BRAND GUIDE · V1.0

How Auto Close looks, sounds and feels.

Warm, local and dependable, with a little polish. Think of a good neighborhood tradesperson, not a tech startup. Everything on this page comes from one set of tokens, so the website, emails, social posts and print all match.

Logo Color Typography Tokens Components Voice Imagery Downloads

01 · LOGO

A shop that talks back

The mark is a little storefront with an awning. Its tail turns it into a speech bubble: help, for local shops. The door doubles as an i for information.



Clear space and minimum size

Keep a gap around the logo at least as tall as the awning (one eighth of the mark). Never set the mark smaller than 24px, or the horizontal logo narrower than 120px.



Please do not



02 · COLOR

Forest, clay and cream

Green carries the brand, terracotta asks for action, cream keeps it warm. Use clay sparingly: one main action per screen.

Forest Aa 11.1:1 · AAA

#1F3D2B

Primary. Headings, primary buttons, dark sections.

Clay Aa 3.6:1 · AA large

#D9663B

Action. Calls to action, highlights, the awning.

Cream Aa 11.1:1 · AAA

#FAF6EF

The page. Our default background.

Sand Aa 9.8:1 · AAA

#EFE8DA

Secondary surfaces and alternating sections.

Ink Aa 15.8:1 · AAA

#1C1C1A

Body text.

Stone Aa 5.2:1 · AA

#6B675F

Secondary and muted text.

Sage #5E8C61
Success

Brick #B5402E
Errors

Ochre #C99A3B
Charts, accents

Slate #4F6D7A
Charts

Forest scale

50	100	200	300	400	500	600	700	800	900
#EEF3EF	#D5E2D8	#A9C3AF	#7BA285	#4E7D5B	#2F5A3D	#1F3D2B	#182F21	#112218	#0A150F

Clay scale

50	100	200	300	400	500	600	700	800	900
#FCF1EC	#F8DDD0	#F0B9A1	#E79472	#DF7A51	#D9663B	#B9502A	#933F21	#6D2F18	#47200F

Contrast note: clay on white (3.6:1) is fine for buttons with bold text 15px and up, but use clay-600 or forest for small text links. Stone on cream (5.2:1) passes AA for body copy.

03 · TYPOGRAPHY

Fraunces and Inter

Fraunces is a soft, slightly old-fashioned serif that feels crafted and human. Inter does the hard work of reading on small screens. Both are free on Google Fonts.

HEADINGS · FRAUNCES 600

Aa Gg

Your website, handled. You run the shop.

BODY · INTER 400 / 500 / 600

Aa Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 $&?!

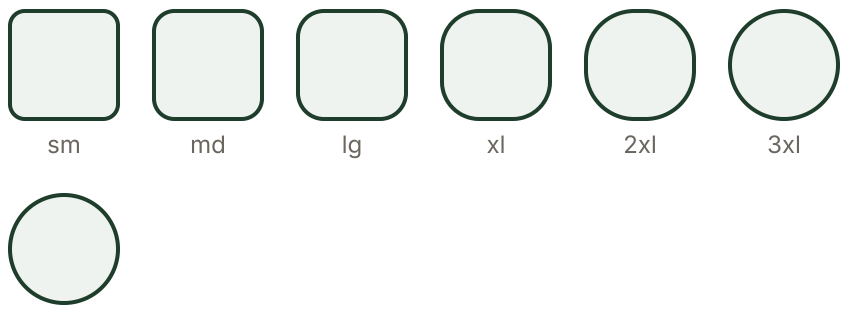
Display 66 / 1.02 · Fraunces 600	Main Street, online.
H1 48 / 1.08 · Fraunces 600	Real sites for real businesses
H2 36 / 1.1 · Fraunces 600	One simple plan
H3 24 / 1.25 · Fraunces 600	Unlimited everyday changes
Body large 20 / 1.6 · Inter 400	We design it, host it, and change it whenever you ask.
Body 16 / 1.6 · Inter 400	Send us new prices, photos or holiday hours and we update the site for you.
Eyebrow 12 · Inter 600 · caps · +0.18em	HOW IT WORKS

