



# BRAND GUIDELINES

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## LOGO

The logo is used for most collateral unless there are size or space limitations. The logo is supplied in positive and reversed formats and in brand color.



## TRADE MARK

A trade mark is a symbol, element, art design, or visual image that helps immediately recognize a certain comp



**Your Premier Pittsburgh Plumber™**

## LOGO VARIATIONS

These are the possible variations for the brand logo.



## LOGO BACKGROUND

These are the possible backgrounds for the brand logo.



## LOGO SIZING

These are logo scaling recommendations. You can see the minimum size for each screen type. Make sure that your logo does not scale down from the minimum size. For readability the logo should not be any smaller than 1.5in or 144px wide.



144 Pixel or 1.5 Inch

## LOGO SPACING

It ensures that the logo is never placed too close to the edge of a document. The space of 0.5in or 48px must be applied to all four sides of the logo as illustrated.





LOGO PATTERN

A logo pattern is a repetitive or structured design that incorporates elements of a logo, such as symbols, icons, typography, or brand marks, to create a visually appealing background, texture, or branding element. These patterns are often used in branding materials, packaging, websites, and merchandise to maintain brand identity and aesthetics.



LOGO FAVICON

Using the logo as a favicon. It ensures that it can be recognized on any background, even in small sizes.



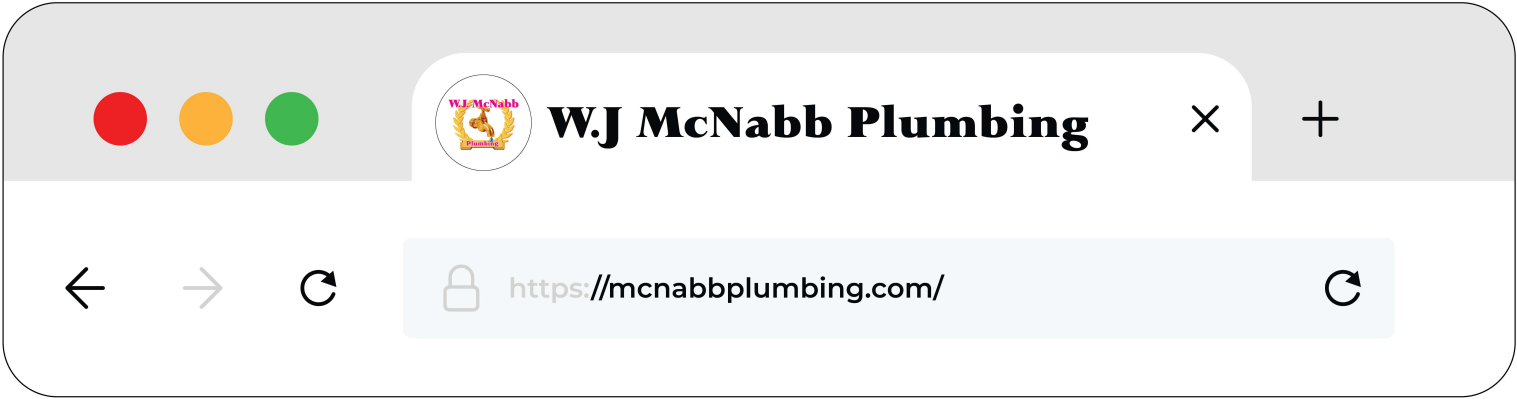
48x48



32x32



16x16



PRIMARY COLORS

These are the primary colors. Apart from these, no other color can be used.

RGB  
39, 35, 33  
CMYK  
65, 62, 77, 75  
COLOR CODE  
#272316

RGB  
236, 000, 140  
CMYK  
000, 100, 000, 000  
COLOR CODE  
#EC008C

RGB  
229, 167, 040  
CMYK  
10, 36, 98, 00  
COLOR CODE  
#E5A728

RGB  
010 114, 186  
CMYK  
87, 52, 00, 00  
COLOR CODE  
#0A72BA

RGB  
245, 245, 245  
CMYK  
03, 02, 02, 00  
COLOR CODE  
#F5F5F5

SECONDARY COLORS

These are the secondary colors. Apart from these, no other color can be used.

RGB  
000, 000, 000  
CMYK  
75, 68, 67, 90  
COLOR CODE  
#000000

RGB  
255, 255, 255  
CMYK  
00, 00, 00, 00  
COLOR CODE  
#FFFFFF

## LOGO DO'S

Always keep in mind these proper usages of logos. Follow these while using logos on any material.



**Yes:** Use Original Logo for all Locations.



**Yes:** Use the Logo in the Right Background.

LOGO DON'TS

Always keep in mind these improper usages of logos. Follow these while using logos on any material.



No:  
Don't rotate the logo.



No:  
Don't distort and warp the logo in any way.



No:  
Don't create the outline of logo.



No:  
Don't change the color of logo.
















































No:  
Don't use on low contrast color backgrounds.



No:  
Don't place the logo over busy imagery.

ICONOGRAPHY

BRAND FONTS

This is the brand fonts. No other font can be used other than this.

Lapidary333 Blk TL Font

AaBbCc

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!“£\$%^&\*():@~?><

Lexend Font

AaBbCc

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!“£\$%^&\*():@~?><



## TEXT HIERARCHY

### **Lapidary333 Blk TL Font**

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This weight will be used for headlines or headings.

### Lexend Font

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This weight will be used for headings.

### Lexend Font

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This weight will be used for body text.

## HEADING

**Bold**

**Font Size 30pt – Leading 34pt**

## SUB-HEADING

**Bold**

**Font Size 20pt – Leading 24pt**

## BODY TEXT

**Regular**

**Font Size 11pt – Leading 16pt**

**W.J. McNabb**



**THANK YOU!**