

Brand Guide

A reference for designers, writers, and builders working on Ava. Everything here flows from one feeling: the morning someone opened their laptop and found the hard part already handled.

Updated April 30, 2026 · For internal use

The feeling we design toward

Everything — color choices, type weight, word choice, interaction speed — should trace back to a single emotional outcome.

"Ava is the first thing that made a TC's morning feel manageable. Not exciting — manageable. The feeling of opening your laptop and finding that someone you trust already handled the hard part."

Brand emotional north star

THE FEELING WE BUILD

Calm. Capable. Like a trusted colleague who's already been through the file. Quiet competence, not performance.

THE FEELING WE AVOID

"Wow, AI!" Hype. Enterprise-software rigidity. Flashy animations that draw attention to themselves. Hollow enthusiasm.

THE REFERENCE POINT

Notion, Linear, Loom, Whisperflow. Tools that feel like they were made by people who actually use them.

Logo system

Two marks. Ava's character mark (the mint house) leads on brand-facing materials. The ListedKit wordmark supports in product and legal contexts.



Ava mark — on gradient



Ava mark — on dark



Ava mark — on white



ListedKit wordmark — on light



Minimum clear space: equal to the cap-height of the wordmark on all sides

Approved backgrounds

- White
- Soft gray (#F8F9FA)
- Chocolate navy (#021B2E)
- Green hero gradient
- Mint (#92FFBA) — dark logo only

Minimum sizes

- Digital: 24px height minimum
- Print: 0.5 in / 12mm height minimum
- Favicon / icon contexts: use mark only, no wordmark

Never do this

- Stretch or distort proportions
- Apply drop shadows or effects
- Place on busy imagery or patterns
- Change the logo colors
- Recreate or redraw from scratch

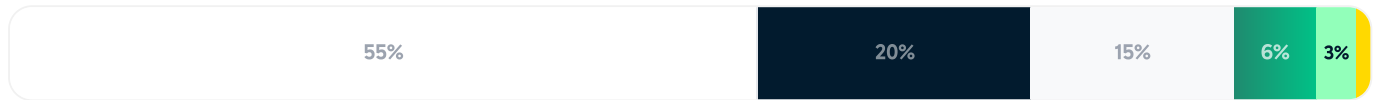
Primary mark hierarchy

- Ava mark leads on brand-facing and marketing materials
- ListedKit wordmark leads in product UI and legal contexts
- Do not stack both marks at equal weight

Color palette

White is the dominant canvas. Navy carries weight and authority. Green signals Ava's presence. Yellow is reserved for a single moment: the call to act.

USAGE RATIO



- White 55%
- Navy 20%
- Soft gray 15%
- Green 6%
- Mint 3%
- Yellow <1%

White

Dominant canvas. Default background for almost all surfaces.



HEX
#FFFFFF

RGB
255 255 255

CANVAS

CMYK
0 0 0 0

PANTONE
White

Chocolate Navy

Primary text, dark surfaces, sidebar, footer. Carries authority without coldness.



HEX
#021B2E

RGB
2 27 46

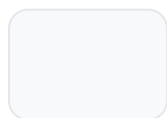
PRIMARY

CMYK
96 41 0 82

PANTONE
296 C

Soft Gray

Alternating section backgrounds, inner cards. Lightens without removing warmth.



HEX
#F8F9FA

RGB
248 249 250

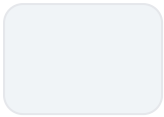
BACKGROUND

CMYK
1 0 0 2

PANTONE
Cool Gray 1 C

Milk

Tinted blue-neutral for callout blocks, pull quotes, and principle highlights.



HEX
#F0F4F7

RGB
240 244 247

NEUTRAL TINT

CMYK
3 1 0 3

PANTONE
649 C

Aiva Green

Hero gradients, accents, Ava's identity color. Used in gradient form only — not as flat fills on large surfaces.



START
#1F8B6F

END
#00C287

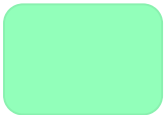
BRAND HERO

CMYK (START)
78 0 20 45

DIRECTION
135° or ↓

Mint

Ava's signature accent. Logo on dark/gradient, underline accents, highlight moments. Never use as a background color for large areas.



HEX
#92FFBA

RGB
146 255 186

ACCENT

CMYK
43 0 27 0

PANTONE
345 C

CTA Yellow

One job only: the primary call-to-action. "Book a Demo," "Try Free," "Get Started." It has no competition in the system — do not repurpose it.



