

MY REVENUE

ENGINE

Brand & Theme Guide

Version 1.0 · myrevenueengine.com

The growth system for profitable home-service companies.

Positioning

My Revenue Engine helps home-service companies connect marketing, lead management, sales follow-up, and performance reporting - so owners can make better decisions based on real revenue and margin, not vanity metrics.

BRAND PROMISE

**Build a stronger pipeline. Improve visibility.
Grow with profit in mind.**

WHAT WE BUILD

- Marketing that supports the right kind of growth.
- A strong local presence and visibility in AI-powered search.
- Better lead management and follow-up.
- Profitability visibility for owners.
- Integration between marketing activity and field-service systems.

BRAND PERSONALITY

Operator-first

Built by people who have run the work, not just the ads.

Precise

Every number is defined. No rounded-up storytelling.

Industrial

Grounded, engineered, durable - not startup-glossy.

Candid

We say what we cannot promise as clearly as what we can.

The piston mark

Three ascending bars on a base rail: pipeline stages compounding into growth, drawn as engine pistons. The mark works alone at small sizes; the lockup pairs it with the two-line wordmark.



HORIZONTAL LOCKUP - LIGHT



HORIZONTAL LOCKUP - DARK



STACKED LOCKUP - LIGHT



STACKED LOCKUP - DARK



MARK - COPPER



MARK - INK



APP ICON - INK



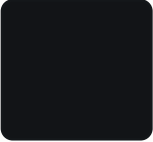
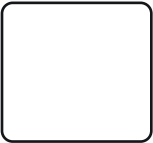
APP ICON - COPPER

USAGE RULES

- Clear space around the lockup equals the height of the tallest bar.
- Minimum sizes: mark 20 px, horizontal lockup 120 px wide.
- Never stretch, rotate, recolor outside the palette, or add effects to the mark.
- On photography or busy backgrounds use the all-white or all-ink mono lockup.

Industrial operator palette

Deep ink for authority, copper for action, warm off-white for the working surface. Copper is reserved for emphasis and interaction - it should never cover more than roughly 10% of a screen.

	Ink / Foreground #121417 Headlines, dark sections, the mark in mono		Copper / Accent #C25E2D CTAs, links, data highlights, the mark
	Off-white / Background #FDFCFB Default page surface		Stone / Secondary #F4F2F0 Cards, table rows, quiet blocks
	Card / Surface #FFFFFF Elevated cards on off-white		Hairline / Border #E3E1DF 1px rules, dividers, input borders
	Muted text #6B6F74 Labels, captions, secondary copy		Signal red #B42318 Errors and leak indicators only

CONTRAST

Ink on off-white and off-white on ink both exceed WCAG AA. Copper on off-white passes AA for text at 16px semibold and above; for small copy use ink and reserve copper for the emphasized word.

Inter + JetBrains Mono

Inter carries every headline and paragraph. JetBrains Mono is the instrument panel: labels, metric names, section numbers, and any figure being defined.

DISPLAY / H1

Grow revenue without

Inter-Xb 34pt · -2% tracking, 1.05 line height

SECTION / H2

Where revenue leaks

Inter-Bd 24pt · -1% tracking, 1.15 line height

SUBHEAD / H3

Cost per qualified lead

Inter-Sb 16pt · 0 tracking, 1.3 line height

BODY

Connect marketing activity to real business results.

Inter 11pt · 1.6 line height, max 68 characters

EYEBROW / LABEL

03 — REPORTING DICTIONARY

Mono-Bd 9pt · +18% tracking, uppercase, copper

LAYOUT & COMPONENTS

- Radius 6px on cards and buttons; 4px on inputs and small chips.
- Spacing scale 4 / 8 / 12 / 16 / 24 / 32 / 48 / 80 px. Sections breathe at 80-120px.
- Borders are 1px hairlines, never shadows-first. Elevation is subtle and rare.
- Primary button: ink fill, off-white text. Accent button: copper fill, white text.
- Metric cards: mono label, extra-bold figure, muted definition line underneath.

Book a revenue audit

See the system

Secondary

Say this

- Help you build profitable growth.
- Designed to improve.
- Connect marketing activity to real business results.
- Identify where revenue and margin are being lost.
- Give owners clearer visibility into profitability.
- Optimize toward qualified leads and profitable jobs.

Never say this

- We guarantee profitability.
- Predictable revenue.
- Guaranteed leads or appointments.
- We make every lead profitable.
- Our AI grows your business automatically.
- Revenue numbers without stating whether they are estimated, booked, or collected.

REPORTING DICTIONARY

Lead	A person who submitted a form, called, or messaged.
Appointment	A confirmed booking.
Booked revenue	Estimated value of scheduled or sold work.
Collected revenue	Money actually received.
Gross profit	Collected revenue minus direct job costs.
Net profit	What remains after all operating expenses.

HONEST RESULTS STATEMENT

We cannot guarantee a particular number of leads, appointments, sales, search rankings, revenue, or profit. Results depend on market conditions, competition, budget, pricing, service capacity, sales execution, customer experience, data quality, and other factors.

What ships in the kit

All files are in the downloadable asset pack. SVG is the master format - use it anywhere on screen. PNG exports are for platforms that will not take vector (Google Business Profile, social avatars, invoices).

SVG — VECTOR MASTERS

- mark-copper.svg / mark-ink.svg / mark-white.svg
- mark-badge-dark.svg / mark-badge-copper.svg
- lockup-horizontal-light / -dark / -mono-black / -mono-white.svg
- lockup-stacked-light.svg / lockup-stacked-dark.svg

PNG — RASTER EXPORTS

- Marks at 512 px and 1024 px, transparent where applicable
- Lockups at 1200 px wide
- App icons at 512 px and 1024 px

TOKENS

- brand-tokens.css — CSS custom properties matching the live site
- brand-tokens.json — same values for design tools and code

WHERE EACH VERSION GOES

- Website nav and light UI: horizontal lockup, light.
- Dark sections, decks, email signature footer: horizontal lockup, dark.
- Social avatars and favicon: app icon, ink.
- Invoices, one-color print, vehicle vinyl: mono black or mono white.
- Merch and stitching: mono single-color mark only.