



Brand Book

How TransactVault looks, sounds, and feels – for the people who design with us.

VERSION
1.0

ISSUED
May 2026

BUILT IN
Antelope Valley, CA

Contents

01	Brand essence
02	Voice
03	Tone by context
04	Words we use & avoid
05	Messaging architecture
06	Logo
07	Color system
08	Gradients
09	Typography
10	Radius & shape
11	Spacing & layout
12	Elevation & shadow
13	Motion
14	Iconography
15	URL & email standards
16	Do's & don'ts
17	Asset references
18	Versioning

Brand essence

What TransactVault is, who it's for, and what we're replacing.

What we are

Transparent, compliant transaction management built for California real estate brokerages. Flat monthly pricing, three years of audit-ready document retention, and a live compliance score on every deal.

Who we serve

California brokers, agents, and transaction coordinators – particularly independent and mid-size brokerages. We were designed in the Antelope Valley with brokers we know by name.

What we replace

SkySlope and Dotloop. We replace per-seat pricing, sales-call onboarding, and scattered audit confidence with flat plans, instant signup, and a single green “Compliance Complete” signal.

What we promise

Transparent. Compliant. Calm. Every surface of the product, the marketing, and the brand should make brokers' days quieter and their audits painless.

What we believe

- ✓ Brokers shouldn't need a sales call to evaluate software.
 - ✓ Compliance should be visible at a glance, not earned through a spreadsheet.
 - ✓ Per-seat pricing punishes the teams who can least afford to be punished.
 - ✓ Software you have to use every day should feel good every day.
 - ✓
- California real estate has its own rules – build for them specifically.

What we're not

- × We're not a one-size-fits-all national platform.
- × We're not an enterprise sales motion in disguise.
- × We're not a checklist with a marketing site bolted on.
- × We're not a place for hype, jargon, or buzzwords.
- × We're not an e-signature tool – that's handled externally.

Voice

Five attributes that make a sentence sound like us.

Plainspoken

01

Short sentences. Common words. We say “three years” instead of “long-term retention windows.” If a broker has to read it twice, it’s wrong.

Write: Every plan includes three years of compliant storage.

Not: All subscription tiers leverage best-in-class long-term retention infrastructure.

Quietly confident

02

We don’t need to shout. The product is good, the price is honest, and the audit trail does the bragging. We state facts and let them land.

Write: No sales calls, no surprises.

Not: The most revolutionary, game-changing platform in real estate history.

Specific

03

Numbers, names, places. “Antelope Valley brokerages.” “\$149 / month.” “60-day export window.” Specifics build trust the way generalities can’t.

Write: Switching from SkySlope saved us \$6k a year.

Not: Customers report meaningful savings.

Warm

04

We like the people we serve. Brokers and TCs are the heroes of every story. We never condescend, never blame, never lecture.

Write: Spend less time herding paperwork.

Not: Stop wasting your time on inefficient manual processes.

Compliance-grounded

05

Every claim should be traceable to something the product actually does. We don't say "audit-ready" unless the export tool exists. If we mention DRE windows, we cover them.

Write: One click exports every document with a manifest.

Not: Streamlined audit workflows for the modern brokerage.

Tone by context

The voice stays constant; the tone shifts to fit the moment.

CONTEXT	TONE	EXAMPLE
Marketing	Confident, warm, plainspoken	Transaction management that actually feels good to use.
Product UI	Brief, helpful, factual	Compliance complete — this deal is audit-ready.
Compliance & legal	Precise, calm, specific	Documents are retained for three years from upload.
Onboarding email	Welcoming, low-pressure	Welcome to TransactVault — let's get your first deal in.
Support reply	Patient, never condescending	Good question — here's exactly what happened and how to fix it.
Error state	Honest, useful, never blaming	That file didn't upload. The connection dropped — try again?

Words we use & avoid

A reach-for list and a never-list.

