

PRIMARY LOGO



ICON



HORIZONTAL LOCKUP



STACKED LOCKUP



ONE-COLOR VERSION

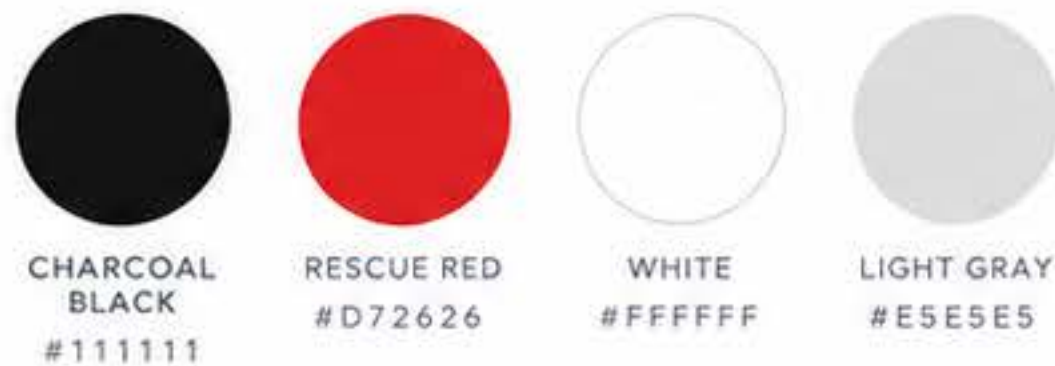


REVERSED VERSION



SIMPLE.
STRONG.
TRUSTED.
BUILT TO
PROTECT.

COLOR PALETTE



TYPOGRAPHY

HEADLINES

MONUMENT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TAGLINE / BODY

MONTSERRAT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PATTERN / GRAPHIC ELEMENT



A STRONGER TOMORROW
STARTS AT THE TOP.

BRAND VALUES

- PROTECTION
- RELIABILITY
- CRAFTSMANSHIP
- COMMUNITY
- HIGHER STANDARDS

BRAND APPLICATIONS

VEHICLE
TURNING HEADS.
BUILDING TRUST.



REAL WORK. LASTING IMPACT.

SIGNAGE
IN YOUR COMMUNITY.
ON THEIR MINDS.



STATIONERY
A STRONGER
FIRST IMPRESSION.



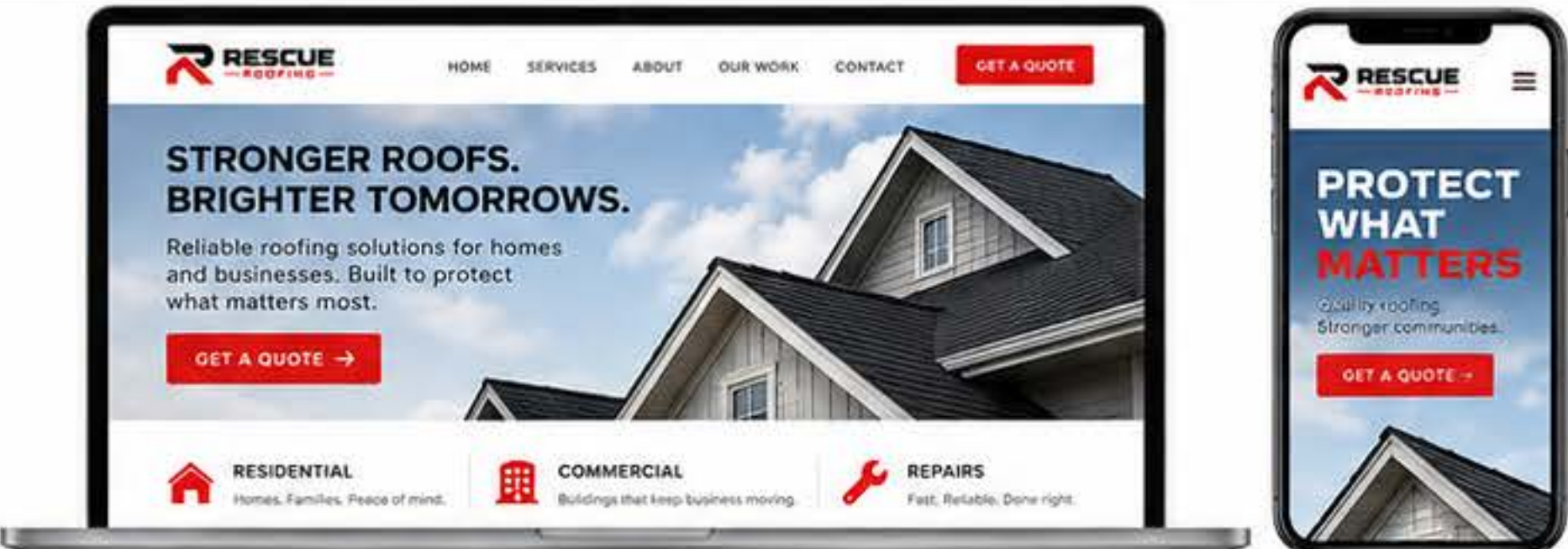
APPAREL
BUILT FOR
THE PEOPLE
WHO BUILD
BRIGHTER
TOMORROWS.



SOCIAL MEDIA
ENGAGING TODAY.
STRONGER
TOMORROWS.



WEBSITE
A CLEARER PATH
FROM CLICK
TO COMPLETED.



VEHICLE BRANDING



ON THE ROAD
FOR A STRONGER
TOMORROW.

- | HOMES
- | BUSINESSES
- | COMMUNITIES
- | BUILT TO LAST

REAR QUARTER VIEW

RELIABLE TODAY.
BRIGHTER TOMORROWS.



