nobody builds

Nobody builds. Except us.



Brand guidelines
Version 1.0

Nobody builds. Except us.

A builder, asleep on the job, on a wall that's already half built.

Lay a brick.
Take a nap.
Build anyway.

OUR PURPOSE

To fill in: what Nobody Builds makes, and who it's for.

OUR PERSONALITY

Honest. Hands-on.
Friendly. Unbothered.

Asleep on the job.

The symbol is the builder: hard hat on, head down, zzz up.



Honest

We laugh at ourselves first.

Hands-on

Real bricks, real work.

Friendly

Round shapes, warm colours.

One builder. A flexible family.

Use the supplied masters. Keep the spelling and the lowercase wordmark intact.



PRIMARY · BUILDER + TWO-LINE WORDMARK



SYMBOL · RECOGNITION AT A GLANCE



HORIZONTAL · NARROW HEADERS



REVERSED · DARK SURFACES

Room to breathe.

Keep the lockup together. Measure the visible artwork.



nobody builds

1.25×

Builder / stacked wordmark height

H ÷ 6

Gap between builder and wordmark

H ÷ 4

Clear space on every side

H = builder height. Scale the supplied master as one object.

Keep it legible.

Recommended starting sizes. Always check the final output.



48 px

Builder height



180 px

Primary lockup width

IN PRINT

12 mm builder / 40 mm lockup

Proof at actual size before production.

Largest: 280 px builder height on screen, the artwork's native size.



App icon

Builder ≈ 62% of the tile height.
Use a Paper field.

Below 48 px, use the tuned favicons in icons/.

Choose the right background.

Keep the builder, its outline and the wordmark's proportions intact.



01 Full colour / Paper



02 Full colour / White



03 Reversed / Night Shift



04 Reversed / Blueprint

Keep the system intact.

The builder is a fixed piece of artwork. Treat it as one recognizable unit.



01 Don't stretch



02 Don't rotate



03 Don't recolour



04 Don't lose the outline on dark



05 Don't add effects



NOBODY BUILDS

06 Don't change the type

Seven colours. One clear system.

Exact sRGB values. Three core colours, three accents and a daylight canvas.

Night Shift

#172033

RGB 23, 32, 51

Text · structure · depth

Blueprint

#2457A6

RGB 36, 87, 166

Primary brand · actions

Hard Hat

#FDC521

RGB 253, 197, 33

Energy · one bold moment

Sky

#CFE0F7

RGB 207, 224, 247

Fresh fields · information

Butter

#FFE8A3

RGB 255, 232, 163

Small highlights · ink text

Brick

#EA724A

RGB 234, 114, 74

Warm accent · warnings

Paper

#F5F7FB

RGB 245, 247, 251

Canvas · breathing room

Readable by design.

Use tested text pairings. Add a word or an icon to every status.

Aa 6.55:1

Paper on Blueprint

Aa 15.17:1

Night Shift on Paper

Aa 10.21:1

Night Shift on Hard Hat

Aa 12.13:1

Night Shift on Sky

Normal text ≥ 4.5:1 · Large text ≥ 3:1 · Night Shift on Butter 13.42:1 · Night Shift on Brick 5.43:1

Avoid yellow or Brick text on Paper (1.49:1 and 2.80:1). Large = 24 px regular or 18.7 px bold.

Two fonts. Clear roles.

Gilroy leads. Unbounded brings the bold geometric accent.

PRIMARY

Gilroy

Ready to build.

Wordmark, headings, body and labels.

Regular · Medium · Semibold · Bold

SECONDARY / ACCENT

Unbounded

Wake up.

Short headlines and campaign accents.

Medium · Semibold · one accent per layout

A lean type scale.

Gilroy does the everyday work. Unbounded adds a single moment of emphasis.

Display	72 / 76	Ready to build.
Heading	48 / 52	Lay the first brick.
Subheading	32 / 38	Pick up where you left off.
Body	16 / 24	Plans, parts and progress, all in one place.
Label	14 / 20	**Start building**
Accent	48 / 56	**Wake up.**

Keep long copy and interface text in Gilroy. Use Unbounded for short phrases only.

Built from bricks.

Use brick shapes and the zzz as quiet accents. Keep the builder itself intact.



01 Use one bold moment.

02 Align to a simple grid.

03 Let empty space do its job.

COLOUR BALANCE / NEUTRAL FIRST, ACCENT SECOND

Useful details.

Simple icons. Real builds. Details people recognize.

ICONS



Search



Bricks



Build



Sleep

24 px grid · 2 px stroke

Rounded ends · consistent weight

Always pair unfamiliar icons with labels.

IMAGERY

Show real builds.

Hands, tools and half-finished projects.
Soft daylight. Honest mess.
Keep the work in focus.

Avoid staged stock photos and perfect desks.

