



BRAND GUIDELINES · VERSION 1.1 · SEPTEMBER 2026

THE POINT WHERE LAND MEETS POWER.

POINT OF INTERCONNECTION
230 KV · ENERGIZED

1 MI

2 MI

WHAT IS IN THIS GUIDE

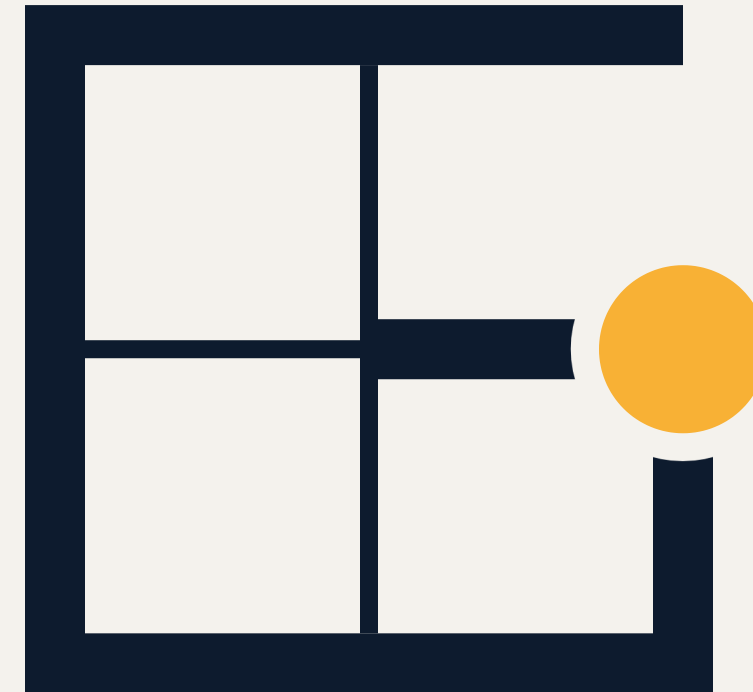
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ONE NODE ON THE GRID.

Gridline Development acquires land near transmission lines and substations, secures interconnection and entitlements, and delivers powered sites for data centers and heavy industry.

One idea carries the whole identity: **the node on the grid, the point where land meets power.** The grid is land, parcels and survey lines. The amber node is the interconnection. There is one node, and it is small. Current runs along the gridlines toward it.

Every layout, map, slide and sentence follows from that: a disciplined field, and one point that matters. When a choice is ambiguous, pick what an infrastructure fund would do, not what a software company would do.



THE GRID

Land, parcels, survey lines. Hairline, rectangular, quiet.



THE NODE

Interconnection. Amber, round, used once.

PRIMARY LOCKUP

The 2×2 grid with the node on its right edge, locked to GRIDLINE in Archivo and DEVELOPMENT letterspaced beneath. One line weight throughout; the mark is exactly as tall as the text block; a knockout ring seats the node on the grid.



THE LOGO SYSTEM

Three marks cover every use. Choose by space, not by taste.



PRIMARY

Horizontal lockup. The default everywhere the full name fits at 140 px or 35 mm wide.



MONOGRAM

The grid with one edge segment removed reads as a G. Favicon, app icon, avatar, and anything under 140 px.



STACKED

Centered, lighter type, survey ticks. Letterhead, print covers and county-facing documents on paper.

CLEAR SPACE AND MINIMUM SIZE



Clear space. Keep one grid cell, half the height of the mark, clear on every side. Nothing enters it: no type, no image edge, no other logo. The supplied files already include this margin.

 **GRIDLINE**
DEVELOPMENT PRIMARY • 140 PX • 35 MM

 **GRIDLINE**
DEVELOPMENT STACKED • 96 PX • 25 MM

 MONOGRAM • 16 PX • 6 MM

Minimum size. Below a lockup's minimum, switch to the monogram rather than shrinking. At small sizes DEVELOPMENT may be dropped before legibility is lost.

GROUND AND ONE-COLOR USE



ON DARK

White ink, steel-300 DEVELOPMENT, amber node. On navy-950, navy-900, navy-800 and overlaid photography.



ON LIGHT

Navy-900 ink, slate-600 DEVELOPMENT, amber node. On paper, paper-deep and white.



ONE COLOR, WHITE

Single ink including the node. Etching, embossing, single-color merchandise on dark.



ONE COLOR, NAVY

Single ink including the node. Never tint the one-color logo amber.

MISUSE

The logo is a fixed drawing. It is placed, never adjusted.



Don't recolor the node or add a second one.



Don't rotate or skew.



Don't stretch or condense.



Don't place on mid-tone grounds.



Don't fill the grid cells.



Don't outline, shadow or glow.



Don't set the wordmark in live type.



Don't lock other text to the mark.

PRIMARY PALETTE

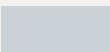
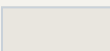
Near-black and paper carry the brand. Blue is a cast in the black, never a field of color. Amber is scarce, like the dot: roughly one percent of any view.

NAVY-950 #061120 RGB 6 17 32 The dark ground: pages, slides, the terrain, the logo intro.	NAVY-900 #0D1B2E RGB 13 27 46 Raised panels on navy-950. Logo and text ink on light.	PAPER #F4F2ED RGB 244 242 237 The light ground: alternate bands, print, documents.	WHITE #FFFFFF RGB 255 255 255 Ink on navy. Cards and stat bars on paper.	AMBER-500 #F8B135
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Contrast comes from bands. Alternate near-black bands with paper, white and paper-deep bands down a page or through a deck. No mid-blue backgrounds, no blue panels. Separate two dark bands with a hairline, not a second navy.

