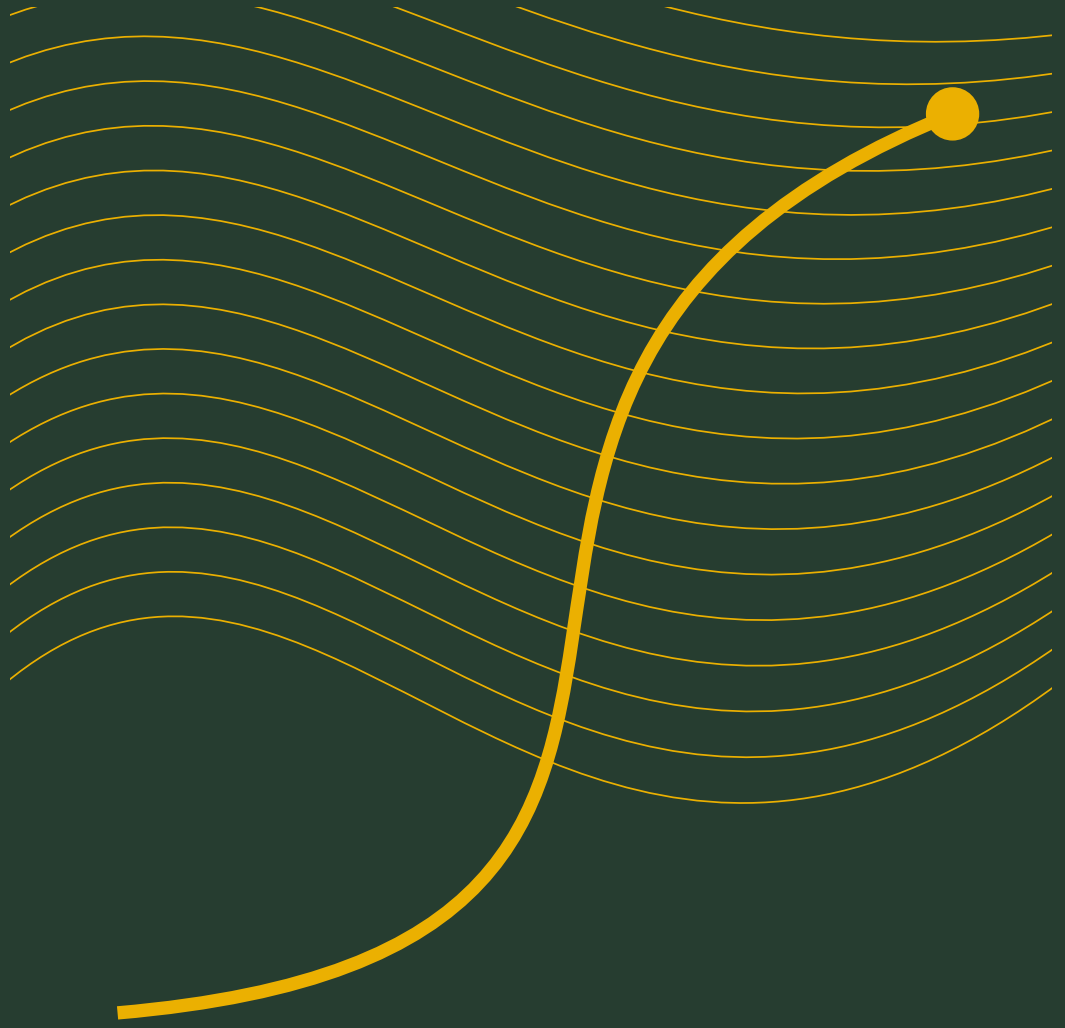
Brand story & guidelines

dirt.

Grounded in the work.
Open to what comes next.

Identity, expression and practical standards for the Dirt family.



A THOUGHTFUL PATH FORWARD

The paths we choose

“Of all the paths you take in life, make sure a few of them are dirt.”

Popular saying, often attributed to John Muir; exact source uncertain.

Dirt connects the ground beneath a community with the people shaping its future. Founder Sean Young’s present-day direction makes room for connection to the earth, a less familiar path and a thoughtful next chapter.



Attribution note: National Park Service, John Muir quotes.

The identity takes shape

From a grounded idea to a name with room to grow.

EARLY CONCEPT



An idea rooted in land

The ground beneath every community. A name that keeps that connection close.

AN EARLY EXPRESSION



A name put to work

Dirt Lot Listing Service connected the idea with homebuilders, developers and land.

A SHARED DIRECTION



Room for a family

Dirt World. Dirt Lot Listing Service. Dirt Studios. Distinct purposes, with common ground.

The early black concept is shown as part of the story. Use the original current-shape exports for present-day applications.

One name. Distinct expressions.

A common connection to the built environment. A clear purpose for each expression.

01

Dirt World

The group identity: businesses, people and ideas around the work that shapes communities.

02

Dirt Studios

The name extends into places for work and collaboration.

03

Dirt Lot Listing Service

Part of the brand's early exploration of residential land and its connection to homebuilders.

Descriptive family names are shown here, not new logo lockups. Each expression needs its own current approved artwork and an accurate account of what is operating.

A signature, used with care



WHITE + GOLD

The primary acquisition-site treatment. Use the original transparent artwork on a dark field.



ORIGINAL INK + GOLD EXPORT

An authentic source variant shown on light paper. Preserve the artwork and identify the correct export.

