Grid Square
Electrical

A concept by adamroe.

Brand guidelines.

The logo, colour, type, drawings and website rules for Grid Square Electrical. One reference, so everything made for the business, from the van to the website, is made the same way.

Get a quote →

07700 900418

October 2026 · Version 1.0

Not a real business. Built to show the work.

01 Who it is for

One electrician, two customers.

Planned domestic work across Milton Keynes: rewires, consumer units, EV chargers and landlord certificates. Nearly every visitor is one of two people, and the brand speaks to both at once.

Customer 1

A homeowner planning a job

A rewire before the kitchen, a board an inspection flagged, a charger before the car. They compare two or three electricians and check who is registered before they ring.

Customer 2

A landlord with a date

The certificate is due and the tenant needs a copy. They want it done to the law, without explaining the law to anybody.

Not the customer

Emergencies and commercial work

Said plainly on the site, so the wrong calls do not come. A power cut goes to 105, free.

How it sounds

"I", never "we"

One person does the work. A one-person business that says "we" is the first thing a careful customer notices.

Say what happens next

Every page ends with what Sam does after you ask, and when. "I reply within a working day" beats "prompt service".

The trade word, then the plain one

"Consumer unit, the fuse board." "The EICR, the landlord certificate." Name the job, the day and the room.

The line

Priced before I start. Tidied before I leave.

The short one

Planned electrical work, across every grid square.

Facts and unknowns

Anything a real business would supply stays in [BRACKETS] : the scheme, the number, the insurance, the next free day. Nothing is invented to fill them.

02 Logo

Four squares and a roundabout.

Milton Keynes is a grid of roads with a roundabout at every junction. The mark is four grid squares meeting at one, with a square lit: your house, a breaker switched on, the light coming on.

Primary · horizontal

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The header, documents, the email signature. At least 120px wide on screen.

Stacked

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Square spaces: the van door, a polo, a sticker.

On Midnight

Grid Square
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White squares; the lit one stays Volt.

On Volt

Midnight squares, the lit one turns White.

Mark alone

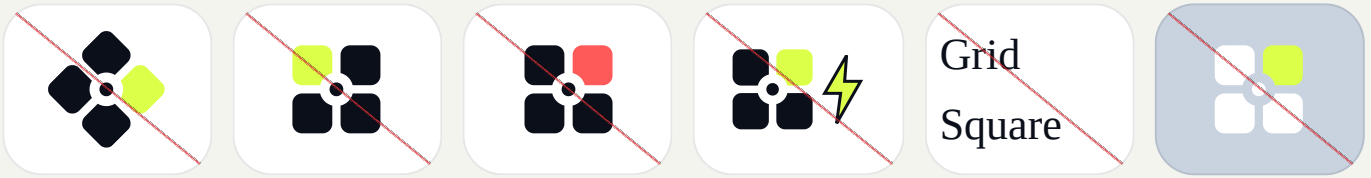
Favicon and profile. One drawing, down to 16px.

Space and construction

Four 29-unit squares on a 64-unit grid, a 6-unit road between them, and a 12-unit roundabout cut from the middle. Clear space all round: one square.

The master is SVG in the theme, never redrawn or retyped.

Never



Rotate it · Move the light · Recolour the light · Add a bolt · Retype the name · Lose the contrast

03 Colour

Midnight, and a light switched on.

The site is night and daylight with one electric colour: Volt, the light coming on. Current deep is the second voice, kept for landlords and for focus. Every pair below is measured, not estimated.

Midnight
#0A0F1A
The dark ground, all text

Night
#121A28
Blocks on Midnight

Dusk
#1E2939
Tiles, lines on dark

Volt
#DCFF4A
The light. Never text on white

Current deep
#2F4FE0
Landlord block, focus ring

Current
#6E8BFF
Bracketed facts on dark

Daylight
#F3F4EE
The light ground

White
#FFFFFF
Blocks, fields

Slate
#566173
Second text on light

Haze
#A9B3C3
Second text on dark

Measured, 6 October 2026 (WCAG 2.x)

Body text	Aa	17.32:1	AAA
Second text	Aa	5.66:1	AA
Text on dark	Aa	19.16:1	AAA
Second text on dark	Aa	8.24:1	AAA
Volt on Midnight	Aa	16.83:1	AAA
Text on Volt	Aa	16.83:1	AAA
White on Current deep	Aa	6.33:1	AA
Volt on White	Aa	1.14:1	FAIL
Line on White	Aa	1.33:1	FAIL

