

# SMARTPRO<sup>TM</sup>

ROOFING

## BRAND GUIDELINES



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# STRATEGY.



1.1 WHAT WE ARE

01.

We are a B2C roofing company, with clients ranging from single family homeowners to property managers.

02.

Our market focus is on single family homes and multi-family complexes.

03.

We use streamlined production processes to deliver with quality and consistency, allowing us to offer “best in industry” warranties.

04.

As innovative leaders we leverage tech and AI to create a best-in-class customer experience, from quote to completion.

05.

We communicate with transparency and simplify the process for our customers to offer them an easy, stress-free roofing experience.



## 1.2 WHAT DO WE OFFER?

### PRODUCT.

We install, replace, repair, and maintain roofs for single family homes and multi-family communities.

We offer a high-quality customer experience enabled by advanced technology

### SERVICE.

# 1.3 OUR AUDIENCE





# 1.4 OUR EXPERIENCE ATTRIBUTES

Our experience characteristics are how we want our clients to feel about us when they engage with our team.



## EFFORTLESS

We leverage technology to offer our customers a better, easier, stress-free experience.



## INFORMED

We transform roofing decisions into an educational journey, ensuring our customers are equipped with knowledge and confidence every step of the way.



## PEACE OF MIND

Our exceptional quality, reliability, and credibility, is backed by our extensive experience and warranty.

# 1.5 OUR VALUES

Our brand values are what we believe in and hold sacred.



## ELEVATING STANDARDS

We are not afraid to do things differently, constantly seeking new ways to improve our processes, services and roofing products.



## BEYOND EXPECTATION

We place our customers at the center of everything we do and are dedicated to delivering a premium customer experience that redefines expectations for what a roofing experience can be.



## BENCHMARK EXCELLENCE

We are committed to delivering the highest measure of excellence in quality, reliability and accountability on every project and commitment to our customers and our team.



## BUILT ON TRUST

We believe in doing the right thing. Always. We act ethically, and communicate with transparency to build trust.



## 1.6 OUR VALUE PROPOSITION

Our value proposition defines the essential value and benefit that we provide to our clients and how its different from our competitors.

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Our roofing service empowers those seeking a better roofing experience by eliminating pain points commonly associated with roofing.

We do this by leveraging innovation to create a smarter, streamlined customer experience that sets a new measure for roofing delivered with quality, efficiency, speed and service.

## 1.7 OUR VISION

Our brand vision is a statement  
of our desired future – the world  
we want to help build

—  
To deliver peace-of-mind to our customers  
through a better roofing experience.



## 1.8 OUR MISSION

Our brand mission defines  
our purpose, intention  
and overall objectives

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Our mission is to set the highest measure  
for residential roofing — delivering with  
superior quality, speed, ease and customer  
satisfaction.

## 1.9 OUR BRAND PERSONALITY



## ROOFING

# CAREGIVER

# SERVICE

- › Understanding
- › Generous
- › Supportive

# RULER

# STABILITY + CONTROL

- › Confident
- › Responsible
- › A Leader

# EVERYMAN

# BELONGING

- › Authentic
- › Friendly
- › Approachable



# 1.10 OUR TONE OF VOICE



+

AUTHORITATIVE.

We are the authority on home roofing solutions, confident in our expertise. We share our knowledge, guiding and educating our customers along their roofing journey.

REASSURING.

We are transparent in our communication with our customers, helping to eliminate stress and uncertainty during their roofing experience.

EMPATHETIC.

We are warm, friendly and human. Our tone is understanding, expressing our willingness to listen and help.

# 1.11 PROOF POINTS

Our proof points are the foundation of our brand’s promise, they are the themes around which we talk about how we bring value and provide a structure for our messaging.

