



BRAND KIT · VISUAL STANDARDS

The Design Language

A reference for designing assets that match the Foundation Projects website – colors, typography, logo usage, and visual effects for the brand kit, the freebie download, and everything that comes next.

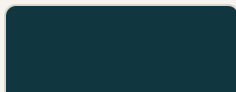
Foundation Projects

Built by roofers. For roofers.
scrolly-stack.vercel.app

Everything you need in 60 seconds.

If you only read one page of this kit, read this one. The full document expands on every section that follows – but this page is enough to keep any asset on-brand.

CORE COLORS — COPY THESE HEX CODES



ANCHOR
#103740



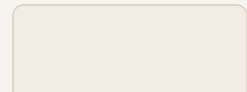
TEAL · BRAND
#297373



GREEN
#3E8C59



GOLD
#D79344



SAND · BG
#F2EDE4

PRIMARY GRADIENT · CTAS & BUTTONS



`linear-gradient(135deg, #297373 0%, #3E8C59 100%)`

TYPOGRAPHY — BOTH FREE ON GOOGLE FONTS

Newsreader

Headlines · Serif · 400, 500, 600

fonts.google.com/specimen/Newsreader

Inter

Body · UI · Sans · 400–700

fonts.google.com/specimen/Inter

THE FOUR CRITICAL RULES

1. **No pure black.** Use Anchor #103740 wherever you'd reach for #000.
2. **No pure white backgrounds.** Use Sand #F2EDE4 — the warm cream is part of the brand.
3. **Headlines are Newsreader. Body is Inter.** No substitutes — no Times, no Georgia, no system fonts.
4. **Body text at ~75% opacity** for editorial softness on both light and dark surfaces.

Brand Personality

Foundation Projects is built for roofing operators who deserve more than a brokered exit. The visual language reflects that — grounded, considered, and warm.

Every asset we make should feel:

- **Grounded & trustworthy** — deep teals and anchor blues, never neon.
- **Editorial & considered** — serif headlines, generous whitespace, real typographic hierarchy.
- **Warm, not corporate** — sand and cream surfaces instead of pure white; gold accents instead of flat yellow.
- **Premium but human** — subtle shadows, soft glass effects, no heavy gradients or stock-photo clichés.

When in doubt: lean editorial, lean warm, and avoid anything that looks like a generic SaaS or PE-fund deck.

Logo

The Foundation Projects logo combines a gold mark, an anchor wordmark, and a teal accent. Three colors, no exceptions.



LOGO COLORS

| ELEMENT | HEX | WHERE |
|-----------------|---------|----------------------------|
| Gold mark | #D79342 | Logo icon (folded form) |
| Anchor wordmark | #113740 | "FOUNDATION PROJECTS" type |
| Teal accent | #2B7474 | Mid-tone in icon |

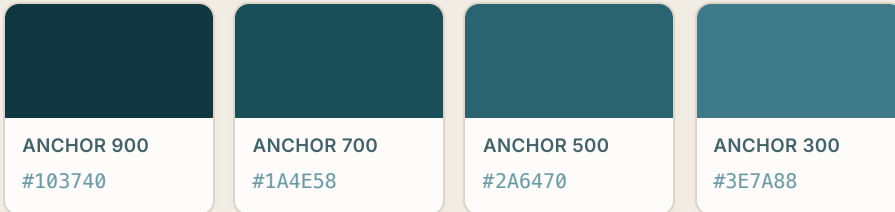
USAGE RULES

- **Clear space:** at least the height of the logo mark on all sides.
- **Minimum digital size:** 24 px tall.
- **Surfaces:** place on Sand or Anchor backgrounds — never on busy photography without a solid container.
- **Don't:** recolor outside the three brand colors, stretch, skew, or add drop shadows.

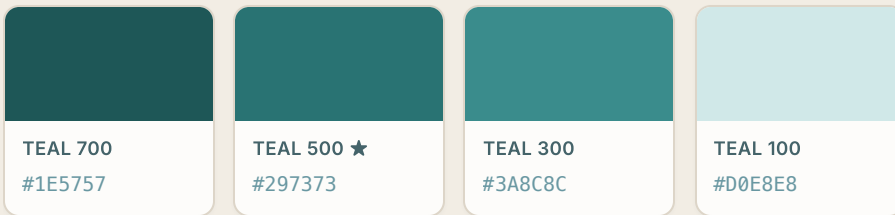
Color Palette

Five color families. Each one carries a meaning — use them with intent, not decoration.

