



THE INTELLIGENCE LAYER FOR THE BUILT WORLD

Brand Guidelines

Logo, color, typography, voice, and boilerplate for writing about Shovels, partnering with Shovels, or co-marketing a product.

02 – Logo

Approved variants only

Always leave one logo-height of clear space on every side. Never rotate, skew, recolor, or stretch the mark.

**Primary (on white)**

Default mark. Use on white or light neutral surfaces.

**Reversed (on green)**

White wordmark with amber V. Use on primary-green surfaces.

**On amber or sand**

Softens on warm backgrounds and muted brand blocks.

**On photography**

Use on clean, low-contrast photography. Avoid busy or high-detail backgrounds.

**Icon mark**

For favicons, app icons, social avatars. Never below 16px tall.

**Icon mark (reversed)**

Amber V with white blade. Use on green or dark brand surfaces.

✓ Do

- ✓ Use approved logo variants only
- ✓ Maintain one logo-height of clear space
- ✓ Use the icon only at sizes below 80px

✗ Don't

- ✗ Rotate, stretch, skew, or add effects
- ✗ Use the color logo on busy or low-contrast backgrounds
- ✗ Change the logo colors or their order

03 — Color

Two colors do nearly all the work

Deep emerald green for everything structural — headings, CTAs, and links. Warm amber as the accent. Everything else is neutrals.

Shovels Green

Primary — headings, CTAs, links, eyebrows. The anchor color.

#01654D

Shovels Amber

Secondary — accents on dark, footer headers, the V in the logo mark.

#E9BE51

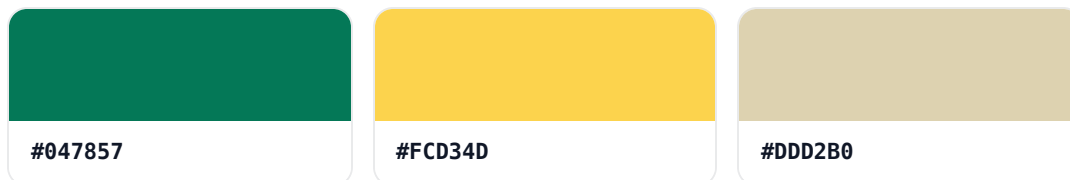
SECONDARY



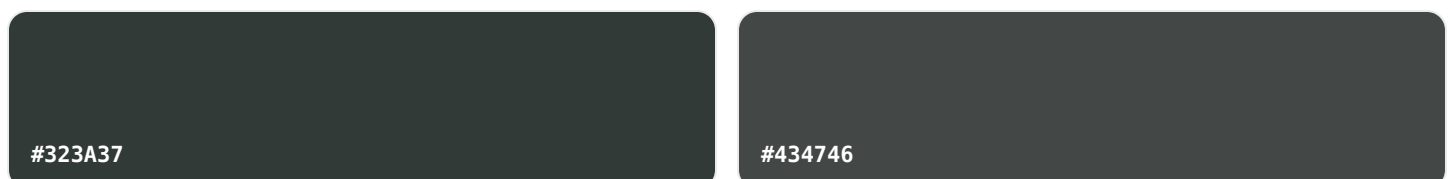
NEUTRALS



BRAND SCALE



BRAND EXTENDED — CHARLIE



04 – Typography

Scandia. Sentence case, always.

Scandia is our production face, licensed from the foundry. Poppins and Inter are the approved public-font fallbacks per the brand guidelines.

PRIMARY TITLE · SCANDIA SEMIBOLD

Unbiased building contractor scores.

SECONDARY TITLE · SCANDIA BOLD UPPER

WE < 3 CONSTRUCTION DATA

BODY · INTER REGULAR

Permit data can be messy. We aggregate, clean, and normalize permit data into something that's ready to use. With Shovels, you can get the insights you need from building permits without wrangling with raw data.

WEIGHTS IN USE

SCANDIA (PRODUCTION)

Light 300 · Regular
400
Medium 500 · Bold
700

POPPINS DISPLAY
(FALLBACK)

SemiBold 600 · Bold
700

INTER (BODY)

Regular 400 · Medium
500
SemiBold 600

05 – Voice & Tone

Smart and friendly. Data science, made accessible to everyone.

We're authoritative about data engineering but kind — and always happy to explain things at a basic level. Clear, concise, and friendly. We favor plain language over business jargon. Second person. Sentence case. Contractions welcome.

✓ Do say

"Clean and useful building permit data that's easy to understand."

"We ship fast. We ship often. We ship quality."

"Permit data is notoriously messy. We clean it, so you don't have to."

✗ Don't say

"Unlock the power of AI-driven construction intelligence to 10x your insights."

"Revolutionary. Game-changing. Disruptive."

"Leverage synergies across the construction data ecosystem."

SIGNATURE PHRASES**We ♥ construction data**

Canonical tagline. Uppercase, literal <3. Use as eyebrow.

Shovel-ready intelligence

Proprietary term. Hyphenated. Never reword.

The first signal of construction

Anchor phrase. Everything built starts with a permit.

The intelligence layer for the built world

Positioning line.

06 — Boilerplate

Drop-in copy for releases, partnerships, and investor decks

Three lengths. Use as-is — don't paraphrase the proprietary terms inside them.

53-WORD

Everything built starts with a permit. Shovels captures that first signal—using AI to clean, enrich, and unify permit, contractor, and property data from thousands of municipalities. Delivered through our API, web app, or data warehouse, we turn messy public records into standardized, Shovel-ready intelligence that helps industries anticipate growth and make smarter decisions. shovels.ai

25-WORD

Shovels uses AI to clean and unify fragmented permit, contractor, and property data—turning public records into Shovel-ready intelligence that helps industries see what's coming next.

TAGLINE

The intelligence layer for the built world.

07 — CONTACT

Working with us. For press inquiries, partnership decks, or any brand-related questions, we answer within two business days.

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● INTERNAL USE ONLY — SPOKESPERSON & MEDIA CONTACTS



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