Quotable

Brand guidelines.



Version 2.0 · November 2026 · Quotable Ltd · Designed by Harrison Greener

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Type the job.
Get a priced quote.

Quotable gives tradespeople their evenings back. Describe a job in your own words and it lists the materials, prices them live at UK merchants and works out the labour, ready to send before you're back in the van.

On the tools

Built for people with dusty hands and a phone, not a desk and a spreadsheet.

Straight

Real prices, linked. Anything we couldn't price is marked, never guessed.

Quick

A quote in about a minute. Everything else gets out of the way.

Trade-made

The look and the words come from the job: dockets, vans, plasterboard.

From software to the trade.

The first brand looked like any SaaS product. Version 2 is built from the trade itself: van lettering, docket totals and a Q that works like a tape measure.



Before

Montserrat, an orange Q on a navy word.



After

The tape-measure Q replaces the letter, in wide Archivo.

A Q that measures up.



1. **The case.**
   A heavy navy ring, like the body of a tape measure.
2. **The tape.**
   The tail is the tape pulled out in docket orange, the only colour that means money or action.
3. **The cut.**
   A gap is masked out around the tail, not painted, so the mark sits cleanly on paper, cards, the navy sidebar or a photo.

One mark, three uses.



Lockup

The main logo. The mark is the Q: set to cap height, with its tail dropping below the baseline like a real Q.



Q mark

App icon, favicon, avatars and the sidebar.



Inverse

White ring on navy. The tail stays orange.

Room to breathe.

Keep clear space of at least **x** on every side, where x is the thickness of the Q's ring.



Quotable

Lockup minimum
100 px on screen · 25 mm in print

Q mark minimum
16 px on screen · 5 mm in print

06 LOGO ON BACKGROUNDS

The right logo for every surface.



Plasterboard paper



Clean sheet



Ink navy



Never on orange

Orange is for money and actions only.

07 COLOUR

Named after the job.

Ink navy
#0B2741
RGB 11 39 65
Logo, headings, sidebar

Docket orange
#C5571B
RGB 197 87 27
Totals and the main action

Plasterboard
#F2F2EF
RGB 242 242 239
Page background

Clean sheet
#FFFFFF
RGB 255 255 255
Cards and quotes

Graphite
#5C6570
RGB 92 101 112
Secondary text

Rule
#D4D6D1
RGB 212 214 209
Lines and borders

08 COLOUR PAIRS

Readable, on site.

Body text meets WCAG AA at 4.5:1. Orange on paper is for large figures only, like the total on a quote.

Aa

Ink on plasterboard · 14.6:1 · AAA

Aa

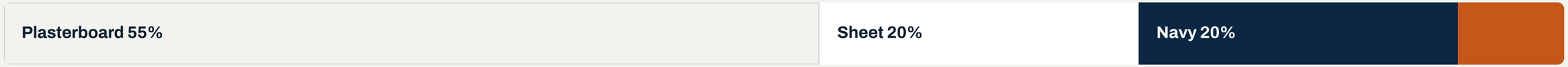
White on navy · 15.2:1 · AAA

Aa

White on orange · 4.5:1 · AA

£471

Orange on plasterboard · 3.9:1 · large figures only



09 TYPOGRAPHY

Signwritten, like a van.

Aa

Archivo · Google Fonts, free
Headings are set wide (118%) and heavy (800), like the lettering on a tradesman's van. Body text stays regular. Money and quantities use tabular figures, so prices line up in columns.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz £0123456789

Display · 800 · wide	**Type the job.**
Heading · 800 · wide	**One job, start to finish**
Body · 400	Materials priced live at UK merchants, your labour worked out.
Figures · tabular	**£471.48**

10 VOICE

Talk like the trade.

Short, plain and practical. Say what it does, in words you'd use on site.

Thistle Multi-Finish 25 kg	£33.75
Labour, 1.5 days	£330.00
VAT 20%	£78.58
Total	**£471.48**

SAY THIS	NOT THIS
“Price the job before you're back in the van.”	~~“Streamline your quoting workflow.”~~
“Anything we couldn't price is marked for you to check.”	~~“AI-powered intelligent estimation.”~~
“Your first month is free.”	~~“Unlock premium features today!”~~