**Summary:** We’re looking to have a ***billboard designed*** for a roofing company to advertise roofing services. The client likes “in-your-face” creativity with bold images and brief messaging.

**Company Bio:**

Elevated Roofing located in Frisco, Texas provides superior commercial and residential roofing services in the northern Dallas suburbs. We consistently provide our clients with the highest level of workmanship and customer service. We are the top choice among roofing contractors in the Dallas Fort Worth area.

**Services:**

Residential Roofing, Commercial Roofing, Painting, Electrical, and Concierge VIP Services for Realtors.

**Location Servicing:**

Dallas, Frisco, Plano, McKinney, Carrollton, Little Elm, The Colony, Allen, Lewisville, Garland, Flower Mound, Richardson, Grapevine, Prosper, Denton, Rockwall, Colleyville, Argyle, Celina, Lantana, Aubrey, Melissa, Highland Park, Arlington, Irving, Las Colinas...and more!

**Ad Specs: Digital Billboard Ad**

Size: 14’ x 48’

Resolution: All images/logos should have a minimum resolution of 300 dpi for best print quality.

Filetype: PDF Preferred. We can accept the following filetypes: pdf, jpg, jpeg, tiff, tif.

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**Branding:**

**Font:** Gotham Black

**Primary Color:** #0d406a

**Secondary Color:** #e6b021

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**Content:**

Please be creative in your approach. Either create a billboard that references hail/wind storm season coming up, or find a clever way to promote Elevated Roofing as a brand.

\*Image can be “out of the box” thinking or representative of idea or way to engage and draw-in a new audience.

This can be related to wind/hail storms, or promoting the incredible service scope of Elevated Roofing.

Please feel free to include **any** of the following:

* To position them as a subject matter experts in roof repair
* Include the technology they use to detect hail and respond quickly (drones, hail mapping (HailTrace).
* The many reviews about their customer service
* The qualifications of the team
* Why the team chooses the high-quality materials they use when they repair or replace a roof. See [GAF](https://www.gaf.com/en-us) for more detailed information.

**Design Assets:** Please include the Elevated Roofing Logo, along with the attached assets.