Lowercase lettering. A distinctive final point. One intact mark. Never retype, distort, separate the dot or add decorative effects.

Give the mark room



Measure from visible artwork. Keep other elements outside this protective area.

DIGITAL SIZE LADDER

dirt. 220 px

dirt. 150 px

dirt. 100 px

100 px is the working digital minimum. The specimens are scaled for this printed page; check the real output at its intended size.

For print, start at 25 mm wide. At very small sizes, use the actual favicon in its intended browser/app-icon context.

Colour with a purpose

Forest ink

#21382A

Primary text

Deep forest

#263D30

Strong sections

Paper

#F6F4EB

Reading space

Cream sage

#ECEEDF

Hero surfaces

Dirt gold

#EBB001

The point of emphasis

Readable contrast

Pale forest text on deep forest · 10.5:1

An action, clearly marked

Charcoal ink on Dirt gold · 9.1:1

A clear written rhythm

Manrope

A thoughtful next chapter.

DM Sans keeps the detail readable. Use clear sentences, generous line spacing and a calm, practical tone.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Use sentence case. Keep body text upright. Relax display tracking when readability requires it.

HERO / MANROPE 650

What comes next.

SECTION / MANROPE 650

A conversation. Then a plan.

BODY / DM SANS 400

Useful detail, plainly expressed.

LABEL / DM SANS 700

THE WORK YOU KNOW

A world of familiar places



Material

Cream walls, charcoal roofs and restrained gold details.

Life

Planted gardens, connected streets and believable light.

Meaning

The specialist work is part of a community’s everyday fabric.

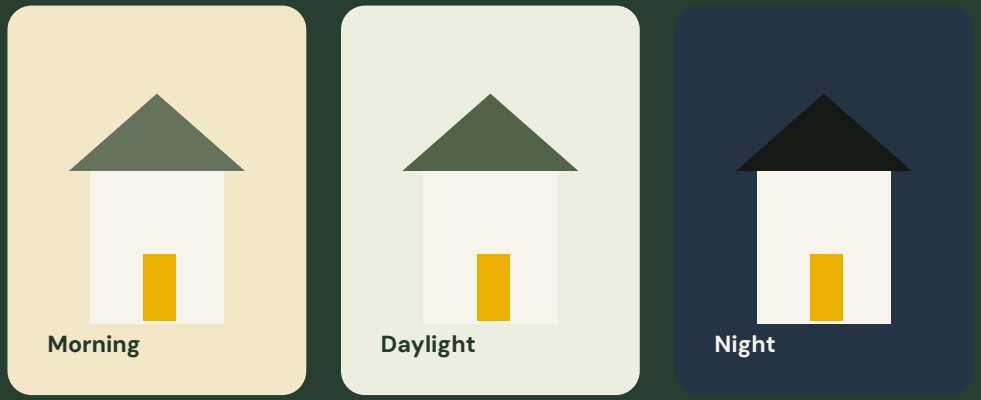
An illustrative brand scene – not a photograph of an actual office, acquisition or completed development. Keep geometry consistent and use real approved portraits for real people.

Terrain, light and movement



ORIGINAL TERRAIN ARTWORK

Use as a quiet texture. It is not a map of offices or acquisition coverage.



Same geometry. A different hour.

Gentle fades support orientation. Provide pause and direct selection; keep autoplay off for reduced motion. The static lighting studies above are illustrative diagrams.

180 MS OUT / 420 MS IN / 5 S CHAPTERS

A coherent digital experience

dirt.

Our approach Our companies Investor login

We buy architectural controls & plan review businesses.



And help owners plan what comes next.

Let’s talk

dirt.

Your next chapter.



Let’s talk

A confidential first conversation.

Desktop + mobile layout studies. Contact actions prepare an email draft; preparing a draft does not send a message.

Useful details. Clear actions.

ACTION STATES

Default

Let’s talk

Keyboard focus

Let’s talk

Hover

Let’s talk

Disabled

Let’s talk

Make an introduction.

A safe email to reply to

Your email address

A little about your practice

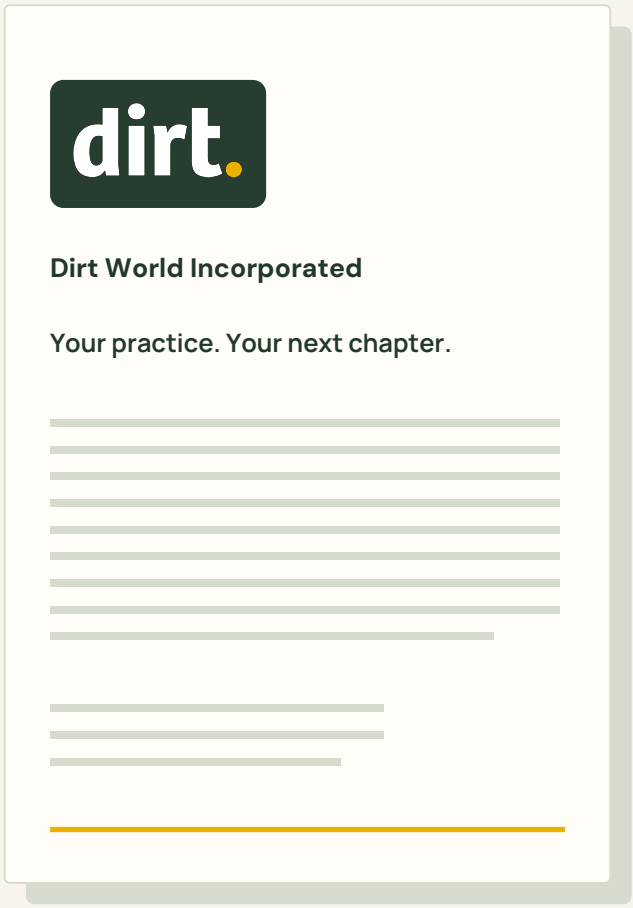
The work you do and what you are considering

Prepare email draft

Review and send it in your email app.

