BuilderPace

The way BuilderPace looks, and *why*.

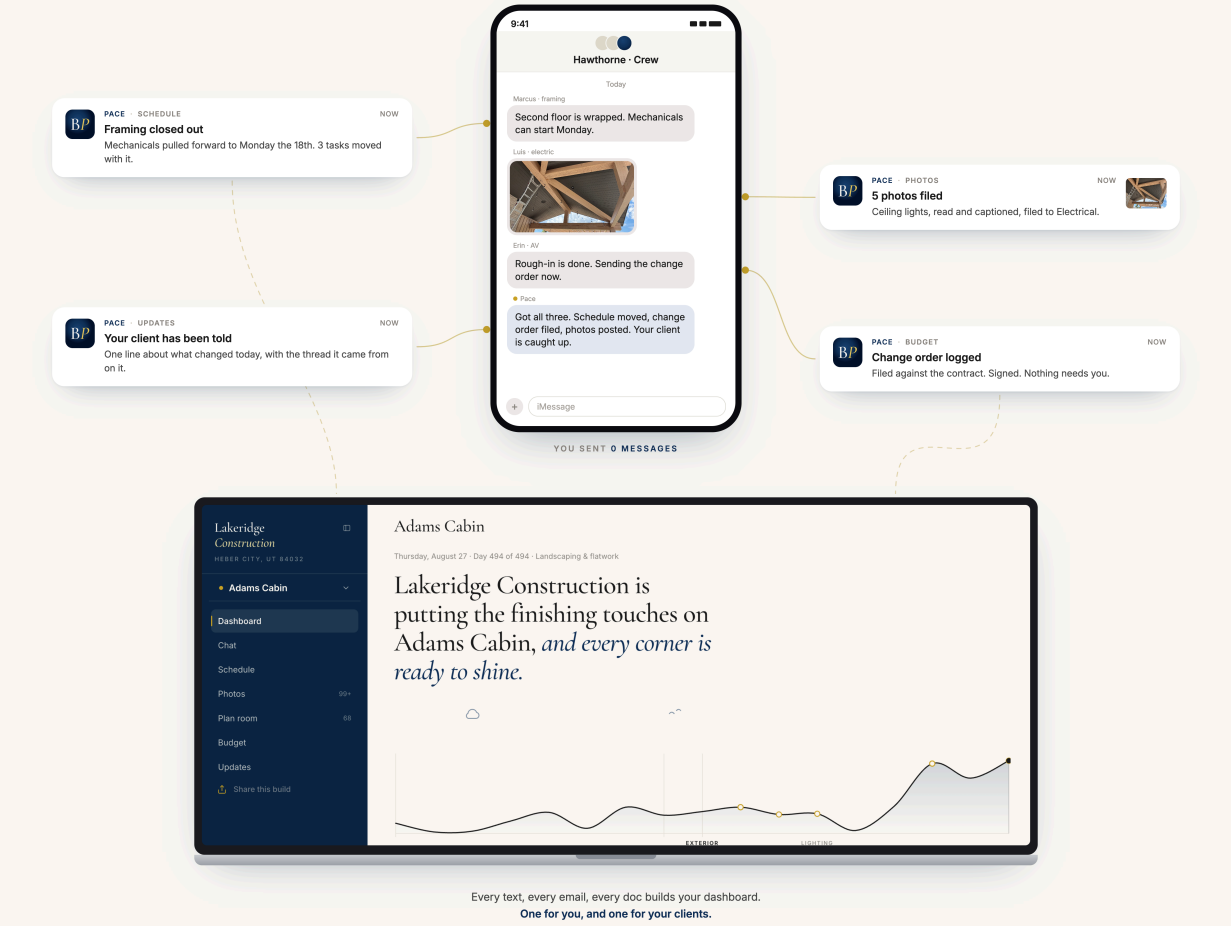
Everything in this document is the real thing. Pull the assets, do not redraw them.