THEMES	 <b>FRICTIONLESS EXPERIENCE</b>	 <b>CUSTOMER COMMITMENT</b>	 <b>DRIVEN BY EXCELLENCE</b>	 <b>ULTIMATE VALUE</b>
KEY MESSAGES	Our next-generation platform helps us deliver the most efficient and frictionless residential roofing solution.	We deliver the best customer experience – guiding our customers throughout the process, communicating with transparency and providing them with peace of mind.	We adhere to the highest industry standards, partnering with the best suppliers and performing with exceptional quality and service, backed by thirteen years of experience in the field.	Thanks to our innovative approach, the efficiency of our processes and the relationships with our suppliers, we are able to offer time and cost savings to our customers without sacrificing quality.



# 1.12 POSITIONING SUMMARY

WHAT

WHAT DO WE OFFER?

We install, replace, repair, and maintain roofs for single family homes and multi-family communities.

We offer a high-quality customer experience enabled by advanced technology.

HOW

HOW IS IT DIFFERENT OR BETTER?

Our roofing service empowers residential homeowners and property managers who seek a better roofing experience by eliminating pain points commonly associated with roofing.

We do this by leveraging innovation to create a smarter, streamlined customer experience that sets a new measure for roofing delivered with quality, efficiency, speed and service.

WHO

WHO IS IT FOR?

- Homeowners
- Residential Property Managers
- Realtors
- Real Estate Investors

WHY

WHY DID WE MAKE IT?




Our mission is to set the standard for the best residential roofing experience possible – consistently delivering with superior quality, speed, ease and customer satisfaction.









1.13 IMAGERY



TRUST



EXPERTISE



HUMAN



BRAND DRIVERS

Refers to the key elements that drive the perception and identity of a brand. These may include brand values, vision, value proposition, customer experience, and other factors that contribute to how the brand is perceived by its audience.

- › INNOVATION
- › TRUST
- › BOLD
- › HUMAN
- › QUALITY
- › RELIABLE



LOGO.



SMARTPRO<sup>TM</sup>  
ROOFING

MAIN LOCKUP

## 2.1 LOGOTYPE

Our brand’s inception is strategically designed to make our unique typography the hallmark of our identity. We’ve meticulously crafted each letter and aspect of our brand, aiming to embody and convey core values that reflect a modern, innovative, and disruptive presence in the industry.

Our typography is distinguished by its straight and diagonal lines, intentionally mirroring the dynamic perspectives of rooftops. This design approach is underpinned by a philosophy that blends subtlety with memorability, ensuring that our brand resonates deeply and distinctively.





ADAPTATION 01



ADAPTATION 02



ADAPTATION 03

## 2.2 ICON VERSION

Our brand icon, featuring the letters “SP,” is a distinctive emblem that encapsulates the essence of our brand. Complemented by the roofing word denomination, these icon versions is not only a visual identifier but also a symbolic representation of our core values and industry presence.

Roofing tagline is strategically placed in proximity to the “SP” letters, creating a cohesive visual unit. This placement ensures that the tagline is immediately associated with our brand name.

In essence, this icon is more than just a logo; it’s a symbol of excellence in the roofing industry. It represents our commitment to quality, our innovative approach to roofing solutions, and our dedication to customer satisfaction. It’s a visual promise that wherever you see this icon, it stands for the best in roofing expertise and service.