Reach for

- ✓ compliance complete
- ✓ audit-ready
- ✓ every deal
- ✓ flat pricing
- ✓ no surprises
- ✓ no sales calls
- ✓ brokerage
- ✓ broker, agent, transaction coordinator (TC)
- ✓ three years of storage
- ✓ at a glance
- ✓ one click
- ✓ calm, beautiful, fast
- ✓ California, Antelope Valley
- ✓ built for

Avoid

- ✗ synergy
- ✗ leverage (as a verb)
- ✗ robust
- ✗ world-class, best-in-class
- ✗ ecosystem
- ✗ revolutionize, disrupt
- ✗ game-changing, paradigm
- ✗ unlock potential
- ✗ solutions (we have a product)
- ✗ users (we have brokers, agents, TCs)
- ✗ seamless
- ✗ powerful (let the product show it)
- ✗ end-to-end
- ✗ AI-powered (unless literally true)

Messaging architecture

The hierarchy of what we say, in order.

BRAND PROMISE

Transaction management that actually feels good to use.

The headline. Always set in display weight. Period included.

PILLARS

Transparent. Flat pricing, public plans, no sales calls.

Compliant. Three-year storage, full audit trail, one-click export.

Calm. Beautiful, modern, fast. Designed to make days quieter.

Californian. Built in the Antelope Valley for the rules of California real estate.

BOILERPLATE

SHORT (45 WORDS)

TransactVault is transparent, compliant transaction management built for California real estate brokerages. Flat monthly pricing, three years of compliant storage, no sales calls. A live compliance score tells brokers, at a glance, which deals are truly audit-ready.

LONG (95 WORDS)

TransactVault is a modern transaction management platform for California real estate brokerages. We replace the per-seat add-ons and sales-call onboarding of legacy software with flat monthly pricing, three years of audit-ready document retention, and a live compliance score that tells brokers, at a glance, which deals are truly ready. Designed and built in the Antelope Valley for the brokerages who run California real estate.

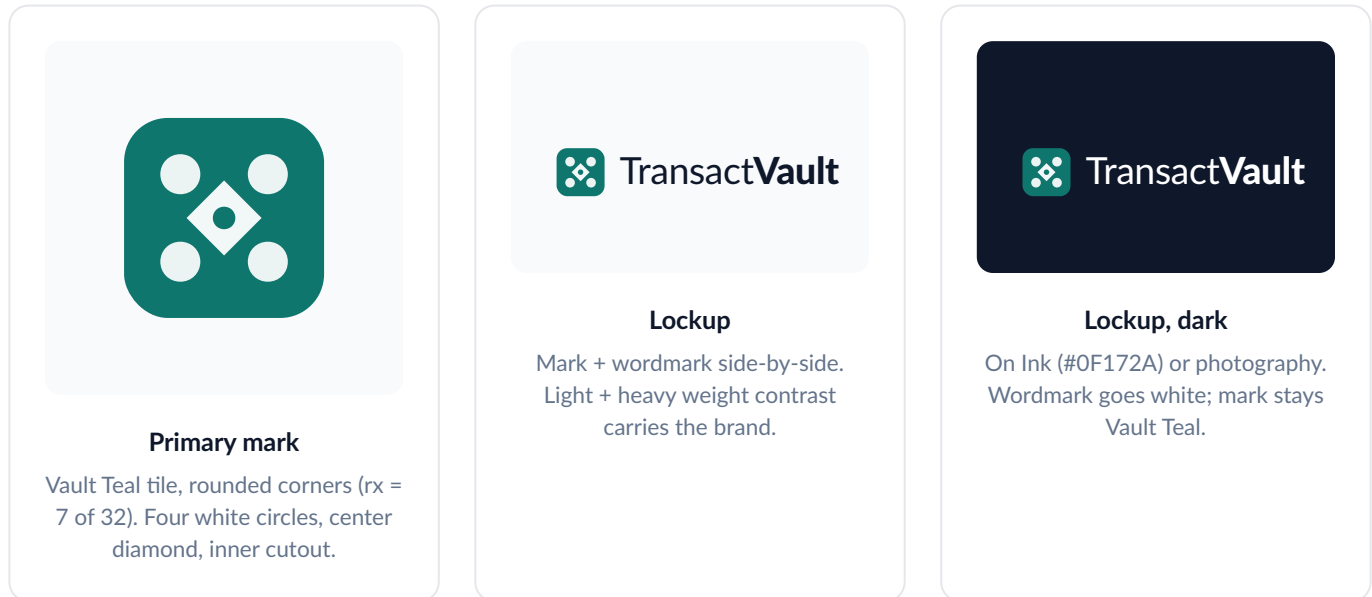
Transparent, compliant, calm — and a product agents actually want to use.

