Preframe

Brand guide.

Logo, colour, type, icons and layout for everything that carries the Preframe name.

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preframe.com

Two frames, one name.

The logo is the mark, two overlapping rounded frames, next to the Preframe name. Use the full logo wherever there is room. Use the mark alone when space is tight or the name is already nearby.



Full logo
Mark and name together



Mark
On its own

Always place the supplied files. Never redraw or retype the logo.

What the mark means.

The two frames are not decoration. Each part of the shape says something about how Preframe works.



Two frames	Two parties, the business and its customer. Both enter the conversation better prepared.
Overlapping	Cooperation. The two sides work together, not against each other.
Pointing up and to the right	Progress.
Rounded corners	Pleasant to deal with.
Sharp corners	Professional and exact.

Use this wording when someone asks what the logo stands for.

Black on light. White or lime on black.

The logo comes in black, dark gray, white and lime. The lime logo is only ever placed on black.



Black
On white



Dark gray
On off-white



White
On black



Lime
On black only



Mark, black



Mark, dark gray



Mark, white



Mark, lime

Never place the lime logo on white, off-white or any light background.

The mark in a tile.

For browser tabs, app icons and profile pictures, the mark sits inside a tile. A solid lime tile with the black mark inside works on any background.



Black on lime

Rounded tile, any background



Leaf tile

Two rounded corners, echoing the frames



Lime on dark

Works anywhere



White on dark

One colour, light surroundings



Dark on white

One colour, dark surroundings

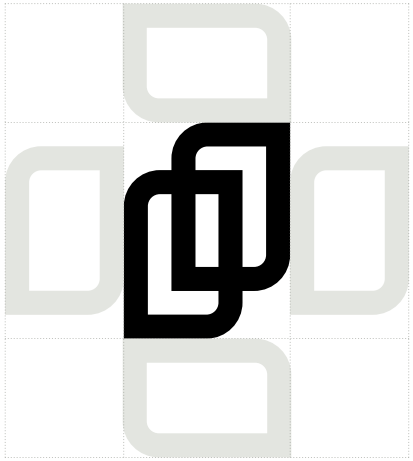
PNG sizes at 1x, 1.5x, 2x and 3x are in the kit folder, next to the SVGs.

Give it room.

The space around the logo is measured with the logo itself. On every side, leave at least the width of one frame of the mark, clear of text, images and edges.



Full logo. The gray frames are the ruler: one frame, turned on its side above and below.



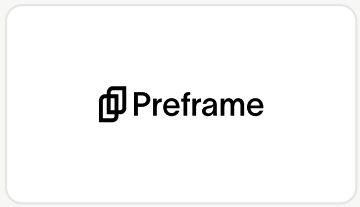
Mark alone. The same rule: one frame on every side.

1 unit The thickness of the frame line. Everything below is counted in it.	**5 × 7** One frame is 5 units wide and 7 tall.	**2** The frames are shifted 2 units up and 2 to the right.	**2** The gap between the mark and the name.	**5** Clear space on every side: one frame width.	**2.5** The least allowed in tight spots such as a menu bar: half a frame.

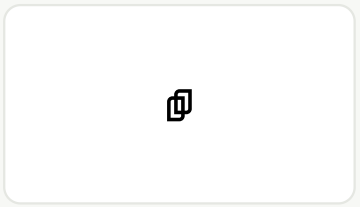
The logo files carry a small built-in margin. It is smaller than the clear space, so always add room around the file.

Smallest sizes.

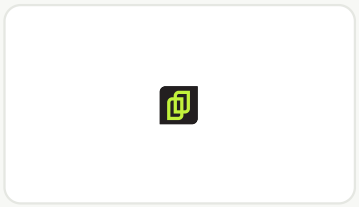
Below these sizes the frames close up and the name stops being readable. The examples are printed at their real size.



Full logo
At least 24 mm wide in print, 90 px on screen. Smaller than this, use the mark alone.



Mark
At least 5 mm wide in print, 16 px on screen.