Sound like a builder who's in on the joke.

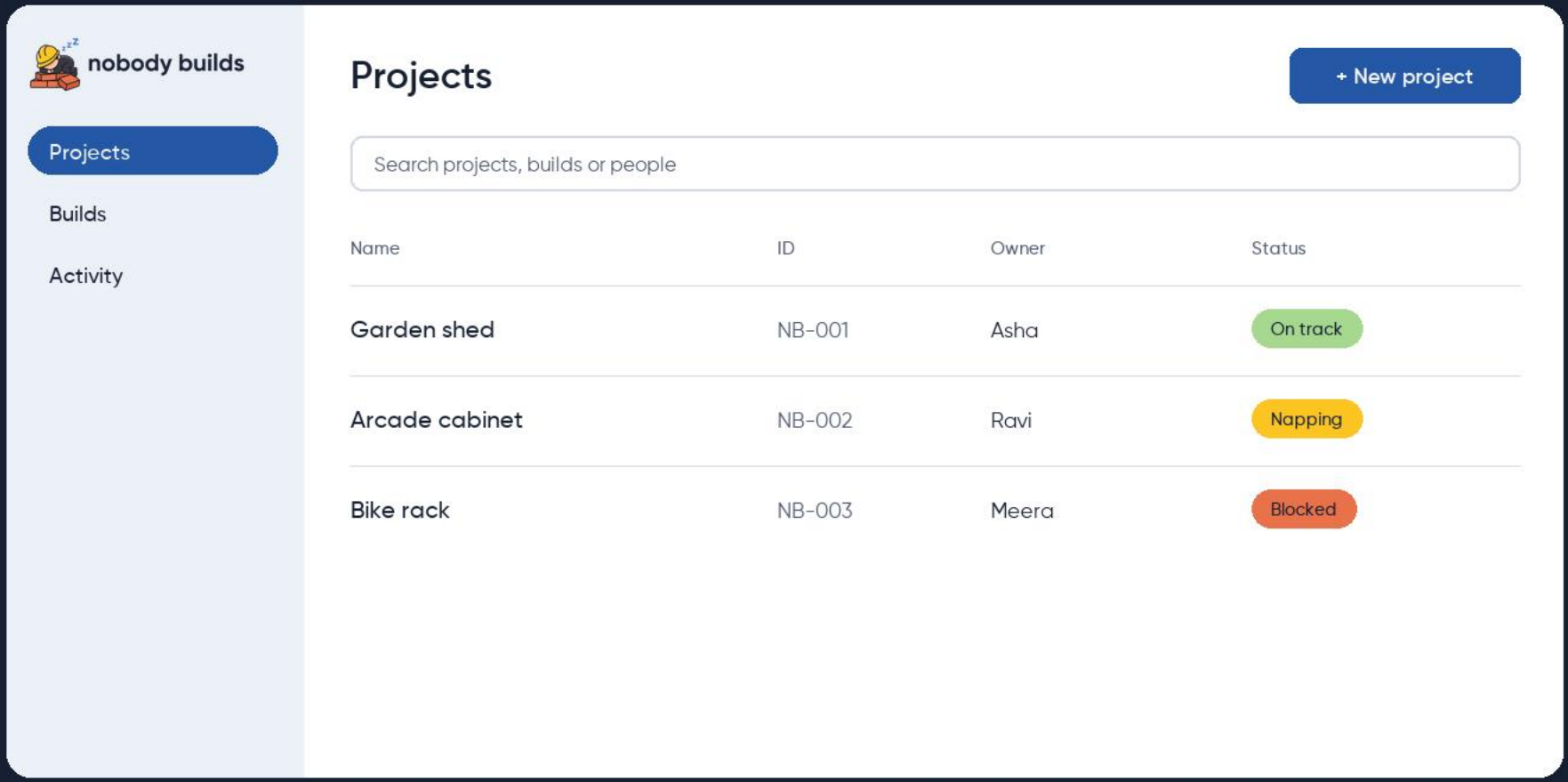
Clear, warm and specific. Make the next step easy.

SAY	SKIP
Nothing built yet. Lay the first brick.	No records found in the database.
Saved. Back to work.	Your changes have been successfully persisted!
Couldn't save. Try again.	Oops! Somebody fell asleep on the job.

Brand name in copy: Nobody Builds. Wordmark: nobody builds. Joke when it's going well, never in an error.

Calm where it counts.

In the product, let the work take the lead.



Clear hierarchy. Quiet surfaces. Colour only where it helps.

From the repo to the laptop lid.

Carry the same identity from the screen to the sticker.



Social card · 1200 × 630

The repo preview, link shares and the site's og:image.



Laptop sticker

Die-cut, with the Paper sticker border.
Use the dark/ file on dark surfaces.