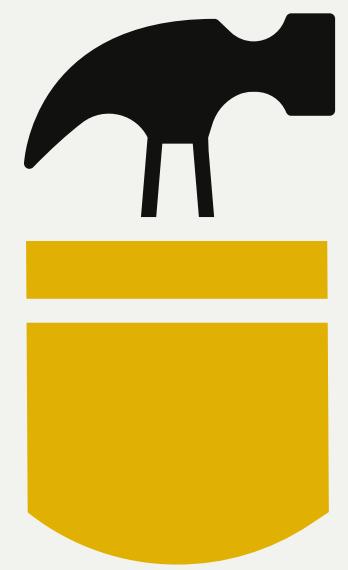




BRAND GUIDELINES

VERSION 1.0 | OCTOBER 2025

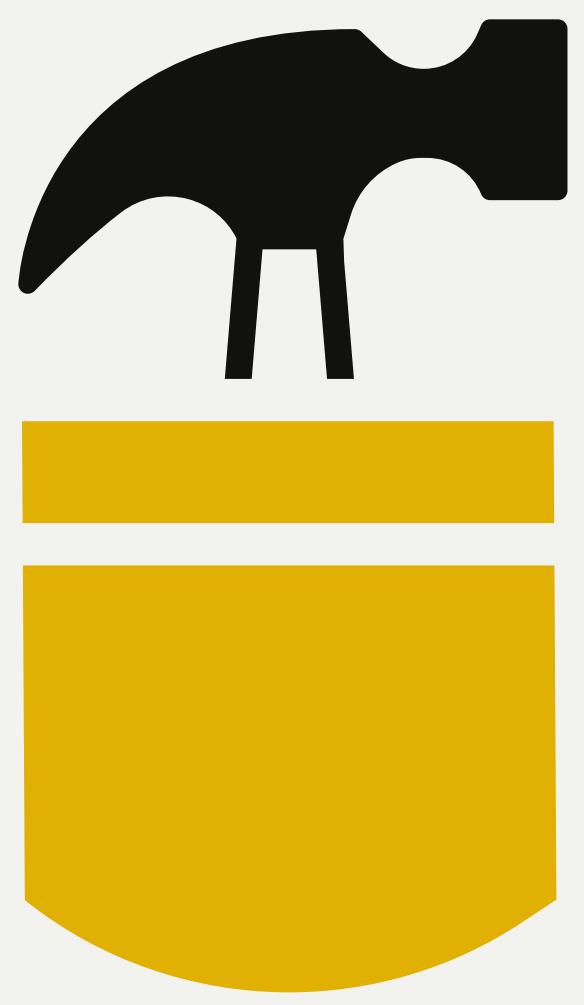
LOGO



ContractorNerd



ContractorNerd



COLOR PALETTE

181815

416E72

B5B4AE

E0B004

353433

5B979A

E3E3DB

F0CC4C

585752

99CFCF

F3F3F0

F4D461

8F8D85

BFDBDB

FFFFFF

FFE898

TYPOGRAPHY

SAIRA EXTRACONDENSED BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Used strictly in ExtraCondensed Bold for main headings. Typically sizes are 64px and above.

Poppins

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

Used primarily as secondary headings and large text outside of largest headlines

Inter

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

Used as supporting text and body copy. Any text used that is not large type or headings would utilize Inter.

Bold **Semibold**
Medium **Regular**

Bold **Semibold**
Regular

HEADING

Heading

Heading

Heading

Heading

Heading

HEADING LABEL

HEADING LABEL

Button Primary

Button Secondary

Text Link

Active Tab

Inactive Tab

Paragraphs

Learn from an incredible team of experts certified in childbirth education and devoted to creating incredible experiences for expecting parents.