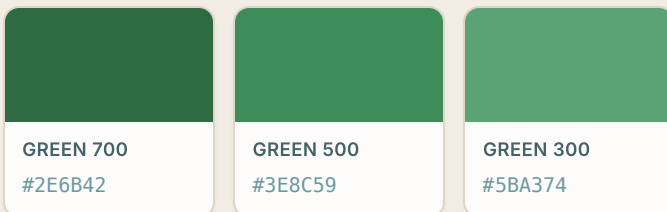
ANCHOR Trust & Authority — primary dark



TEAL Systems & Process — primary brand accent



GREEN Growth & Results — secondary accent

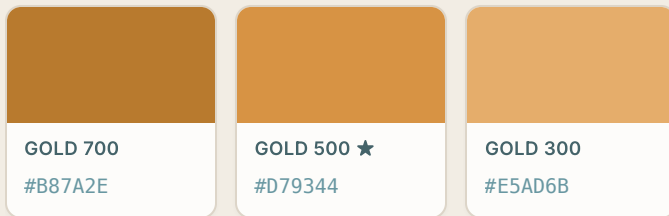


COLOR PALETTE · CONTINUED

SAND Foundation & Clarity — surfaces (the brand "white")



GOLD Value & Craft — warm accent



★ Critical color rules:

1. **No pure black.** Use Anchor 900 (#103740) wherever you'd reach for #000.
2. **No pure white backgrounds.** Use Sand 100 (#F2EDE4) — the warm cream is part of the brand.
3. Body copy sits at **~75% opacity** of its base color for an editorial softness on both light and dark surfaces.
4. Shadows are built from Anchor 900 at very low opacity (3–7%), **never from black.**

Gradients

Used sparingly — primarily on CTAs, badges, and feature highlights. Always 135°.

Primary gradient · Teal → Green



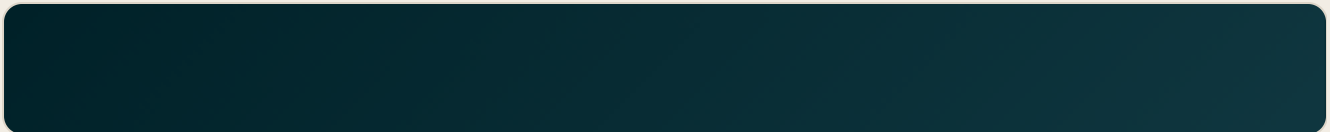
`linear-gradient(135deg, #297373 0%, #3E8C59 100%)` — the signature brand gradient. Use for primary buttons and key CTAs.

Warm gradient · Gold → Light Gold



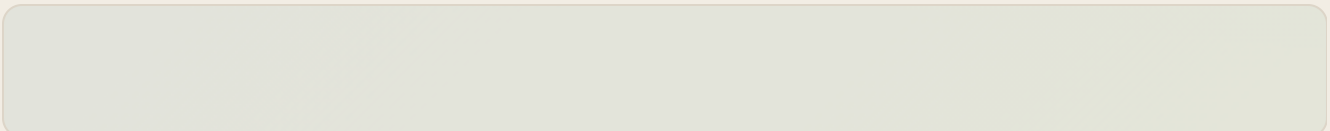
`linear-gradient(135deg, #D79344 0%, #E5AD6B 100%)` — for badges, value highlights, warm callouts.

Dark CTA gradient · Cinematic dark



`linear-gradient(135deg, #002128 0%, #103740 100%)` — for dark cinematic sections and inverse CTAs.

Subtle background tint · Brand wash



`linear-gradient(135deg, rgba(41,115,115,0.08) 0%, rgba(62,140,89,0.08) 100%)` — for soft section dividers.

Typography

Two typefaces. A serif for the editorial weight of the brand, a sans for clarity in everything else.

TYPEFACES

| ROLE | FAMILY | SOURCE | WEIGHTS |
|-----------------------------|------------|--------------|---------------------------------|
| Headlines (H1-H3, display) | Newsreader | Google Fonts | 400, 500, 600 (normal + italic) |
| Body, UI, captions, buttons | Inter | Google Fonts | 400, 500, 600, 700 |

Download: fonts.google.com/specimen/Newsreader · fonts.google.com/specimen/Inter

Why Newsreader: it's a serif designed for on-screen reading at large display sizes — that's what gives Foundation Projects its editorial, considered tone. Don't substitute with Times, Georgia, or generic serifs.

