



# QUALITY ROOFING BRAND GUIDE

Your Guide to Who We Are

Effective as of Dec  
**2025**

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# BRAND STORY

## BRAND FOUNDATIONS



### BRAND STORY

Brian Ward founded Quality Roofing Solutions in 2006. His start in roofing came just two years earlier, when he joined a local company a few weeks before Hurricane Ivan struck the Gulf Coast. The storms that followed, including Hurricane Dennis, gave him a clear view of what homeowners endure and showed him the urgent need for dependable, high-quality roofs.

After seeing the industry's challenges up close and gaining valuable hands-on experience, Brian set out to build something better. He wanted a company that focused on doing things right the first time. At only 20 years old, he launched Quality Roofing Solutions with the goal of raising the bar in an industry crowded with out-of-town contractors and quick, temporary fixes.

The early years tested that commitment. During the Great Recession, Brian expanded the company's services to include windows, doors, siding, and other home improvements to keep serving local families and keep the business strong. When the market recovered around 2015, he returned his focus fully to roofing, the craft he knew and loved best.

Hurricane Sally in 2020 became another turning point. Brian saw an opportunity to grow into new communities that needed a trusted roofing partner. Today, Quality Roofing Solutions has six physical locations: four across the Florida Panhandle in Escambia, Santa Rosa, Okaloosa, and Walton counties, and two in Central Florida, serving homeowners in Orange and Seminole counties.

From day one, Brian chose the name "Quality Roofing" to make a promise. Every roof should live up to that word, built to last and installed by people who care. That vision still guides every project, every team member, and every home we help protect.

# BRAND PILLARS

## BRAND FOUNDATIONS

### MISSION STATEMENT

To consistently build, grow, and nurture an organization that gives priority to the continual growth and development of all who serve it. We will challenge the status quo, bring positive and impactful change to the communities we serve, and build a legacy of servant leadership.

### POSITIONING STATEMENT

For homeowners and property managers who want roofing they can count on, Quality Roofing Solutions delivers more than durable results — we deliver peace of mind. Backed by over 1,000 five-star reviews and a reputation built on servant leadership, we make every project a people-first experience.

### TAGLINE

*"When Quality Counts"*

### CORE VALUES

Our PACT represents the commitment every team member makes to show up each day as their best, so we can better serve our customers and each other, and it stands for the principles and core values that guide how we think and act every day.

# P

Promise Positivity  
&  
Be Professional



# A

Accept Accountability  
&  
Be Adaptable



# C

Communicate Constructively  
&  
Be Consistent



# T

Thrive Together  
&  
Be Teachable



# BRAND IDENTITY

## BRAND PERSONALITY

### TONE OF VOICE

WE ARE...

**HELPFUL**

**NOT**

**SELF SERVING**

- ✓ "Let's walk through your options and find what works best for your family."
- ✗ "We're growing fast and need more customers like you to hit our goals."

**KNOWLEDGEABLE**

**NOT**

**IGNORANT**

- ✓ "This type of shingle holds up well in our climate and comes with a 30-year warranty."
- ✗ "I'm not sure, but I think it should be fine — probably."

**AUTHENTIC**

**NOT**

**PHONY**

- ✓ "If we can't get to you today, we'll be there first thing tomorrow morning."
- ✗ "Our innovative synergy solutions are guaranteed to revolutionize your experience!"

**ORDERLY**

**NOT**

**SCATTERED**

- ✓ "Here's what will happen next: first the inspection, then your estimate, then we'll schedule the install."
- ✗ "We'll check some stuff, then figure it out. We'll be in touch, I guess."

**CONVERSATIONAL**

**NOT**

**INAPPROPRIATE**

- ✓ "Hey there, just wanted to let you know your crew is on the way — we'll handle everything."
- ✗ "Just chill 'til we get there, okay?"

### BRAND PERSONALITY

#### SINCERITY & INTEGRITY

- Caring
- Trustworthy
- Honest

#### PROFESSIONALISM

- Professional
- Organized
- Skilled

#### CONSISTENCY

- Consistent
- Dependable
- Reliable

# VERBAL IDENTITY

## BRAND PERSONALITY

### VERBAL IDENTITY

Our voice reflects confidence rooted in service and community. We communicate with clarity, honesty, and respect — prioritizing people over ego, authenticity over hype, and substance over hype.

#### INTERNAL VOICE

How we talk about ourselves inside the company.

- Speak with confidence rooted in purpose — avoid hype or ego.
- Be direct, honest, and professional; clarity matters more than cleverness.
- Use we and our to reinforce unity.
- Lead with servant leadership and shared growth.
- Stay people-centered — celebrate teams and customers by name.

**Examples:**

- ✓ "We're growing in the Gulf Coast thanks to our install team's hard work."
- ✓ "This homeowner was overwhelmed, but grateful we explained everything."
- ✗ "They're just another install."
- ✗ "We're the best in the business, period."