Aim for 44 × 44 px comfortable targets, visible focus and meaningful labels. Do not rely on colour alone. Use at least 4.5:1 contrast for normal text.

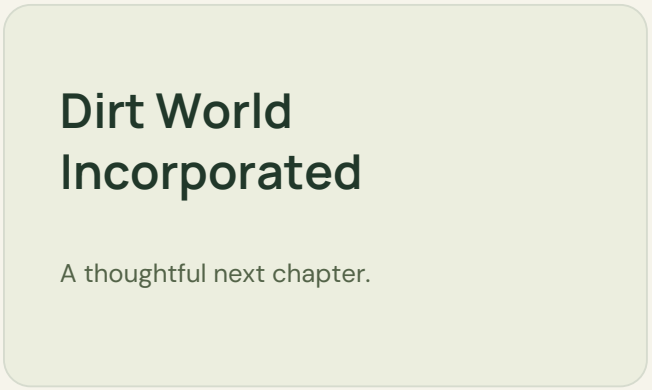
The brand on paper



LETTERHEAD



BUSINESS CARD / FRONT



BUSINESS CARD / REVERSE



ENVELOPE

Layout specimens use non-personal copy. Add only current, approved business details when producing real materials.

A recognisable social family

dirt.

Small can be a very good fit.

SQUARE / 1080 × 1080

dirt.

Your work. Your next chapter.



PORTRAIT / 1080 × 1350

dirt.

A conversation. Then a plan.

LANDSCAPE / 1350 × 1080

One message per composition. Alternate dark, light and warm-gold surfaces. Keep the mark clear and make the next action easy to understand.

These are designed examples, not quotations or announced transactions.

One voice. Two languages.

ENGLISH

Your practice deserves a succession plan.

Let's talk.

ESPAÑOL

Su firma merece un plan de sucesión.

Conversemos.

Attentive

Start with the owner's goals.

Practical

Explain the next useful step.

Measured

Discuss possibilities before promises.

Use neutral Latin American Spanish, usted and firma. Keep brand names unchanged. Localise naturally and have specialist terminology reviewed before publication.

The company we keep

dirt.

e2 | e2 + associates

E2 + Associates

Streetscape

Summa Consulting

Keep distinct company identities distinct. Use accurate relationship labels; no invented combined marks or implied acquisition.

Use actual files

White/gold and ink/gold wordmark PNGs, favicon SVG and terrain PNG each have a distinct purpose.

Respect context

Portraits, testimonials and company marks need the appropriate permission.

Keep access boundaries

Investor login leads to its own audience and controls. Public brand materials contain no private investor content.

The story, in full

Dirt begins with something every community shares: the ground beneath it. Before there is a neighbourhood, a home or a place to work, there is land - and people imagining what it could become. The name keeps that connection close. It is grounded in the practical work of building places, while leaving room for different paths and the next chapter.

An early expression of the idea was Dirt Lot Listing Service: a way to connect residential land with homebuilders and developers. The ambition was practical and human. Make the ground, the information and the opportunity easier to connect with the people who could put them to work.

As the idea developed, the identity found a clear voice of its own. A compact lowercase wordmark. A small gold point. Terrain and map imagery that bring the physical world into the design. The work also explored motion - short introductions and loading moments with a consistent feeling between them. The pieces began to read as one connected brand.

That foundation gives the Dirt name room to grow. Dirt World brings together businesses, people and ideas around the work that shapes communities. Dirt Lot Listing Service carries the early connection to land and homebuilding. Dirt Studios extends the name into places for work and collaboration. Each expression has a purpose of its own, with a shared sense of where it belongs.

For founder Sean Young, the direction of the brand is connected to the earth, open to a less familiar path and attentive to what comes next. The name can be confident without being distant. It can make space for serious work, fresh thinking and the people behind both.

The acquisition program brings that outlook to owners of architectural controls, plan review and related permitting practices. They have built knowledge, relationships and ways of working that deserve care. A next chapter might mean succession, retirement, a different role or more room for other work. The conversation begins with the person and the practice.

The identity should make that conversation approachable. Warm surfaces, clear words, considered spaces and the small gold point bring confidence without unnecessary formality. The landscape gives the brand a sense of place. The people give it purpose. Respect what has been built, stay curious about what comes next, and make room for a thoughtful path forward.

Detailed standards follow: identity, voice, design, language, applications and public use.

01 A thoughtful next chapter

Dirt World brings an operating perspective to the acquisition of architectural controls, plan review, and related permitting practices in the United States and Canada. Our identity makes that focus clear while giving owners room to consider what comes next.

We speak to the person behind the practice. The relationships they have built, the work their clients rely on, and the future they want deserve attention. Our design feels grounded, warm and precise: familiar neighbourhoods, quiet terrain, generous space, strong typography and a small, distinctive gold point.