## 2.3 CONSTRUCTION

### SYMBOL GEOMETRY

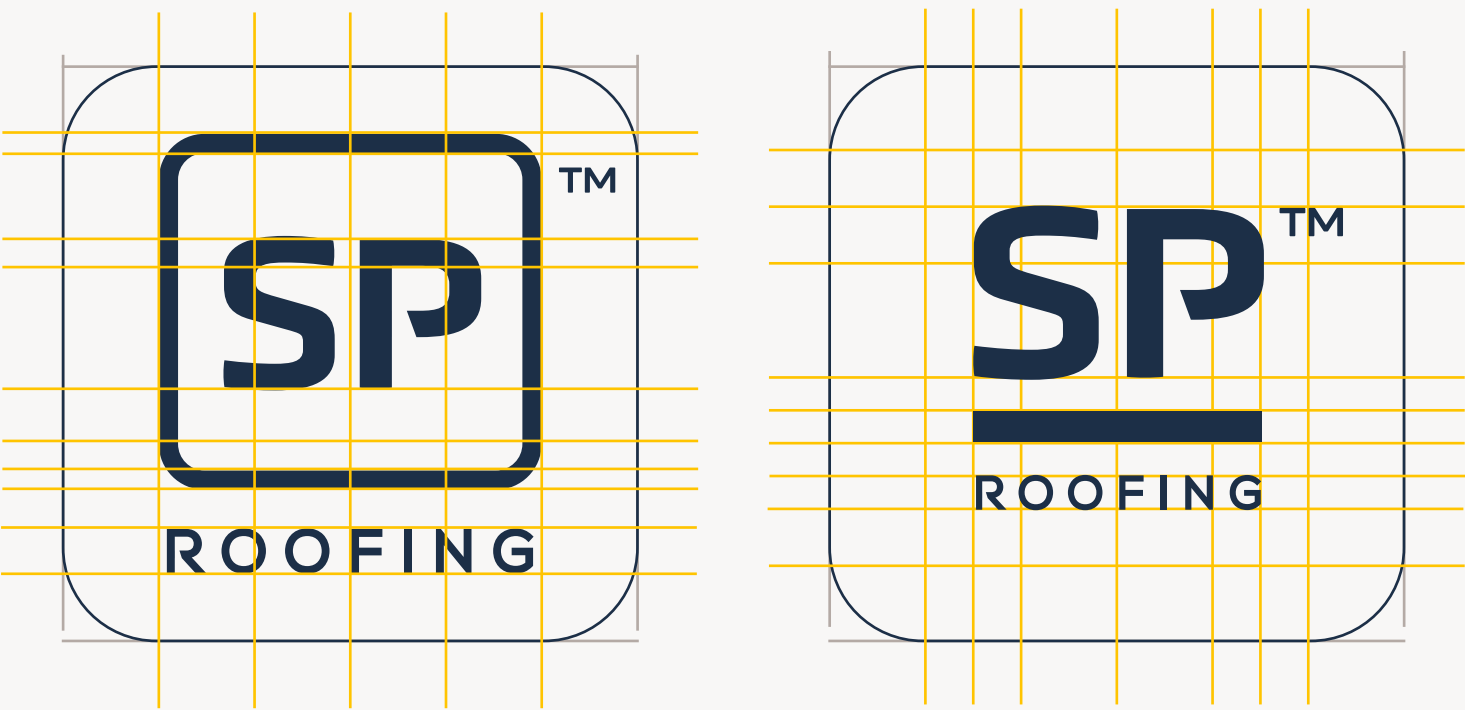
Our logo is meticulously crafted with a harmonious fusion of the square and exclusive typography, representing the perfection we strive for in every aspect of our work. The interplay of these elemental shapes from geometry and architecture underscores our dedication to a balanced and visually appealing design.

### CLEAR SPACE GUIDELINES

To maintain the visual integrity and impact of our logo, we establish clear space guidelines around it. This ensures that our logo remains uncluttered and prominent when placed alongside other elements, emphasizing its distinctiveness and enhancing brand recognition.



SYMBOL CONSTRUCTION AND CLEAR SPACE



AVATAR GRID



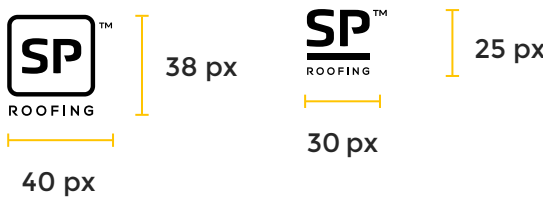
ICON CROPPING



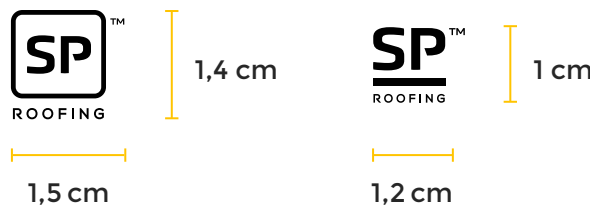
DIGITAL



PRINT



DIGITAL



PRINT

MINIMUM SIZE

## 2.3 LOGO AVATAR CONSTRUCTION

### AVATAR

To maintain a consistent and unmistakable brand identity across social media platforms, it is essential to exclusively use the provided logo avatar versions. Avoid attempting to create your own versions of the logotype or making any alterations, recoloring, or distortions, as these practices are crucial in ensuring coherence and optimal brand recognition.

