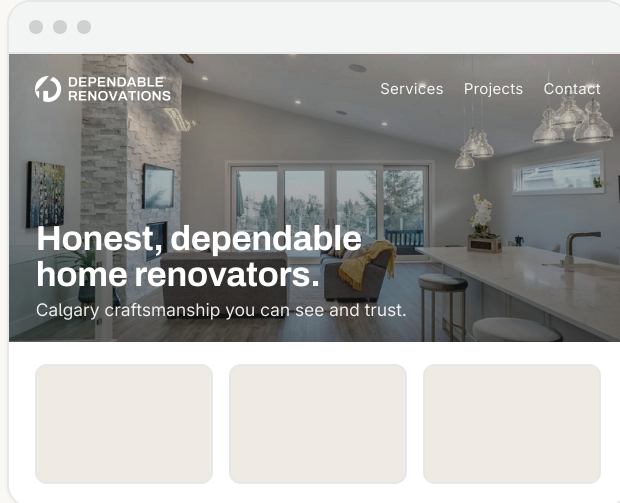


Dark-leaning for daylight, 48px targets, a dominant capture action, glanceable cards.

06 • APPLICATIONS

Website, card & signature

Website



Photography-led hero, charcoal/green, generous space, the public face.

Business card

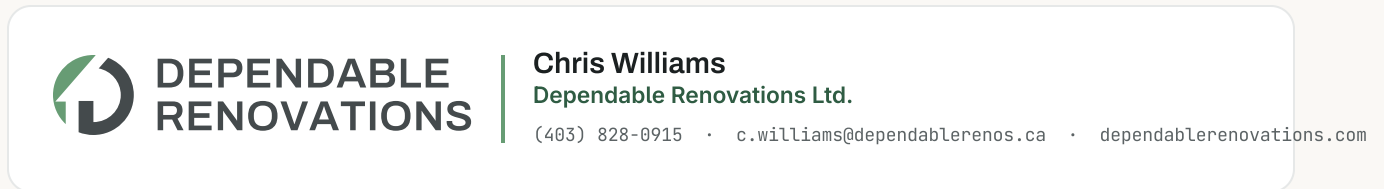


Chris Williams

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dependablenovations.com

Charcoal face with the monogram; details set in Inter with the phone in mono.

Email signature



Shown with Chris Williams' details, matching the printed business card and email signature.



**Built on honesty,
drawn with precision.**

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Where Calgary, Alberta



**DEPENDABLE
RENOVATIONS**