Use this guide when creating Dirt World websites, presentations, correspondence, social content, publications and partner materials. The voice stays consistent; the amount of detail and degree of formality change with the situation.

02 Names and identity

Dirt World · Use: The everyday brand name in headings, navigation, conversation and editorial copy.

Dirt World Incorporated · Use: The full corporate name in formal identification, publication credits and corporate footers.

dirt. · Use: The supplied visual wordmark. Its lowercase lettering and final dot are part of the artwork.

Dirt World acquisition program · Use: A descriptive name for the acquisition activity; use sentence case.

Write “Dirt World” as two words with initial capitals. Do not translate the name. Use the full corporate name where the identity of the entity matters. The logo does not change the spelling of the company name in ordinary text.

Dirt World, Dirt Studios and Dirt Lot Listing Service are related expressions of the Dirt name. Use each name with a clear description of its purpose and an accurate account of what is operating.

The group identity is distinct from each operating business. Preserve **E2 + Associates**, **Summa Consulting** and **Streetscape** as separate names and identities. A group relationship is not a reason to redraw their logos or make every company look like Dirt World. Use legal names from the relevant company’s current approved corporate materials when a legal name is required.

03 Brand personality

Think of a thoughtful operator sitting down with the owner of an established practice: attentive, familiar with the work, direct about the next question and comfortable leaving room for an answer.

Attentive – start with the owner’s goals and listen carefully. · We are not: Presumptive about why an owner wants to sell.

Knowledgeable – name the specialist work plainly. · We are not: Broad, generic or inflated in our claims.

Practical – explain the next step and what it involves. · We are not: Vague about how a conversation becomes a plan.

Respectful – recognise the value of a small practice. · We are not: Dismissive of a business because of its size.

Warm – make a serious conversation approachable. · We are not: Overfamiliar, sentimental or playful at someone’s expense.

Measured – distinguish possibilities from agreements. · We are not: Promising a price, outcome or timetable before understanding the business.

How the voice appears in writing

Attentive. Use questions and invitations that leave the owner agency. “Start with the future you want” puts their priorities first. Avoid telling someone that retirement must be their goal.

Knowledgeable. Say “architectural controls, plan review, and related permitting practices” rather than “great businesses in exciting sectors.” Explain regional terminology when necessary.

Practical. “A conversation. Then a plan.” gives the reader a comprehensible sequence. Follow a warm headline with the work involved: responsibilities, communication, information sharing and handover.

Respectful. “Small can be a very good fit” recognises specialist knowledge and relationships without inventing a minimum scale.

Warm. “You don’t need a polished sales deck” makes the starting point approachable. Use practical reassurance that reduces unnecessary formality while respecting the decision.

Measured. Describe what can be explored and agreed. The website explains that price, timing and continuing roles depend on the business and the transaction. Carry that precision into every channel.

04 Message framework

Primary message: We buy architectural controls and plan review businesses, and help owners plan what comes next.

Supporting description: Dirt World's acquisition program focuses on architectural controls, plan review, and related permitting practices in the United States and Canada. Conversations can begin with a whole practice, a service line or an established book of business.

Short group description: A group built around the work that shapes communities.

These descriptions follow the acquisition website's hero, business-fit section and footer. Keep the specialist focus visible; "we buy businesses" alone loses useful meaning.

Knowledge of the work · What to communicate: The practice's actual services and relationships matter. · Useful website language: "A buyer who knows your business." · Where it belongs: Introductions, campaign headlines, fit descriptions.

Meaningful small practices · What to communicate: Specialist knowledge can sit within a one-person practice or a small team. · Useful website language: "Small can be a very good fit." · Where it belongs: Owner outreach, qualification and FAQs.

Succession with care · What to communicate: The owner's goals and the continuity of the work belong in the discussion. · Useful website language: "Your practice deserves a succession plan." · Where it belongs: Succession content, presentations and longer stories.

A workable transition · What to communicate: Learn about the business before setting terms or a handover plan. · Useful website language: "A conversation. Then a plan." · Where it belongs: Process explanations and follow-up.

An owner's next chapter · What to communicate: Retirement, a different role and a new focus are all reasons to begin. · Useful website language: "Sell your practice. Shape your next chapter." · Where it belongs: Calls to action and owner-focused content.

Use one lead message at a time. Add evidence or an explanation before introducing another. The neighbourhood illustration can carry a sense of community; the words must still say what Dirt World does.

05 The logo

The primary acquisition-site mark is the supplied **dirt.** wordmark: white lowercase letters with a gold final dot. Use the original artwork. The final dot is an integral part of the mark, not optional punctuation.

Placement and space

• Place the primary white-and-gold wordmark on a dark, calm background with clear separation from the lettering.

• Keep clear space on all sides at least equal to the diameter of the final gold dot, measured from the visible artwork. Existing transparent padding does not replace the need for clear space in the layout.

• For ordinary digital use, start at **100 px wide** or larger. For print, start at **25 mm wide** or larger. Check the visible letters and final dot at the actual output size.

• Preserve the artwork's proportions. Align the visible mark optically with neighbouring content rather than forcing its file boundary against another element.

• At very small sizes, use the supplied favicon in browser and app-icon contexts. Do not use it as a replacement for the full wordmark in a document heading.