FLUID TYPE SCALE

| TOKEN | MOBILE → DESKTOP | USE FOR |
|-------|------------------|----------------------|
| 2xs | 8.8px | Micro labels |
| xs | 11.2 → 12px | Tiny captions |
| sm | 12.8 → 14px | Small body |
| base | 15 → 16px | Body copy |
| lg | 17 → 20px | Lead paragraphs |
| xl | 20 → 24px | Section intros |
| 2xl | 24 → 32px | H4 / small headlines |
| 3xl | 30 → 40px | H3 |
| 4xl | 36 → 52px | H2 / H1 |

Type Specimens

Each role rendered in its actual font, size, and weight — use these as visual targets when laying out copy.

DISPLAY / H1

Built by roofers.

Newsreader · 52px · 400 · line-height 1.1 · tracking -0.025em

H2

A platform for the operators who built it.

Newsreader · 40px · 400 · line-height 1.2

H3

What happens when you join the platform.

Newsreader · 32px · 500 · line-height 1.3

H4

Three operators have signed LOIs.

Inter · 24px · 600 · line-height 1.3

05 — VOICE · TYPE SPECIMENS, CONTINUED

BODY LARGE

Operators who join Foundation Projects don't just get a better exit strategy — they get a better business first.

Inter · 20px · 400 · line-height 1.6

BODY

That's the design. We come in, help tighten the operations, build the systems, and deploy the AI tools that make a roofing company worth significantly more before it ever goes to market.

Inter · 16px · 400 · line-height 1.6

OVERLINE / EYEBROW

VERIFIED OPERATOR VOICE

Inter · 12px · 700 · UPPERCASE · tracking 0.15em

BUTTON

Schedule a call →

Inter · 14–16px · 600 · tracking 0.025em

Spacing & Layout

Foundation Projects uses generous spacing — let things breathe. The site follows a fluid spacing scale.

| TOKEN | MOBILE → DESKTOP | USE FOR |
|-------------|------------------|---------------------------------|
| xs | 4 → 6px | Tightest gaps (icon labels) |
| sm | 8 → 12px | Inline element spacing |
| md | 14 → 20px | Card padding, paragraph spacing |
| lg | 20 → 32px | Component spacing |
| xl | 28 → 48px | Block spacing within sections |
| 2xl | 40 → 72px | Major spacing within sections |
| 3xl | 56 → 96px | Sub-section breaks |
| section gap | 64 → 128px | Between major sections |

CONTAINERS

| PROPERTY | VALUE |
|---------------------|------------------------------|
| Container max-width | 1400px (1600px on ultrawide) |
| Container padding | 16 → 48px |
| Header height | 72px desktop · 89px mobile |

For the freebie PDF: default to page margins of 48–64px, paragraph spacing 16–24px, and section breaks of 48–72px. When in doubt, add more whitespace.

Radii, Borders & Shadows

BORDER RADIUS

| TOKEN | VALUE | USE FOR |
|----------|--------|---|
| xs | 2px | Tags, micro pills |
| sm | 4px | Inputs |
| md | 8px | Cards, badges |
| lg | 12px | Larger cards |
| xl | 16px | Feature cards |
| 2xl | 24px | Hero containers |
| Button ★ | 10px | All buttons (intentional design choice) |
| Full | 9999px | Pills, avatars |

BORDERS

- **Default:** 1px solid #DDD5C8 (Sand 300)
- **Subtle:** 1px solid #E8E1D6 (Sand 200)
- **Focus ring:** #297373 (Teal 500)

SHADOWS

All shadows are built from Anchor 900 at low opacity — **never from black.**

```
sm: 0 1px 2px 0 rgba(16, 55, 64, 0.04)
```

```
md: 0 4px 6px -1px rgba(16, 55, 64, 0.07),  
    0 2px 4px -1px rgba(16, 55, 64, 0.04)
```

```
lg: 0 10px 15px -3px rgba(16, 55, 64, 0.07),  
    0 4px 6px -2px rgba(16, 55, 64, 0.03)
```

```
xl: 0 20px 25px -5px rgba(16, 55, 64, 0.07),  
    0 10px 10px -5px rgba(16, 55, 64, 0.03)
```

Glass & Effects

The website uses warm-cream glass effects (not cool blue) — important for matching the brand feel.

```
Glass blur:          blur(32px)
Glass saturation:    saturate(180%)

Glass background:   rgba(242, 237, 228, 0.45) /* base */
                   rgba(242, 237, 228, 0.65) /* cards */
                   rgba(242, 237, 228, 0.72) /* sticky elements */

Glass border:       1px solid rgba(242, 237, 228, 0.35)
```

SUBTLE TEAL GLOW (FOR ACCENT MOMENTS)

```
0 0 15px rgba(41, 115, 115, 0.20),
0 0 30px rgba(41, 115, 115, 0.10)
```

The glass is **warm cream**, not white or icy blue. This is the difference between "feels like Foundation Projects" and "feels like every other SaaS landing page."

