

PRIMARY LOGO

LIFT↑LOGY

COLOR PALETTE

ef5500

023e5e



37a9ff

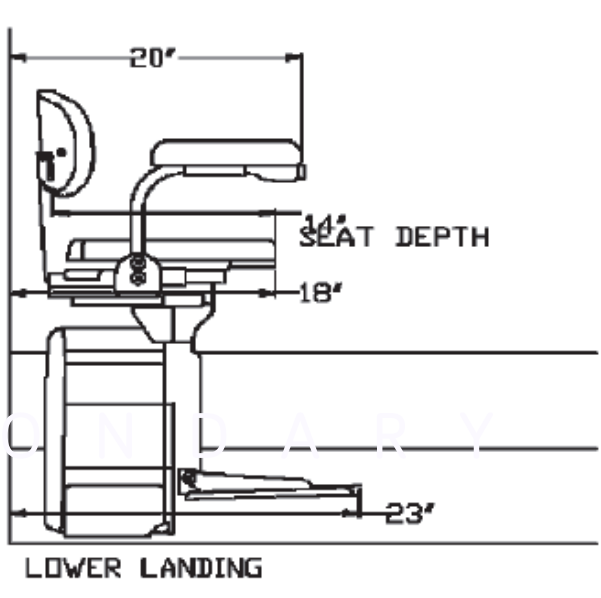
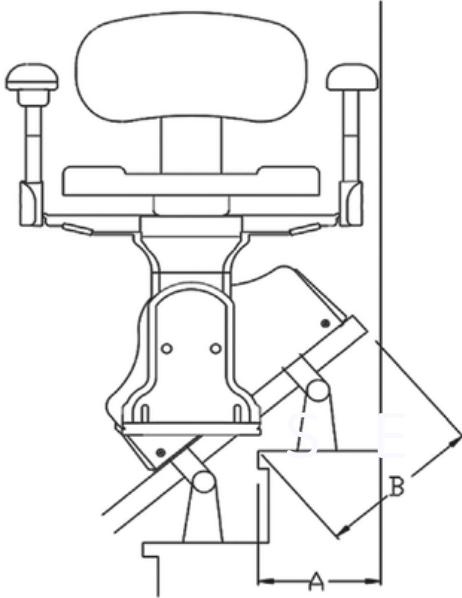
505050

#FFFFFF


OTHER ELEMENTS

BLUEPRINT





TECH DRAWINGS



FAVICON

TAGLINE

Elevating Independence

TYPOGRAPHY

Arial MT Pro

Aa, Bb,Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww, Xx, Yy, Zz

AB

Heading

Atkinson Hyperlegible

Body Text

IMAGES





## Tasting Notes

**We lean into our technical expertise. We use the word BLUEPRINT in our everyday language - i.e. our business plan is our BLUEPRINT**

**We like hints of tech drawings and blueprint/architectural notes.**

**We like light/white backgrounds with easy to read fonts, contrast with dark framing (header/footer/etc)**

**We include aspirational imagery but alongside or including product photos - we want it to be clear at first glance what it is we do.**

**We invoke thoughts of “efficient, friendly, expert, prompt, timely, customer care”**

**We lean into our LOCAL presence. We are your neighbors.**

**Our technicians are “Liftologists”. Images of clean, branded polo, attractive technicians.**

**Modern mobility solutions that protect dignity and independence - delivered with precision, hospitality, and same-day responsiveness.**

**Brand Promise:** Access is more than equipment; it is dignity, freedom, and the ability to live fully at home.

We lift people - physically, emotionally, and personally - by showing up with empathy and excellence.

Our Niche: To lift people - physically, emotionally, and personally.

Passion: To consistently deliver exceptional experiences.

Voice: confident, warm, plain-language, service-first. Avoid jargon; keep sentences short and helpful.

Elevator line (20 words): Modern mobility solutions that protect dignity and independence - delivered with precision, hospitality, and same-day responsiveness when you need it.

## Core Values

### **Listen First:**

We ask, listen, and solve. Habit: lead with curiosity to uncover what is really needed and deliver solutions that fit.

### **Invest in Leadership:**

We empower, not micromanage. Habit: practice trust; equip the team with tools and clarity, then let them lead.