The acquisition website also uses a single-colour deep-green treatment on its light footer. Use a supplied, checked monochrome export when one is available. The original ink-and-gold export can be shown on light surfaces as an identified source variant. The white-and-gold mark remains the primary acquisition-site treatment. Do not redraw the mark or assume a new master format exists.

Protect the mark

Do not retype it, alter the letter spacing, separate the dot, stretch it, rotate it, add an outline, place it inside a new emblem or apply decorative effects. Do not place the white lettering directly on cream. Avoid textured or high-detail areas behind the mark. Keep company marks separate rather than joining them into a new combined logo.

06 Colour

The palette combines warm paper, quiet greens and deliberate gold accents. Use light surfaces for reading, deep green for structure, and gold to mark important moments. Gold should be purposeful; it does not need to appear on every component.

Core colours

Paper · Digital value: **#F6F4EB** · Principal role: Main reading surface.

Cream sage · Digital value: **#ECEEDF** · Principal role: Hero and generous introductory surfaces.

Forest ink · Digital value: **#21382A** · Principal role: Primary text on light brand surfaces.

Deep forest · Digital value: **#263D30** · Principal role: Dark sections, timeline and strong panels.

Charcoal ink · Digital value: **#151913** · Principal role: High-contrast text and text on gold.

Dirt gold · Digital value: **#EBB001** · Principal role: Logo dot and primary action accent.

Warm gold · Digital value: **#EDC74E** · Principal role: The succession/legacy feature section.

Terrain paper · Digital value: **#E9E8DD** · Principal role: Footer surface and restrained closing panels.

Supporting colours

Sage emphasis · Digital value: **#627759** · Principal role: Large headline emphasis and decorative detail.

Muted green · Digital value: **#536348** · Principal role: Secondary text on terrain paper.

Panel green · Digital value: **#314B3B** · Principal role: Layered panels within deep-forest sections.

Pale forest text · Digital value: **#F5F3E9** · Principal role: Text on deep forest.

Soft gold · Digital value: **#EDCF68** · Principal role: Small illustration and FAQ icon surfaces.

Quiet line · Digital value: **#D6DBCE** · Principal role: Nonessential dividers on pale surfaces.

Keep core text in solid colours. Photographic and illustrated lighting can introduce warmer and cooler tones without adding new identity colours.

Readable pairings

• Forest ink on cream sage: approximately **10.7:1** contrast.

• Charcoal ink on paper: approximately **16.1:1**.

• Pale forest text on deep forest: approximately **10.5:1**.

• Charcoal ink on Dirt gold: approximately **9.1:1**.

• Muted green on terrain paper: approximately **5.3:1**.

These ratios apply to the solid pairs shown. Transparency, gradients, images and overlays require a new check. Use Dirt gold as a fill or accent on light surfaces, rather than as small text. Sage emphasis belongs in large display text; use forest ink for small, essential text.

Hex values define the digital palette. For print, make a colour-managed proof on the intended stock. Choose any spot-colour or CMYK match from that proof rather than treating a screen conversion as an exact physical match.

07 Typography

Manrope is the display and heading family. **DM Sans** is the reading and interface family. Use Arial or a system sans-serif as a fallback when the brand fonts cannot be loaded. Obtain fonts through their official distribution and follow the licence included with the font files.

Main hero · Family and weight: Manrope, 650 · Working scale: 43–66 px on broad screens; roughly 35–49 px on small screens · Treatment: Short, upright, tightly composed.

Section heading · Family and weight: Manrope, 650 · Working scale: 38–64 px, reduced as the layout requires · Treatment: One idea, usually two or three short lines.

Card or subheading · Family and weight: Manrope, 650 · Working scale: 22–28 px · Treatment: Direct and sentence case.

Introductory paragraph · Family and weight: DM Sans, 400–500 · Working scale: 18–22 px · Treatment: Comfortable spacing; supports the headline.

Body · Family and weight: DM Sans, 400 · Working scale: 16–18 px, line-height 1.6–1.8 · Treatment: Left aligned; clear paragraph rhythm.

Labels and captions · Family and weight: DM Sans, 600–700 · Working scale: 12–14 px · Treatment: Brief; use capitals only for short labels.

Controls · Family and weight: DM Sans, 600–700 · Working scale: 14–16 px · Treatment: Clear verbs and sufficient room around the text.

The acquisition design uses headline line-height near **1.12** and tracking near **−0.055em**. Treat these as display settings, not settings for body text. Relax tracking if accents, a translation or a smaller size makes the words harder to read. Use colour or a line break for emphasis; the source design keeps emphasized headings upright rather than italic.

Do not force a heading to match the English line breaks in another language. Keep body lines around **45–75 characters** where space allows. Avoid fully justified copy, extended all-capital paragraphs and text embedded inside images.

08 Layout and hierarchy

Build pages from a clear reading sequence: a short context label, a useful headline, a concise explanation, then a next step. Give the main action priority and make secondary links quieter.

Use spacious sections and a limited number of strong panels. The website's broad content area is approximately **1,220 px** maximum width. For new layouts, use an **8 px spacing rhythm**, adapting it to content rather than squeezing content into a preset height. Start with **24 px** mobile page gutters and **48 px** broad-screen gutters; reduce only when the available space requires it.

Rounded corners should feel restrained: about **8 px** for compact actions, **12–16 px** for panels and up to **24 px** for small floating control groups. Use a light rule or a modest shadow to separate layers. Avoid heavy card borders, excessive glass effects and multiple competing shadows.