16.8 Volt on Midnight, 16.8:1. The light is legible from across the road, on a van at dusk.

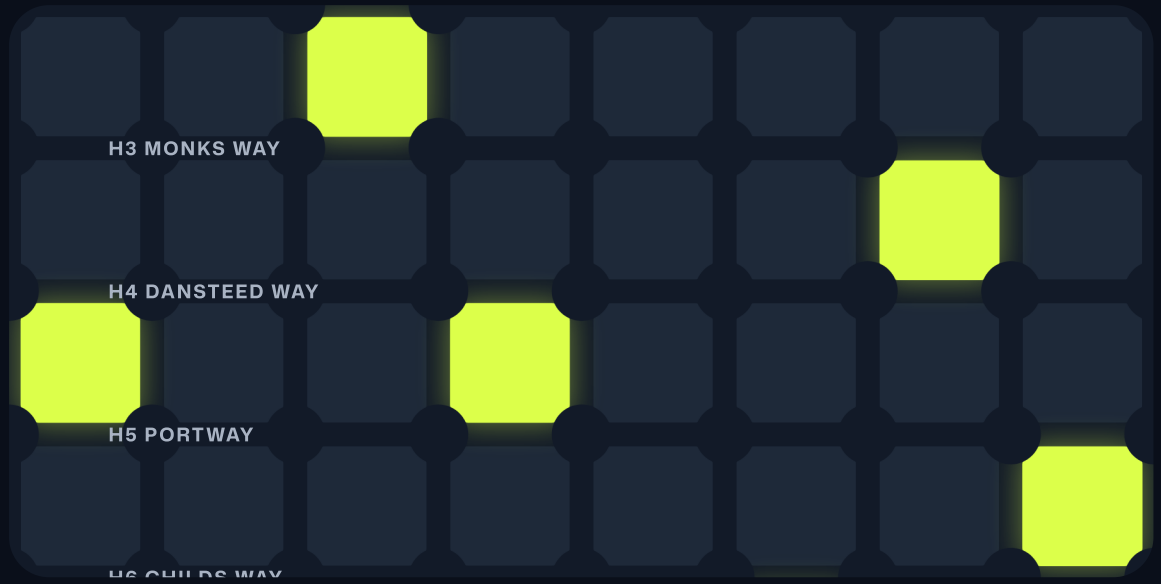
Volt never carries text on a light ground. On White it measures 1.14:1. It is a fill, a highlight under a word, a lit square, a button with Midnight text.

One light at a time. A screen has one lit thing that matters most: the button, the lit square, the last step. A page full of Volt is a page with no light in it.

04 The grid

Every square, lit one at a time.

Squares and roundabouts: the Milton Keynes grid as a pattern. It sits behind the hero, it is the areas map, it fills a post and the side of the van. A few squares are lit, and on screen they come on one after another.





Square	Rounded at 9 units, on a 64-unit cell, 10-unit roads
Roundabout	A 13-unit circle cut at every junction
Lit	Volt, about one square in nine, never in a row
Motion	Eight seconds on and off. None if motion is reduced

Real roads

The map names real grid roads, H3 Monks Way to H6 Childs Way and V4 Watling Street to V10 Brickhill Street, in the right order. No estate is placed on it.

Never behind words

The pattern fades to Night before any text starts. Body copy never sits on squares, and a lit square never sits behind a headline.

Generated, not drawn

The pattern is made by the theme at a fixed seed, so it is the same on every load and costs one small SVG, not an image.

05 Typography

Engineered on top. Easy to read underneath.

Two free families, drawn as a pair. Hubot Sans is mechanical and precise, right for a trade where precision is the point. Mona Sans is its calmer companion for reading.

Headlines · Hubot Sans 800

Priced before I start.
Tidied before I leave.

Everything else · Mona Sans 400 and 600

An old fuse board swapped for a modern consumer unit, usually in a day, with the power off for as little of it as I can manage.

Bold for emphasis, never italics.

Role	Face	Size, desktop / phone	Weight	Leading, tracking	WordPress size
Hero headline	Hubot Sans	80 / 42px	800	0.96, minus 4.5%	`xx-large`
Section headline	Hubot Sans	48 / 32px	800	1.02, minus 3%	`x-large`
Block title	Hubot Sans	24 to 32px	800	1.12, minus 2%	`large`
Figures	Hubot Sans	64 to 120px	800	0.85, minus 6%	`colossal / custom`
Body	Mona Sans	18 / 17px	400, 600	1.6	`medium`
Small print, labels	Mona Sans / Hubot Sans	15px	400 / 700	1.5	`small`
Buttons	Hubot Sans	17px	700	1.1, minus 1%	

Rules

Sentence case everywhere, buttons included. No capitals for labels: the eyebrow carries the mark. Body never under 17px on a phone.

