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*SAVAGE* MEDIA

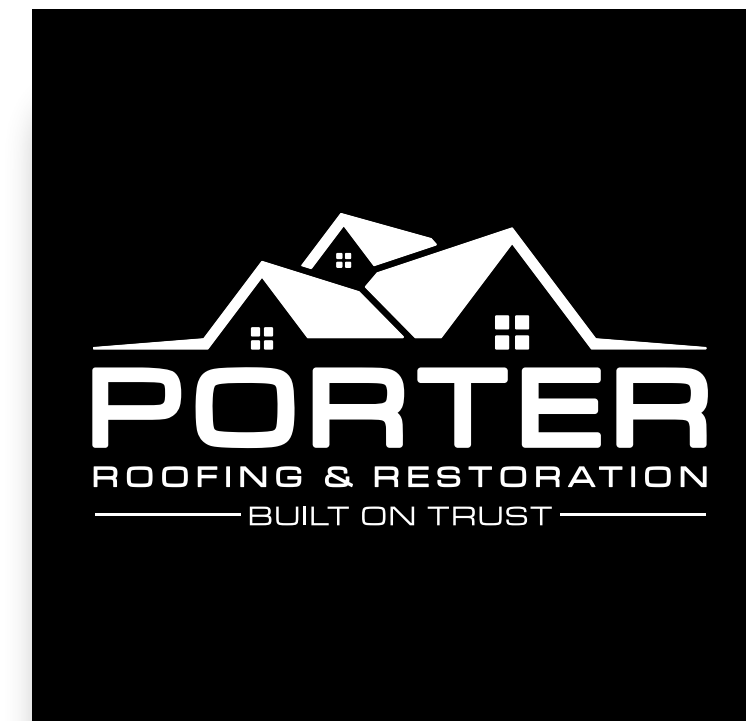


# Iconography

The Porter Roofing & Restoration logo is a cornerstone of our brand identity, showcasing professionalism, reliability, and craftsmanship. This page highlights the approved logo variations, designed for flexibility across various uses while maintaining a consistent brand presence.

- Full-Color Primary Logo: Featuring the combination of Sunlit Gold and Deep Cerulean, this version is best suited for marketing materials and digital platforms with light backgrounds.
- Reversed Full-Color Logo: Optimized for use on dark backgrounds, ensuring the colors remain vibrant and recognizable.
- Monochrome Logos (Black & White): Clean, high-contrast options for use on forms, invoices, or when color printing isn't feasible.
- Horizontal Logo Variations: Streamlined versions designed for spaces requiring a more compact logo layout, such as website headers or signage.

These variations ensure that our branding remains professional and visually consistent across all mediums. Always use the appropriate version based on the background and medium to uphold the integrity of the Porter Roofing & Restoration brand.





# Favicon & Alternate Logo Variation

## Alternate Logo

Porter Roofing's alternate logo provides flexibility while maintaining a cohesive brand identity. In the horizontal logo variation, the house icon with the letter "P" and hammer silhouette replaces the roof design used in the primary logo. These alternate logos are ideal for compact applications and physical merchandise, such as branded apparel, ensuring consistent and professional representation across all mediums.

## Favicon Usage

The Porter Roofing favicon is a distinctive design created for both digital and physical branding. It features a house icon containing the letter "P," with a hammer silhouette incorporated as negative space within the letter. Unlike the primary logo, the favicon is a standalone element designed for clarity in small dimensions, such as browser tabs, app icons, and physical branding applications. This unique icon is also prominently displayed on the sleeves of Porter Roofing's branded shirts, reinforcing the company's identity in a subtle yet impactful way.





# Incorrect Branding

Our logo is a symbol of our brand's trust and quality. To keep it consistent, please avoid:

1. Altering Colors: Use only approved brand colors.
2. Distorting Proportions: Maintain the original shape without stretching or compressing.
3. Rotating or Tilting: The logo should remain upright and in its intended orientation.
4. Adding Effects: Avoid shadows, gradients, or other visual modifications.
5. Using Busy Backgrounds: Ensure the logo is on a solid, neutral background for clarity.
6. While the brand palette includes two distinct shades of blue, these shades should never be used together in the same design or layout. Combining them can create visual conflict and dilute the brand's professional appearance.

1



2



3



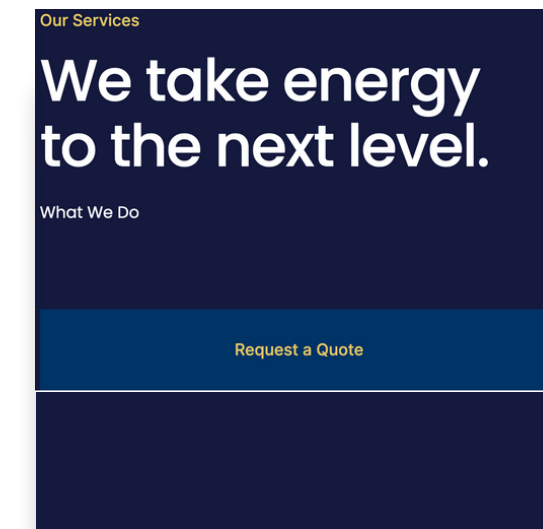
4



5



6





# Color Palette

Our color palette reflects the essence of strength, stability, and trust while maintaining a warm and welcoming tone. Each color is thoughtfully chosen to convey the values of Porter Roofing & Restoration and resonate with our Indiana roots.

Together, these colors create a balanced and enduring aesthetic that highlights our commitment to quality and reliability.

Additionally, avoid using unapproved color variations, gradients, or tones, as they can undermine the cohesive and polished look of the brand across all platforms.