HEADLINE TEMPLATES

- *Verb that helps brokers.* — “Spend less time herding paperwork.”
- *Specific number + relief.* — “Three years of storage. Zero per-seat fees.”
- *The calm contrast.* — “Audits used to take a week. Now they take a click.”
- *The local truth.* — “Built in Lancaster for California brokerages.”

Logo

The mark and the wordmark, and how they live together.



Wordmark construction

The wordmark is one word with two weights. **Transact** sets in the light weight (400); **Vault** sets in the heavy weight (800). The contrast carries the meaning. Letter-spacing is $-0.01em$.

Clear space & minimum size

Reserve clear space equal to the height of the “V” in “Vault” on every side of the lockup.

- **Digital, lockup:** wordmark text no smaller than 14 px.
- **Digital, mark only:** 24 px square.
- **Print, lockup:** 18 mm wide.
- **Print, mark only:** 8 mm square.

Don'ts


1. Don't set the wordmark all-caps (“TRANSACTVAULT”) or all-lowercase (“transactvault”). The casing carries the brand.
2. Don't flip the weight contrast. **Transact** is always lighter than **Vault**.
3. Don't replace the tile color with anything other than Vault Teal #0F766E or pure white (on dark surfaces).
4. Don't add a stroke, shadow, gradient, glow, or bevel to the mark.

5. Don't crop the rounded corners off the tile.
6. Don't place the mark on a busy photograph — use a solid panel or scrim.
7. Don't rotate, skew, or stretch the mark or wordmark.
8. Don't recreate the wordmark in another typeface. Use the rendered SVG.


Color system

Tokens straight from the product’s stylesheet. CMYK values are recommended print conversions – verify on a contract proof.

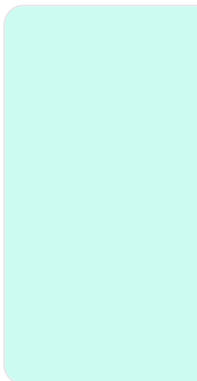
Brand



Vault Teal
 --color-brand
 HEX #0F766E
 RGB 15 118 110
 HSL 175° 77% 26%
 CMYK 87 0 7 54
 Primary brand color. Logo tile, primary buttons, links, focus rings, eyebrow chips.



Vault Ink
 --color-brand-ink
 HEX #0B5955
 RGB 11 89 85
 HSL 177° 78% 20%
 CMYK 88 0 4 65
 Hover/active for primary surfaces, deep accent on light backgrounds.




Vault Soft
 --color-brand-soft
 HEX #CCFBF1
 RGB 204 251 241
 HSL 168° 84% 89%
 CMYK 19 0 4 2
 Pill backgrounds, info alerts, eyebrow chips, focus halos.




Vault Tint
 --color-brand-tint
 HEX #F0FDFA
 RGB 240 253 250
 HSL 166° 77% 97%
 CMYK 5 0 1 1
 Hero radial accent, upload-area hover, lightest possible brand presence.


State



Compliance Green
 --color-success
 HEX #16A34A
 RGB 22 163 74
 The “all clear” signal. Completed checklist items, success banners, the right end of the compliance gradient.



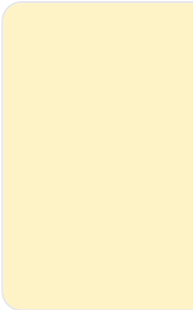
Compliance Soft
 --color-success-soft
 HEX #DCFCE7
 RGB 220 252 231
 Background for the Compliance Complete banner and completed-row tinting.



