

BRAND GUIDE

Kissee Inspection Services

Inspection. Integrity. The American Dream.

2026 brand guide

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01 — Logo

The official mark is the full-color lion, skyline, and house illustration, the same file used on kisseeinspections.com. It carries its own gold outline, so it holds contrast on white, on light blue, and on dark blue.



Full color on white (default)



Full color on dark blue #1a1f6e (header, footer, covers)



Full color on light blue #E0E9FF



Square site icon (favicon, app icon, social avatar)

Clear space and size

- Keep clear space on every side of at least one quarter of the mark's height. Nothing else sits inside that space.
- Show the full mark at 48 px tall or larger on screen. Below that, use the square site icon.
- Use the file as supplied. Do not redraw, recolor, stretch, crop, or add a drop shadow.

Files supplied: the transparent full-color PNG and the square site icon, both taken from kisseeinspections.com. No vector file (SVG, EPS, or AI) and no one-color or white version has been supplied. Request vector artwork from Kissee before print work. The clear-space and minimum-size rules above are working rules for this prototype, not rules from a supplied brand manual.

02 — Color palette

The brand colors below appear on every page of kisseeinspections.com. The UI tokens are darker and lighter steps the prototype uses for text, chrome, and page grounds.

BRAND COLORS (FROM THE LIVE SITE)

Kissee Blue
`#002EBE`
Primary. Buttons, links, key headings. Token --brand.

Mid Blue
`#243E90`
Eyebrows, secondary headings, icons. Token --brand-mid.

Kissee Gold
`#FECB38`
Accent. Quote buttons, stars, highlights. Matches the logo outline. Token --accent.

Light Blue
`#E0E9FF`
Soft section fills and tiles.

Charcoal
`#313335`
Live-site body text.

White
`#FFFFFF`
Cards, page canvas, text on blue.

PROTOTYPE UI TOKENS (CSS/STYLE.CSS)

Dark Blue
`#1A1F6E`
Header, footer, dark bands. Token --brand-dark.

Ink
`#0F1631`
Body text and headings. Token --ink.

Slate
`#5A6478`
Secondary copy and captions. Token --gray.

Soft Blue
`#DFE7FF`
Soft fills. Token --blue-light.

Paper
`#F5F7FC`
Off-white section grounds. Token --paper.

Deep Gold
`#C9A000`
Gold button hover border only. Token --gold-dark.

Contrast: white on Kissee Blue and Ink on Kissee Gold both pass WCAG AA for body text. Do not set white text on Kissee Gold or Light Blue.

03 — Typography

Poppins for headings and Open Sans for body, the same pairing the live site loads. Body copy is set at 1.25rem (about 20 px) with 1.6 line height so homeowners can read inspection detail comfortably on a phone.

POPPINS EXTRABOLD 800 · DISPLAY HEADINGS

DFW's Most Trusted Home Inspector

POPPINS EXTRABOLD 800 · EYEBROW, UPPERCASE, 0.16EM TRACKING

SAME-DAY DIGITAL REPORTS

POPPINS BOLD 700 · SECTION HEADINGS

Get the facts about your property straight from proven experts

OPEN SANS REGULAR 400 · BODY, 1.25REM / 1.6

Kissee Inspection Services inspects homes and commercial properties across the DFW Metroplex and the North Texas corridor, with same-day digital reports and a phone call when you need one: (469) 789-1444.

```
Display: 'Poppins', sans-serif (600, 700, 800)
Body: 'Open Sans', system-ui, sans-serif (400, 500, 600)
Tokens: --text: 1.25rem; --text-lh: 1.6
```

04 — Buttons

Three treatments, all uppercase Poppins Bold with a 6 px radius. Blue carries the main action, gold carries the quote request, and outline is for a second action on white.

CALL (469) 789-1444

FREE QUOTE

VIEW SERVICES

```
.btn-primary {
  background: #002ebe;
  color: #ffffff;
  border: 2px solid #002ebe;
  font-family: 'Poppins', sans-serif;
  font-weight: 700;
  font-size: 0.88rem;
  text-transform: uppercase;
  letter-spacing: 0.07em;
  border-radius: 6px;
  padding: 14px 32px;
}
.btn-primary:hover { background: #ffffff; color: #002ebe; }
.btn-gold { background: #FECB38; color: #0f1631; border-color: #FECB38; }
.btn-gold:hover { background: transparent; border-color: #c9a000; }
.btn-outline { background: #ffffff; color: #002ebe; border-color: #002ebe; }
```

05 — Voice and tone

Speak like a local company owned by a Master Inspector and built on family values: plain, confident, and on the client's side. Facts first, then the next step.

Thorough **Straightforward** **Local** **Family values** **Responsive**

WRITE LIKE THIS

"Get the facts about your property straight from proven experts."

"Inspection. Integrity. The American Dream."

"Request a free quote and Kissee will call you with an exact quote for your property."

LEAVE THIS OUT

Prices or fee tables. Quotes are given by phone.

Ratings, review counts, or inspection totals that the client has not confirmed.

Scare language about what a home "might" hide, or emoji used as decoration.

06 — Usage rules

Keep the mark, the phone number, and the license line consistent everywhere the brand appears.

DO

- Use the full-color mark on white, light blue, or dark blue.
- Show the phone as (469) 789-1444 and link it as tel:+14697891444.
- Carry the TREC license line (TREC PI#10396 / PI#23852) in the footer.
- Pair Kissee Blue actions with one gold quote button per view.
- Use real Kissee team and property photos.

DON'T

- Recolor, outline, or redraw the lion, skyline, or house.
- Place the mark on a busy photo without a solid field behind it.
- Set white text on gold or light blue.
- Mix in other typefaces or off-palette blues.
- Use stock photos that could pass for Kissee staff.