Icon tile
At least 5 mm in print, 16 px on screen. On busy backgrounds use a tile, not the bare mark.

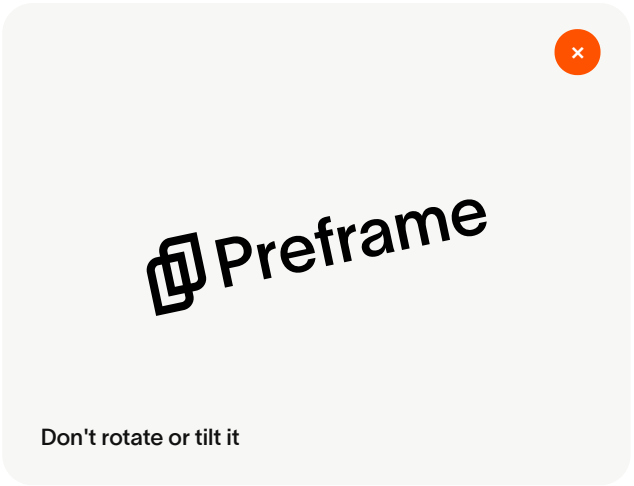
These minimums are a working rule. Check very small uses by eye.

Leave it as it is.

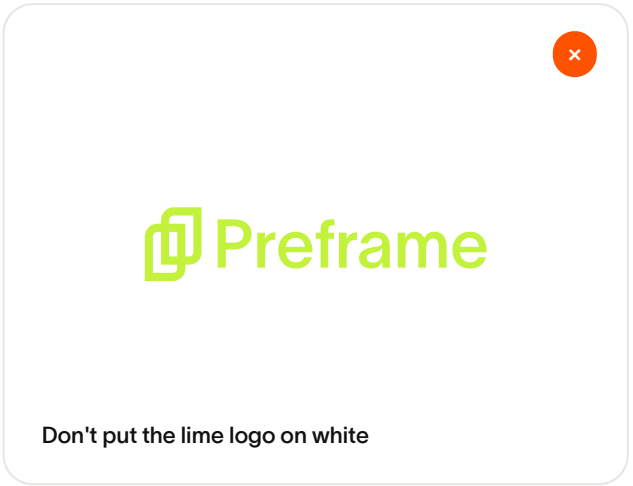
The logo works because it is always the same. These are the common ways it gets broken.