Compliance Ink
`--color-success-ink`
HEX #166534
RGB 22 101 52
Text on Compliance Soft. Strikethrough on completed items.



Caution Ochre
`--color-warn`
HEX #B45309
RGB 180 83 9
Required-but-incomplete badges, audit-blocked rows, anything that needs love.




Caution Soft
`--color-warn-soft`
HEX #FEF3C7
RGB 254 243 199
Background under Caution Ochre text.




Stop Red
`--color-danger`
HEX #DC2626
RGB 220 38 38
Errors, destructive confirmations only. Never decorative.

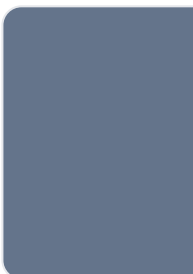
Neutrals




Ink
`--color-ink`
HEX #0F172A
Headlines, the canonical “black” for the brand.



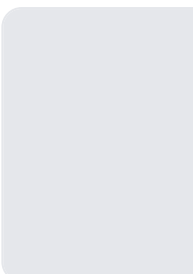
Body
`--color-body`
HEX #1F2937
Default body copy on light surfaces.



Muted
`--color-muted`
HEX #64748B
Section ledes, secondary metadata, captions.



Muted Soft
`--color-mute-soft`
HEX #94A3B8
Placeholders, low-priority labels.



Line
`--color-line`
HEX #E5E7EB
Card borders, dividers, form input borders.



Line Soft
`--color-line-soft`
HEX #F1F5F9
Subtle row separators, ghost-button hover.

Surface

--color-surface

HEX #FFFFFF

Cards, panels, the auth shell.

Surface Alt

--color-surface-alt

HEX #F8F9FC

Row hover, secondary panel fills.

Background

--color-bg

HEX #F6F7F9

App background. The calm canvas.

Usage rules

The 60 / 30 / 10 rule

60% neutrals (Background + Surface). **30%** Ink and Body for type. **10%** Vault Teal for emphasis.

Accessible pairings

Body on Surface, Ink on Surface, Vault Teal on Vault Soft, Compliance Ink on Compliance Soft, white on Vault Teal.




Don't mix state colors

Compliance Green is reserved for "done." Caution Ochre and Stop Red are semantic, never decorative.

CMYK values are recommended Pantone+ uncoated conversions. For critical print, run a Pantone match on Vault Teal (closest: Pantone 2237 C / 7484 U) and approve a contract proof.

Gradients

Three sanctioned gradients. No others without a brand review.

 <p>Hero glow</p> <pre>radial-gradient(ellipse at top, #f0fdfa 0%, transparent 55%), linear-gradient(180deg, #ffffff 0%, #f6f7f9 100%)</pre> <p>The atmosphere behind every hero. Soft, vertical, never noticed – that's the point.</p>	 <p>CTA banner</p> <pre>linear-gradient(135deg, #0f766e 0%, #0ea5a5 100%)</pre> <p>The single bold gradient in the brand. Used on the main CTA panel only. White type on top.</p>	 <p>Compliance progress</p> <pre>linear-gradient(90deg, #0f766e 0%, #16a34a 100%)</pre> <p>Inside the compliance progress bar. A visual journey from in-progress (Vault Teal) to complete (Compliance Green).</p>
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Typography

One family does the whole job.

Inter

"Inter", ui-sans-serif, system-ui, -apple-system, "Segoe UI", Roboto, "Helvetica Neue", Arial, sans-serif

Inter is the only typeface in the brand. It does both display and body. Inter is free under the SIL Open Font License — pull it from rsms.me/inter or Google Fonts. Use the variable file (InterVariable.woff2) so flyers and slides have the full weight range.

