



Branding Guidelines

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Table of Contents

I.	Overview	3
II.	Logo and usage	4
III.	Colors	6
IV.	Typography	7
V.	Imagery	9

Brand best practices

Overview

What is Lumber?

Lumber is a Workforce Management platform for the construction industry. It streamlines payroll, time-tracking, accounts payable, compliance, onboarding, and provides productivity solutions to CFOs and Account Managers.

What is Our Mission

Lumber strives to deliver a unified platform for all construction stakeholders that provides end-to-end workflow and intelligence that is intuitive, innovative, trusted, and secure.

Why We Call Ourselves Lumber

- Lumber is a fundamental, indispensable, and robust resource in construction, which symbolizes solidity and foundational.
- Lumber is a industry-recognized word that is straightforward, recognizable, and distinctive that is easy to identify and connect with.
- Lumber is flexible and versatile, used in various applications to accommodate the diverse needs of construction workers, foremen, and finance professionals.
- Lumber is a sustainable resource that promotes forward-thinking and enforces responsible construction practices

Usage and application

Logo

Our logo is the visual cornerstone of our brand identity – a symbol of our values, mission, and commitment to the construction industry. To maintain its integrity and impact, it's essential to adhere to these logo usage guidelines.

Variations:

- Our logo may have variations for light and dark backgrounds. Always choose the appropriate version to maintain optimal contrast and readability.

Restrictions:

- Do not alter the logo's design, color, or composition. Maintaining its integrity ensures instant recognition and reinforces our brand's credibility.

Exclusivity:

- Our logo should not be used in conjunction with other logos or symbols that might dilute its impact. Keep it as a standalone representation of our brand.

By adhering to these logo usage guidelines, we ensure that our brand's visual identity remains consistent, powerful, and instantly recognizable across all platforms and communications. Our logo encapsulates the essence of who we are, and by showcasing it with care, we amplify the impact of our brand in the construction industry.

Icon



Horizontal Layout



Vertical Layout



Usage and application

Safe space

Logotype

Clear Space:

- Maintain ample clear space around the logo. Ensure that no other visual elements encroach upon this space, allowing our logo to breathe and stand out.

Minimum Size:

- Never reduce the logo below its minimum size. This preserves its legibility and ensures that all intricate details remain discernible.

Color Variations:

- Use the approved color variations of our logo as outlined in our color palette guidelines. This maintains consistency and ensures our brand's visual harmony.

Background Contrast:

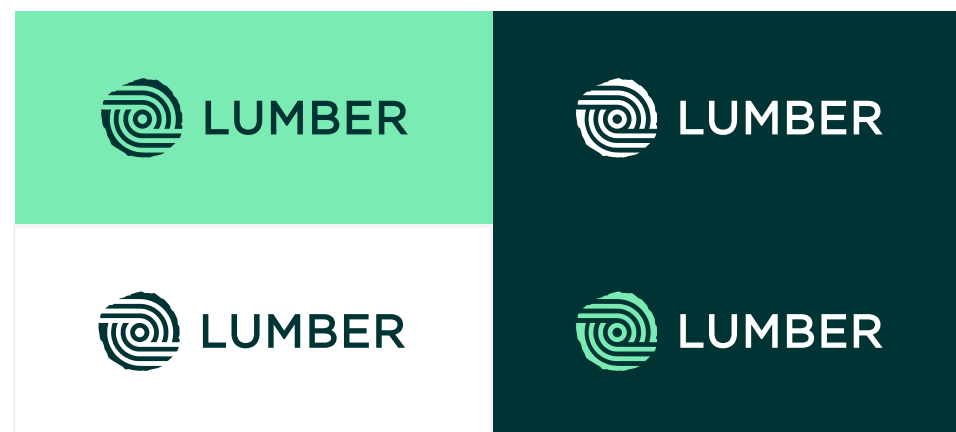
- Ensure strong contrast between the logo and the background. This enhances visibility and makes our logo prominent, even in various contexts.

Proportions and Scaling:

- Avoid distorting or altering the proportions of the logo. When scaling, do so uniformly to maintain its original integrity.