The amber rule. amber-500 appears once per view: the logo node, or one map marker, or one highlighted figure. Never an amber button, headline, background or icon set. On paper it is a mark, not text; amber text on light grounds uses amber-700 (#8A5A0B).

SUPPORTING PALETTE

	NAVY - 800	#14263D	Second-level panels on navy-900. Rarely needed.
	NAVY - 700	#2B4463	Decorative hairlines on navy grounds: survey grid, dividers, table rules. Never text.
	STEEL - 500	#5B7089	Control borders and input outlines on navy grounds (3.7:1 on navy-950, 3.4:1 on navy-900). Never body text.
	STEEL - 300	#9CB0C4	The DEVELOPMENT blue-gray. Eyebrows, captions and secondary copy on navy-950, navy-900 and navy-800 (6.8:1 or better). Also the ink of terrain contours, at reduced opacity.
	SLATE - 600	#46586C	Secondary copy and the DEVELOPMENT line on paper, paper-deep and white (5.8:1 or better).
	FOG - 400	#7B8794	Control borders on paper and white (3.2:1). Never text.
	FOG - 200	#C9D1D9	Decorative hairline grids and dividers on paper and white. Never text.
	PAPER - DEEP	#E9E6DF	Alternate bands and table header rows in the light theme.
	AMBER - 700	#8A5A0B	The only amber allowed as text or a meaningful line on paper and white (5.3:1). Use for the one highlighted figure on a light slide.
	LINE - BLUE	#6FA8DC	Diagram accent on navy: transmission lines and utility infrastructure on maps and one-line diagrams (6.8:1).
	LINE - BLUE - DEEP	#2F6DA8	The same transmission-line accent on paper and white (4.8:1).
	PARCEL - GREEN	#7FA98A	Diagram accent on navy: controlled and entitled parcels on site maps (6.5:1). Always labelled; never the only signal.
	PARCEL - GREEN - DEEP	#3E6B4B	The same parcel accent on paper and white (5.5:1).

THREE FAMILIES, THREE JOBS

All open-licensed (SIL OFL) and on Google Fonts. In Office, where the fonts may be missing, fall back to Arial Narrow Bold, Segoe UI and Consolas.

HEADLINES · STATS · LABELS

ARCHIVO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 MW kV

A grotesque with engineering in its bones. Headlines are always uppercase, weight 700, tight leading.

READING TEXT

IBM Plex Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Everything people read at length. Sentence case, never justified, 64 characters a line at most.

DATA

IBM P1ex Mono

33.7490° N 84.3880° W
230 kV · 1,240 ac · 0.8 mi

Coordinates, voltages, acreage, queue positions, map labels. It makes numbers look measured.

TYPE SCALE

DISPLAY	ARCHIVO 700 72PX / 0.98 · -0.01EM	WE SECURE THE POWER
H1	ARCHIVO 700 48PX / 1.02 · -0.005EM	POWER. LAND. EXECUTION.
H2	ARCHIVO 700 32PX / 1.1	START AT THE SUBSTATION
H3	ARCHIVO 600 20PX / 1.25 · 0.02EM	POWER STRATEGY
STAT	ARCHIVO 600 64PX / 1 · -0.01EM	1,850 MW
EYEBROW	ARCHIVO 500 12PX / 16PX · 0.32EM	OUR APPROACH
CTA	ARCHIVO 600 13PX / 16PX · 0.16EM	LEARN OUR APPROACH
LEDE	IBM PLEX SANS 400 20PX / 32PX	Grid access is the bottleneck. We solve for it first.
BODY	IBM PLEX SANS 400 16PX / 26PX	We begin at the substation and work outward, so every acre we control has a credible path to power.
SMALL	IBM PLEX SANS 400 14PX / 22PX	Inline emphasis and row labels
DATA	IBM PLEX MONO 400 13PX / 20PX · 0.04EM	33.7490° N 84.3880° W · 230 kV · 2.1 MI

THE LETTERSPACED CAPS TREATMENT

The treatment comes from DEVELOPMENT in the logo. It labels; it never speaks. Use it for eyebrows above a headline, for CTAs, and for the labels under a statistic.

- **Eye brow** Archivo 500, 12 px, tracking 0.32 em, in the muted ink. Four words at most.
- **CTA** Archivo 600, 13 px, tracking 0.16 em, followed by the node-and-line arrow.
- **Size limit** Wide tracking is for 14 px and below. Never letterspace headlines, body copy or lowercase.
- **One at a time** Never stack two letterspaced lines.