#### EXTERNAL VOICE

How vendors and partners should talk about us.

- Use full name on first mention: Quality Roofing Solutions. "QRS" is fine after.
- Language should reflect our brand values: servant leadership, quality, accountability, growth.
- Emphasize our people-first mindset and our commitment to community and excellence.
- Avoid buzzwords, clichés, and exaggerated claims.

**Preferred Talking Points:**

- ✓ "Quality Roofing Solutions is known for their people-first culture and community engagement."
- ✓ "They lead with servant leadership and deliver consistently high-quality work."
- ✓ "They're a strong partner who communicates clearly and follows through."

**Avoid:**

- ✗ "They're the cheapest or fastest company out there."
- ✗ "They're just like every other roofer."

# DIFFERENTIATORS

## BRAND PERSONALITY

### WHY WE ARE DIFFERENT

#### WHY DIFFERENTIATION MATTERS

In a crowded industry, promises like “quality work” and “great service” are no longer enough. Customers expect more. Real differentiation is about trust, clarity, and delivering experiences they’ll remember.

- **Trust & Loyalty:** Clear differentiators build credibility and long-term relationships.
- **Market Leadership:** Memorable traits help us rise above generic claims.
- **Customer Impact:** Specific actions create peace of mind and advocacy.

---

#### OUR PEOPLE ARE THE DIFFERENTIATOR

It's not just what we do—it's how we show up. Every guarantee, system, and process only works because of our people. Customers trust us because of the way we listen, anticipate, follow through, and follow up.

- **Be Present, Not Passive:** From the first call to the final cleanup, every interaction matters.
- **Own Your Role:** Every position—sales, production, service, support—is essential to the customer experience.
- **Do What's Right, Not What's Easy:** Shortcuts don't build loyalty. Doing it right the first time does.

---

#### OUR CULTURE IS THE DIFFERENTIATOR

Technology and guarantees matter, but culture is what makes us unforgettable. We lead with care, professionalism, and accountability.

- **Small Moments. Lasting Impact:** Going beyond the job leaves the strongest impression—helping a homeowner with a small task, bringing in a package, or simply taking time to explain.
- **Swag That Says We Care:** Every customer leaves with a thank-you that reminds them who took care of their home.
- **Neighborhood Impressions:** From signage to cleanup, our professionalism is visible long after the roof is complete.
- **Ask for the Review:** When we deliver, we've earned the right to ask—and reviews fuel future trust.

# DIFFERENTIATORS

## BRAND PERSONALITY

### ■ HOW WE DELIVER DIFFERENTIATION

Differentiation isn't about claiming "quality" or "service"—those are expected. It's about proving, through action, that we deliver a roofing experience customers can't find anywhere else. From communication to supervision, we show up differently, and that's what earns lasting trust.

#### ONSITE SUPERVISION & DEDICATED SUPPORT

Every customer has a dedicated Quality Assurance Representative who monitors all phases of the job. This ensures high standards, fast answers, and nothing falling through the cracks.

- Specialists handle each stage—from estimating to final inspection
- Customers feel supported from start to finish.
- **Hands-On Oversight:** Every project has a dedicated Quality Assurance Rep on-site — ensuring the work meets our standards and your expectations.
- **Consistent Accountability:** From estimate to inspection, you'll always know who's responsible for keeping your project on track.
- **Peace of Mind at Every Step:** We handle the details, communicate progress, and make sure nothing slips through the cracks.

#### COMMUNICATION COMMITMENT

*Defined. Documented. Delivered.* Clear communication is the most important part of the customer experience.

- **Scheduled Updates:** Milestone alerts, real-time texts, or portal notifications.
- **Real-Time Access:** Our Customer Portal gives customers hourly updates—photos, notes, documents.
- **Visual Proof:** Before/after photos, tear-off documentation, flashing installs, and key milestones are all captured for full transparency.



**EVERY JOB HAS A  
DEDICATED ADVOCATE  
BECAUSE EVERY  
DETAIL MATTERS.**

# DIFFERENTIATORS

## BRAND PERSONALITY

### ■ HOW WE DELIVER DIFFERENTIATION

#### BUILD IT RIGHT, THE FIRST TIME

Code compliance is the baseline. Excellence is the standard.

- Full drip edge replacement on every job.
- Proper gutter handling—detach, reset, replace if needed.
- Inspection-ready work that meets and exceeds standards.



**CODE COMPLIANCE  
IS THE BASELINE.  
EXCELLENCE IS THE  
STANDARD.**

#### PRICE ASSURANCE GUARANTEE

Customers deserve confidence in value without chasing the lowest bid.

- We explain what's included in our scope that competitors may leave out.
- If a competitor's quote truly matches our level of service, materials, and scope, we'll match it—no tricks, no fine print.
- Our guarantee ensures customers never have to choose between fairness and quality.



# DIFFERENTIATORS

## BRAND PERSONALITY

### ■ HOW WE DELIVER DIFFERENTIATION (CONT.)

#### WARRANTY REPAIRS MADE SIMPLE

We stand behind our work.