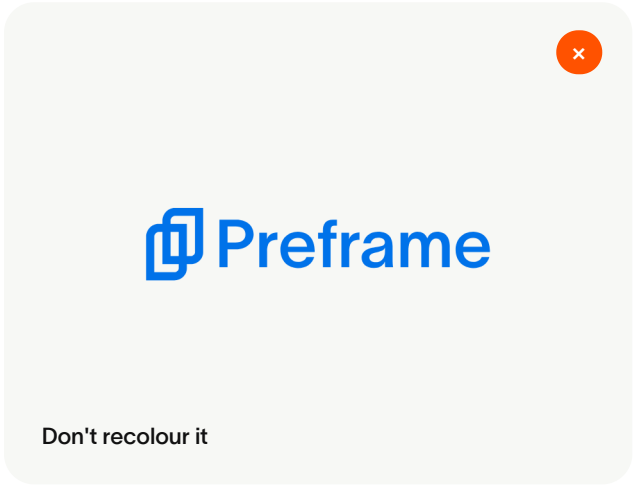
Don't stretch or squash it



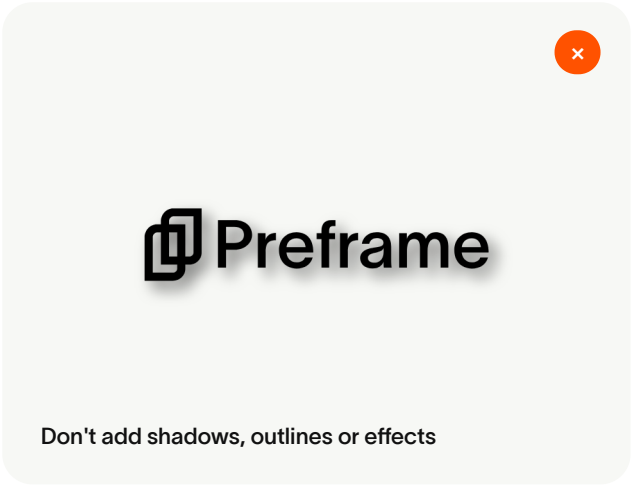
Don't rotate or tilt it



Don't put the lime logo on white



Don't recolour it



Don't add shadows, outlines or effects



Don't place it on busy backgrounds

Also: don't retype the name in another font, and don't use any earlier Preframe logo.

Black and white. Lime as a solid block.

Most of any Preframe page is black, white and off-white. Lime is the one accent. As a solid block with black text inside, it can sit on any background. As text, a line, an outline or a small mark, it only goes on black. On white, accent text is dark lime.

Black
#111111
RGB 17 17 17
Text, dark sections

White
#FFFFFF
RGB 255 255 255
Main background

Lime
#C2F23C
RGB 194 242 60
Solid blocks on any background. Lime text and lines on black only.

Dark lime
#587300
RGB 88 115 0
Accent text on white: numbers and small highlights

Off-white
#F7F8F5
Section background

Border
#E5E7E2
Lines, dividers

Muted
#6B6F68
Secondary text

Dark gray
#231F20
Logo files only

Orange
#FF5200
Rare alerts only

No lime text and no lime lines on white or bright backgrounds. Text inside a lime block is always black.

Two typefaces.

Lausanne does everything. Playfair Display Italic has one narrow job and is never used outside it.

Aa

TWK Lausanne Pan

Everything: headlines, text, buttons, forms, documents and numbers.

Weights we use
Regular 400 · **Medium 500** · **Semibold 600**

Numbers in tables
Lausanne with equal-width figures switched on, so columns line up: 18 · 14 · 8

Not used
Light, Bold, italics

If it is not available
Segoe UI, San Francisco or Arial

Aa

Playfair Display Italic

One accent word or phrase inside a headline.

Weight
Regular italic only

Size
The size of the headline it sits in

Never for
Body text, buttons, labels, or a second accent in the same headline

There is no brand monospace font. Codes and IDs inside the app may use the device's own monospace font.

Eight type styles.

Every piece of text uses one of these. Each style fixes the size, weight, line height and letter spacing together.

Style	Shown at 70% of its real size	Recipe	× body
Display Page headline, once per page	**Questions we get a lot.**	64 px wide · 40 px phone · Semibold Line height 1.0 · spacing -0.04em	4×
Headline Section headline	**See what turns into revenue**	48 px wide · 32 px phone · Semibold Line height 1.0 · spacing -0.04em	3×
Subhead Large card or feature heading	**Smartforms that adapt as buyers respond**	32 px wide · 24 px phone · Semibold Line height 1.1 · spacing -0.03em	2×
Title Card titles, FAQ questions	**Who is Preframe for?**	22 px wide · 20 px phone · Medium Line height 1.2 · spacing -0.02em	1.4×
Body large The sentence under a headline	If your customers want an estimate before they meet you, Preframe fits.	18 px wide · 16 px phone · Regular Line height 1.5 · spacing 0	1.1×
Body Paragraphs. Buttons in Medium.	Visitors see an instant estimate on your website and book a time on your calendar.	16 px wide · 16 px phone · Regular Line height 1.5 · spacing 0	1×
Small Notes, help text	246 of 300 founding spots available	14 px wide · 14 px phone · Regular Line height 1.45 · spacing 0	0.9×
Caption Fine print, table labels	Rep scorecards · Example data	12 px wide · 12 px phone · Regular Line height 1.4 · spacing 0	0.75×

Website sizes are in pixels. For decks, documents and print, pick a body size and multiply by the last column.