Stay building.

An AI project manager who lives where the builder *already works.*

The builder copies Pace on a thread or drops in a document. Pace reads it, moves the schedule, files the cost, captions the photo, and keeps a branded client dashboard current. Nobody logs in to make that happen.

Written for established custom home builders. The builder is the hero of every sentence. Pace is the equipment.



THE ONE APPROVED PICTURE OF HOW PACE WORKS. NEVER DRAW A SECOND ONE.

One lockup, signed by *The Signal.*

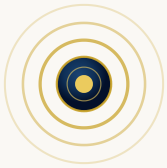
The wordmark "BuilderPace" followed by The Signal, the navy core with the gold rings. "Builder" is roman Ink, "Pace" is true italic Gold. Cormorant Garamond 500, one line, never stacked. In tight spaces the Signal stands alone.



Primary lockup
ON CREAM, PANEL WHITE, OR ANY LIGHT GROUND



Reverse lockup
ON DEEP NAVY OR INK ONLY



The Signal
ICON, AVATAR, FAVICON



Square mark
APP ICONS AND AVATARS ONLY



Wordmark alone
WHERE THE MARK WOULD CROWD

Clear space equal to the height of the "B" on all four sides. **Minimum size** 16px tall on screen, 0.5cm in print. Below that, the Signal alone.

What the logo *never does.*

The lockup is a fixed drawing. If a layout cannot hold it as it is, change the layout.

DO

- ✓ Pull the real file from the kit, at the size you need.
- ✓ Use the reverse lockup on deep navy and Ink.
- ✓ Give it clear space and let it sit alone.
- ✓ Drop to the Signal when the lockup would go under 16px.
- ✓ Use the square mark for app icons and social avatars.

DO NOT

- ✗ Stack the wordmark onto two lines.
- ✗ Recolor the Signal. The core is navy, the rings are gold.
- ✗ Stretch, skew, outline, or add a shadow.
- ✗ Set the words in any face but Cormorant Garamond.
- ✗ Place it on a photograph, a gradient, or a mid-tone color.
- ✗ Pair it with a script face or a second serif.
- ✗ Rebuild it. There is no version of this you should be drawing.

APPROVED BACKGROUNDS

CREAM | PANEL | DEEP NAVY | INK | NEVER

Navy leads. Gold accents and *never dominates.*

Cream is the page, not white. Navy carries structure. Gold is a signature, used in small quantity: the word "Pace", an active status, a dot on a pill. White space does more work than any color here.

	Cream	#FAF8F4	The page. Primary background everywhere.
	Panel	#FFFFFF	Cards, inputs, elevated surfaces.
	Ink	#1A1A1A	Primary text and primary buttons.
	Ink-soft	#4A4A4A	Body paragraphs and secondary text.
	Muted	#8B8680	Eyebrows, captions, metadata.
	Hairline	#E5E0D6	Borders and dividers.
	Navy	#0F3057	Italic accents on light. The Signal core.
	Deep navy	#0C2742	Dark section bands and the footer.
	Gold	#C9A227	The wordmark "Pace". Active status. Gold dots.
	Gold-soft	#F0E2A8	Italic accents on dark backgrounds.
	Gold-bright	#EBCB5E	The Signal hot center.
	Green	#2E6B4E	Done status.

Never pure black, pure white page backgrounds, or a saturated red, blue, or green for status.

Two faces, and one *italic accent.*

Cormorant Garamond sets display, headlines, and the wordmark. Inter sets body and interface. Both are open source under the SIL Open Font License and ship inside this kit. Fallbacks: Lora, then Georgia. Poppins, then the system sans.

ON LIGHT

You can just *build.*

One word in serif italic, in **Navy**.

ON DARK

It is already in your *inbox.*

The same word, in **Gold-soft**.

Gold italic is reserved for the wordmark "Pace". It is never a headline accent on a light background.