HEX
#FFD900

RGB
255 217 0

CTA ONLY

CMYK
0 15 100 0

PANTONE
108 C

Functional colors

ERROR

Red — system errors,
critical alerts

SUCCESS

Green —
confirmations,
completed states

WARNING

Amber — deadlines,
time-sensitive items

INFO

Blue — neutral
notices, tips

Typography

Gabarito across everything. One typeface, used with intention. The personality comes from weight and size — not font variety.

Gabarito

Gabarito

Google Fonts

Weights: 400, 500, 600, 700, 800

fonts.google.com/specimen/Gabarito

DISPLAY XL

clamp(44px → 60px)
weight 800
tracking -0.02em

Ava handles this.

DISPLAY

clamp(36px → 48px)
weight 700
tracking -0.02em

Every deal in motion.

H1

36px / 700
tracking -0.02em

Your real estate inbox, organized.

H2

30px / 700
tracking 0

Reads your contracts. Knows your timelines.

H3

24px / 600
tracking 0

Ava already matched it to the deal.

H4

20px / 600

Every email from every party on every deal, sorted.

LEAD / LARGE BODY
20px / 400
lh 1.65

The email from the lender came in at 8am. Ava already matched it to the deal, added it to the file, and flagged the rate lock deadline.

BODY
16px / 400
lh 1.65

Every transaction coordinator is managing the same chaos: 20, 30, 40 deals in motion, each with its own emails, contracts, deadlines, and parties.

SMALL
14px / 400
lh 1.55

First intake free. No subscription, no commitment. Connect Gmail and upload a contract.

EYEBROW
11px / 600
tracking 0.1em
uppercase

TRANSACTION COORDINATION

Weight usage

Aa

Regular — 400
Body text, secondary copy

Aa

Medium — 500
UI labels, nav items, chips

Aa

Semibold — 600
H3–H4, subheadings, emphasis

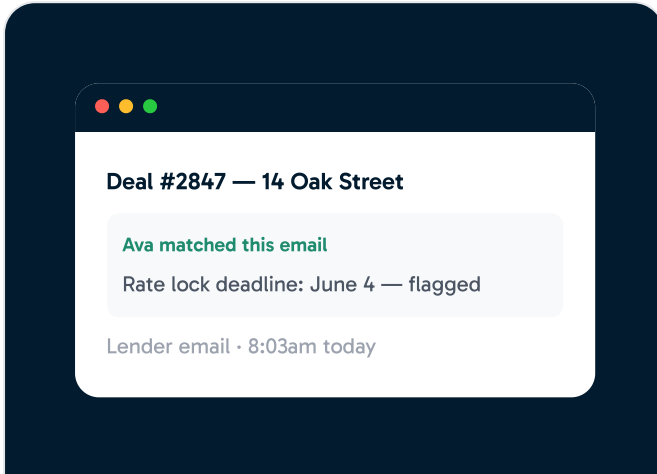
Aa

Bold — 700
H1–H2, display headings

Casing rule: Sentence case for almost everything — headlines, buttons, nav items. Title Case reserved for proper nouns (Google Calendar, Dotloop) and named product features (AI Contract Review). All-caps only for eyebrow labels at 10–11px with tracked letter-spacing.

Imagery & photography

Two kinds of imagery. Product UI screenshots carry the weight. The Ava character illustration is a set piece — not a pattern.



Product UI screenshots

The primary image type. Real Ava screens in rounded containers with drop shadows. Never mockup or fabricate UI that doesn't exist.



Ava character illustration

Used on feature pages and launch moments. A set piece — use it sparingly and at scale. Never shrunk small or used repetitively.