### MINIMUM SIZE

With careful consideration for legibility and visual impact, we have determined the minimum size for our logo. This guarantees that even in smaller applications, our logo retains its clarity and remains easily recognizable, which achieves a consistent brand image across various mediums.





## 2.3 PRIMARY USAGE

Our logo lockup must always be used with our brand colors, in various combinations, with the preference being for our primary brand colors blue, yellow and charcoal - Secondary colors may also be used when appropriate (more details on the next page).

**IMPORTANT:**

To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype or alter, recolor or distort it in any way.

1

















3









## 2.4 SECONDARY USAGE

Our secondary colors may also be used when appropriate, Secondary colors are typically used to complement the primary colors and provide additional options for brand applications.

The use of secondary colors in our color palette is meant to complement and accent the primary brand colors, providing additional flexibility and creative options for our brand expression.

**IMPORTANT:**

To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype or alter, recolor or distort it in any way.

## 2.5 BADGES

Our brand badges are more than just visual identifiers; they are emblems of excellence and a testament to the unique benefits we offer.

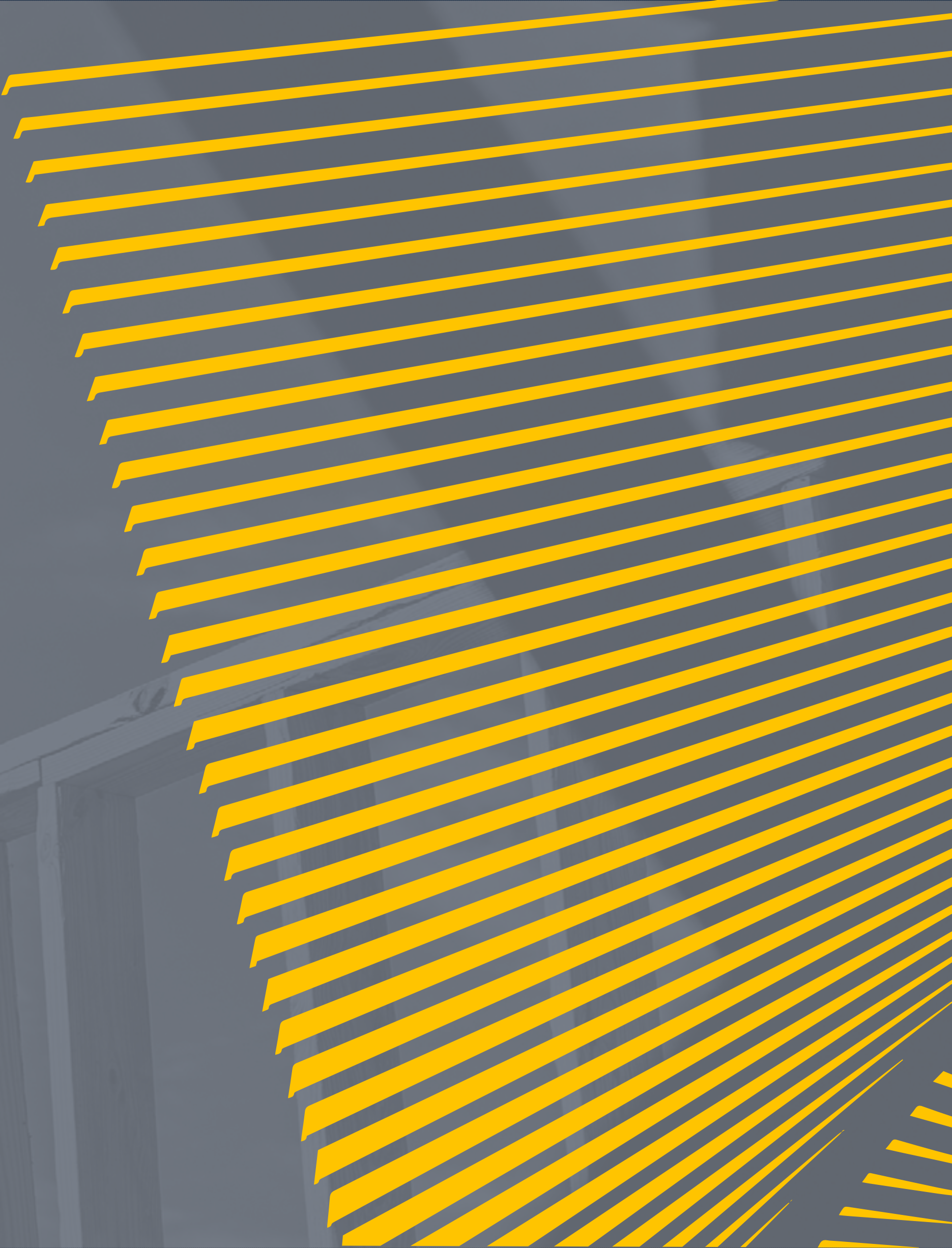
Each badge has been meticulously designed to represent the core advantages of engaging with our brand, serving as symbols of the quality and value we provide.