Animation Tokens

For any animated assets, GIFs, or videos — match these timings so motion feels coherent across surfaces.

DURATIONS

| TOKEN | VALUE | USE FOR |
|---------|-------|---------------------------------|
| Instant | 100ms | Micro interactions, focus rings |
| Fast | 200ms | Hover states, button presses |
| Base | 300ms | Default for most transitions |
| Slow | 500ms | Modal opens, drawers |
| Slower | 800ms | Hero intros, scroll reveals |

EASING CURVES

```
ease-out (default, smooth): cubic-bezier(0.16, 1, 0.3, 1)
ease in-out:                 cubic-bezier(0.4, 0, 0.2, 1)
spring (playful):           cubic-bezier(0.34, 1.56, 0.64, 1)
```

Always respect **prefers-reduced-motion** — set durations to 0 when the user has reduced motion enabled.

Photography Direction

Real, lived-in environments. Architectural detail and craft over generic "team smiling at laptop" energy.

DIRECTION

- Warm, golden-hour lighting whenever possible.
- Real, lived-in environments — not stock studio shots.
- Architectural detail and craft over generic corporate imagery.
- Cinematic roofing scenes, coastal overlooks, estate properties, family/lifestyle moments.
- Aspirational but grounded — think luxury expedition, never penthouse-and-champagne.

AVOID

- Corporate blue gradients
- Hand-shake stock photography
- Generic city skylines
- "Team smiling at laptop" stock
- Anything that looks like a PE-fund prospectus cover

CSS Variable Reference

If you ever export this brand kit to Figma tokens or hand it to a developer, these are the canonical token names used in the Foundation Projects codebase.

```
/* Surfaces */
--surface-base: #F2EDE4;
--surface-card: #FDFCFA;
--surface-raised: #F7F4EF;

/* Text */
--text-primary: #103740;
--text-secondary: #1A4E58;
--text-tertiary: #3E7A88;
--text-inverse: #FDFCFA;

/* Brand */
--accent-brand: #297373;
--accent-brand-hover: #1E5757;
--accent-warm: #D79344;
--accent-warm-hover: #B87A2E;

/* Borders */
--border-default: #DDD5C8;
--border-subtle: #E8E1D6;
--border-focus: #297373;

/* Status */
--status-success: #3E8C59;
--status-warning: #D79344;
--status-error: #C25450;
--status-info: #297373;

/* Type */
--font-family-serif: "Newsreader", Georgia, serif;
--font-family: "Inter", system-ui, sans-serif;

/* Button */
--btn-radius: 10px;
--btn-font-weight: 600;
```

Designer's Checklist

Before exporting any asset, run through this list. If any box can't be checked, fix it before sending.

- No pure black (#000) — all darks use Anchor 900 (#103740).

- No pure white backgrounds (#FFF) — all surfaces use Sand 100 (#F2EDE4) or warmer.

- Headlines set in **Newsreader**, body in **Inter** — no substitutes.

- Body text at ~75% opacity for editorial softness.

- Shadows built from `rgba(16, 55, 64, ...)`, never from black.

- Generous spacing — when in doubt, add more whitespace.

- CTA buttons use the teal → green gradient with 10px radius.

- Logo placed on Sand or Anchor surface — never on busy photo without a container.

- Imagery feels warm, real, and architectural — not stock-corporate.

What's in this Package

| FILE | WHAT IT IS |
|----------------------------------|---|
| FoundationProjects_BrandKit.pdf | This document |
| FoundationProjects_Logo_Main.svg | Vector logo (preferred for all uses) |
| FoundationProjects_Logo_Main.png | Raster logo (fallback for tools that won't render SVG) |
| freebie-mockup.png | Existing mockup of the freebie download — use as a layout reference |

LIVE REFERENCE

Open the live website in a browser to see all of the above in context:

scrolly-stack.vercel.app

Questions about anything in this document? Reach out to Nikita on Slack.

Built by roofers. For roofers.