Thread = 1225



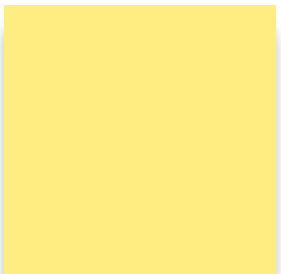
**RGB:** 1,68,107  
**CMYK:** 99,36,0,58  
**HEX:** #01446B

**Deep Cerulean**  
This shade is a rich, dark blue with a hint of green undertones, reminiscent of the deep ocean or twilight sky. It exudes a sense of calm, depth, and reliability, making it a favorite for designs that aim to convey professionalism, trust, and sophistication. Its deep saturation gives it a striking presence, and it pairs well with lighter shades like whites, soft grays, or sandy beiges for a nautical or classic aesthetic.



**RGB:** 20,25,61  
**CMYK:** 67,59,0,76  
**HEX:** #14193D

**Midnight Slate**  
Midnight Slate is a deep, cool navy that mirrors the quiet strength of a Midwest roof under a starlit sky. Its bold, steady presence evokes the durability and protection that quality roofing provides, standing strong against the elements. This shade captures the essence of timeless reliability, echoing the long-lasting performance Midwest homeowners demand for their roofs.



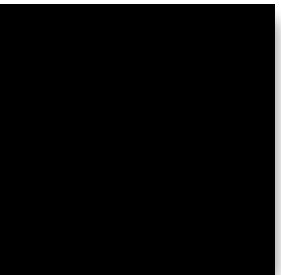
**RGB:** 255, 237, 130  
**CMYK:** 0,7,49,0  
**HEX:** #FFED82

**Sunlit Gold**  
This shade is a warm, muted yellow with golden undertones, reminiscent of sunlit sand or harvest wheat. It conveys a sense of comfort, approachability, and natural warmth, making it an excellent choice for designs aiming for a welcoming or earthy aesthetic. It pairs beautifully with neutral tones, deep browns, or muted greens for a harmonious palette.



**RGB:** 165, 121, 53  
**CMYK:** 0,27,68,35  
**HEX:** #A57935

**Aztec Gold**  
Aztec Gold captures the essence of the Midwest's natural landscape, echoing the golden tones of harvest fields and the sun's glow on weathered rooftops. This grounded yet sophisticated color reflects the dependable craftsmanship and enduring materials that define Midwestern roofing. It conveys a sense of strength and reliability, paired with a subtle touch of refinement that resonates with homeowners seeking quality and tradition.



**RGB:** 245,246,241  
**CMYK:** 0,0,2,4  
**HEX:** #000000

**Black**  
The darkest possible color and is often associated with elegance, sophistication, and power in design.



# Font

## Inter

Inter is a modern sans-serif typeface designed for clarity, readability, and versatility across digital and print mediums. With its clean, geometric shapes and slightly taller x-height, Inter offers excellent legibility even at smaller sizes. Its balanced proportions and contemporary design make it ideal for conveying professionalism and accessibility, perfect for brand messaging that values approachability and precision.

For roofing in the Midwest, Inter’s no-nonsense aesthetic mirrors the practicality and craftsmanship of the region. Its sharp lines and clean structure reflect the dependable, straightforward qualities that homeowners look for in roofing services.

### HEADING

**Inter ExtraBold 800**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**012345678.,,:!@#\$%^&\*()**

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### SUBHEADING

**Inter Bold 700**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**012345678.,,:!@#\$%^&\*()**

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### Paragraph

Inter Regular 400  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012345678.,,:!@#\$%^&\*()



# Mood Board

The mood board captures the visual essence and emotional tone of Porter Roofing & Restoration's brand identity. It serves as a creative foundation, guiding the look and feel of all brand communications.

Each element of the mood board reflects the company's values, mission, and target audience, ensuring a cohesive and consistent aesthetic.

## Tone and Style:

The mood board's overall tone reflects a combination of professional confidence and neighborly care. Clean layouts and structured visuals are complemented by warm, inviting elements to resonate with homeowners and businesses alike.

The mood board is the visual north star for Porter Roofing & Restoration's brand. It ensures all creative assets align with the company's dedication to quality, trust, and community impact.





# Glossary

## **AI (Adobe Illustrator)**

A vector-based file format used for creating scalable graphics. Ideal for logos and designs that need to maintain quality at any size. Requires Adobe Illustrator or compatible software to edit.

## **EPS (Encapsulated PostScript)**

A versatile file format often used for high-quality vector graphics. EPS files are suitable for large-scale printing and professional design applications.

## **JPEG (Joint Photographic Experts Group)**

A commonly used file format for images. Best for photos and web use but not ideal for graphics that require transparency or scalability.

## **PNG (Portable Network Graphics)**

A file format suitable for web use, offering support for transparency. Commonly used for online graphics, including logos, with a clean background.

## **PDF (Portable Document Format)**

A file format designed for sharing and viewing documents consistently across devices. Used for proofs, guidelines, and print-ready materials.

## **SVG (Scalable Vector Graphics)**

A web-friendly vector file format that allows for scalability without quality loss. Often used for digital logos and responsive designs.

## **CMYK**

The color model used for printing, consisting of cyan, magenta, yellow, and black. Files intended for print should use CMYK colors.

## **RGB**

The color model used for digital screens, consisting of red, green, and blue. Files intended for web, app, or screen use should use RGB colors.

## **Favicon**

A small icon associated with a website or brand, typically displayed in browser tabs, bookmarks, and app icons.

## **Vector Graphics**

Graphics based on mathematical equations, allowing them to be scaled infinitely without losing quality. File formats like AI, EPS, and SVG are vector-based.

## **Raster Graphics**

Graphics made up of pixels, resulting in quality loss when scaled beyond their resolution. File formats like JPEG and PNG are raster-based.





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