OUR APPROACH

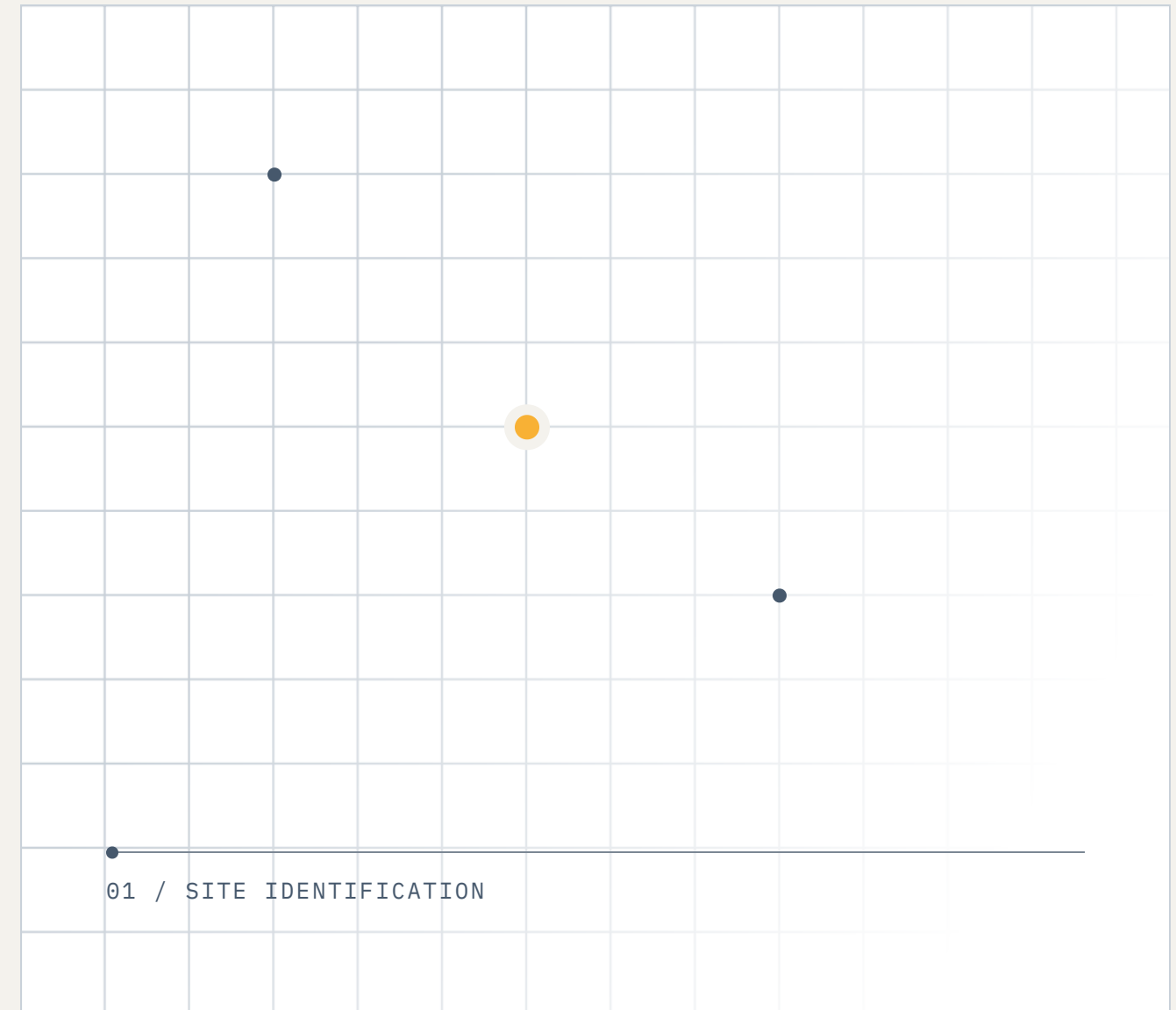
START AT THE SUBSTATION. WORK OUTWARD.

We engage the serving utility before we option land.
When we close, the power question has an answer.

LEARN OUR APPROACH —●

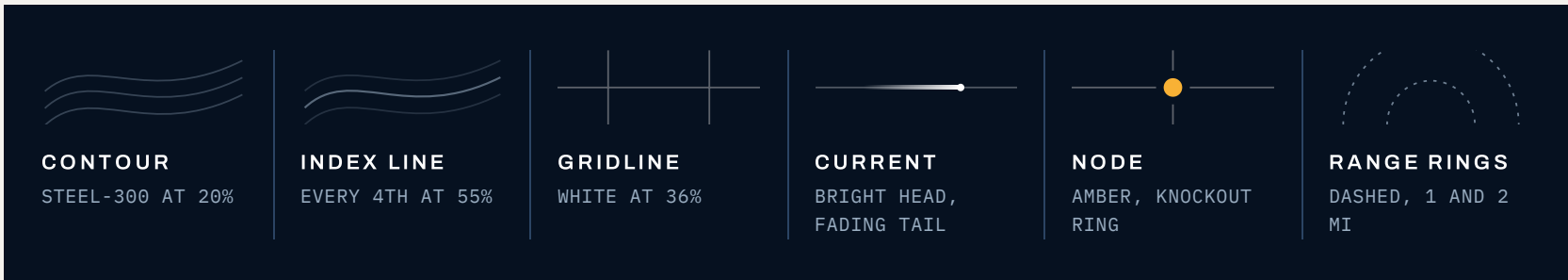
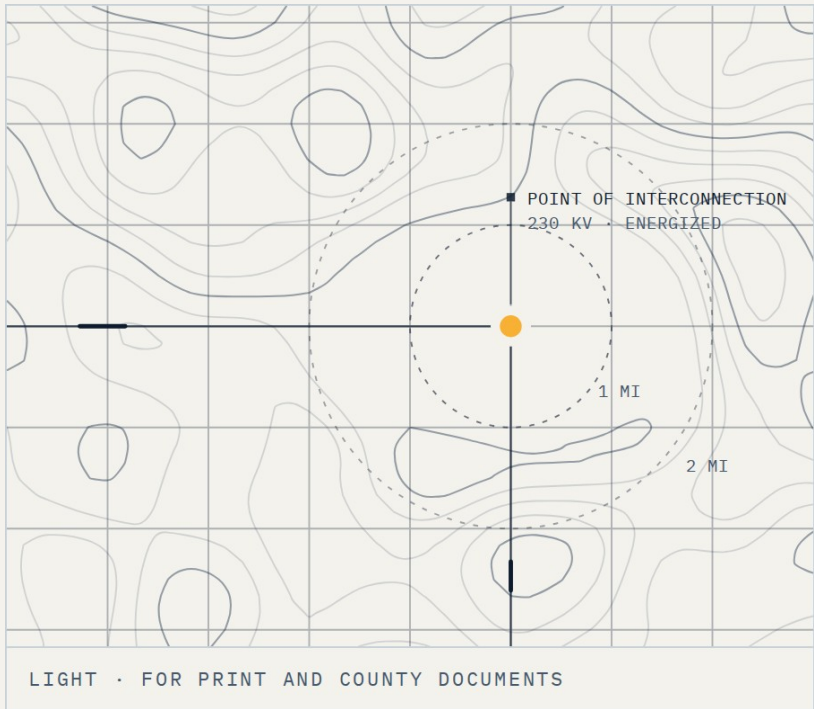
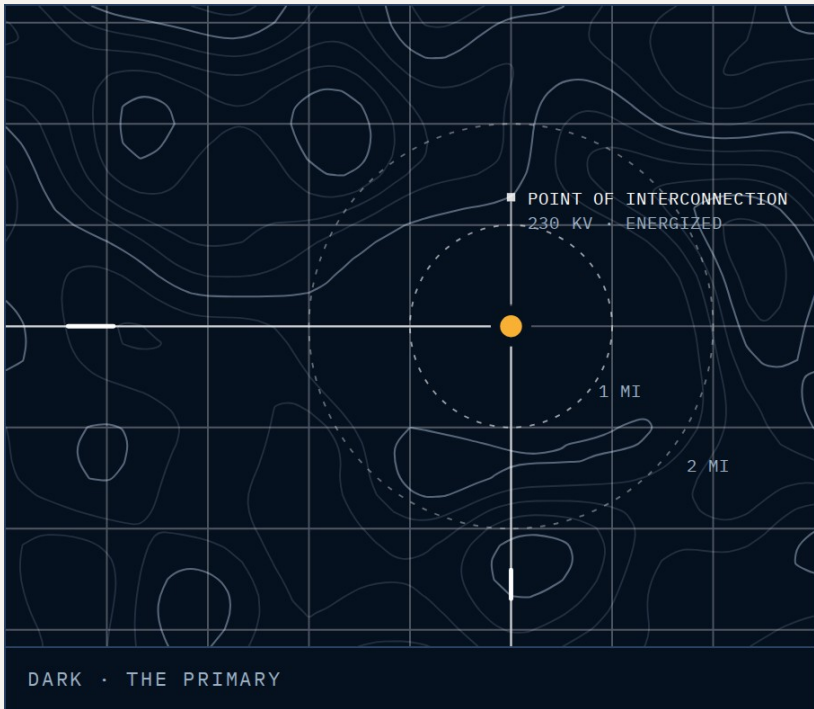
THE GRID AND THE NODE