- No loopholes, no finger-pointing—just accountability.
- Fast, professional response turns frustration into loyalty.
- CertainTeed SureStart PLUS™ 5-Star Warranty available on eligible projects: non-prorated coverage for 50 years.

#### PROPERTY PROTECTION & NAIL-SWEEP GUARANTEE

We treat every property like our own.

- Proactive safeguards for landscaping, patios, and A/C units.
- Clean, professional worksites with strict protection protocols.
- A three-step nail sweep—magnet, rake, hand-check—backed by our guarantee: if a customer finds a nail, we return immediately.



# LOGOS

## VISUAL IDENTITY

### ■ LOGO VARIATIONS & USAGE

Our logo is the cornerstone of our brand identity and one of our most recognizable visual elements. It should always be used consistently, thoughtfully, and in its approved forms to reflect our professionalism, clarity, and modern character. These guidelines help ensure the logo appears strong, legible, and on-brand in every application.

#### PRIMARY LOGO

Our primary logo is the full lockup with the gradient “Q” and wordmark. It's the preferred version and should be used wherever possible.



#### APPROVED COLOR VERSIONS

When the gradient version isn't practical, use an approved single-color version. Options include dark blue, light blue, combined dark + light blue, white, or dark gray. Always choose the version that ensures maximum contrast and legibility.



DARK BLUE



WHITE ON DARK



MULTICOLORED



LIGHT BLUE

#### HORIZONTAL LOGO

Use the horizontal version when vertical space is tight — like website headers, banners, or footers. Stick to the same approved colors as the primary logo.



GRADIENT HORIZONTAL



WHITE HORIZONTAL



MULTICOLORED HORIZONTAL

# LOGOS

## VISUAL IDENTITY

### ■ LOGO CONSTRUCTION & CLEARSPACE

Our logo must always be displayed with care to maintain its strength and recognizability. This section outlines the construction details, protective clear space, and sizing rules that keep our logo looking consistent and professional across all applications. Following these principles helps our brand stay clear, modern, and trustworthy wherever it appears.

#### LOGO CONSTRUCTION

Our logo is built with precise proportions for balance, clarity, and a cohesive look. The "Q" icon and wordmark work together as one unit. Always use the official logo files to protect its integrity; never edit, rearrange, or recreate the elements.



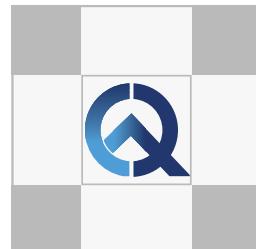
#### LOGO CLEARSPACE

To protect the clarity and prominence of our logo, always maintain clear space equal to the height of the "Q" on all sides. This exclusion zone keeps other text, images, or graphic elements from crowding the logo, ensuring it stands out and remains easy to read in every application.



#### LOGO COMPUTATION

When scaling the logo, respect its original proportions to avoid distortion. Follow the specified minimum sizes for digital and print use, and check that contrast and legibility are preserved at every scale. The "Q" icon may be used smaller when appropriate, but only if it remains crisp and recognizable.



# LOGOS

## VISUAL IDENTITY

### ■ LOGO APPLICATION & USE

These guidelines show how to apply our logo correctly in real-world settings. Follow these rules for clear space, minimum size, background placement, and decorative uses to keep the logo strong, legible, and on-brand every time.

#### CLEAR SPACE & MINIMUM SIZE

To protect our logo's impact and legibility, always maintain clear space equal to the height of the "Q" around all sides. This prevents other text or graphics from crowding the mark.



Respect minimum size requirements to ensure the logo remains clear and recognizable.

#### MINIMUM SIZE REQUIREMENTS:

Digital: At least 120px wide

Print: At least 0.75" wide

The icon-only "Q" may appear smaller if legibility is preserved.

#### BACKGROUNDS & PLACEMENT

Always place the logo on backgrounds that provide enough contrast for clarity. The white logo is best for dark or photographic backgrounds. When placing the logo over images, use "quiet zones" like clear sky, siding, or solid areas — and avoid high-texture spots like trees, shingles, or crowds.

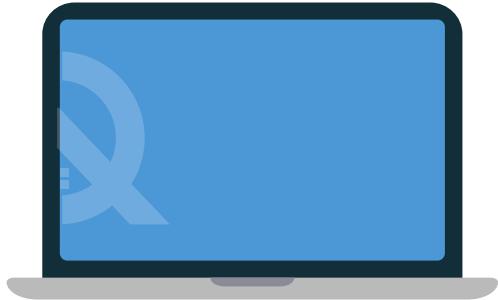


*Pro Tip:* Use a subtle overlay or gradient to create contrast and maintain legibility.