300 Light 400 Regular 500 Medium 600 Semibold 700 Bold 800 Extrabold

Type scale



TOKEN	SIZE	USE	SPECIMEN
--fs-hero	2.4-4.25rem	Landing hero	Feels good.
--fs-2xl	1.75-2.25rem	Page H1, section H2	Compliance Complete
--fs-xl	1.35-1.6rem	Section H1, banners	Three years of storage
--fs-lg	1.125-1.25rem	H3, ledes	Audit-ready, at a glance.
--fs-md	1.0625rem	Important body	Every plan includes priority support.
--fs-base	1rem	Body	Documents are versioned by default.
--fs-sm	0.875rem	Captions, table cells	Renee Okafor · Broker/Owner
--fs-xs	0.8125rem	Eyebrow, chips, footer	BUILT FOR CALIFORNIA

Rules of thumb

- Headlines (h1-h4) get `letter-spacing: -0.015em`; the hero gets `-0.03em`.
- Body line-height is 1.55; headline line-height is 1.15.
- Eyebrows are uppercase, 600, with `letter-spacing: 0.08em`.
- Numbers in stat cards and prices use `font-variant-numeric: tabular-nums`.
- Body copy never goes below 14 px in print or 13 px on screen.

Radius & shape








Soft corners are a brand signal — they keep the product calm.

 <p>SM <code>--radius-sm</code> 0.375rem · 6px File icons, inline pills, audit codes.</p>	 <p>Default <code>--radius</code> 0.625rem · 10px Buttons, inputs, alerts, checklist rows.</p>	 <p>LG <code>--radius-lg</code> 1rem · 16px Cards, panels, plan cards.</p>	 <p>XL <code>--radius-xl</code> 1.5rem · 24px The CTA banner. The one big shape.</p>	 <p>Pill 999px fully rounded Chips, status dots, app nav, avatars.</p>
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Logo tile uses its own intrinsic radius ($rx = 7$ within a 32-unit viewBox, so 22% of the side). Don't change it.

Spacing & layout

Everything snaps to a 4 px grid. Generous whitespace is a feature.

TOKEN	REM	PX	VISUAL	USE
<code>--sp-1</code>	0.25	4		Hairline separators inside chips.
<code>--sp-2</code>	0.5	8		Between label and input.
<code>--sp-3</code>	0.75	12		Between fields in a row.
<code>--sp-4</code>	1	16		Between paragraphs. Default gap.
<code>--sp-5</code>	1.5	24		Between cards in a grid.
<code>--sp-6</code>	2	32		Padding inside a card.
<code>--sp-7</code>	3	48		Around section headings.
<code>--sp-8</code>	4	64		CTA banner padding.
<code>--sp-9</code>	6	96		Section vertical rhythm.

Containers




- `--container` – **72rem (1152px)**. Default content width.
- `--container-narrow` – **56rem (896px)**. Reading width: hero copy, CTA banner.

Section rhythm

Every `.section` uses `padding: var(--sp-9) var(--sp-5)`. Headings sit centered with `.section-heading`: title, lede, then content with a `--sp-7` gap. This consistent rhythm is the calm.

Elevation & shadow

Three steps. Use them sparingly.

 <p>SM 0 1px 2px rgba(15, 23, 42, 0.05) Sticky headers, subtle bottom edges.</p>	 <p>Default 0 8px 24px -12px rgba(15, 23, 42, 0.15) Card hover, button hover, auth card.</p>	 <p>LG 0 20px 60px -24px rgba(15, 23, 42, 0.22) Popular pricing card. Used once on screen, max.</p>
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Motion


Movement should reassure, not perform.

- **Default transition.** `180ms cubic-bezier(.3, .7, .3, 1)`. For color, background, transform, box-shadow.
- **Hover lift.** `transform: translateY(-1px)` on buttons, `translateY(-3px)` on cards. Pair with the default shadow.
- **Compliance celebration.** The `pop-in` keyframe (scale $0.95 \rightarrow 1$, opacity $0 \rightarrow 1$) fires when a deal hits 100%. The only celebratory animation in the product. Don't add others.
- **Progress bar.** The compliance progress value transitions over `400ms cubic-bezier(.3, .7, .3, 1)`.
- **Reduced motion.** Always respect `prefers-reduced-motion: reduce`. We kill every transition and animation when set.