To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the badges or alter, recolor or distort it in any way.





# COLOR.



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# TYPOGRAPHY.



***“BETTER  
BY EVERY  
MEASURE.”***

### 4.1 TAGLINE

At SmartPRO, “Better by Every Measure” is not just our slogan; it’s our commitment to excellence in every aspect of our service.

Our tagline embodies a powerful vision, focusing on holistic enhancement, prioritizing our customers, distinguishing ourselves in the market, and fostering an inspiring ethos.

It’s a statement that boldly asserts SmartPRO brand’s superiority in every aspect of its operation.

AaBbCc123

AEONIS LT PRO  
CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!/?%&\*@

AEONIS LT PRO  
BOLD EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!/?%&\*@

AEONIS LT PRO  
BLACK EXTENDED ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 0123456789!/?%&\*@***

## 4.1 PRIMARY TYPEFACE

At the heart of our brand identity lies a typography “AEONIS” that is not just a means of communication, but a symbol of our ethos and vision. The design of each letter in our typography is a deliberate choice, reflecting the innovative spirit and forward-thinking approach of our brand

Our typography is a visual storyteller, conveying the core values of our brand without uttering a single word. It stands for modernity, showcasing our brand as an innovator and a trendsetter in the industry. Its disruptive nature challenges the status quo, encouraging a fresh perspective and a bold approach.

A b c 1 2 3

Montserrat is a versatile typeface that seamlessly blends the heritage of classic grotesque fonts with a contemporary flair, striking a perfect balance between tradition and innovation. Its clean lines and well-crafted letterforms embody a sense of clarity and readability, making it an ideal choice for a wide range of applications.

MONTSERRAT  
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!/?%\*&@

MONTSERRAT  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!/?%\*&@

MONTSERAT  
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789!/?%\*&@



*Lorem IPSUM  
dolor sit amet.*

Aeonis LT Pro Bold Extended Italic.  
Lowercases and Uppercase. (Use in Headlines).

**LOREM IPSUM DOLOR  
SIT AMET, CONSECT.**

Aeonis LT Pro Bold Extended.  
Uppercases. (Use in Highlights).

**LOREM IPSUM  
/ SIT AMET**

Montserrat Regular (Use in Details).

SMARTPRO IS BORIBEATI DIS VOLUPTATENIA QUE  
NIMA CUSCIUM DOLOREM QUE VERUM ESTIBUS.