- **Hairline grid** 1 px lines at a 48 px pitch, as a partial field: in a margin, behind a stat bar, fading out of a corner. Under a third of any view, never behind body copy.
- **The node** An 8 px disc on an intersection. One amber node per view; every other dot is muted.
- **Dividers** A hairline rule with a small node at the column edge. Section numbers sit on the rule in mono: 01 / SITE IDENTIFICATION.
- **CTA arrow** An all-caps label, a short 2 px rule, a node. No chevrons, no boxed buttons except on forms.
- **Shape** Everything is rectangular. The node is the only round thing.



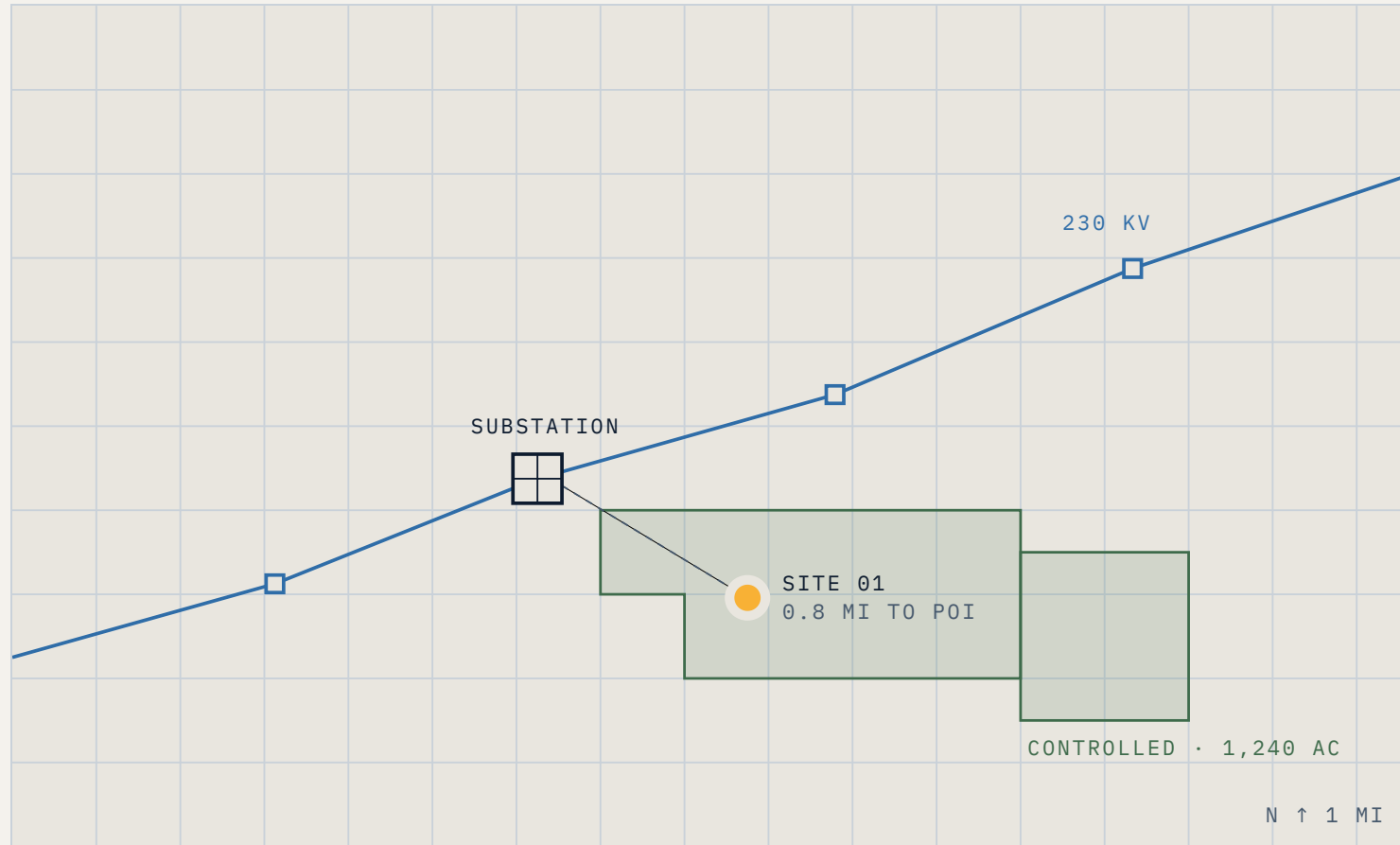
TOPOGRAPHY, GRIDLINES, CURRENT

- **Topography** The land, drawn as contour lines: steel-300 at 20 percent, every fourth line at 55 percent, 1 px, never filled, never colored. Contours wrap around a site; they never run through it.
- **Gridlines** A coarse survey grid over the land, one line a mile, in white at about a third strength. The node always sits on an intersection.
