

■ StackQuotes Estimate Template Specification

Version: v1.0 | Prepared for Codex Implementation

■ Objective

Provide contractors with three high-polish, high-conversion estimate templates that dynamically adapt to their brand (logo and colors) without increasing maintenance complexity.

■ Core Principles

- Speed over complexity: QuickQuote and Estimate Builder use fast, frictionless templates.
- Consistent brand identity: Contractors upload a logo; StackQuotes extracts a color palette for accent use.
- Dynamic theming: One logo, one accent color = three polished variations.
- Clean hierarchy: Every design emphasizes the “Total,” scope clarity, and next action (approve or request proposal).
- Responsive outputs: Each template must render properly in both PDF and HTML email formats.

■ Template Overview

Template	Label in UI	Visual Personality	Ideal Use Case
Modern Minimal	Modern	Clean, light, professional	Roofing, HVAC, Electrical
Premium Bold	Premium	Strong header color block, confident, bold	Solar, Remodeling, Landscaping
Classic Contractor	Classic	Formal letterhead style, bordered	Custom Builders, Architects

■ Branding Logic

Logo: Stored in Supabase Storage as contractor.brand_logo_url. Display at top of estimate.
Accent Color: Extracted from logo using node-vibrant. Used for headers, totals, buttons.
Typography: Inter/Open Sans (Modern), Lato/Montserrat (Premium), Merriweather/Playfair Display (Classic).

■ Template Summaries

Modern Minimal (Inspired by Canva 'Classic Invoice')

- Clean grid with strong whitespace.
- Accent line under header using brand color.
- Totals box emphasized, borderless line items.

Premium Bold (Inspired by Canva 'Corporate Color Block')

- Header color block using brand accent.
- Totals centered with high contrast background.

- CTA section with 'Approve Estimate' button.

Classic Contractor (Inspired by Canva 'Classic Border')

- Centered logo and bordered layout.
- Formal serif font with signature area.
- Right-aligned totals and disclaimer footer.

■■ Theming & Rendering Requirements

Templates must support both HTML (email) and PDF formats. Logo and colors injected dynamically per contractor.

Render with MJML or HTML-to-PDF (Puppeteer, html-to-image).

■ Deliverables for Codex

- /templates/estimate-modern.mjml
- /templates/estimate-premium.mjml
- /templates/estimate-classic.mjml
- Dynamic renderer to inject brand data & output PDF/HTML.
- Color extraction service (node-vibrant).
- Settings UI update for logo + color picker.