Design for reflow. On small screens, put the key message and action before optional illustration detail. Stack columns without changing the meaning or reading order. Keep paragraph text readable at zoom and allow labels, navigation and translated copy to wrap.

09 Illustration and imagery

The distinctive visual world is a carefully made miniature neighbourhood: homes, planted gardens, connected streets and a modest Dirt World office. It connects the specialist work to the communities it supports.

Use warm cream materials, muted planting, charcoal roofs, restrained gold details and believable light. Scenes should feel considered and inhabited, without becoming busy. A wide neighbourhood establishes context; a house or office detail provides a closer, more personal view.

Composition

• Preserve the relationships between streets, homes, gardens and office in the approved scenes.

• Leave calm space around copy and keep the main action separate from illustration hotspots.

• Crop to support the message. Keep important architectural features intact and avoid awkward cuts through the principal subject.

• Use detail scenes when a full neighbourhood would become too small to understand.

• Keep lighting adjustments subtle. A change from morning to evening should retain the same place and geometry.

These are illustrative brand scenes. Do not describe them as photographs of acquired businesses, completed projects, actual communities or the company's real office. Do not add invented client signage, official seals or property claims.

Use real, approved portraits for identifiable people. Retain a recognisable likeness and natural expression. Use a portrait only in its approved editorial context; inclusion on a webpage does not make it a general-purpose stock asset. Never fabricate a person, testimonial or signature to fill a layout.

10 Terrain, icons and graphic details

The existing topographic-map artwork is a quiet brand texture. Use it as a supporting layer, particularly in footers and closing panels. It should be noticed after the content, not compete with it.

On terrain paper, begin with a restrained treatment comparable to the website's **13% compositing opacity after its colour/filter treatment**. This is a visual reference, not a transferable opacity for every file or background. Adjust the rendering until the contour detail remains subtle and text keeps its intended contrast. Preserve the artwork's aspect ratio; crop it rather than stretching it.

Treat this map as decoration, not as geographic evidence of office locations, operating territories or acquisition coverage. Its light treatment should not carry information that a reader must see.

Icons use simple outlines, round line endings and modest detail. Use consistent optical size and stroke weight. Gold or soft-gold panels can highlight a small icon. Pair an unfamiliar icon with a text label. The logo's dot may inspire small points of emphasis; it should not become a new unofficial logo by itself.

11 Motion and interaction

Motion supports orientation and pacing. It should never make a serious decision feel like a game.

The three-chapter hero uses a gentle fade, with automatic changes approximately every **five seconds**. Its reference transition fades out in about **180 ms** and fades in over about **420 ms**. Small disclosure animations stay around **200–250 ms**. For new components, choose the shortest movement that makes the change clear.

Provide visible previous/next and pause/play controls for any automatically changing content. Allow direct chapter selection and keyboard operation. Pause automatic movement when the reader interacts with the carousel or moves focus into it; avoid changing the content while someone is reading or operating a control. Resume only in a predictable way.

Respect reduced-motion preferences. Show the content without animated movement and leave autoplay off. Essential information and actions must remain available without animation, dragging, hovering or a lighting control. Do not use flashing, continuous parallax, animated text effects or motion that repositions an action unexpectedly.

12 Accessibility and inclusive design

Readable, usable content is part of the identity. Treat these as delivery checks, not as a claim that a particular page has already passed a full accessibility audit.

- Aim for at least **4.5:1** contrast for normal text, **3:1** for large text, and **3:1** for essential interface boundaries and indicators against adjacent colours. For this guide's checks, treat text as large at **24 px or above** and keep smaller text to the 4.5:1 target. Do not round a failing result up to a pass.
- Keep normal reading text at **16 px or larger** where practical. Use a clear hierarchy rather than very small text to make something secondary.
- Use clear keyboard focus with enough contrast against every background. Maintain a logical tab order and include a skip link on long pages.
- Aim for a minimum **44 × 44 px** comfortable target for interactive controls, including the clickable area around a small visible icon.
- Use real headings, lists, buttons, links and form labels. Make an action understandable from its label; avoid repeated "click here" links.
- Identify form errors in words beside the field. Explain how to recover, and retain the person's input when possible.
- Supply useful alternative text for informative images. Use an empty alternative for purely decorative imagery and the terrain layer. Do not repeat a nearby caption unnecessarily.
- Do not rely on colour, position, hover or animation alone to communicate state or instructions.
- Check narrow screens, keyboard-only use, magnification, reduced motion and a screen reader. Recheck translations rather than assuming the English layout covers them.

13 Writing rules

Use plain language and active verbs. Name the work early. Give a headline one job and let the supporting sentence explain it. Use "we" for Dirt World and "you" for the owner when addressing them directly.

Sentence fragments can make a short heading direct: "A conversation. Then a plan." Use complete, connected sentences for explanations. Warmth comes from attention and useful detail, not from exclamation marks or exaggerated reassurance.

Prefer concrete phrases such as "plan the handover," "discuss your preferred role" and "understand the work." Keep "next chapter" for important moments rather than repeating it in every paragraph.

Describe a potential transaction as a possibility until an agreement exists. Avoid blanket promises about valuation, speed, staff retention, client outcomes or the owner's future role. Describe confidentiality practices accurately; do not imply that submitting a form creates a legal confidentiality agreement.