The styles in use.

Two typical layouts, shown at 60% of real size, with each line labelled by its style.

Businesses that sell by *appointment.*

Display + accent

If your customers want an estimate before they meet you, Preframe fits.

Body large

Get my free demo ▸

Body, Medium

246 of 300 founding spots available ?

Small

What turns into revenue

Headline

See how each rep books, meets and closes, lead by lead.

Body

Rep scorecards

Title

Rep	Booked	Met	Closed
Rep A	18	14	8

Caption

Body, equal-width figures

If a line of text does not fit one of the eight styles, change the text or the layout, not the style.

Type rules.

Sentence case and left aligned; a page's hero may be centered. Three weights, one accent. Capitals only on badges: one or two words, Caption size, Medium, 0.06 em spacing. Lines run about 45 to 75 characters.

✓

Questions we get a lot.

DONE FOR YOU

Sentence case; capitals only on a badge

✓

Sell by *appointment.*

One accent phrase, in a headline

✓

Rep	Booked	Met
Rep A	18	14
Rep B	16	12

Table numbers in equal-width figures

×

QUESTIONS WE GET A LOT

No capitals outside badges

×

Sell by *appointment.*

Visitors see an instant estimate.

Don't use two accents, or the accent font in text

×

Questions we get a lot.

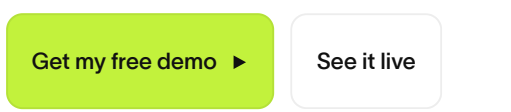
Visitors see an instant estimate.

Don't use Light or Bold, or sizes outside the eight

These rules cover the website, ads, decks, documents and emails. The app will get its own, smaller set of styles.

The triangle, never an arrow.

Our one icon for "go", "next" and "open" is a plain solid triangle. Every call-to-action button ends with it. Other buttons carry no icon. It can also sit alone inside a circle.



On white
The call to action is a lime block with black words and the triangle. The other button has no icon.



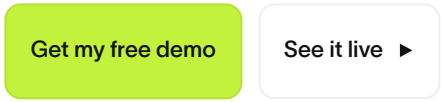
On black or photos
The same rule



Triangle in a circle
Previous, next, open. It turns to point the way.



Don't use arrows, chevrons or other icons



Don't leave the triangle off a call to action
And don't add it to other buttons



Tooltips
Always a question mark in a circle

Two button sizes: 3× and 2.5× body text tall, with 14 px Medium text. One finish on every button: flat, with a 1 px edge at 8% black, no shadow. On a lime block the button is black.

No eyebrows. Start with the headline.

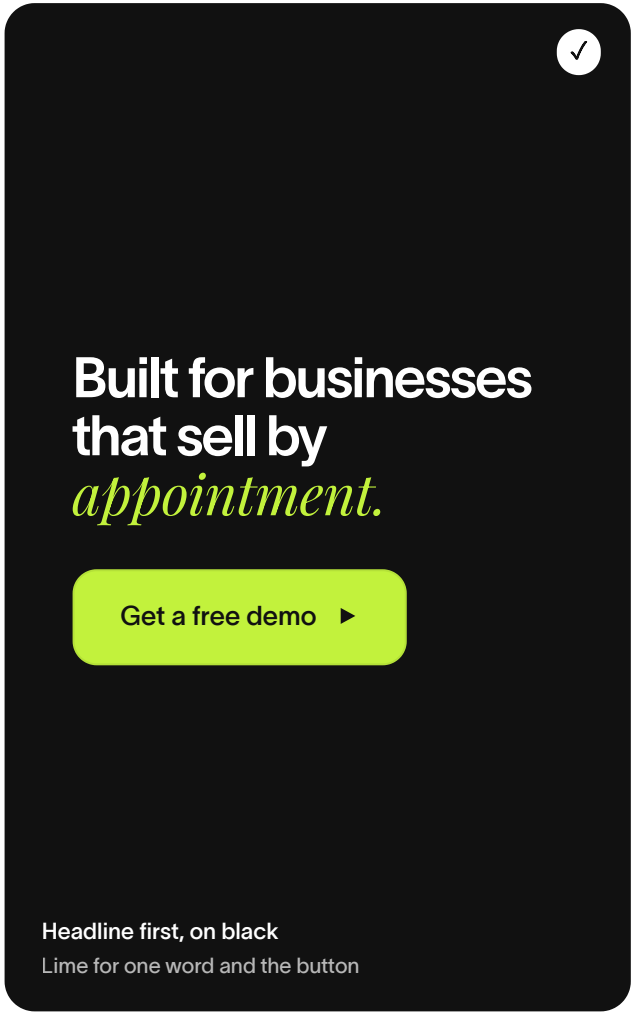
Nothing we publish puts a small label line above a headline. Sections open with the headline itself, then one supporting sentence.