### **Focus on the Experience:**

We create fans, not just customers. Habit: every interaction is a chance to delight and be memorable.


### **Trust and Be Trustworthy:**

We do what we say we will do. Habit: follow through and own outcomes.

### **Lift the Standard:**

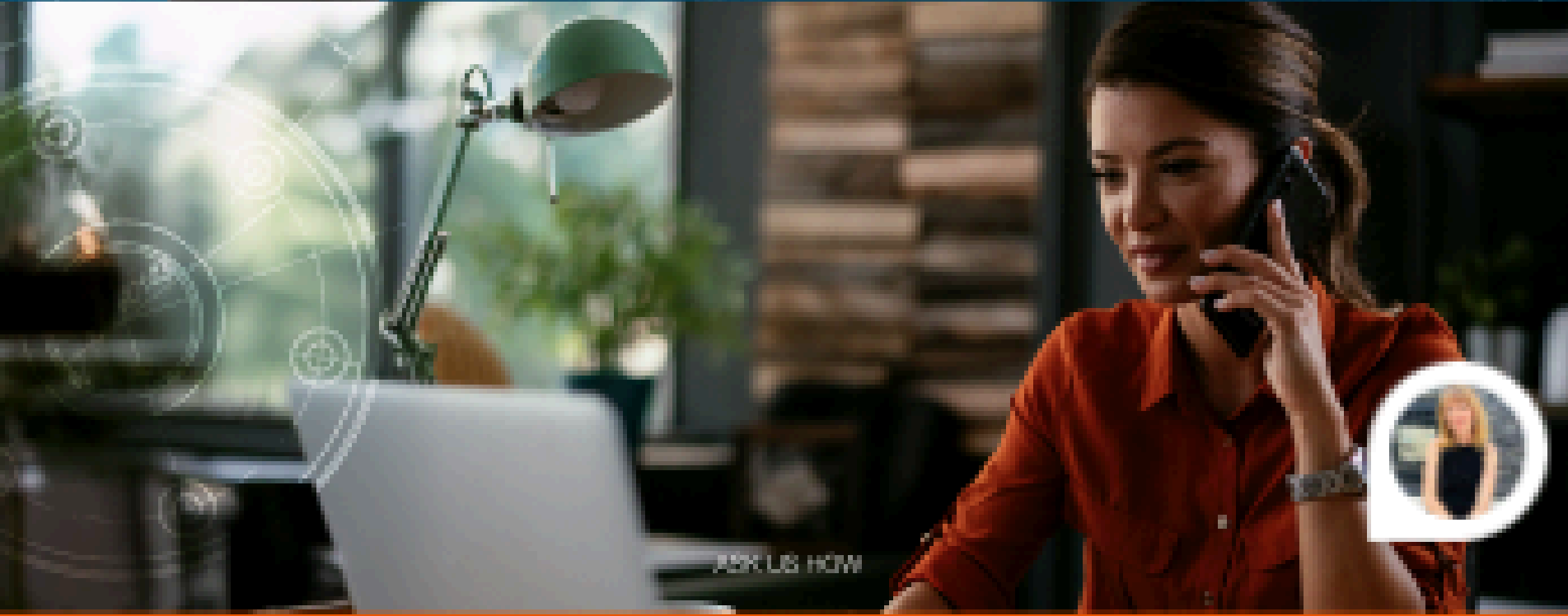
We raise the bar every day. Habit: treat excellence as a mindset in every detail.





# ELEVATING INDEPENDANCE

enhancing mobility for you and for families with quality equipment and service



ASK US HOW

We're not just offering you our blueprints to a franchise—we're inviting you to join a movement that's changing how families experience mobility challenges.



PRIMARY LOGO

# LIFT LOGY

COLOR PALETTE

ef5500

023e5e

37a9ff

505050

#FFFFFF

That's where you come in.

support, and most importantly, peace of mind.

## WHY THIS MATTERS NOW



With 10,000 Americans turning 65 every single day, the need for dignity-preserving mobility solutions has never been greater. Yet most companies in our industry treat this as a transaction.

We see it differently. We see families who want to stay together, seniors who deserve to age on their terms, and adult children who need reassurance that their parents are safe and independent.

This isn't about selling equipment – it's about restoring freedom and strengthening family bonds.