- **Current** A short white stroke with a bright head and a fading tail, moving along a gridline toward the node. Never amber, never along a contour, never more than a few in view.
- **Instrument detail** Mono labels, corner ticks, range rings at one and two miles. Every label states something true about the drawing.



MAPS AND DIAGRAMS

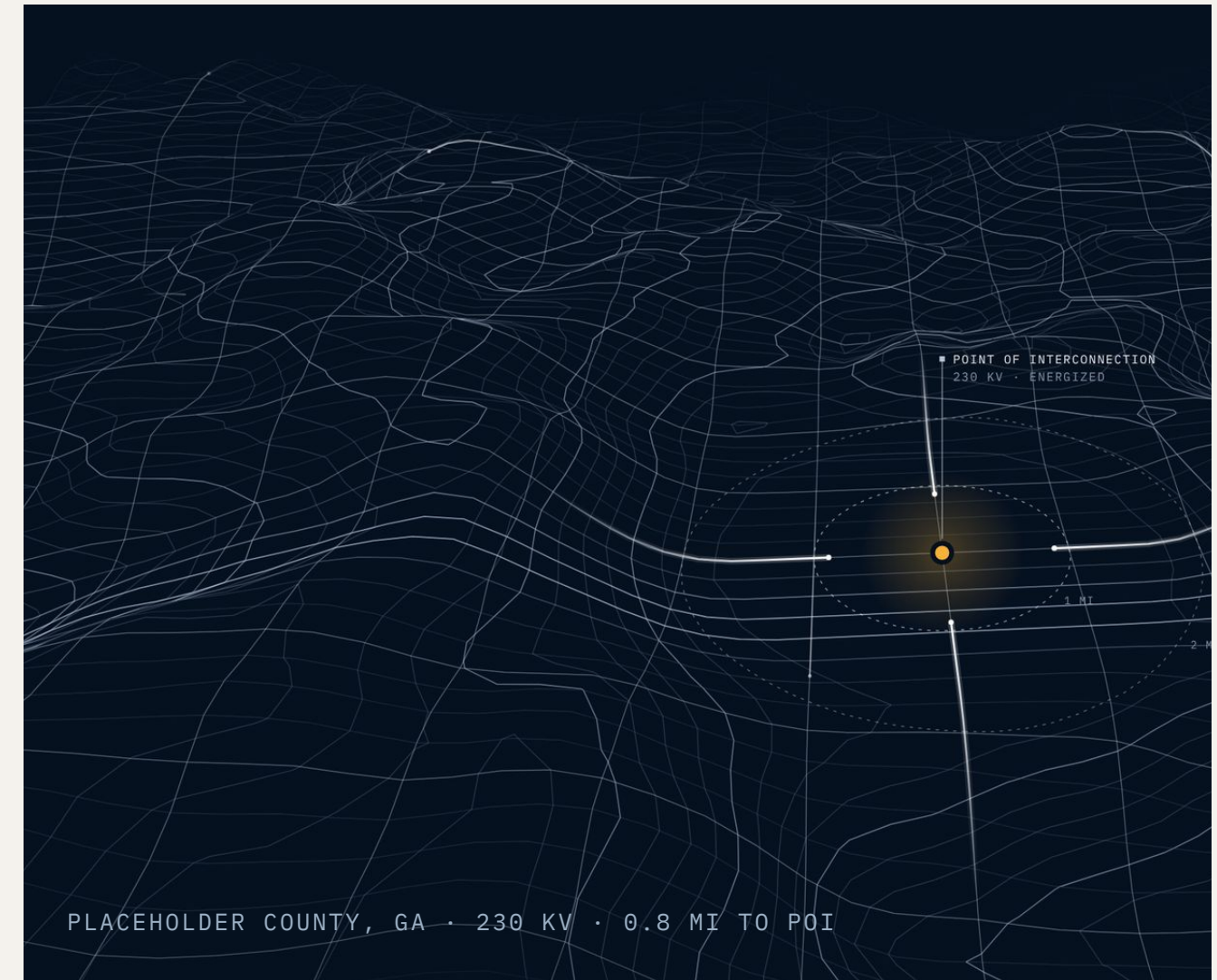
- **Schematic, not cartographic** A hairline graticule on a flat ground, with contour lines where the land matters. Never a screenshot of a web map, never shaded relief.
- **Transmission** A 2 px line-blue stroke, towers as small open squares, voltage labelled.
- **Substation** An open ink square with a cross.
- **Controlled land** A parcel-green outline at low fill, with acreage.
- **The site** The view's single amber node, with distance to the point of interconnection.
- **Labels** IBM Plex Mono, uppercase. Color is never the only signal.