Don't add a label above the headline



Headline first, on white



Headline first, on black
Lime for one word and the button

This applies to the website, ads, decks, documents, emails and social posts.

One icon library.

Every icon comes from Lucide, drawn as an outline with the same line weight. The triangle stays the only icon for direction.

Home services Hammer	Clinics Stethoscope	Med spas Sparkles	Solar Zap
Professional services Briefcase	Legal services Scale	Financial advisors Landmark	Auto and marine Car
B2B sales teams Handshake	High-ticket services Gem	Local businesses Store	Gutters Droplets
Roofing House	Bathroom remodeling Bath	Kitchen remodeling CookingPot	Spring rooms Sun
Extensions HousePlus	Patios Umbrella	Decks Fence	Windows and doors Grid2×2
Included, done Check	Booked CalendarCheck	Call Phone	Email Mail
Location MapPin	Search Search	Open the menu Menu	Close X

Library	Lucide, lucide.dev. Free for commercial use (ISC licence).
Style	Outline only, never filled. Stroke width 1.6, round caps and joins.
Size and colour	The height of the text next to it, in the text's colour. 16 px on its own, 20 px in a control.
With a label	An icon supports a label; it does not replace one.
Direction	Always the triangle. No arrows or chevrons, and no emoji as icons.

The names under each icon are its Lucide names, as used on the website.

Guides, borders and spacing.

Every page hangs on visible guide lines: two vertical rails and horizontal dividers. It is one line that works on any background.



Every line runs edge to edge and touches the rails. No gaps.

