




NORMAN **Heating Air Conditioning** **& Plumbing**

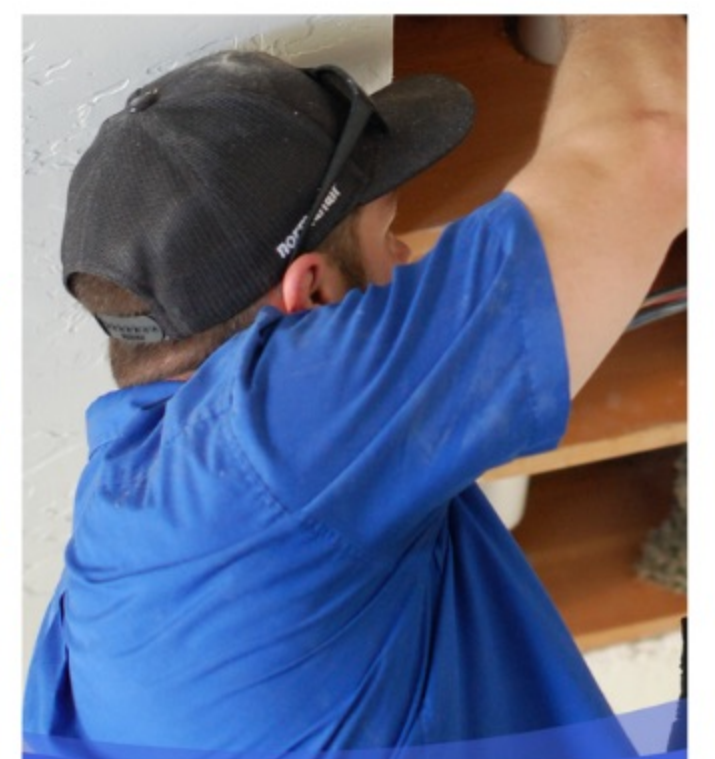
The logo is a circular emblem with a silver border. The word "NORMAN" is written in a bold, black, sans-serif font along the top arc. The words "HEATING", "AIR CONDITIONING", and "PLUMBING" are written in red, blue, and blue respectively along the bottom arc. In the center of the circle is a stylized house icon. Inside the house icon is a circular arrow, colored red and blue, indicating a cycle or process.

Body Copy

Roboto, 16 pt

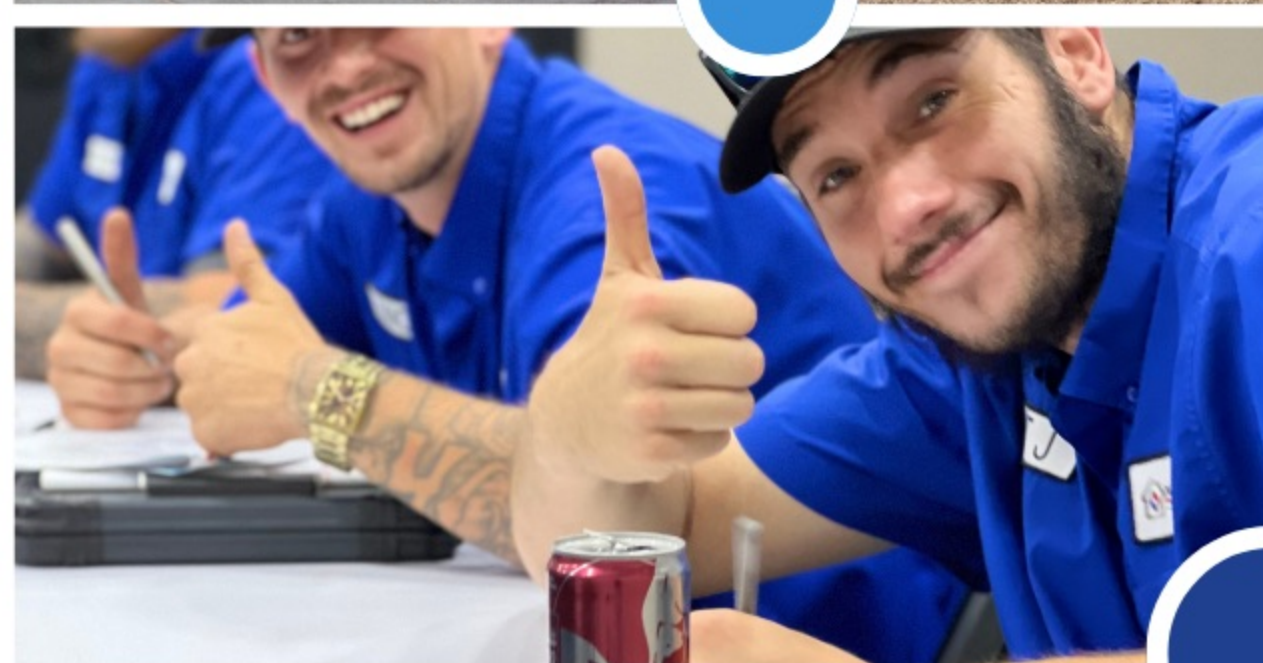


moodboard



Why are my appliances/plumbing

- Hard Water
- Low pH (acidic water)
- Sediment
- Bacteria



Values

Honesty, Integrity, Quality, Community, FUN

Voice

Conversational, but with expertise.
We don't take ourselves too seriously, but we are serious about helping our community.

Blogs

Conversational, concise and site sources for data used.
Keep length ~500 words.

Social Media

We want to be perceived as a trusted friend. Someone they can come to for accurate, local, relevant Information.

Posts center around these three Pillars: Community, Trusted Advice, Gauranteed Quality Service (HVAC and Plumbing)

Content that gets the most mileage: On the job posts. Posts about pets/animals. Posts about local events/news. Tech tips and information about technicians (special accomplishments, training, kids wearing merch, etc.). People like to feel like they know us, they trust us, we have good advice/have helped them before. We want to be the trusted friend that they come to when they have a problem. Comedic posts also get a lot of mileage.

Social Media planning seasons split Into: March-May, June-Aug., Sept.- Nov., Dec-Feb.

Marketing messaging scaled up ~6 weeks before season change