14 Terminology

Practice, business · Usage: Match how the owner describes the organisation.

Architectural controls · Usage: Use for the specific work; explain it when the audience may not know the term.

Plan review / building-plan review · Usage: Use the more descriptive form when needed for clarity.

Related permitting services · Usage: Keep the connection to the specialist acquisition focus.

Owner, team, clients, relationships · Usage: Use human, specific descriptions.

Succession plan, transition, handover · Usage: Choose the term that describes the actual stage or activity.

Service line, established book of business · Usage: Explain what would be included; do not imply that a sale can be agreed without reviewing its scope.

Let's talk / Make an introduction · Usage: Low-pressure invitations to begin.

Avoid "targets," "deal flow," "roll-up" and "synergies" in owner-facing introductions. They shift attention away from the owner and the work. Avoid "disrupt," "revolutionary," "effortless exit" and "instant offer" unless a precise, substantiated use genuinely requires them.

Never use invented testimonials or unsubstantiated claims such as "guaranteed price," "every employee stays," "we always close in 30 days," "zero risk" or "your information is completely secure." These are prohibited claims, not promises to translate into softer wording.

15 English and Latin American Spanish

English

Use clear Canadian English for the main corporate site, consistent with its current en-CA language setting. Use forms such as "neighbourhood" and "centre" consistently within that edition. A US-specific edition may use US spelling, but it should retain the same meaning and claims. Write dates with the month spelled out when ambiguity is possible.

Latin American Spanish

Use neutral, professional Latin American Spanish. Address an owner with **usted** in the core acquisition journey. Keep the voice warm through considerate wording and useful detail. Avoid mixing usted, tú and vos in the same experience.

Keep Dirt World and operating-company names unchanged. Do not translate the visual wordmark. Adapt idioms and sentence length naturally rather than reproducing English word order. Use sentence case, accents and opening question/exclamation marks correctly. Allow room for longer labels and paragraphs.

Specialist terminology varies across countries and roles. Explain the function before relying on a literal translation of "architectural controls." For example, describe the review of plans against a community's architectural guidelines. Do not imply municipal approval authority, engineering certification or another regulated role that the service description does not establish.

Your practice deserves a succession plan. · Spanish working equivalent: Su firma merece un plan de sucesión.

Small can be a very good fit. · Spanish working equivalent: Una firma pequeña puede encajar muy bien.

A conversation. Then a plan. · Spanish working equivalent: Primero, una conversación. Después, un plan.

Let's talk. · Spanish working equivalent: Conversemos.

Make an introduction. · Spanish working equivalent: Cuéntenos sobre su firma.

Plan review · Spanish working equivalent: Revisión de planos.

Related permitting services · Spanish working equivalent: Servicios relacionados con la tramitación de permisos.

Book of business · Spanish working equivalent: Cartera de clientes y servicios, with the precise scope explained.

These equivalents illustrate the intended tone. Have a qualified speaker familiar with the relevant services review full public translations. Translation must preserve uncertainty, confidentiality wording and any conditions attached to a statement.

16 Tone by context

Acquisition website · Formality: Conversational professional · Energy: Calm · Detail: Low to medium · Example and principle: “Your practice deserves a succession plan.” Make the purpose immediately clear.

First outreach · Formality: Professional, personal · Energy: Restrained · Detail: Low · Example and principle: “If you’re considering what comes next for your practice, we’d welcome a conversation.” Make the invitation easy to assess.

Discovery conversation · Formality: Attentive, open · Energy: Calm · Detail: Guided by the owner · Example and principle: “What would you like your role to look like after a transition?” Ask before assuming.

Proposal or transaction discussion · Formality: Precise, formal · Energy: Measured · Detail: High · Example and principle: “The proposed handover would address responsibilities, communication and timing.” Separate proposals from agreed terms.

Follow-up email · Formality: Warm, concise · Energy: Calm · Detail: Specific · Example and principle: “The next useful step is to understand which services you would like to include.” Explain the next question.

Social post · Formality: Approachable · Energy: A little brighter · Detail: Low · Example and principle: “One person can hold years of knowledge and trusted relationships.” Share one useful thought.

Media or partner material · Formality: Clear, factual · Energy: Neutral · Detail: Enough for context · Example and principle: Use the short group description and accurate company names.

Investor environment · Formality: Direct, composed · Energy: Measured · Detail: Appropriate to the authorised audience · Example and principle: Lead with the subject, reporting period and clear distinctions between facts and expectations.

Website and social quotation above come from the acquisition website’s hero and FAQ. Other examples are editorial applications of that voice; they are not quotations, commitments or approved transaction terms.

17 Channel examples

Website introduction

> **We buy architectural controls & plan review businesses.**
>
> **And help owners plan what comes next.**

This works as a pair: the first line explains the business, and the second explains the owner benefit. Keep the service focus present in the first screen.

First outreach

> **Dirt World works with owners of architectural controls and plan review practices who are considering what comes next. If you’re thinking about succession, a change in your role or the sale of one service line, we’d welcome a conversation about your goals.**

Illustrative adaptation of the website’s fit, succession and process sections. Personalise with accurate public context when appropriate. Do not imply a prior relationship or knowledge of an owner’s private plans.

Proposal introduction

> **This proposal sets out the scope we would explore together, the information needed for the next stage and the questions a transition plan would need to answer. Responsibilities, timing and any continuing role remain matters for discussion and agreement.**

Illustrative adaptation of the website’s process section. This is a voice example, not a legal or transaction template.