NEVER

Stock photography of people or hands on keyboards

NEVER

Custom illustration in a different style than the character mark

NEVER

Abstract geometric patterns as background decoration

NEVER

Photography of real estate — houses, sold signs, keys

NEVER

Mockup screens that show inaccurate or fabricated Ava UI

NEVER

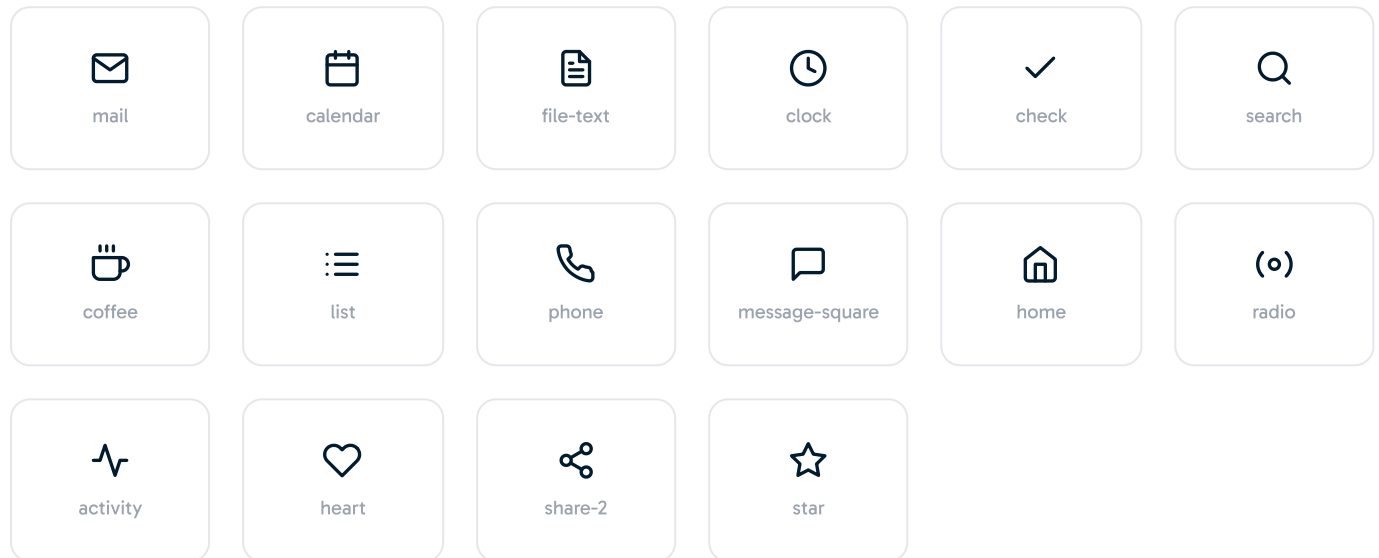
Gradient overlays on top of product screenshots

Customer logos

Brokerage logos (Coldwell Banker, Keller Williams, eXp, Compass, etc.) are rendered in muted greyscale in a horizontal strip. Never full color or highlighted. They are social proof, not endorsements.

Iconography

Lucide icons throughout. Stroke-based, 2px, 24×24. They take their color from context — never hardcoded fills.



Size

Default 24×24px. Small contexts: 16×16px. Never scale icons asymmetrically.

Stroke

2px stroke weight. Rounded linecaps and joins. Never fill icons. Never mix stroke weights.

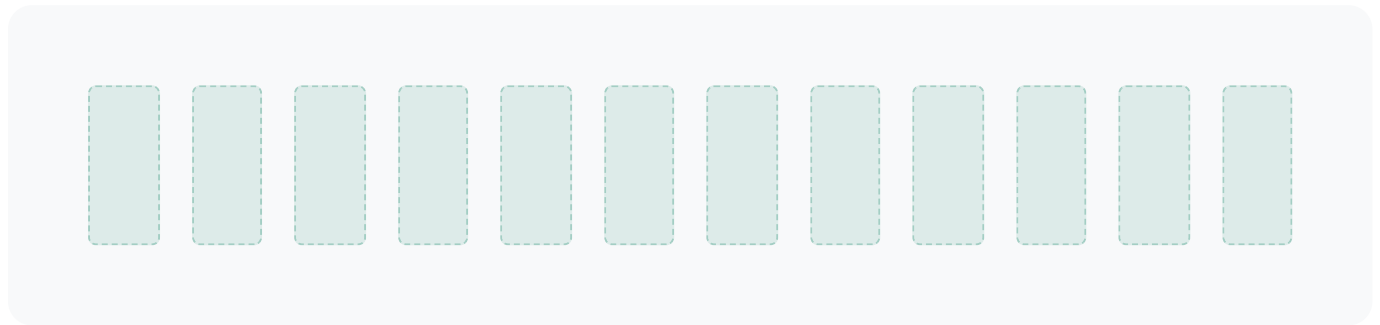
Color

Inherits from `currentColor`. Use navy on light, white on dark, never hardcoded fills.

Spacing & layout

Space is not empty — it's what lets the content breathe. Generous padding creates the feeling of calm. Tightness signals busyness, which is the opposite of what Ava delivers.

12-COLUMN GRID — MAX-WIDTH 1280PX (MAX-W-7XL)



Content container max-width 1280px. Centered. Hero copy max-width 896px (max-w-4xl). 24px horizontal gutter on desktop.

SPACING SCALE

--sp-1		4px
--sp-2	●	8px
--sp-3	●	12px
--sp-4	■	16px
--sp-6	■	24px
--sp-8	■	32px
--sp-12	■	48px
--sp-16	■	64px
--sp-20	■	80px
--sp-24	■	96px

Section padding

Corner radii

64–96px vertical (--sp-16 to --sp-24). Pages should feel like they breathe, not like a checklist.