ILLUSTRATIVE SITE. FIGURES ARE PLACEHOLDERS.

OUR OWN TERRAIN FIRST. PHOTOGRAPHY WHEN IT EXISTS.

- **Generated terrain** The brand's own illustration: gridlines draped over topography in perspective, near-black ground, one amber node with its label. Use it for heroes, deck titles, dividers and covers. Keep copy on the shaded side and the node clear.
- **Photography** Transmission corridors, substations, aerial views of open land. Level horizons, long lenses, early or late light. Photograph the actual markets: Georgia pine and red clay reads differently from anywhere else.
- **Treatment** Desaturate to about 40 percent, then overlay navy-950 at 55 to 75 percent. Text sits only where the overlay is 70 percent or more.
- **Captions** Mono, uppercase: place, voltage, distance.
- **Never** Hard hats, handshakes, glowing server aisles, digital globes, people posing, or a second node.



GENERATED TERRAIN. ONE FRAME OF THE LIVE WEBSITE HERO, SUPPLIED AT 2400 PX.



0.1 S · THE GRID DRAWS



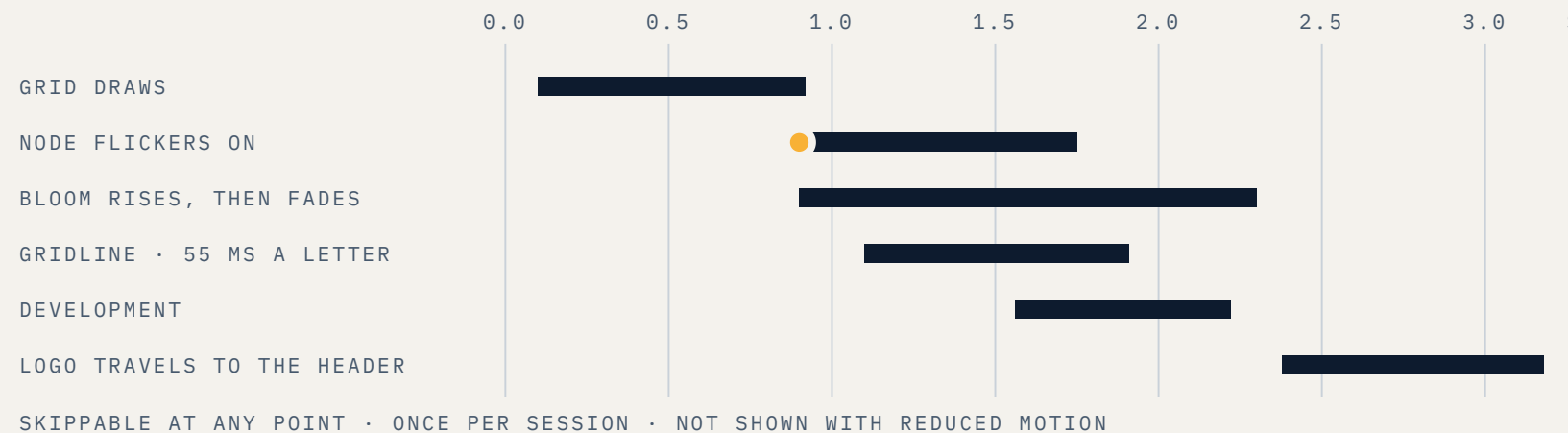
0.9 S · THE NODE SWITCHES ON



1.7 S · THE NAME LIGHTS



2.4 S · SETTLED, NO GLOW



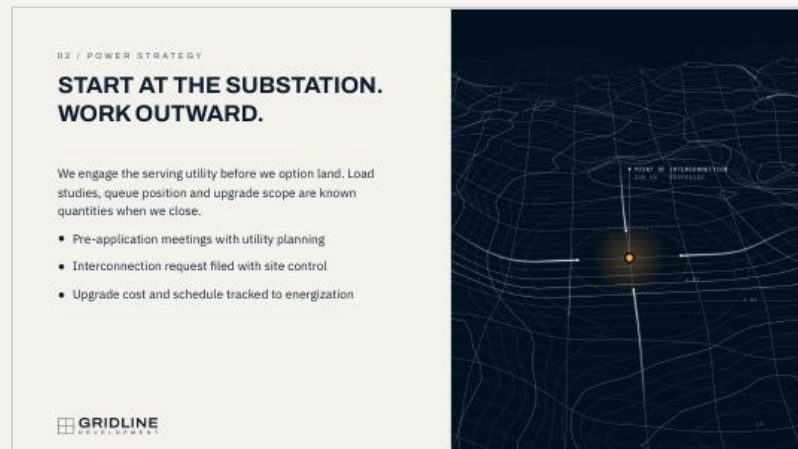
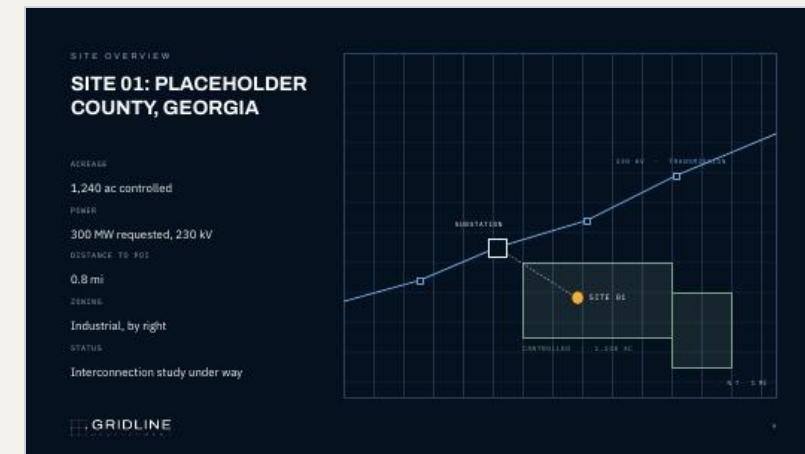
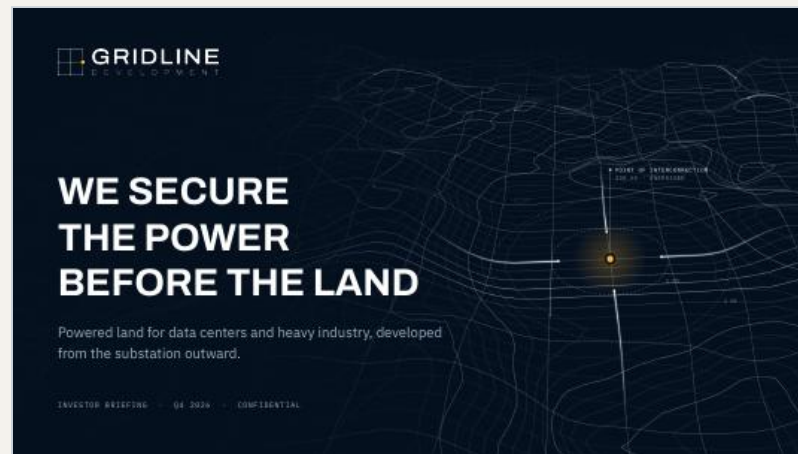
07 / MOTION

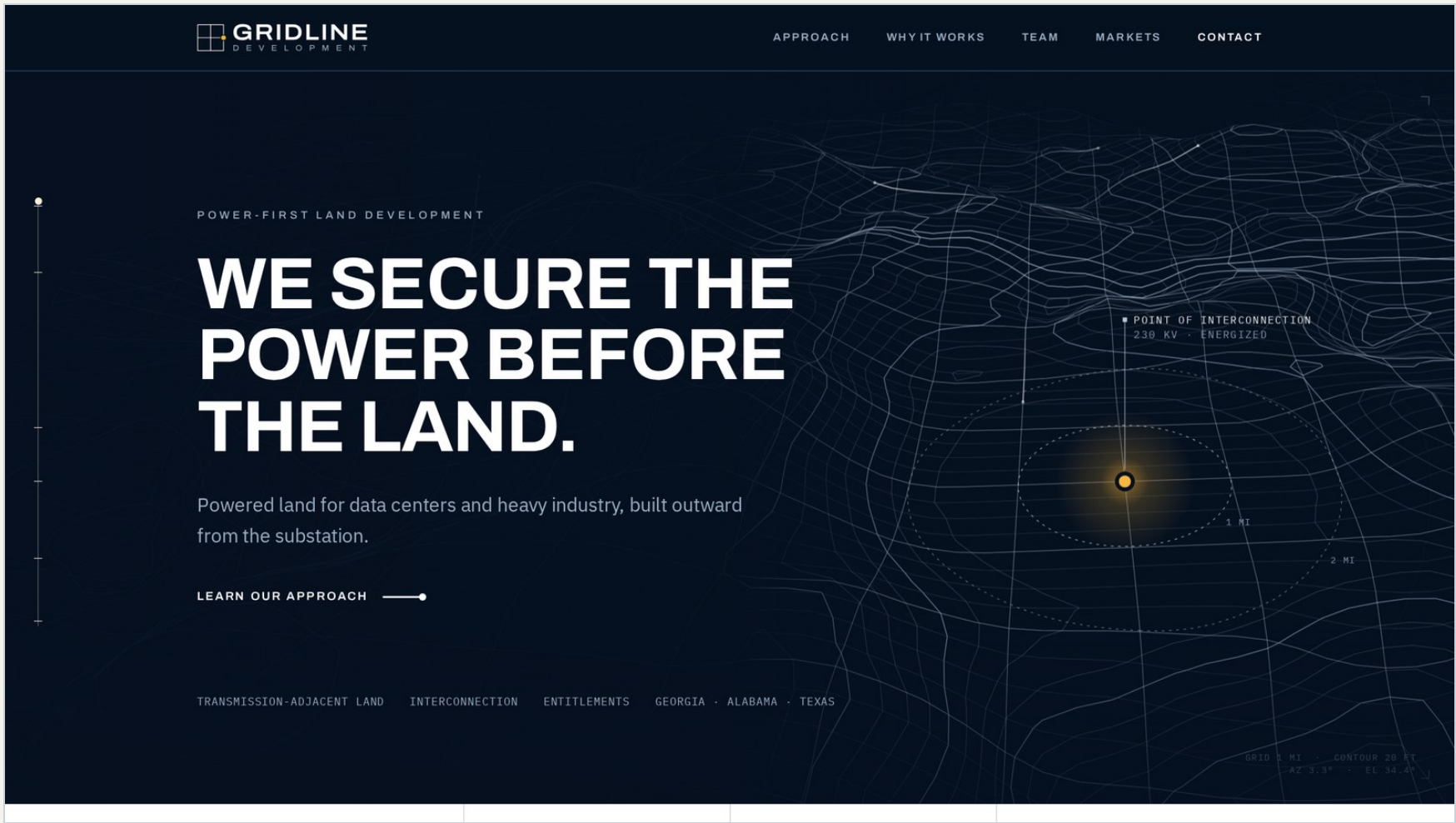
THE GRID IS ENERGIZED. THE NODE SWITCHES ON.

