

Valancr

Brand Guidelines

Version 1.0 · May 2026

valancr.com · a division of Heliotec

1. About the Brand

Valancr is the marketplace built exclusively for window treatment professionals and the homeowners who hire them. Where generic contractor sites lump installers in with plumbers and electricians, Valancr is purpose-built for blinds, shades, drapes, shutters, and motorisation.

Mission

Make it effortless for homeowners to find a vetted, specialised window treatment installer, and give those installers the tools to run and grow a real business.

Positioning

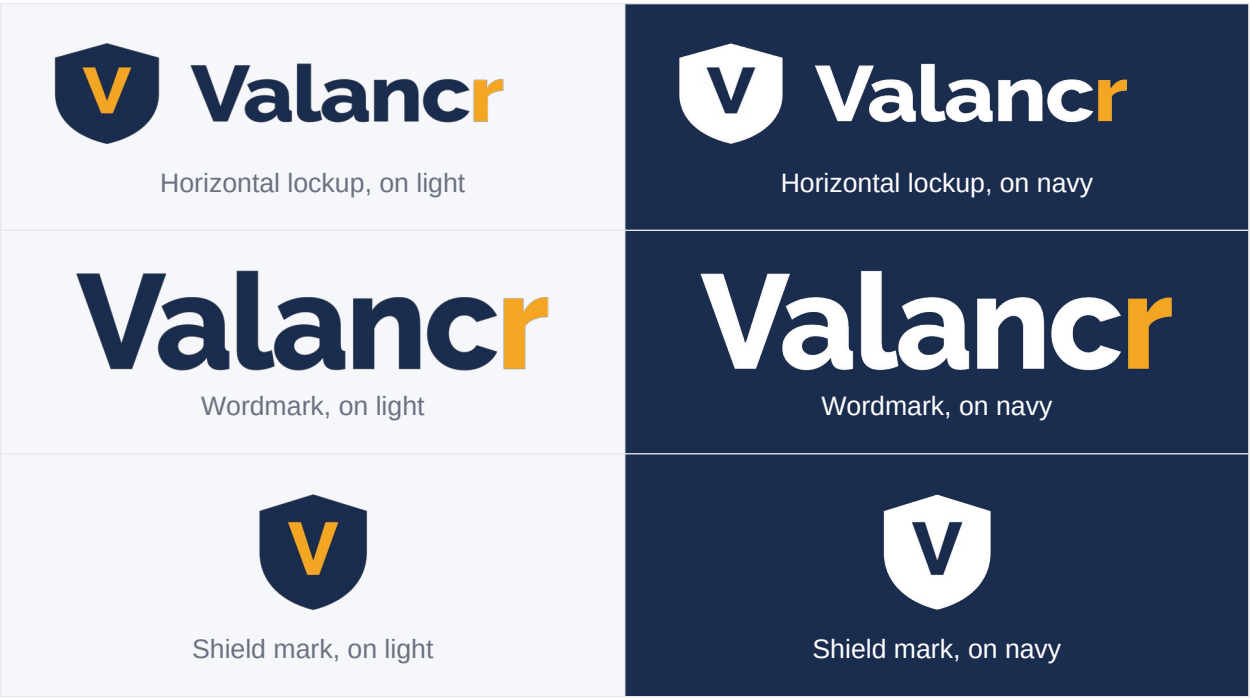
The window treatment marketplace. Specialised, vetted, and built for the trade.

Tagline options

- Window treatments, finally in one place.
- Vetted pros for blinds, shades, drapes, and shutters.
- The marketplace built for the trade.

2. Logo System

The Valancr identity has three forms: a horizontal lockup (primary), a stand-alone wordmark, and a shield mark for favicons, app icons, and tight spaces.



Construction

- Wordmark uses Raleway 800 with tight tracking. The trailing ‘r’ is always Amber.
- Shield uses the Amber ‘V’ on a flat deep-navy field.
- Maintain clear space equal to the height of the ‘V’ on all sides.
- Minimum sizes: wordmark 96px wide on screen, 0.75 in. on print. Shield 16px / 0.2 in.

Don'ts

- Don't recolour the wordmark beyond the approved palette.
- Don't stretch, skew, or rotate the logo.
- Don't drop shadows, outlines, or gradients on the wordmark.
- Don't place the navy logo on busy or low-contrast photos. Use the white variant instead.
- Don't recreate the wordmark in another typeface.