#### USING THE "Q" AS A DESIGN ELEMENT

The "Q" icon may be used as a decorative accent or watermark at low opacity (around 10–20%). This works well for slide backgrounds, recruitment graphics, or customer-facing materials. **Never use the "Q" icon by itself as a replacement for the full logo unless it's specifically approved.**



# LOGOS

## VISUAL IDENTITY

### LOGO DO'S AND DON'TS

Follow these simple rules to keep our logo clear, professional, and on-brand.

#### DO:

- Use approved colors and variations.
- Maintain proper clear space.
- Keep the original aspect ratio.



#### DON'T:

- Recolor the logo outside the approved palette.
- Stretch, rotate, or distort the logo.
- Add drop shadows, bevels, glows, or other effects.
- Place it over cluttered or high-texture backgrounds.
- Rearrange or separate the icon and wordmark.

#### x NO



# COLOR PALETTE

## VISUAL IDENTITY

### PRIMARY COLOR SYSTEM

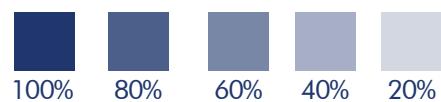
Our primary blues form the backbone of our visual identity. Dark Blue builds trust and stability for strong headers and backgrounds, while Light Blue adds contrast for buttons and highlights. Use gradients to add depth and variety, always staying clean, balanced, and on-brand.

#### PRIMARY COLOR DARK BLUE

PMS 534C  
HEX / HTML / 22376e  
RGB / 34 55 110  
CMYK / 100 89 29 16



#### COLOR TONES



#### THE GRADIENT

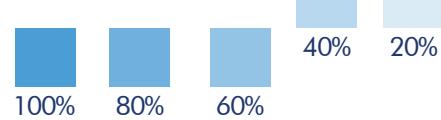


#### PRIMARY COLOR LIGHT BLUE

PMS 7688C  
HEX / HTML / 4e9dd6  
RGB / 78 157 214  
CMYK / 66 26 0 0



#### COLOR TONES



#### THE GRADIENT



# COLOR PALETTE

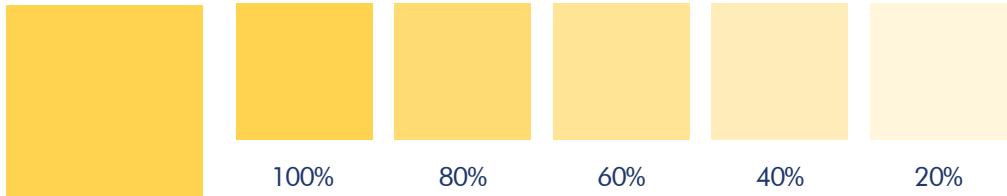
## VISUAL IDENTITY

### SECONDARY COLOR SYSTEM

Our secondary colors balance and support our palette. Cool and Dark Grays add structure for text, backgrounds, and UI elements. Yellow is an energetic accent used sparingly to draw attention to promotions or CTAs without overwhelming. Tints add subtle layers that keep designs polished.

