



FairTradeWorker

Media Kit & Brand Guide

Brand assets, messaging, and press information



Company Overview

Field	Details
Company Name	FairTradeWorker
Tagline	The Fair Way to Get Home Projects Done
Founded	Mississippi, USA
Current Market	Mississippi -- Statewide
Website	fairtradeworker.com
Platform Type	Home Services Contractor Marketplace
Key Feature	Zero lead fees + Escrow-protected payments



Brand Messaging

Mission Statement

"To create a fair, transparent marketplace where homeowners and contractors both win -- built on trust, protected by technology."

Elevator Pitch (30 seconds)

FairTradeWorker is a Mississippi-based home services marketplace that connects homeowners with verified local contractors. Homeowners post projects for free and receive real, competitive bids. Contractors pay zero lead fees. Every payment is protected by escrow. We've eliminated the broken parts of the old model -- because getting home projects done should be the fair way, not the frustrating way.

Key Messages

Audience	Message
For Homeowners	Post free. Get real bids. Pay safely.
For Contractors	Zero lead fees. Real projects. Guaranteed payment.
For Media	A marketplace that flips the script on a broken \$600B industry.
Brand Promise	Fairness. Transparency. Community.

Brand Colors

Color Name	Hex	Usage
FTW Red (Primary)	#C41E3A	Primary brand color -- buttons, headers, accents
FTW Red Light	#E8384F	Hover states, highlights, badges
FTW Red Pale	#FEF2F2	Backgrounds, callout boxes, tags
Dark Text	#111318	Headlines, body text, dark UI
Gray Text	#6B7280	Secondary text, captions
Surface	#F7F8FA	Page backgrounds, card surfaces
White	#FFFFFF	Document backgrounds, clean sections

Typography

Role	Font	Usage
Display / Hero	SF Pro Display (Bold)	Headlines, cover text
UI / Interface	SF Pro / System Sans	Body copy, labels, interface
Fallback Stack	Helvetica, Arial, sans-serif	Email, plain-text contexts



Logo & Brand Usage Guidelines

Do:

- Use 'FairTradeWorker' as one word, with F, T, and W capitalized
- Always use the brand on a white, cream, or dark background for legibility
- Maintain clear space around the logo equal to the height of the 'F'
- Use FTW Red as the primary color in all brand communications

Don't:

- Don't alter the logo proportions or add effects
- Don't use the logo on busy photographic backgrounds without a backing
- Don't use 'Fair Trade Worker' (spaced) or 'fairtradeworker' (all lowercase) in headlines
- Don't use colors outside the defined brand palette in official materials
- Don't use the logo smaller than 100px wide in digital contexts

Press & Media Contact

For press inquiries, partnership opportunities, or media assets:

Press Contact: fairtradeworker.com/contact | Website: fairtradeworker.com