Placement:

- Place the logo prominently on marketing materials, website headers, and any official communications. Its strategic placement reinforces our brand identity.



Using the brand palette

Colors

Our color palette serves as a visual embodiment of our brand – dynamic, bold, and deeply aligned with the construction ethos. The chosen colors underscore our unwavering commitment to excellence and innovation.

Primary Colors:

- Midnight Green: Symbolizing stability and strength, black remains the foundation of our palette, representing the solid groundwork upon which our brand is built.
- Medium Gray: A shade of gray adds depth and modernity, mirroring our adaptability in the ever-evolving construction landscape.
- White: Clean and timeless, white embodies the clarity and precision that guide our actions and decisions.

Accent Colors:

- Aquamarine Green: The addition of a vibrant green accent injects energy and vitality into our visual identity. It symbolizes growth, innovation, and our dedication to sustainable practices.
- Terracotta: This warm, earthy hue adds a grounded, human touch to our brand palette. Inspired by the natural elements of construction materials, Terracotta evokes resilience, craftsmanship, and the enduring spirit of builders. It balances our modern aesthetic with a nod to tradition and authenticity.

Usage Guidelines:

- Primary Background: Utilize black and medium gray as the primary background colors to establish a stable and sophisticated visual foundation.
- Text and Details: White remains optimal for text and finer details, ensuring readability and maintaining a sense of clarity in our communications.
- Accents and Highlights: Incorporate aquamarine green as an accent color to infuse our brand with vibrancy, drawing attention to key elements and representing growth.
- Call to Action: Use terracotta primarily for call-to-action elements where immediate attention is needed, leveraging its warm, bold presence to encourage user engagement.
- Consistency: Strive for a harmonious balance between these colors to ensure a cohesive and captivating brand experience across all platforms.



#7AECB4 #003333 #EBEBEB #FF6F61 #FFFFFF

Using the brand palette

Typography

Gotham

Gotham brings a sense of balance and versatility to our brand's visual identity. Rooted in clarity and modernity, this font serves as an ideal companion to convey supplementary information and maintain a cohesive aesthetic.

Key Attributes:

- Clean and Readable: Gotham - Book's clean lines and balanced proportions ensure effortless readability, making it suitable for conveying detailed information.
- Versatile: The font's adaptability allows it to seamlessly integrate into a variety of contexts, enhancing our brand's ability to communicate effectively.
- Contemporary Elegance: Gotham - Book's contemporary design adds a touch of elegance and modernity to our visual materials.

Usage Guidelines:

Gotham Book

- Body Text: Supporting content, and descriptions where a balanced and approachable tone is desired.
- Digital and Print: ensures consistency across both digital and print media, preserving the essence of our brand's identity.

Gotham Bold

- Headings: Utilize Gotham (Bold) This font is ideal for subheadings, guiding readers through content while maintaining visual consistency.

Gotham - Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Gotham - Book

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Using the brand palettee

Imagery

Our imagery is a reflection of the core values that define Lumber – boldness and directness. Just as construction sites employ clear and direct messaging for the sake of clarity and safety, our imagery embodies the same spirit. We endeavor to replicate the straightforward and unambiguous communication seen on construction sites.

To achieve this, we seamlessly integrate our messages into construction-related imagery. While wood-based construction holds a special place in our focus, we also find resonance in steel and concrete construction visuals. These images underscore the robustness of our approach and our commitment to the industry as a whole.

Moreover, at the heart of our endeavors are the construction workers who bring our projects to life. Their dedication and expertise are pivotal, and we aim to honor their contribution through our imagery. Therefore, we strongly encourage the inclusion of individuals in our photos, portraying a diverse range of roles – from construction workers and foremen to architects and engineers.

By adhering to these guidelines, we capture the essence of Lumber – bold, direct, and steadfast – just like the construction sites we draw inspiration from. Together, we construct a visual narrative that reflects the strength of our brand and the values we stand for.

MANAGE PAYROLL



LABOR TRACKING



TIME TRACKING