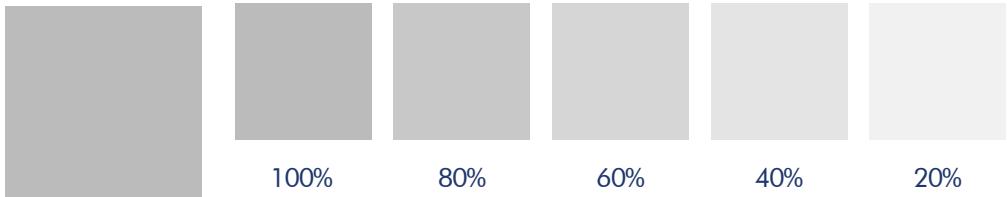
#### YELLOW

HEX / HTML / FFD24E  
RGB / 255 210 78  
CMYK / 0 18 69 0



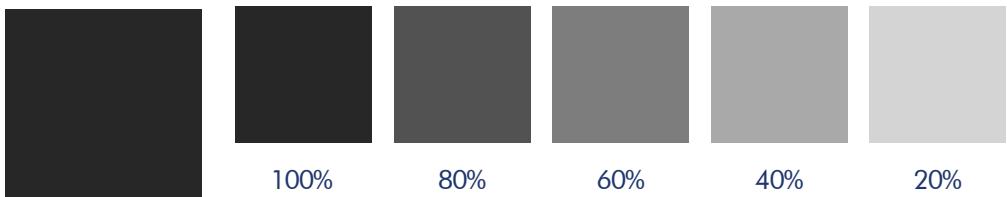
#### COOL GRAY

HEX / HTML / BBBBBB  
RGB / 187 187 187  
CMYK / 27 21 22 0



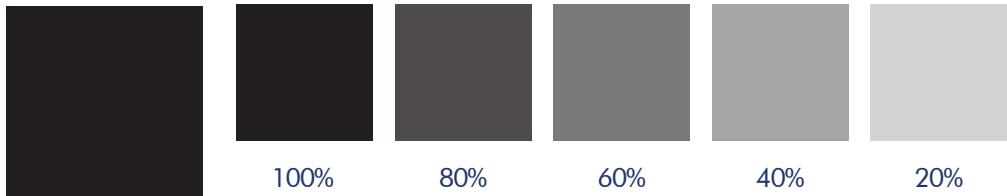
#### DARK GRAY

HEX / HTML / 27251F |  
RGB / 187 187 187  
CMYK / 0 0 0 80



#### BLACK

HEX / HTML / 27251F  
RGB / 39 37 31  
CMYK / 0 0 0 100



# TYPOGRAPHY

## VISUAL IDENTITY

### PRIMARY FONT & TYPOGRAPHY

Our primary typeface is Futura, chosen for its clean, modern style. Use Futura consistently across all materials to maintain a clear, professional look. Apply clear hierarchy and spacing to keep text legible and on-brand every time.

#### FUTURA

A clean, modern typeface for clear, confident communication.

#### BOOK

#### BODY TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

#### MEDIUM

#### SUBHEADER TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

#### BOLD

#### HEADER TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

#### EXTRA BOLD

#### HEADER TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

#### CONDENSED MEDIUM

#### SPECIAL USE TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

#### CONDENSED EXTRA BOLD

#### SPECIAL USE TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### SECONDARY FONT & TYPOGRAPHY

Our secondary typeface is SignPainter, used sparingly to add personality and warmth. Use SignPainter for short headlines, special callouts, or design elements where a handcrafted touch brings extra emphasis. Always pair it with Futura to keep our overall typography clear and balanced.

#### Signpainter

*Adds a friendly, handcrafted touch.*

#### Signpainter

#### ACCENT TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

#### Signpainter Semibold

#### ACCENT TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# TYPOGRAPHY

## VISUAL IDENTITY

### TYPOGRAPHY APPLICATION & RULES

This section outlines practical guidelines for using our fonts consistently... ensuring every word looks clear, professional, and on-brand.

#### TEXT ALIGNMENT

Use alignment intentionally to keep layouts clear and balanced.

- Default: Left-aligned
- Centered: Short headings only
- Avoid: Right- or full-justified text

#### FONT COLOR GUIDELINES

Always use colors with strong contrast for readability.

- Body text: Black, Dark Grey, or Blue
- Headlines: Blue if appropriate
- Dark backgrounds: White or Cool Gray

#### LINE & LETTER SPACING

Use spacing that keeps text open, clear, and easy to read. Line spacing should be equal to or more than font size.

#### APPROVED SUBSTITUTES:

When Futura isn't available or web-safe, use these approved substitute fonts: Montserrat (Bold, Medium, Regular) — headings, body. Arial — email fallback.

#### ACCENT FONT PAIRING RULES

Use SignPainter sparingly for accents, never for body text. Always pair it with Futura, and avoid mixing it with all-caps Futura in the same line.

### TYPOGRAPHY EXAMPLES

These real examples show how to apply our typography guidelines correctly — and what to avoid.

✓ YES

FUTURA CONDENSED & BOLD USED

✓ YES

LEFT ALIGNMENT

✓ YES

COLOR CONTRAST MAKES TEXT POP



✗ NO

SPACING ISSUE -  
TRACKING TOO TIGHT  
LOW READABILITY

✗ NO

POOR COLOR  
CONTRAST

# GRAPHIC ELEMENTS

## VISUAL IDENTITY

### GRAPHIC ELEMENT APPLICATION & RULES

This section provides guidelines for using graphic elements consistently across all materials. From shapes and icons to borders and typography, these rules ensure every design looks professional, cohesive, and unmistakably on-brand.

#### SHAPES, PATTERNS & TEXTURES

##### Style:

Use strong, minimal shapes such as lines and arrows that convey construction precision and structure. Circular shapes are not typically part of our visual system and should be avoided.

##### Approved Assets:

Accent graphics, including arrows and pop-ins, are available in the advertising asset portal. Always use approved files to ensure consistency.

#### ICONOGRAPHY

##### Style:

- Use simple, minimal icons with blocky forms and no extra detail
- Stick to brand colors: dark blue, light blue, yellow, white (grey only if needed).
- Avoid gradients, shadows, 3D, or overly complex shapes.

##### Examples:

##### ✓ YES

- Simple, minimal forms with clean shapes.
- Consistent use of brand colors (dark blue, light blue, white).
- Flat, scalable design that stays clear at any size.



##### Usage:

- Use icons to support clarity in UI, brochures, mailers & infographics
- Keep sizes, spacing and alignment consistent

##### ✗ NO

- Too detailed and visually busy, reducing legibility.
- Use of gradients, shading, or 3D effects.
- Inconsistent styles that feel off-brand or cartoonish.



# GRAPHIC ELEMENTS

## VISUAL IDENTITY

### GRAPHIC ELEMENT APPLICATION & RULES

#### BORDERS, BUTTONS & CALLOUTS

##### Shape & Structure:

- Buttons: Rectangle or rectangular shape with subtle rounded corners for a clean, approachable look.
- Arrows & Pop-Ins: Functional only (to indicate steps, hierarchy, or direction). Never use as random decoration.