ELEMENT	FACE	SIZE	NOTES
Hero headline	Cormorant 400	~4.5rem	One italic accent word
Section headline	Cormorant 400	~3rem	One italic accent word
Card headline	Cormorant 500	1.5rem	
Body	Inter 400	17px	Line height 1.6, 60 to 75 characters
Eyebrow	Inter 500	12px	Uppercase, .15em tracking, Muted
Caption	Inter 400	13px	Muted

An editorial magazine that happens to be *software.*

Confident, specific, unhurried. Premium without pretension. The builder is the hero of every sentence and Pace is the equipment he uses. Restraint over clutter, always.

DO

- ✓ Write in sentence case and land on a period.
- ✓ Give one word per headline the italic accent.
- ✓ Use numerals for anything that is a count. 18 days, not eighteen.
- ✓ Name the specific thing. "Framing closed out", not "workflow optimized".
- ✓ Close on the tagline: "Stay building."

DO NOT

- ✕ Use emoji, in any context.
- ✕ Use exclamation points in marketing copy.
- ✕ Use em dashes. Periods, colons, and commas do the work.
- ✕ Use Title Case for a headline.
- ✕ Say users, platform, solution, leverage, seamless, or disrupt.
- ✕ Write a generic bullet list where a sentence would land harder.

THE TAGLINE

Stay building.

Navy
ON CREAM AND LIGHT GROUNDS

Stay building.

Gold-soft
ON DEEP NAVY AND FOOTAGE

Cormorant Garamond 500 italic. No shadow, no scrim, never stretched. It closes a piece. It does not open one.

Sized, exported, and *ready to upload.*

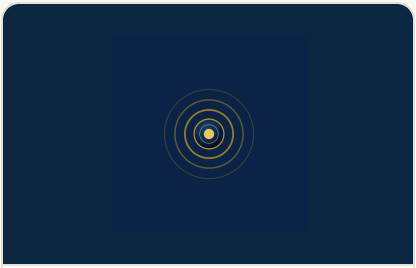
Everything below is in the download at brand.builderpace.com. PNGs are upload-ready, SVGs scale to any size, and both brand fonts ride along with their licenses.



Link preview
1200 X 630



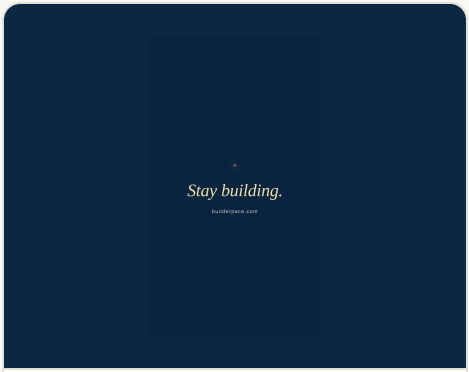
Instagram post
1080 X 1080



Profile mark
1080 X 1080



Film end card
16:9, 1080P AND 4K



Film end card
9:16, REELS AND SHORTS

FOLDER	WHAT IS IN IT
01-logomark	The Signal, SVG plus PNG on cream, navy, and transparent
02-wordmark	Wordmark, light and reverse, SVG and PNG
03-lockup	The lockup, light and reverse
04-social	Covers and profile marks for every channel, plus the OG image
05-icon	App icons and favicons, 32 to 1024
06-square	The BP square mark and the app icon master
07-tagline	"Stay building." in four colorways
08-endcard	Ad end cards, 16:9 and 9:16
09-diagram	The approved picture of how Pace works
fonts	Cormorant Garamond and Inter, with their OFL licenses

USING THESE ASSETS

Cleared for press, partner, and *co-marketing.*

Use these files as they are, in reference to BuilderPace. Do not modify, recolor, or rebuild them, and do not use them to imply a partnership or an endorsement that has not been agreed in writing.

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If an asset you need is not here, ask. Do not draw a substitute.

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BuilderPace

Stay building.