04 · TOKENS

Radius, spacing, shadow and motion

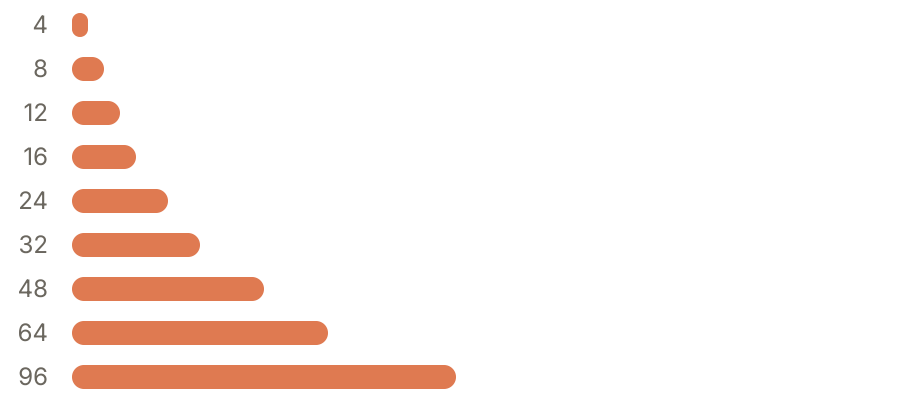
Radius

Base 14px. Buttons and chips are pills; cards use 24 to 32px.



Spacing

A 4px grid. Sections breathe: 80px on phones, 112px on desktop.



Shadow

Shadows are soft and green-tinted, never grey.

Motion

One easing curve for everything. Motion reveals, it never performs. All of it switches off for visitors who ask for reduced motion.

Easing	cubic-bezier(0.22, 1, 0.36, 1)
Fast	150ms · hovers
Base	300ms · menus, toggles
Slow	500ms · scroll reveals

05 · COMPONENTS

Buttons and forms

Built on shadcn/ui, styled with our tokens. One terracotta button per screen; everything else steps back.

Buttons

Get my free concept

Book a call

See our work

Try another

Badges

New lead · Concept sent · Example · Your concept

Form fields

Your name

Maria Lopez

What does your business do?

A family bakery in Hoboken

06 · VOICE

Talk like a neighbor who knows their trade

Plain

Short words, short sentences. If an owner would not say it at the counter, we do not write it.

Local

Name the town, the street, the trade. Jersey City beats "your area".

Honest

No invented reviews, numbers or awards. Concept work is always labeled.

Warm

We are on the owner's side. Calm, never pushy, never cute.

We write	We avoid
We design it, host it, and change it whenever you ask.	~~We deliver end-to-end digital solutions that elevate your brand.~~
Send us your new prices and we will update them.	~~Leverage our seamless content management workflow.~~
Live in one to two weeks.	~~Lightning-fast turnaround guaranteed!~~
A real person when you call.	~~World-class, best-in-class customer success.~~

House style: American English, no contractions in written copy (we are, do not), sentence case for headings, no exclamation marks, no emoji in professional material.

07 · IMAGERY

Real shops, real people, real work

Photography

Use our clients' real storefronts, work and owners. Natural light, warm tones, a little texture. No glossy stock handshakes or people pointing at laptops.

Screenshots

Show live client sites inside the browser frame, on cream with the soft frame shadow. Always label concept pieces as Concept or Example.

Shapes and texture

The awning scallop, soft clay and forest glows, and a faint paper grain. Use one at a time; they support the content, never compete with it.

08 · DOWNLOADS

Take the kit with you

- Logo, horizontal (SVG)
- Logo, horizontal reversed (SVG)
- Logo, stacked (SVG)
- Mark (SVG)
- Logo, horizontal (PNG, 4x)
- Mark (PNG, 1024px)
- Design tokens (JSON)
- Brand guide (PDF)
- One-page sales sheet (PDF)

Auto Close

We design, host and look after websites for local businesses in New Jersey and New York City, and for businesses anywhere in the USA.

hello@autoclose.store

COMPANY

- Our work
- How it works
- Pricing
- About
- Free concept

WHO WE HELP

- Salon & spa
- Restaurant & cafe
- Home services
- Clinic & practice

AREAS

- Jersey City
- Hoboken
- Newark
- Edison
- Manhattan
- Brooklyn
- Queens

and across the USA

© 2026 Auto Close. Built on Main Street, for Main Street.