

Design brief: Checkmark FM

Checkmark FM is a digital facility-management coordination platform for small-footprint sites across Australia. It gives customers one simple place to log issues, coordinate approved local service providers, track progress, retain compliance records, and receive clear reports and invoices.

Checkmark does **not** employ tradespeople or self-perform repairs, cleaning, or maintenance. Its value is in being the intelligent, accountable coordination layer: making sure issues are visible, actioned by the right provider, followed through, and clearly reported.

The commercial model is designed to feel simpler and lighter than traditional facilities management: customers access structured oversight, issue coordination, compliance visibility, and reporting without employing an in-house FM team or committing to a heavy contractor model. It should feel **pay-as-you-go / flexible-service enabled**, with transparent coordination and approved supplier costs clearly separated.

The brand should communicate

- **Clarity:** customers can instantly see what is open, underway, completed, or needs attention.
- **Confidence:** issues do not disappear into email chains; someone is accountable for coordinating the next step.
- **Momentum:** an issue moves from logged to resolved through a clear process.
- **Light-touch expertise:** professional facilities oversight without the complexity, cost, or overhead of a full traditional FM service.
- **Digital simplicity:** modern, intuitive, efficient, and report-ready.
- **National coordination, local delivery:** one trusted point of contact that connects customers with the right local providers across Australia.

The brand should not look like

- A cleaning company
- A trade contractor or maintenance company
- A construction, security, or safety business
- A corporate property-management firm
- A traditional “hard-hat” facilities provider
- A generic software start-up with an abstract symbol unrelated to the service

Avoid visual clichés such as tools, buildings, roofs, clipboards, hard hats, brooms, vans, uniforms, map pins, generic ticks-in-circles, or safety-sign styling.

Desired brand personality

Calm, capable, transparent, modern, and quietly authoritative.

It should make a site manager or business owner think:

“I can log it, see what is happening, and trust that it will be managed through to completion.”

Logo direction

Develop a master mark around a **Continuous Check**: a purposeful, geometric line that resolves into a clear checkmark while suggesting an issue journey, route, workflow, or managed process.

The check should mean more than “approved.” It should represent:

Issue raised → provider coordinated → progress tracked → outcome verified

The icon should be:

- Distinctive in one colour
- Legible at very small digital sizes
- Strong as a browser icon, app icon, email-signature device, report mark, and website navigation element
- Geometric and crafted, rather than handwritten, friendly, or generic
- Simple enough to become recognisable without the full wordmark over time

Wordmark direction

Use **checkmark** in lowercase to make the brand feel accessible, contemporary, and platform-led.

“FM” should be a secondary commercial descriptor—not equal in emphasis to the brand name.

Preferred lock-ups:

[icon] checkmark

facility management

[icon] checkmark FM

The overall identity should feel closer to a premium operations platform than to a facilities contractor.

Visual-system direction

Support the Continuous Check logo with a subtle **Checked Grid** system: clean modular layouts that reference dashboards, issue cards, reports, plans, and compliance tracking.

This system will primarily live online across:

- Website and subscription-plan pages
- Customer dashboards
- Monthly reports
- Compliance summaries
- Invoices
- Proposal PDFs

- Email signatures
- Social and digital marketing graphics

Use the grid to organise information, not as decoration. The experience should prioritise status, clarity, hierarchy, and whitespace.

Typography

- **Primary:** Manrope — clean, contemporary, highly legible, and friendly without becoming informal.
- **Supporting data font:** IBM Plex Mono — used selectively for job IDs, report periods, site references, dates, invoice details, and status metadata.

Colour direction

The palette should be calm and digital-first:

- **Ink Navy** #162A3A — authority, wordmark, headings, primary text
- **Checkmark Mint** #37C99A — verified, confirmed, complete, primary actions
- **Mist** #F4F7F8 — soft interface and report background
- **Slate** #667785 — supporting information and secondary text
- **Warm Amber** #F4B740 — in progress, scheduled, awaiting update
- **Clear Coral** #E96152 — exception, overdue, or action required
- **White** #FFFFFF — space, clarity, documents, and cards

Mint should carry meaning—primarily confirmation and verification—not be used as a general decorative colour.

Suggested positioning line

Facility management, checked monthly.

If flexibility/pay-as-you-go is the primary commercial promise, alternatives include:

- **Facility issues, clearly managed.**
- **Log it once. See it through.**
- **Clear coordination for every site issue.**
- **The simpler way to manage small-site facilities.**