



General Style Guide 2025

Color Styles

Colors

Primary Warm



Goodleap Orange
#FF8300



Goodleap Yellow
#F7B334

Primary Cool



GoodLeap Passion
#200F51



GoodLeap Grape
#472BA4



GoodLeap Lylac
#D1C1FF



GoodLeap Blush
#EDE6FF

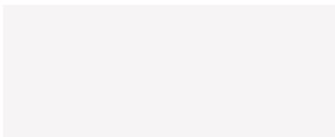
Neutral



GoodLeap
Warm Black
#14140F



GoodLeap
Warm Asphalt
#2C2B27



GoodLeap
Light Asphalt
#F6F5F4



GoodLeap
Warm White
#FFFEFC



GoodLeap White
#FFFFFF

Gradients



GoodLeap
Gradient



Linear



Purple_Gradient



Linear
Stroke Highlight



Text Gradient

Typography Styles/Examples

1440/Headline/Headline 48 Medium 1440

Font	Letter Spacing
Roc Grotesk	0%
Weight	Text Decoration
Medium	None
Size	Paragraph Spacing
40px	0px
Line Height	Case
40px	Original

Technology
to power
a sustainable
future

1440/Headline/Headline 48 Regular 1440

Font	Letter Spacing
Roc Grotesk	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
40px	0px
Line Height	Case
40px	Original

Join over 1 million
homeowners

1440/Subheadline/Subheadline 24 Medium 1440

Font	Letter Spacing
Roc Grotesk	0%
Weight	Text Decoration
Medium	None
Size	Paragraph Spacing
20px	0px
Line Height	Case
20px	Original

**Over 4,000 contractors
choose GoodLeap**

1440/Subheadline/Subheadline 24 Bold 1440

Font	Letter Spacing
Roc Grotesk	0%
Weight	Text Decoration
Bold	None
Size	Paragraph Spacing
20px	0px
Line Height	Case
20px	Original

**Developers get the control
they need to integrate**

Body 16 Regular 1440

Font	Letter Spacing
Sofia Pro	0px
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
16px	0px
Line Height	Case
20px	Original

From fast and frictionless financing, to a broad suite of innovative software tools and AI-enabled solutions, GoodLeap positions businesses for greater success.

Body 24 Medium 1440

Font	Letter Spacing
Sofia Pro	0px
Weight	Text Decoration
Medium	None
Size	Paragraph Spacing
24px	0px
Line Height	Case
32px	Original

No-code applications, full-code APIs, and hundreds of integrations – get started quickly.

Design Examples

When creating new assets for social, emails, print etc. use new GoodLeap website for guidance and inspiration. <https://www.goodleap.com/>

Email banner example



The email banner features a central image of a smiling couple looking at a smartphone. Overlaid on this image are three informational boxes. The top-left box discusses home upgrades to reduce energy bills. The middle-right box displays a loan summary for a home improvement project. The bottom-left box provides information about heat pumps. The GoodLeap logo and a main headline are positioned on the right side of the banner.

7 Home Upgrades To Reduce Your Energy Bill
Upgrade with energy-efficient windows and more, to reduce emissions and utility bills.
[View Article](#)

Home Improvement
1234 Moderate Address Dr.
Monthly Payment: \$205.27
Balance Remaining: \$9,241.19
[View Account](#)

Everything You Need To Know About Heat Pumps
Explore the world of energy-efficient heat pump HVAC systems and water heaters.
[Learn More](#)

goodleap®

Technology to power a sustainable future

Title examples

Submit an application today
to see if you can
lower your rate and save
hundreds each month

Apply now →

Submit an application
today to see if you can
lower your rate and save
hundreds each month

Apply now →

Image collage examples

