

BRAND INTRO



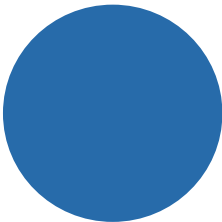
Logo Use

-The circle logo with all the services listed should always be the first choice. It cannot be used smaller than 2"x2"- designs should try to prioritize that

-If the logo is being placed on an image or color where it is hard to read, the one color logo should be used.

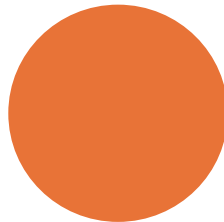
Branded Colors

The Third Estimate's primary colors are Lake Blue and Safety Orange and should be the most used across the board. The secondary color palette should be used to accent the primary colors, or as background colors to help imagery or wording stand out. Additional colors should not be used without contacting Marketing.



Lake Blue

CMYK: 87, 57, 7, 1
RGB: 39, 107, 170
HEX: #276BAA
PANTONE: 106-8C



Safety Orange

CMYK: 5, 67, 90, 0
RGB: 232, 116, 52
HEX: #E87434
PANTONE: 7577C



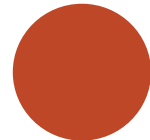
Grass

CMYK: 27, 10, 75, 9
RGB: 178, 185, 94
HEX: #B2B95E



Navy

CMYK: 93, 84, 49, 63
RGB: 16, 24, 48
HEX: #111831



Rust

CMYK: 19, 85, 100, 8
RGB: 190, 71, 39
HEX: #BE4727

CMYK should be used for printed materials. RGB should be used for digital ads, videos, animations, etc. HEX colors are used for web. PANTONE colors are universal and should be used in custom apparel, paint, and vinyl selection. These exact matches come at a higher cost and should be reserved for **Lake Blue** and **Safety Orange**.

Consistency in Imagery

-Services should always be listed, and shown in the order: Roofing, Windows, Siding, Gutters.

-Using the same icons and badges helps reinforce our brand image to the audience and increases organic brand recognition. OneDrive and Canva should have assets available in correct colors.

-Images of exteriors must be of up to date products we offer, or marked as before/in need of our services.