Taque lacium dessum estias quaturit aut et estius  
magnis eatur sedipit, sequidi orporeprat aliquo  
est ligeniminto mo iunt aliquo blaccati illesedi  
ut magnati quis quia aut remporio. Nam quia  
dolestem. Ita corrum excea quo elluptat est,  
oditaque coribeaquam, et lant, quasper ovitin  
porero doluptas inis illiciti comnien ientem quae  
apelibuscia pos il magnisqui nonsedigni dollabo.  
Uptatur ad molorecta voluptius ex ex eos sequia  
illic te nonsequi officiusdae.

Aeonis LT Pro Condensed. Uppercases.  
(Use in Subtitles).

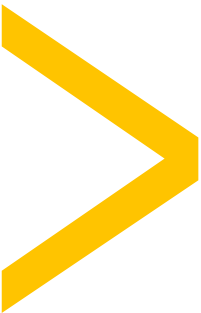
Montserrat Light (Use in Texts).

## 4.3 TYPOGRAPHIC USES AND COMBINATIONS

Our typography is a visual storyteller, conveying the core values of our brand without uttering a single word. It stands for modernity, showcasing our brand as an innovator and a trendsetter in the industry. Its disruptive nature challenges the status quo, encouraging a fresh perspective and a bold approach.

Λbc123

Aeonis LT Pro Condensed



Abc123

Roboto Regular

Λbc123

Aeonis LT Pro Bold Extended.



Abc123

Montserrat Bold

*Λbc123*

Aeonis LT Pro Bold Extended Italic



Abc123

Montserrat Black Italic

## 4.4 ALERNATIVE TYPEFACE: WEBSITE

Roboto typography family are the equivalent of Google Fonts for a universally applicable web design.

# ART DIRECTION.



# 5.1 PHOTOGRAPHY USES

Our brand’s photography direction is a crucial aspect of our visual identity, conveying the essence of our brand through powerful and engaging imagery. The photography style we adopt should resonate with our brand values, communicate our message, and connect emotionally with our audience.

**Authenticity:** Our images should be genuine and relatable, reflecting real-world scenarios that resonate with our audience. Authenticity in our photography helps to build trust and a deeper connection with our customers.

**Consistency:** Maintaining a consistent style in terms of color, tone, and composition across all our photographs is essential. This consistency reinforces our brand identity and makes our imagery instantly recognizable.

**Quality and Clarity:** High-quality, clear images are non-negotiable. They should be well-composed, properly lit, and high resolution to ensure they look professional across all platforms, from print to digital.