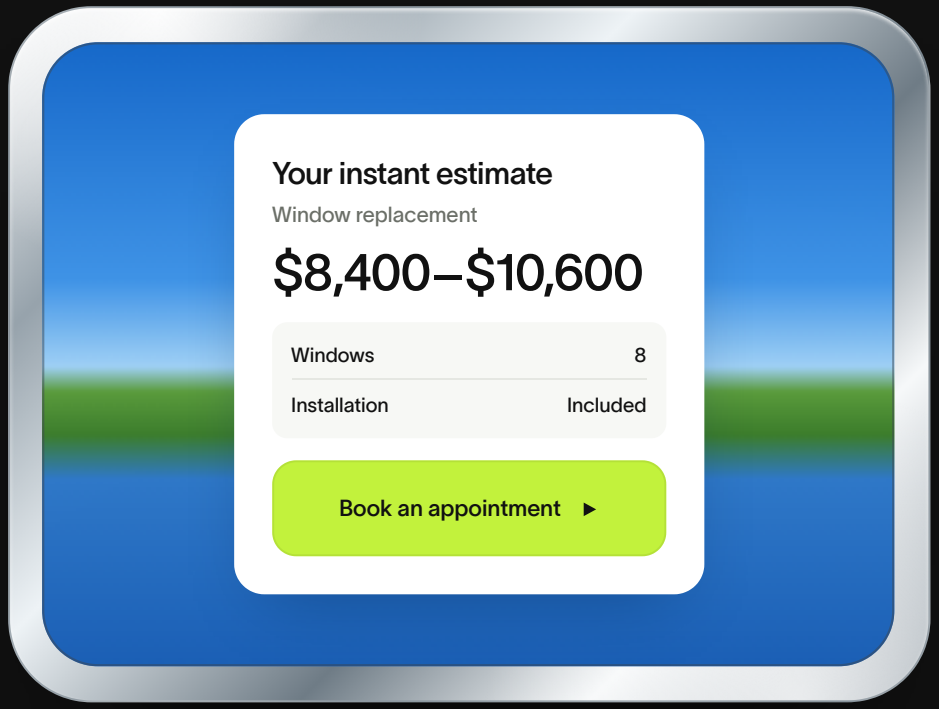
What	Value on the website
The line	1 px, white at 8% opacity, with the "difference" blend filter (CSS: `rgb(255 255 255 / 0.08)`, `mix-blend-mode: difference`)
What it does	It shows as the inverse of whatever is behind it: soft gray on white, soft light on black. Used for the two vertical rails and every horizontal divider.
No gaps	Lines run edge to edge. A horizontal divider touches both vertical rails, with no padding between them, as in the FAQ rows.
Other borders	1 px, #E5E7E2 on white, for cards, tables and inputs
Content width	1360 px at most, centred between the rails
Side padding	24 px on phones, 40 px, 64 px, then 96 px on wide screens
Section spacing	96 px above and below, 128 px on wide screens
Corners	Three sizes, as a ratio to body text. Control 0.75× (12 px on the website): buttons, inputs, menus, tags. Card 1.5× (24 px): cards, tiles, panels, images. Round: circles only, never a text button.



The same line is used on white, black and photo sections. Never draw a second, separately coloured guide.

The silver window.

When we show the product, we sometimes set it inside a thick silver window frame, as in the homepage hero. It is symbolic: Preframe is a premium entrance to a business.



What it is	A thick window frame in a brushed silver gradient. Inside: a photo, with the product screen on top of it.
Frame	12 px thick with 44 px outer corners (8 px and 32 px on phones), a 1 px darker edge and a soft shadow. Gradient at 135°, light and dark bands alternating.
When to use it	Sometimes, for a hero image of the product. Not on every screenshot, and never more than one per view.
Silver codes	Bands: #FFFFFF · #97A3AC · #EEF3F6 · #6F7C86 · #F7F9FA · #8E99A2. Base #CBD2D7, edge #7B8790.

Silver is only for this frame. It is not a text or background colour.

Where the files are.

Every file, this guide and a plain-text version for AI agents are at **preframe.com/brand**.
Use SVG for web and print, PNG where SVG is not accepted.

What	Files	Formats	Use for
Full logo	preframe-logo-black, -dark-gray, -white, -lime	SVG; PNG at 600, 1200 and 2400 px wide	Website header, documents, email signatures, proposals
Mark	preframe-mark-black, -dark-gray, -white, -lime	SVG; PNG at 256, 512 and 1024 px	Small spaces, anywhere the name is already shown
Icon tiles	preframe-icon-black-on-lime, -black-on-lime-leaf, -lime-on-dark, -white-on-dark, -dark-on-white	SVG; PNG at 256, 512 and 1024 px	Browser tab, app icon, social profile picture
Triangle icon	preframe-triangle-black, -white	SVG; PNG at 64, 128 and 256 px	Call-to-action buttons
Everything in one file	preframe.com/brand/preframe-brand-kit.zip	Zip	Handing the whole kit to a designer or vendor
For AI agents	preframe.com/brand.md and preframe.com/brand/tokens.json	Plain text and data	Giving an agent the rules as context
Fonts	TWK Lausanne Pan (licensed, not offered for download); Playfair Display Italic (free on Google Fonts)		Websites, apps and documents

Using the logo. You may use the Preframe logo to refer to Preframe, for example in press, partner pages and integrations lists. Use the files as supplied, follow the rules in this guide, and don't use the logo in a way that suggests Preframe endorses or is part of your product without our written agreement.