##### Color & Contrast:

- Stick to brand colors only
- Keep shadows light and balanced—avoid heavy glows or dramatic effects.
- We typically avoid borders
- Subtle drop shadows to create depth are encouraged

#### BUTTON EXAMPLES

##### ✓ YES

- Good use of color contrast
- Subtle drop shadow for depth
- Rounded Corner

#### EXAMPLE BUTTON

##### ✗ NO

- Weak color contrast
- Drop shadow is too harsh
- Pill shaped buttons are not approved

#### EXAMPLE BUTTON

#### CALLOUT EXAMPLES

##### ✓ YES

- Functional and gives the reader more context
- Uses brand colors, font & style



##### ✗ NO

- Graphic feels too gimmicky and cartoonish
- Not in approved brand colors



#### ILLUSTRATION

We do not currently use branded illustration or cartoons.

# PHOTOGRAPHY & IMAGERY

## VISUAL IDENTITY

### PHOTOGRAPHY OVERVIEW

Our photography style should feel real, grounded, and people-focused. Images should reflect our commitment to service, craftsmanship, and community impact — always prioritizing authenticity over perfection.

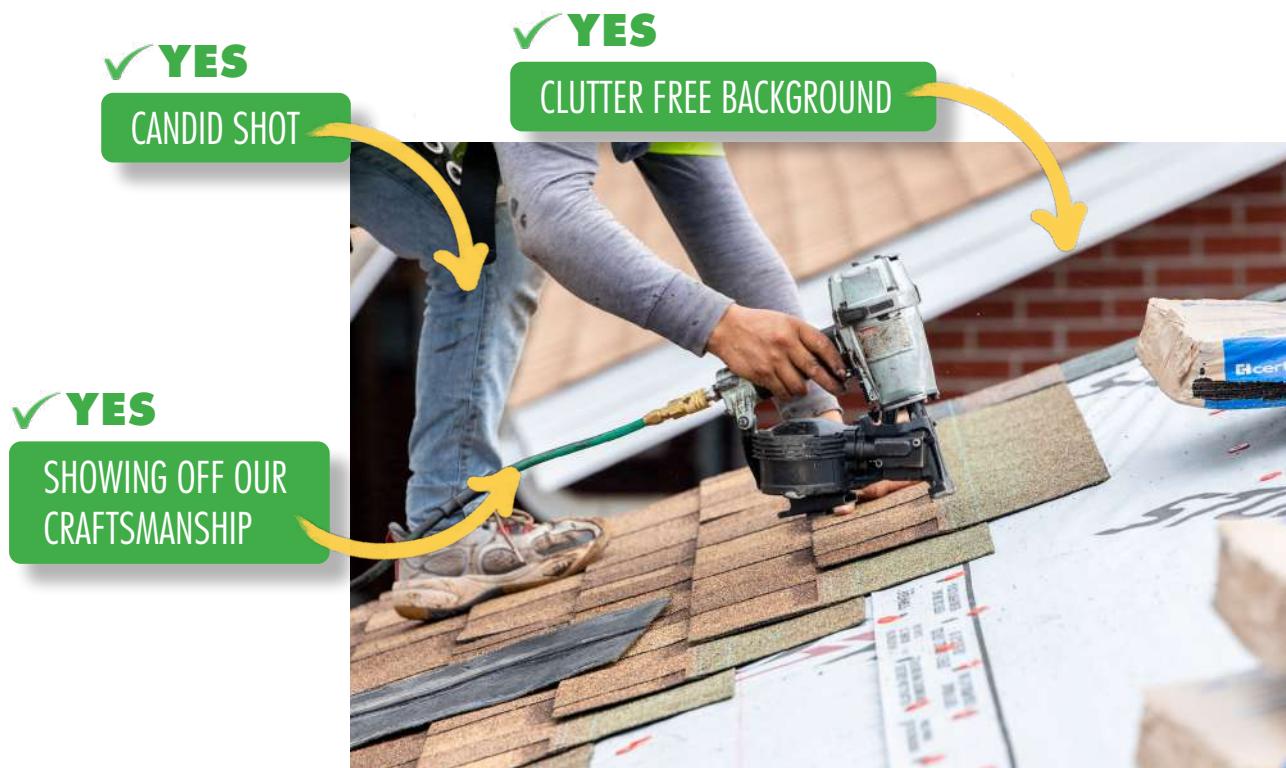
#### WHAT WE LOVE

Show what sets us apart: candid, honest moments, real team interactions, and visible community involvement. Keep scenes clean, safe, and true to our brand's warm, trustworthy tone.