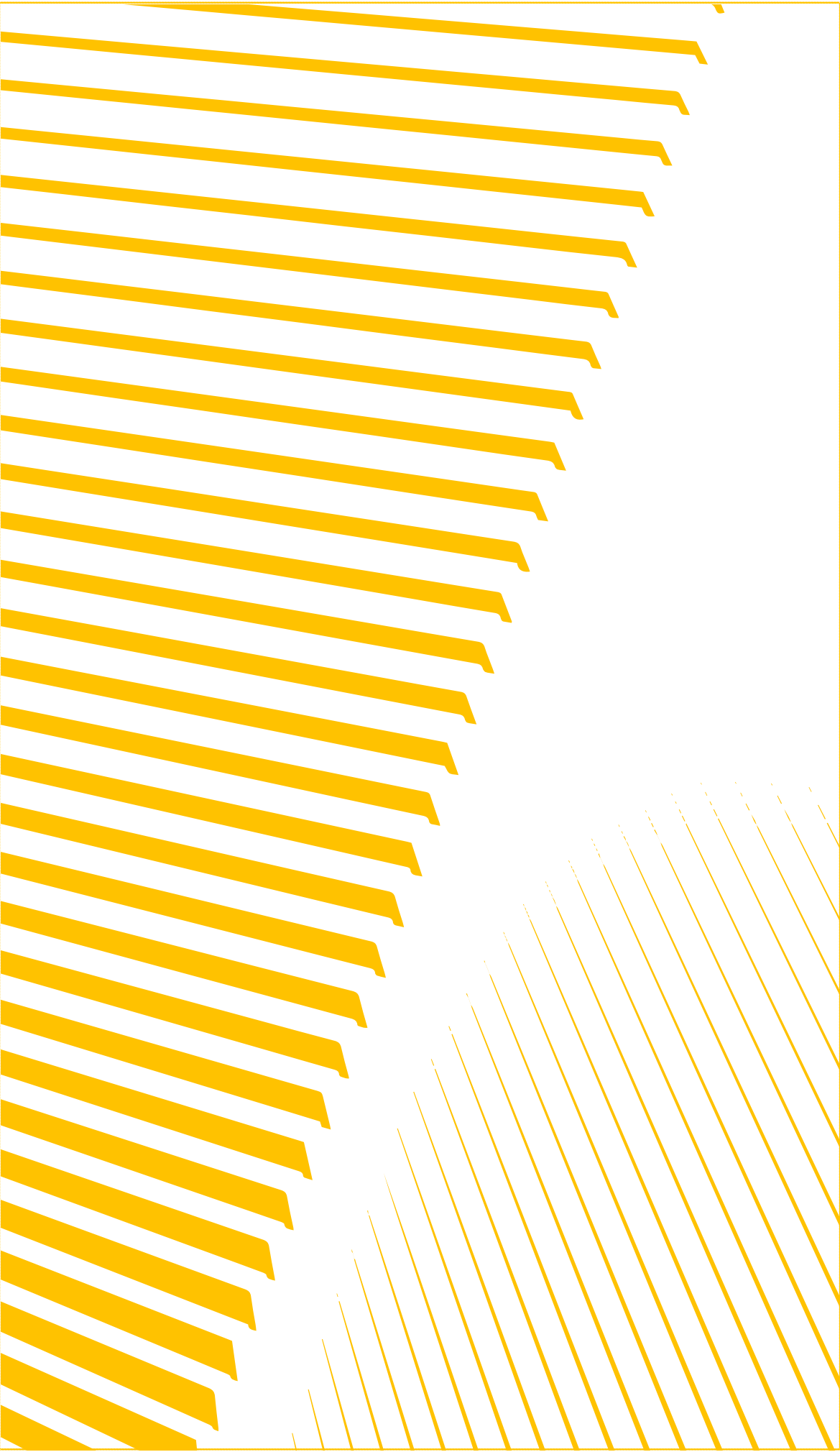
1.



2.