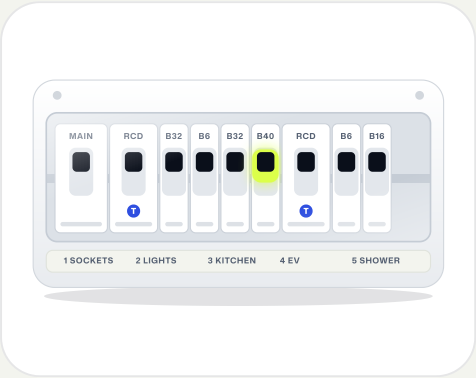
Self-hosted

Both are SIL Open Font Licence, served by the theme, so no visitor's details go to Google for a typeface.

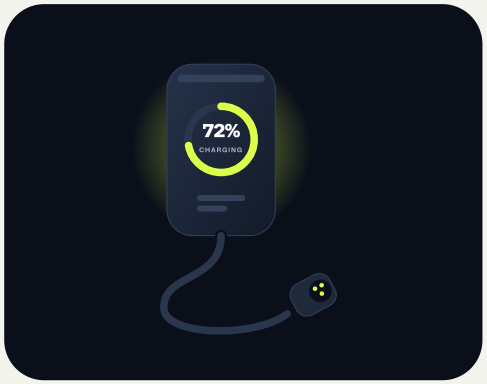
06 Drawings, photography & icons

Objects, not people.

The website is illustrated with the things the job is about, drawn for the brand: the board, the charger, the certificate, the cables in the walls. Photographs are of real jobs only. Nobody is drawn, and no stock face stands in for anyone.



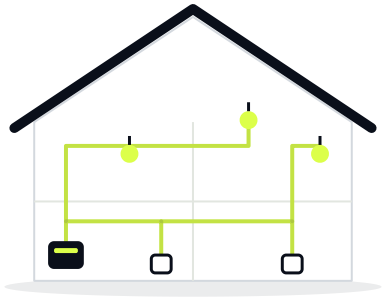
The consumer unit. On the site, every breaker can be flipped.



The charger, charging.



The certificate, peeking out of its block.



The rewire: runs light up room by room.

How they are drawn

Flat shapes with a soft fall of light, Midnight lines, one thing in Volt: the part that is on. Drawn in SVG inside the theme, so they take the palette and never need re-exporting.

Photographs

Real jobs, on the phone, on the day: the finished board, the charger on the wall, the room after second fix. Until a job exists its frame says **[PHOTO]**. A stock board captioned as Sam's would be invented proof.

Shot list

01 The finished board, cover open, chart filled in

02 The charger on the wall, cable coiled

03 A room after second fix, lights on

04 The van, outside a job, never the house number

05 Dust sheets down, before and after

Icons



Drawn for the brand on a 24-unit grid, 2-unit stroke, round ends. In a pale tile, or Volt on dark.

07 Website parts

Blocks, switches and one light.

Rounded blocks on a twelve-column grid, the way a board is built from modules. Every button is a switch with a knob that lights, and every target is big enough for a thumb.

Buttons, as switches

Get a quote →

What the law says

Book an inspection →

07700 900418

Primary	Volt pill, Midnight knob, 52px high. Hover: the knob tips, the pill glows
Second	2px outline in the ground's ink, no knob
Focus	3px Current deep ring, Volt on dark
Answers	Small switches: off grey, on Midnight with the knob lit

Volt block

[THURSDAY]

Mon Tue Wed **Thu** Fri

Current deep block

5 years

Night block

Registered, notified, certified

Trust, the circuit, the quote side.

White block

Rewires

A drawing, three lines, a link with a lit dot.

Shape

Blocks 28px, 22px on a phone. Fields 14px. Buttons fully round. No shadow at rest.

The grid

Twelve columns, 16px gaps, 1280px. Spans of 3, 4, 5, 7 or 12; one column on a phone.

Targets

Nothing under 44 by 44px. A call bar on phones.

Motion

Slow, and off for anyone who asks for reduced motion.

08 In WordPress

The brand, built into the editor.

The site is built from WordPress blocks. These rules go into the theme itself, so whoever edits a page can only pick brand colours, brand fonts and brand sizes. Nothing to remember, and nothing to drift.

The colour picker, exactly

Midnight	midnight
Night	night
Dusk	dusk
Volt	volt
Moss	moss
Daylight	daylight
White	white
Slate	slate
Haze	haze
Line	line
Current	current
Current deep	current-deep

Switched off, so it cannot drift

- ✓ Custom colours and gradients
- ✓ Custom font sizes, and any other font
- ✓ Duotone filters
- ✓ Drop caps

Type, space and parts

Fonts	hubot-sans · mona-sans, self-hosted
Sizes	small to colossal, fluid
Spacing	seven steps, 8px to 128px
Block styles	block · switch · outline · eyebrow · lede
Templates	front-page · page-job · page-landing

Ready-made patterns

Hero bento	gs/hero-bento
Page hero	gs/page-hero
Jobs bento	gs/jobs-bento
Circuit (steps)	gs/circuit
Landlord dates	gs/landlord-dates
Areas and map	gs/areas-map
Questions	gs/questions
Quote	gs/quote
Recent jobs	gs/job-list

```
"color": {{
  "custom": false,
  "palette": [
    {{ "slug": "volt",
      "name": "Volt",
      "color": "#DCFF4A" }}, ...
```

09 Social

Three posts, every week.