Social post

> **Small can be a very good fit. A specialist practice can hold years of knowledge and trusted client relationships. If you’re considering what comes next, a brief introduction is enough to start a conversation.**

Illustrative adaptation of the website’s business-fit, FAQ and contact sections. Use a single approved house detail or a quiet crop of the neighbourhood, with a clear Dirt World identifier.

Spanish introduction

> **Si está pensando en el futuro de su firma, podemos empezar por sus objetivos. Conversemos sobre el trabajo que realiza, las relaciones que ha construido y lo que le gustaría hacer después.**

Illustrative Spanish adaptation of the website's owner-focused introduction and transition language. A natural invitation is more useful than a literal translation of every English phrase.

An approach to avoid

> **We guarantee a fast, effortless exit and maximum value. Join our high-growth platform today!**

Constructed counterexample; not source copy. It makes unsupported promises, replaces useful detail with jargon and creates pressure. Replace it with the specific invitation and process language above.

18 Presentations, documents and email

For presentations, give each slide one main point. Pair a short Manrope heading with readable DM Sans text. Use a large illustration or a quiet colour field rather than several competing images. Keep charts clear and label their units, periods and sources. Do not use decorative terrain underneath dense tables.

For documents, prioritise reading: paper backgrounds, forest or charcoal text, generous margins and real heading styles. Use the wordmark on the cover or masthead; it does not need to repeat at large size on every page. Export selectable text and preserve reading order and links in PDFs.

For email, use concise copy, ordinary paragraphs and one clear next action. A simple logo can identify the sender, but the message should remain understandable with images disabled. Use the company's current approved contact and signature format; do not invent a new signature or publish a scanned personal signature as a reusable asset.

19 Media, partners and group use

Use the name and short description in this guide to identify Dirt World accurately. Use supplied artwork without alteration. Keep a partner's mark and Dirt World's mark distinct, with balanced visual weight and at least the clear space required for each.

Describe the relationship accurately. "Part of the Dirt World group" is appropriate only for a confirmed group company. Do not use a combined logo or placement that implies sponsorship, ownership, endorsement or an acquisition that has not been announced.

Testimonials retain the speaker's approved words, attribution and context. Do not combine fragments into a new claim, invent a quotation or reuse a personal story in a new campaign without the appropriate permission. A public webpage is not a blanket release for portraits, signatures, photographs or testimonial reuse.

For new co-branding, merchandise, advertising or licensing uses, obtain confirmation from Dirt World through its current published business contact. This guide explains correct presentation; it does not grant ownership of the marks or a blanket licence to third-party materials.

20 Investor environment

The investor environment belongs to the same visual family: the Dirt World wordmark, core palette, typography and restrained terrain detail. It can be quieter and more information-dense than the acquisition website.

Keep the public navigation label clear: **Investor login**. Make any change of site or access context understandable. Preserve the investor environment's own access controls and audience boundaries.

Within that environment, favour structured reading, explicit dates, clear labels, useful tables and accurate distinctions between historical facts, estimates and expectations. Use celebratory language sparingly. Public brand materials must not reproduce private investor content, access instructions, credentials or confidential supporting documents.

21 Assets and downloads

Use the actual supplied files rather than recreating the artwork. The downloadable core identity assets are:

Primary wordmark · Available file: dirt-wordmark.png · Appropriate use: White-and-gold Dirt World identification on a dark field; 1717 × 810 px source canvas.

Ink-and-gold wordmark · Available file: dirt-wordmark-ink-gold.png · Appropriate use: Original ink-and-gold export for light backgrounds; 1717 × 724 px source canvas.

Browser icon · Available file: favicon.svg · Appropriate use: Small browser/app-icon identification; a purpose-made simplified mark.

Topographic texture · Available file: dirt-world-map-topo-black.png · Appropriate use: Restrained decorative terrain treatment.

For Dirt World site and authorised editorial use, the illustration family includes neighbourhood-day.png, home-detail-v4.png, studio-detail-v2.png and small-house-fit-v4.png. Each supplied illustration is 1536 × 1024 px. Use them in Dirt World brand contexts with the imagery guidance above. Avoid enlarging raster artwork beyond a size at which it remains crisp.

The illustration, portrait, testimonial and operating-company assets are not interchangeable with the core logo downloads. Use each only in an authorised context. Raw signatures are not part of a public media kit. Obtain company-specific marks from that company's approved materials; do not manufacture a Summa logo from a text heading.

Keep file names descriptive and preserve the originals. Export web derivatives at the size and format appropriate to the placement, retaining transparency where the original requires it. Check the final export on both light and dark backgrounds. Include the current guide and a simple usage note with any public asset package.

22 Before publishing

Check that the company name and relationship are correct, the audience is clear, and every factual claim has an approved public basis. Confirm that the logo uses the supplied art, text is readable, imagery has the appropriate permission, and the page or document works without motion.

Read the content aloud. It should sound like a capable person paying attention to an owner's circumstances. Then verify links, labels, spelling, translation and the next action. Use the current published contact details and confirm that every action accurately describes what it does. A contact link that prepares an email draft must say so; preparing a draft does not send the message.

Keep the public guide and its asset package versioned together. When the identity changes, replace the public edition deliberately and retain a dated internal record of what changed.