



BRAND GUIDE / VERSION 1.1

A warmer kind of *follow-through.*

Thoughtful next steps for the estimates
a residential HVAC team already earned.



01 / IDENTITY

Warmth. With a sense of *direction*.

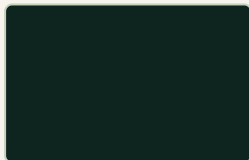
A rising W and an amber endpoint suggest the next step. Clear industrial lettering meets a softer serif accent. Keep the mark simple, legible, and surrounded by space.

The logo is displayed on a light green rectangular background.

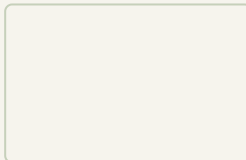
The logo is displayed on a dark green rectangular background.



Pine
#16392F



Night
#0E241E



Paper
#F6F4ED



Ember
#F1AE68



Muted
#607469

Typography

A clear next step. *A little more possibility.*

Manrope regular and bold for headings, UI, and body text. Georgia italic for occasional human emphasis. Local Manrope fonts are distributed under the SIL Open Font License.

Show the world *the work makes possible.*



A real sense of place

Warm homes, considered architecture, capable people, and honest materials. Golden light, deep green shadows, natural skin and fabric texture. Generated imagery is illustrative and never presented as a customer.

A considered pace

Slow cinematic motion, modest section reveals, and responsive workflow panels. Motion should support the story. Respect reduced motion and keep every interaction usable by keyboard.

Exact information stays editable

Type, prices, logos and interface examples are composed in HTML/CSS and vectors. Do not ask a generated photograph or video to carry exact commercial claims.

The next job is already *on your list*.

Warmstride is preparing an AI communications and estimate-recovery workflow for HVAC teams: call answering, AI calling, voicemail analysis, clear notes, text follow-ups, and reviewable priorities.

The buyer

HVAC owners and operations managers. Initial focus: 5–49 employee locations with a steady estimate flow, a follow-up gap, and capacity to complete more work.

The voice

Assured, warm, specific. Talk about estimates, questions, callbacks, crews, and completed work. Keep claims grounded and the next step clear.

The proposed offer

\$500 for a 30-day pilot at one location, up to 150 eligible estimates. Then \$299/location/month, up to 150 new eligible estimates monthly. Channels, voice minutes, SMS allowances and permissions agreed before enrollment.

The invitation

Get early access. Email and role first; optional estimate-volume question after signup. No charge or subscription at signup.

Evidence standard. All sample estimates, messages, and outcomes are fictional. Early access is explicit. No invented customers, testimonials, guaranteed bookings, or unbuilt integration claims. Price decisions and installation commitments stay with contractor staff.