Iconography

Where the product uses an icon, it uses a glyph.

TransactVault uses Unicode glyphs – not an icon library – on the marketing surface. They render at any size, ship in zero kilobytes, and never pixelate. Where a vector icon is required (print, illustration), use Lucide at 1.5 px stroke, rounded line caps, and the current text color.

 <p>\$ Pricing, billing</p>	 <p>U+231B Storage, retention</p>	 <p>U+2726 Beauty, polish</p>	 <p>U+2713 Compliance, success</p>	 <p>U+2605 California focus</p>	 <p>U+21BB Versioning</p>	 <p>U+2715 Errors, what we're against</p>
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The check (✓) is reserved for compliance and confirmation. The cross (✗) is reserved for what we're against on comparison strips and for errors. Don't mix them with brand decoration.

URL & email standards

Small details that compound across thousands of impressions.

The URL

The canonical written URL is **transactvault.app**. No protocol, no **www**, no trailing slash, all lowercase. This is what we print on flyers, type into emails, and read on the radio.

RIGHT

transactvault.app
transactvault.app/pricing
Visit transactvault.app to start.

WRONG

www.transactvault.app
https://www.TransactVault.app/
http://transactvault.app/Pricing

Inside HTML `<a>` attributes the protocol is required (`https://transactvault.app`). The rule above governs the visible string only.

Email addresses

All email addresses render in lowercase, always. The canonical contact is **hello@transactvault.app**.

RIGHT

hello@transactvault.app
support@transactvault.app
renee@lancasterrealty.com

WRONG

Hello@TransactVault.App
SUPPORT@TRANSACTVAULT.APP
Renee@LancasterRealty.com

The wordmark in running copy

When typed in body copy, the company name is always **TransactVault** — one word, T and V capitalized, everything else lowercase. The url is *different* from the name on purpose:

- Brand name in copy: **TransactVault**
- URL on a flyer: **transactvault.app**
- Logo wordmark: rendered, never re-typed.

Do's & don'ts

A quick reference checklist.

Do

- ✓ Lead with specifics: numbers, names, places.
- ✓ Keep heroes short, calm, and confident.
- ✓ Use Vault Teal as a single point of emphasis per surface.
- ✓ Reserve Compliance Green for actual completion.
- ✓ Set the wordmark in light + heavy weight contrast.
- ✓ Use Inter for everything — display and body.
- ✓ Snap spacing to the 4 px grid.
- ✓ Write `transactvault.app` with no `www` and lowercase.
- ✓ Respect `prefers-reduced-motion`.
- ✓ Print at 14 px / 11 pt minimum body size.

Don't

- ✗ Use buzzwords (synergy, leverage, robust, world-class).
- ✗ Add a second typeface to a layout.
- ✗ Color the logo tile anything other than Vault Teal.
- ✗ Apply Compliance Green decoratively.
- ✗ Combine more than two of the sanctioned gradients on a single surface.
- ✗ Set the wordmark in all caps or all lowercase.
- ✗ Use stock images of paper stacks (we're against paper).
- ✗ Drop shadows from the logo or run it over a busy photo.
- ✗ Use exclamation marks. We're calm, not excited.
- ✗ Ship a hero without a clear, specific number.

Asset references

Where to grab the source files.

- **Logo (SVG)** – transactvault.app/static/images/logo.svg
- **Online brand book** – transactvault.app/brand
- **This PDF** – transactvault.app/static/brand/transactvault-brand-book.pdf
- **Color tokens** – transactvault.app/static/css/main.css (the `:root` block)
- **Inter typeface** – rsms.me/inter (free, SIL Open Font License)

Versioning

When the brand moves, the book moves with it.

VERSION	DATE	NOTES
1.0	May 2026	Initial brand book. Voice, messaging, logo, color, typography, gradients, radius, spacing, elevation, motion, iconography, URL/email standards, do's and don'ts, asset references.

Questions, additions, or things that aren't covered yet? Email hello@transactvault.app and we'll get them into the next revision.