- Candid shots of the team in action
- Real customer interactions, genuine smiles
- Details that show our craft
- Community giveaways, volunteer work, events.
- Branded gear, trucks, or signs

#### WHAT TO SKIP

- Generic stock photos with fake smiles.
- Messy or unsafe job sites.
- Anyone out of uniform or missing PPE.
- Cluttered, busy backgrounds.
- Harsh filters or heavy edits that feel off-brand.
- Close-up shots that focus on crew faces

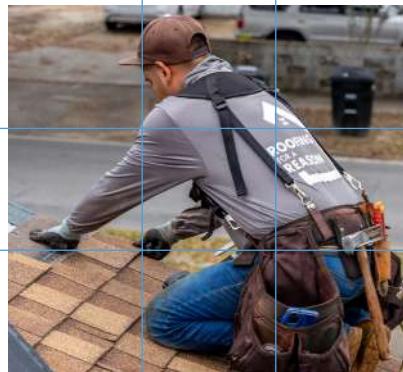


# PHOTOGRAPHY & IMAGERY

## VISUAL IDENTITY

### PHOTO COMPOSITION & FRAMING

- Use the rule of thirds to frame subjects.
- Leave room for text overlays in marketing designs.
- Capture a mix of wide, medium, and close-up shots.
- Make sure the main subject is in sharp focus.
- Keep backgrounds simple and supportive of the subject.
- Avoid filter-heavy edits; apply light, consistent color grading.



✓ YES

RULE OF THIRDS



THESE PHOTOS SHOW THE DIFFERENCE  
BETWEEN A MEDIUM VS. A CLOSE UP SHOT

### EDITING GUIDELINES

- Keep tones natural and warm — avoid over-saturation.
- Crop to emphasize people, expressions, or key details.
- Avoid awkward angles or extreme zooms.
- Use vignettes subtly, only when necessary.

### BRAND USAGE CONTEXTS

- Website: wide shots with team or customers in action.
- Social media: candid behind-the-scenes, daily work, team culture.
- Print: sharp, high-resolution finished work and branded team photos.
- Recruiting/internal: team growth, training, events, everyday moments.

### IMAGE RESOLUTION STANDARDS

- For web: at least 1500px wide at 72 DPI.
- For print: minimum 300 DPI, CMYK color mode.
- Use JPG or PNG formats.
- Use PNG for images that need transparent backgrounds.

# VIDEOGRAPHY

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## VISUAL IDENTITY

### VIDEOGRAPHY OVERVIEW

Video brings the Quality Roofing brand to life by showcasing real people, real projects, and our role in the community. Every piece should feel authentic, trustworthy, and people-focused.

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### CONTENT FOCUS

Our videos should capture meaningful stories and genuine moments—not staged ones.

- Job walkthroughs and process highlights
- Team culture and employee spotlights
- Community events and giveaways
- Customer testimonials and interviews

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### STYLE & VOICE

All videos should reflect our approachable, professional, and caring brand personality. Narration and dialogue should sound conversational and authentic, with a clear and friendly tone. Visuals must follow brand identity: logo in a corner, Futura or Montserrat titles, brand colors only, soft grading, and clean editing.

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### VIDEO STANDARDS

Keep production simple and professional. Avoid stock footage, staged action, flashy effects, or distracting music. Film on clean, safe job sites in good weather, with participants properly prepared. Every video ends with the approved CTA.

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### VIDEO & PHOTO RELEASES

- For identifiable customers: always get verbal or written consent.
- For internal team use: ensure signed employee release forms are on file.

# DIGITAL & SOCIAL MEDIA

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## VISUAL IDENTITY

### DIGITAL & SOCIAL MEDIA

Defines how the brand shows up online.

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#### SOCIAL VOICE & STRATEGY

- Use a friendly, professional, and confident tone — speak like a real person, not a billboard.
- Prioritize authenticity: real team members, real projects, real community moments.
- Emphasize education, storytelling, and service over salesy pitches.
- Show behind-the-scenes processes, team culture, customer wins, and local involvement.

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#### CONTENT GUIDELINES

##### Content Strategy

- Showcase people over products: highlight team members, customers, and community moments.
- Focus on transparency and education: use stories to demonstrate process and trustworthiness.
- Rotate content types: job walkthroughs, team shoutouts, community involvement, testimonials, educational content.

##### Content Do's & Don'ts

- ✓ Use high-quality original photos and video—no stock footage unless approved.
- ✓ Prioritize content that feels “first-person,” immersive, and hands-on.
- ✓ Always include alt text on images and captions on video.
- ✓ Use brand colors, fonts (Futura), and visual standards in all graphics.
- ✗ Don’t post blurry, dark, or unapproved images.
- ✗ Avoid over-designed graphics—simplicity and clarity first.
- ✗ Don’t publish customer images without consent.

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#### HASHTAGS

- Use brand-specific hashtags when applicable (e.g., #QualityRoofingSolutions, #RoofingforaReason, #WeatherPermitting).
- Include a mix of branded and location-based hashtags (e.g., #PensacolaRoofing, #FloridaHomes).
- Avoid overloading posts — aim for 3–7 thoughtful hashtags.
- Do not use trending or irrelevant hashtags just for reach.