- **Energize** The logo intro. The grid draws to an empty socket, the node flickers on like a lamp, the name lights letter by letter. About three seconds, once per session, skippable.
- **Current** Packets take about 4.5 seconds to cross two miles of grid and arrive together every 7 seconds. On arrival the node brightens and one amber ring spreads and fades.
- **Land** Terrain reveals outward from the node, then holds still apart from a slow orbit of a few degrees.
- **Interface** Rules draw from the left, headlines rise out of a mask, checklist boxes fill and then tick. Ease out. Nothing bounces, nothing loops beside text.
- **Limits** Amber moves only at the node. The static logo never glows. With reduced motion, show the finished state.

ONE RHYTHM, EVERYWHERE

Eyebrow, headline, short copy, CTA. Left-aligned, generous space, a stat bar early to validate scale. If a layout feels empty, it is probably right.

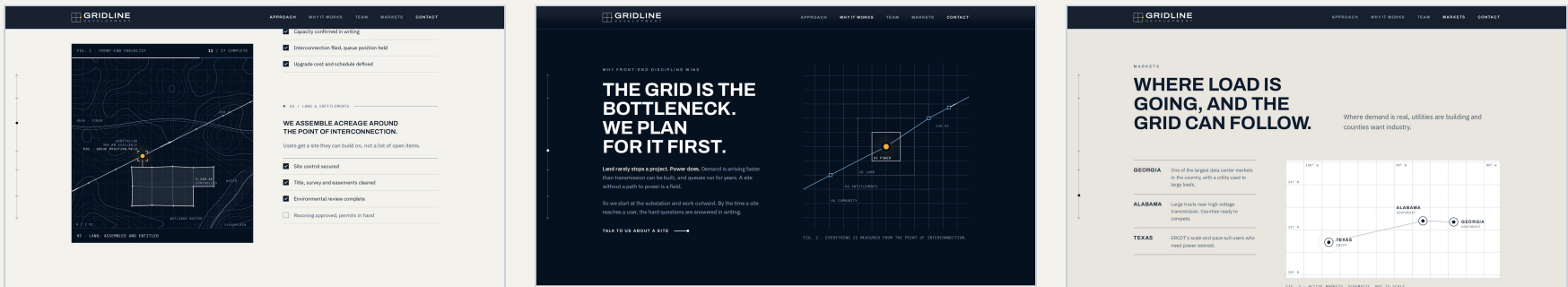




08 / LAYOUT IN USE

BANDS, AND ONE INSTRUMENT

- **Bands** A page alternates near-black, paper, white and stone bands. Each band is one thought under one headline.
- **The hero** Live terrain behind the thesis, shaded where the words sit. The stat bar follows at once, on white.
- **The checklist** A process is told as checks beside a pinned instrument panel. The map builds as the checks complete: power, then land, then entitlements, then community.
- **Restraint** One amber thing per screen. Mono for every figure and label. Square corners. No cards with shadows, no gradients except light itself.



THE LIVE SITE, SEPTEMBER 2026. FIGURES AND NAMES ARE PLACEHOLDERS.

WE SECURE THE POWER BEFORE THE LAND.

Plain, factual, disciplined, capital-markets credible. Write the way a development partner talks to an investment committee.

-
- 01 **Lead with the fact.** Megawatts, acres, kV, miles, months. If a sentence has no fact in it, cut it or add one.
-
- 02 **Plain words, short sentences.** No "unlock", "revolutionize", "seamless", "next-gen" or "solutions".
-
- 03 **Sequence is the story.** Power first, then land, then entitlements, then delivery. Say it in the order we do it.
-
- 04 **Claim only what is secured.** "Under control", "in queue", "executed" and "entitled" each mean something specific. Never round up.
-
- 05 **Respect every audience.** A hyperscaler, a utility planner and a county commissioner should read the same page and find it straight.
-

HEADLINES

WE SECURE THE POWER BEFORE THE LAND.

START AT THE SUBSTATION. WORK OUTWARD.

THE GRID IS THE BOTTLENECK. WE PLAN FOR IT FIRST.

SOUNDS LIKE US

Most sites fail on power, not land. We begin with the utility: available capacity, the interconnection queue, and the cost and schedule of upgrades. Only then do we assemble acreage.

DISCIPLINE IS DECIDED BEFORE CLOSING.

POWERED LAND, DELIVERED READY.

EVERY ACRE HAS A PATH TO POWER.

NOT US

~~Unlocking the future of AI infrastructure with innovative, end-to-end land solutions.~~



FILES AND QUESTIONS

Logo files (SVG and PNG, four versions of each mark), fonts, color and type tokens, the terrain image, the PowerPoint master, the website and the app design guide ship with this document and live in the Gridline Development design system. Use the supplied files. Do not redraw the logo.

POINT OF INTERCONNECTION
230 KV · ENERGIZED

1 MI

2 MI