Dwellra brand rules

HOA and condo software for volunteer boards.

Logo

Clear space: keep X clear on every side, where X is the height of the mark. Minimum size: wordmark 80 px wide, icon 20 px tall.
Don't stretch, rotate, recolor, crop, or add effects. Don't place it on a busy image or a low-contrast surface. Don't crowd it.
Never apply the Perizer gold-to-coral signature to this mark: each brand stands on its own.
Endorsement: "A Perizer company", once, in the footer. Nothing more.

Color

Evergreen	#0E7C66	RGB 14 124 102 CMYK 89 0 18 51
Mint	#2FD3AE	RGB 47 211 174 CMYK 78 0 18 17
Amber Sun	#F2A65A	RGB 242 166 90 CMYK 0 31 63 5
Ink	#10201C	RGB 16 32 28 CMYK 50 0 12 87



CMYK is computed from sRGB: proof it before print.

Type

Libre Caslon Display: Headings. Weights 400. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Libre+Caslon+Display
Source Sans 3: Body and UI. Weights 400, 500, 600, 700. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Source+Sans+3
Inter Tight: The wordmark only. Weights 600. SIL Open Font License 1.1.
https://fonts.google.com/specimen/Inter+Tight

Voice

Neighbor to neighbor: practical, and respectful of a volunteer's time.
Warm but competent, in plain American English.

Say: board, community, homeowners, neighbors, dues, on the record
Never: cutting-edge, world-class, enterprise, autopilot

Before: Dwellra's cutting-edge platform puts HOA operations on autopilot.
After: Dues, requests, and documents in one place, for your board and your homeowners.