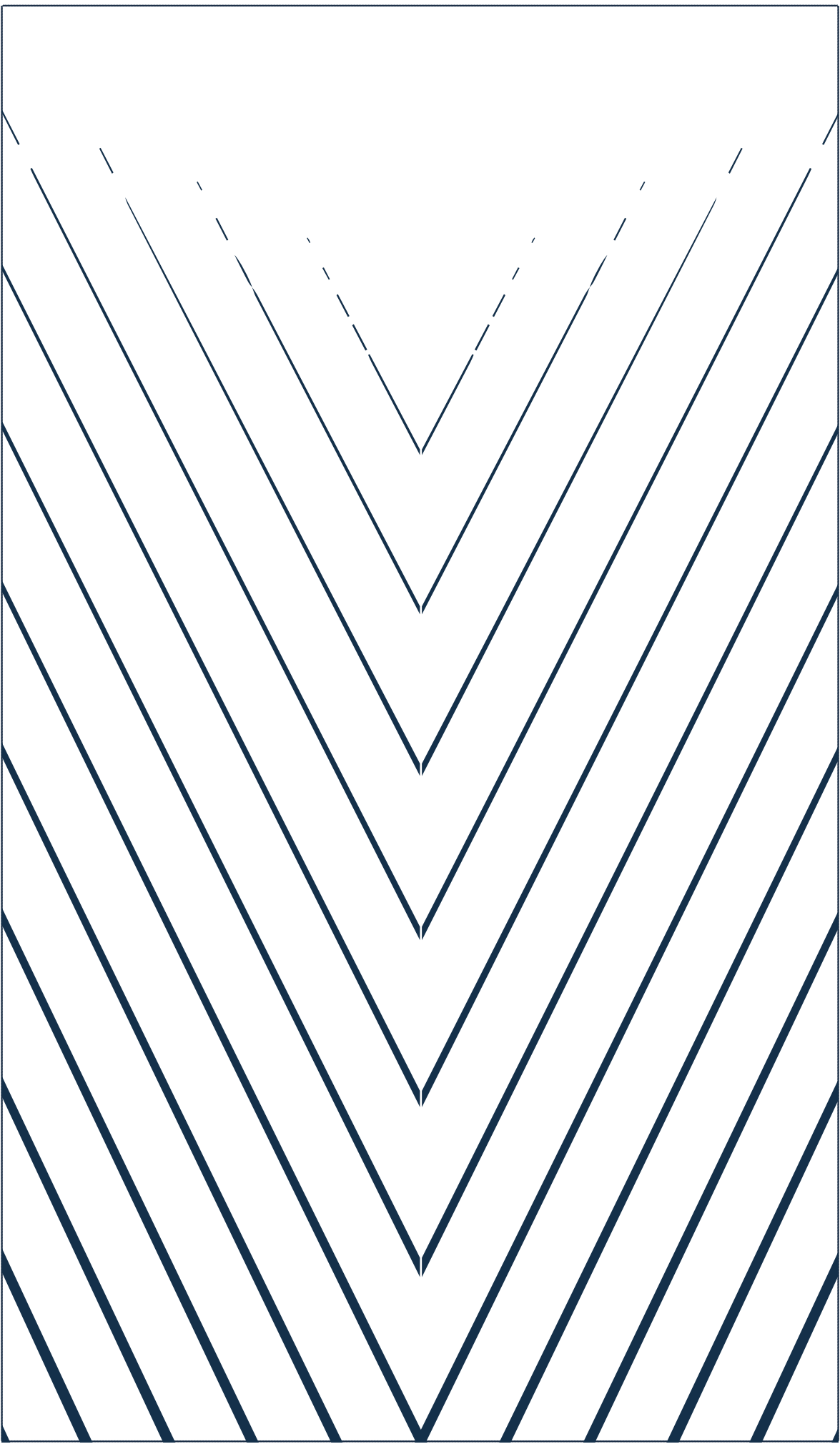




ACCENTS CORNERS 340°



ACCENTS CORNERS 15°



BACKGROUNDS

## 5.1 PATTERNS

The use of patterns with lines and diagonals is a defining element of our brand’s visual language. These patterns not only enhance the aesthetic appeal of our brand but also reinforce our identity and values. The strategic use of these patterns in our branding materials creates a unique and memorable visual experience.

### Design Principles

**Geometric Harmony:** Our patterns are based on geometric principles, utilizing straight lines and diagonals to create a sense of harmony and balance. This geometric approach reflects our brand’s commitment to precision and order.

**Dynamic Movement:** The use of diagonals introduces a sense of movement and dynamism. This is symbolic of our brand’s forward-thinking and innovative nature, suggesting progress and upward momentum.

**Versatility:** These patterns are designed to be versatile, allowing for scalability and adaptability across various mediums. Whether used as a subtle background or a prominent design element, they maintain their integrity and impact.



## 5.1 APPLICATIONS

SmartPRO, as a brand, extends beyond just a name or logo; it’s an experience that can be applied across various platforms and mediums to create a cohesive and impactful brand presence. Here’s how SmartPRO can be applied in different areas to maximize brand recognition and consistency:

SmartPRO’s brand applications are designed to create a unified and compelling brand identity across all touchpoints. By consistently applying these guidelines, SmartPRO can ensure a strong, recognizable, and respected brand presence in the market.



# SMARTPRO<sup>TM</sup> ROOFING

*Better by Every Measure.*

SMARTPRO<sup>TM</sup>  
ROOFING

Brandon Losik  
FOUNDER

MOBILE: 352-404-2028  
Brandon@smartproroofting.com

4684 Lake Industrial Blvd.  
Tavares, FL 32778  
OFFICE: 352-329-7257

FL License #CCC1335110



★★★★★  
Reviews



★★★★★  
A+ Rating

SMARTPROROOFTING.COM









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