3. Colour Palette

Deep Navy and Amber are the brand. Navy carries authority and trust. Amber signals action, warmth, and the warm light coming through a window.

Swatch	Name	HEX	HSL	Usage
	Deep Navy	`#1B2D4F`	`216 50% 21%`	Primary brand colour. Headlines, navbar, footer, hero backgrounds.
	Navy Dark	`#0F1B33`	`216 55% 12%`	Hero gradient end, deep accents.
	Amber	`#F5A623`	`37 90% 55%`	Accent / call-to-action. The 'r' in Valancr. Buttons, focus rings.
	Amber Dark	`#DC8C0F`	`37 90% 45%`	Accent gradient end, hover states.
	Ink	`#1F2937`	`215 35% 20%`	Body copy on light surfaces.
	Muted	`#6B7280`	`215 20% 40%`	Secondary text, captions.
	Surface	`#F5F7FA`	`210 17% 97%`	Page background on light mode.
	White	`#FFFFFF`	`0 0% 100%`	Cards, content surfaces.

Usage ratio

- Roughly 70% neutral surfaces (white, surface), 25% navy, 5% amber.
- Amber is reserved for calls-to-action, focus rings, and the brand ‘r’. Use it sparingly so it keeps its weight.

4. Typography

Brand font · Raleway

Raleway 800 is reserved for the wordmark and occasional display moments. Pair only with Inter for body.

UI & body · Inter

Inter is the workhorse. Weights: 400 body, 500 emphasis, 600 subheads, 700 headlines. System fallbacks: Helvetica Neue, Arial, sans-serif.

Print & document fallback · Arial

Use Arial in any document where Inter is not available (this guide, exported PDFs, partner decks).

Hierarchy

- H1 / Display: 32–48 px, 700
- H2 / Section: 24–28 px, 700
- H3 / Sub: 18–20 px, 600
- Body: 16 px, 400, line-height 1.5
- Caption: 13 px, 400, muted colour

5. Brand Voice

Confident, plainspoken, and respectful of the trade. We talk to professionals like professionals and to homeowners like neighbours, never like marketing targets.

Voice attributes

- Specialised, not generic. We know brackets, mounts, fabric tensioning, motorisation.
- Plainspoken. Short sentences. Real words.
- Respectful. Installers are skilled tradespeople, not gig workers.
- Warm but never cute. No emoji, no exclamation points, no clever puns.

Tone by surface

- Marketing pages: confident and reassuring.
- Product UI: terse, instructive, encouraging.
- Transactional email: clear, factual, short.
- Support: patient, specific, human.

Do say

- Window treatment installers
- Vetted local pros
- Request a quote
- Book your installation
- Product type (blinds, shades, drapes, shutters, motorisation)

Don't say

- Blind guys, blind services, blind contractors
- Handyman, gig worker, freelancer
- Cheap, discount, deal of the day
- Synergy, leverage, unlock, revolutionary, game-changing

6. Boilerplate Copy

One sentence

Valancr is the marketplace that connects homeowners with vetted, specialised window treatment installers.

Short paragraph

Valancr is the marketplace built exclusively for window treatment professionals. Homeowners search vetted local installers for blinds, shades, drapes, shutters, and motorisation, request quotes, and book installations. Installers get a profile, a CRM, scheduling, and reviews in one dashboard built for the field.

Long paragraph

The window treatment industry runs on referrals, phone calls, and spreadsheets. Skilled installers spend more time chasing leads than doing the work, and homeowners have no easy way to find a trusted professional nearby. Valancr fixes both sides. Homeowners search by ZIP, compare verified reviews, and request quotes from one or several installers. Installers receive qualified leads, send proposals, schedule jobs, and collect verified reviews from one mobile-first dashboard. Every installer is vetted before being listed, and only customers with a completed job can leave a review.

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7. Imagery

- Documentary, candid, editorial. Real installers in real homes.
- Natural light through real window treatments. Avoid stock-photo gloss.
- Show hands, tools, mounts, and detail shots, not just smiling faces.
- Avoid pure white rooms with no warmth. Always include some warm tone.

8. Contact

Brand questions, partnership requests, or asset needs:

- Web: valancr.com/brand
- Email: brand@valancr.com
- Parent company: Heliotec · heliotecwf.com