6px inputs · 12px cards · 16px large cards · 24px pricing/hero cards · 9999px all buttons

Section rhythm

Alternate three backgrounds: white → soft gray → green gradient. Green gradient reserved for the hero and major feature moments.

Cards

White bg · 1px border rgba(229,231,235,.5) · 12px radius · shadow-sm. Hover: shadow-lg + scale 1.05.

Voice & tone

Ava's brand voice is the voice of a capable colleague who has already done the work. Confident but not loud. Specific but not technical. Human without being casual.

Practical

Every word earns its place. Benefits first. No filler, no "game-changing," no superlatives.

Specific

"\$14.99 per intake." "45 minutes per contract read." Numbers are concrete, not vague.

Understated

She doesn't need to announce herself. The work speaks. No exclamation points. No hype.

Direct

Second person dominant. Short sentences. Ava does things — verbs over nouns. "Reads your contracts" not "contract reading capabilities."

She/her

Ava is referred to with she/her. She is a character, not a product — treated like a capable colleague, not a feature set.

Trusted

The feeling of opening your laptop and finding that someone you trust already handled the hard part.

Before / After — how we write

AVOID

Our game-changing AI-powered platform automates your real estate transaction management workflows.

USE THIS

Ava reads your emails and your contracts. She knows which email belongs to which deal. She tells you what to do next.

AVOID

Leverage Ava's cutting-edge contract reading capabilities to streamline your transaction coordination process.

USE THIS

Ava reads the full contract before you open it. Every date, every party, every contingency — including the ones the agent missed.

AVOID

Experience the future of transaction management with thousands of satisfied real estate professionals!

USE THIS

First intake free. No subscription, no commitment. Connect Gmail, upload a contract, and Ava handles the rest.

AVOID

Automates emails. AI-powered transaction management. The back office solution for real estate.

USE THIS

Ava reads your inbox and your contracts simultaneously. She doesn't automate templates — she understands context.

Retired phrases

"Automates emails"

Ava reads context and suggests — "automates" implies templates, which is the old behavior.

"AI-powered transaction management"

Category label with no differentiation. Says nothing about what Ava actually does.

"The back office" Undersells the inbox dimension entirely.

"free trial" The product doesn't have one. Use "first intake free" — it's true and more specific.

"Deadline Automation" It's "Deadline Tracking." Automation oversells the current behavior.

Approved customer voice

These are verbatim quotes. Do not paraphrase. Use them in the context noted.

"No more searching through emails looking for that one email that the sender did not put the property address on or had a different subject line than what it actually contains. I just go to the file and scan the emails and voila!!! there it is, with her suggestion of what she can do for me."

INBOX ANGLE

Vicki — use for: inbox/email angle, conversational interface, non-tech-forward prospects

"My business is expanding by leaps and bounds due to the efficiency Ava provides in the intake process. I can do so much more because she reads the contracts for me and extracts every piece of information, including some the agents didn't even know were included."

GROWTH ANGLE

Nikki — use for: capacity/growth angle, TC acquisition, pricing justification

"It found like tiny little letters. Being like, there is a twenty dollar fee. And I was like, oh my God. I didn't see this."

ACCURACY PROOF

Bromley Barron — use for: accuracy objections, contract reading proof, compliance

"No subscription. I'm so liking this."

PRICING

Walkenia Perez — use for: pricing pages, usage-based model explanation

Usage examples

How the system works in the real world. These are the patterns — not rigid templates. Use the principles, not the pixel positions.



ListedKit AI
@listedkit

The email from the lender came in at 8am. **Ava already matched it to the deal**, added it to the file, and flagged the rate lock deadline.

You see it all in one place the moment you open your laptop.

Social — inbox angle

Lead with a specific moment. No hashtags. No emoji. White card on soft gray feed.

TRANSACTION COORDINATORS

You manage the relationships.
Ava manages the rest.

Reads your inbox. Reads your contracts. Builds your timelines. Watches all your deals at once.

Presentation slide

Green hero gradient. Mint accent on key phrase. White sub-copy at 70% opacity.



Hi Sarah,

Ava flagged three items on Deal #2847 that need your attention before Friday's closing. Your timeline is updated.

See what Ava found →

Transactional email

Dark header with mint logo. Yellow CTA pill. Direct subject line, no filler greeting.

Book a Demo

Try Free

New — Agentic Ava

See Ava in action

Learn more

Buttons & badges

Yellow = primary CTA only. Dark = secondary action. Mint = launch / announcement. All fully rounded (pill). Sentence case always.