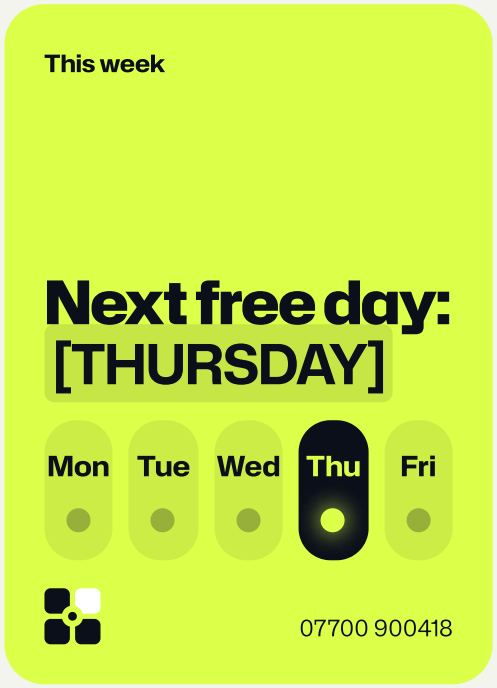
Facebook, Instagram and Nextdoor are where a local electrician is found by word of mouth. Three templates cover almost every post, and the words in brackets are all that change.



A job, finished. The real one carries the photo.



The landlord reminder, twice a year.



The diary, every Monday.

Profiles



The mark on Midnight, centred with room around it, because every platform crops to a circle.

Name	Grid Square Electrical, everywhere
Handle	[HANDLE]
Posts	1080 × 1350, portrait
Share image	1200 × 630
Profile	720 × 720, the mark

10 Name, details & trust marks

Written the same way, everywhere.

Google compares the name, phone and area on the website, the Business Profile and every directory, and so do careful customers. When they match to the letter, the business is easier to find and easier to trust.

The record

Name	**Grid Square Electrical**. Short form Grid Square. Never GSE, Grid Sq or Gridsquare
Who	Sam, working alone. [SURNAME, IF USED]
Status	[SOLE TRADER OR LIMITED COMPANY, NUMBER]
Phone	07700 900418 · Ofcom's drama range, so it reaches nobody
Hours	Monday to Friday, 8am to 5.30pm. No call-outs
Area	Milton Keynes and the towns around it, named on the areas page
Address	Milton Keynes only. No street on the site

Name checked 6 Oct 2026: no company of that name at Companies House, no trading business on the web, and both matching domains unregistered.

Trust marks

Competent person scheme

The [NICEIC OR NAPIT] badge and number [NUMBER], unchanged, directly under the hero on every job page. It is the first thing anybody checks.

Part P

Notifiable work is notified to building control, and the certificate is sent on. Said on every job page.

Insurance

Public liability to [£ AMOUNT]. On the about page and in every quote.

Formats

Dates	6 October 2026
Times	8am, 5.30pm
Days	Monday, never Mon, in sentences
Phone	07700 900418
Money	£75, £1,250
Spelling	UK: metre, colour, licence

11 Application

The short version.

If only one page of this document survives, make it this one.

Do

- ✓ Place the logo from the theme files, level, on Midnight, White, Daylight or Volt.
- ✓ Keep Volt for the one thing that is on: the button, the lit square, the last step.
- ✓ Set headlines in Hubot Sans and everything else in Mona Sans.
- ✓ Write “I”, say what happens next, and name the job, the day and the room.
- ✓ Show real jobs, photographed on the day, with what the job was.
- ✓ Write the name, phone and area exactly as on page 11.

Don’t

- ✗ Rotate the mark, move the light, or add a lightning bolt.
- ✗ Set text in Volt on a light ground, or put words over the pattern.
- ✗ Use a stock photo, a stock face, or anybody else’s board.
- ✗ Say “we”, “solutions” or “trusted local experts”.
- ✗ Promise emergency call-outs or commercial work.
- ✗ Invent a review, a rating, a registration number or a result.

Because this is a concept

1. The business, Sam, and the area served are invented. Every page says so.
2. Registration, insurance and the next free day stay in [BRACKETS].
3. There are no reviews, results or job photos, because there are no jobs.
4. The phone number is in Ofcom’s drama range and reaches nobody.
5. The landlord law, the 105 line and the grid roads are real, and dated.

Made by Adam Roe · adamroe.co.uk · the brand, the website design and the WordPress build