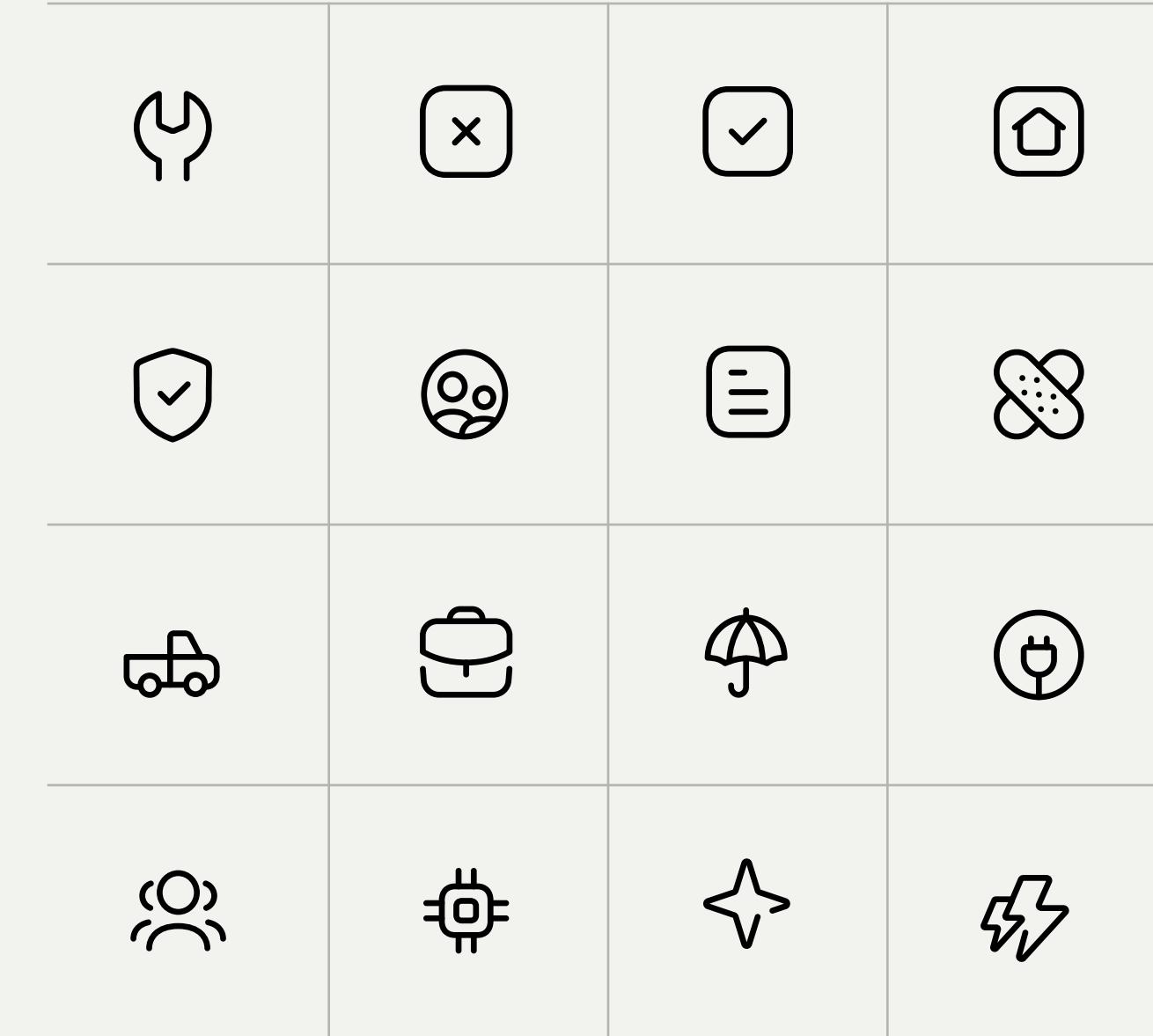
Learn from an incredible team of experts certified in childbirth education and devoted to creating incredible experiences for expecting parents.

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Iconography

Iconography utilizes iconly pro suite of icons in the line style. A 2.5px stroke weight is used for 48px icons and a 2px stroke weight for 24px icons. Icon examples and uses below.



PYRAMID

PROMISE

PERSONALITY

PARENT BENEFITS

VALUES

MISSION

We'll give you quick, honest advice that puts you first—
even if it means less profit for us.

EVERYMAN

(Rebel/Hero)

FUNCTIONAL

Tailored Carriers
Tech-enabled Speed
One-Stop Shop
Contractor Focus

EMOTIONAL

Connected, Belonging
Confident
Relieved, Supported
Empowered

Outcome Focus

Speed of Service

Transparency

To cut through the BS and provide contractors with an agent who
understands their business and has the tools to serve them properly.