# APPLICATION

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# APPLICATION GUIDELINES

## APPLICATION GUIDELINES

Application Guidelines ensure all branded materials use approved templates and maintain consistency in logos, colors, fonts, and messaging.

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## MARKETING MATERIALS

### Business Cards

- Use the approved company template — all cards are created and provided by the Marketing team.
- Personal information is inserted based on employee role.
- No unauthorized alterations or alternate layouts should be used.

### Stationary (Letterhead, Envelopes, etc.)

- Designed and provided by the Marketing team upon request.
- Do not create custom templates.
- Letterhead and envelope designs maintain logo placement, color, and font integrity.

### Ad Templates / Promotional Materials

- Only use templates designed and shared by Marketing.
- CTAs should be clear, on-brand, and follow the established typography and color rules.
- Do not use unapproved graphics, fonts, or colors in ads.

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## BRANDED MERCH

### Branded Merchandise

- All merch is designed by the Marketing team.
- No outside designs or non-approved suppliers.
- Items must reflect the company's professional image, be useful, and use approved fonts, colors, and graphics.

### Apparel

- All branded apparel must be selected from the official company store.
- No custom printing or off-brand modifications.
- Apparel should reflect professionalism and align with company color standards.

### Signage & Vehicle Wraps

- Vehicle wraps use pre-approved, branded templates.
- No deviation from layout, logo placement, or color schemes.
- Signage must be requested through the Marketing team for consistency and quality control.

# APPLICATION

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## APPLICATION GUIDELINES

### ONLINE PRESENCE

#### Email Signatures

- Use the company-provided email signature template.
- Use one of your provided company headshots
- Include:
  - Full name
  - Position
  - Phone number (if applicable)
  - Font and spacing must follow the default formatting — no added quotes, emojis, or alternate colors.

#### Social Media (Profile Pictures, Banners, Post Style)

- For personal posts about the company, employees should use approved messaging and tone (see Voice & Tone section).
- Use brand photos and avoid filters or heavy edits.
- Do not overlay text on logos or post cropped/distorted logos.
- Profile and banner images for official pages are managed by Marketing and should not be altered.

#### Website Guidelines (UI, Fonts, Spacing)

- Web-safe font substitutes for Futura are Montserrat and Arial.
- Body text is typically dark blue or grey on white for maximum legibility.
- Use generous spacing and a clean visual structure.
- Only approved colors, logos, and icons should be used.
- CTAs should follow the tone and style outlined in the Voice & Tone and CTA sections.

**WHEN POSTING ON SOCIAL MEDIA ABOUT QUALITY ROOFING SOLUTIONS, PLEASE USE YOUR BEST DISCRETION AND ENSURE ALL CONTENT IS PROFESSIONAL AND ALIGNED WITH OUR VALUES.**



# COMPLIANCE & LEGAL USE

## COMPLIANCE/LEGAL

### COMPLIANCE & LEGAL USE

Our brand is one of our most valuable assets. To protect it, all uses of our name, logo, tagline, and supporting brand elements must follow these guidelines. Unauthorized or inconsistent use weakens the integrity of our brand and creates confusion.

### BRAND OWNERSHIP

The Quality Roofing Solutions name, logo, tagline, and all related brand elements are proprietary assets of Quality Roofing Solutions, LLC. These assets may not be altered, recreated, or used without authorization.

### CO-BRANDING & PARTNERSHIPS

- Our logo may not appear alongside another brand without prior approval from Marketing or Leadership.
- Sponsorships, partnerships, or community collaborations must use approved co-branding lockups.
- Partner brands cannot recolor, distort, or edit our logo in any way.

### INTERNAL APPROVAL PROCESS

- Any new collateral (advertising, signage, apparel, promotional items) must be reviewed and approved by the Marketing Manager before release.
- Questions or requests should be sent to: [Marketing@QualityRoofingSolutions.com](mailto:Marketing@QualityRoofingSolutions.com)

**Always use official files provided in the Resources & Templates section. Never pull logos, colors, or fonts from unofficial sources or past projects.**

# RESOURCES

## BRAND RESOURCES

### RESOURCES

To keep branding consistent, always use official files and templates. These resources ensure every project looks professional, recognizable, and aligned with our standards.

#### DOWNLOAD FILES

[Download Logo Files](#)

[Download Typography Files](#)

[Download Backgrounds](#)

[Download Graphics](#)

[Download Icons](#)

#### QUALITY ROOFING ASSET LIBRARY

[View Quality Roofing Asset Library](#)





## NEED MORE TOOLS?

Access the complete suite of Quality Roofing brand resources here!

**SCAN ME** 



Questions? Contact:  
[Marketing@qualityroofsolutions.com](mailto:Marketing@qualityroofsolutions.com)  
(850) 776-0770

Headquarters at:  
110 W Herman Ave.  
Pensacola, FL