DOOR DETAIL

A CLOSER LOOK
AT A STRONGER
FIRST IMPRESSION.



REAR VIEW

MAKE A BIGGER
IMPACT EVERYWHERE
WE GO.



TRAILER WRAP

EXPAND THE REACH.
PROTECT MORE
WHAT MATTERS.



ADDITIONAL APPLICATION

CLEAN. BOLD.
PROFESSIONAL.
ON EVERY JOB.



PROFESSIONAL GEAR. A STRONGER TOMORROW.

BUILT FOR THE WORK THAT MATTERS.



POLO
CLEAN. PROFESSIONAL.
ON AND OFF THE JOB.



T-SHIRT
COMFORT THAT
REPRESENTS.



JACKET / HOODIE
BUILT FOR THE ELEMENTS.
BRANDED FOR IMPACT.



CAP
A STRONGER LOOK
EVERY DAY.



HARD HAT
SAFETY FIRST.
ALWAYS BRANDED.



SAFETY VEST
VISIBLE COMMITMENT
ON EVERY JOB SITE.



EMBROIDERY DETAIL
PREMIUM STITCHING.
BUILT TO LAST.



BACK PRINT OPTION
A STRONGER TOMORROW
STARTS AT THE TOP.



CAP DETAIL
BOLD BRANDING.
ALL DAY COMFORT.



JACKET DETAIL
FUNCTION MEETS BRAND.
READY FOR ANY WEATHER.

SIGNAGE

BOLD PRESENCE.
TRUSTED LOCALLY.
BUILT TO LAST.

CLEAN. MODERN. IMPACTFUL
SIGNAGE THAT BUILDS
A STRONGER TOMORROW.

BUILDING SIGN
A STRONGER PRESENCE
IN YOUR COMMUNITY.



YARD SIGN
REAL WORK.
LASTING IMPACT.



SITE SIGN
ON THE JOB.
ON YOUR SIDE.



DIRECTIONAL SIGN
CLEAR DIRECTION.
CONFIDENT JOURNEYS.



OFFICE / MONUMENT SIGN
BUILT TRUST.
LOCAL ROOTS.



RESIDENTIAL
HOMES. FAMILIES. PEACE OF MIND.



COMMERCIAL
BUILDINGS THAT KEEP BUSINESS MOVING.



REPAIRS
FAST. RELIABLE. DONE RIGHT.

RESCUE ROOFING
PROFESSIONAL PRINT MATERIALS
THAT BUILD TRUST.

SAME MISSION.
A STRONGER PRESENCE.

BUSINESS CARDS
MAKE A LASTING IMPRESSION.



PROPOSAL FOLDER
PRESENT WITH CONFIDENCE.



ESTIMATE / PROPOSAL COVER
CLEAN. PROFESSIONAL. TRUSTED.



LETTERHEAD
PROFESSIONAL COMMUNICATION.



INVOICE / ESTIMATE SHEET
CLEAR. DETAILED. PROFESSIONAL.



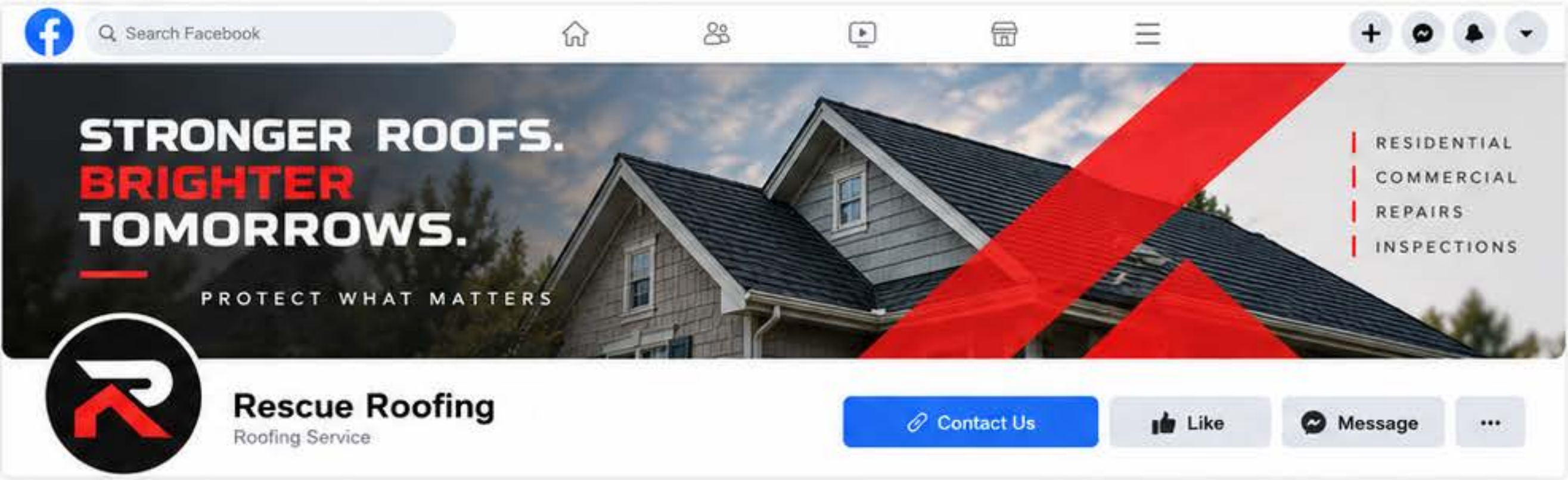
MORE
THAN
ROOFS.
A BRIGHTER
TOMORROW.

ESTIMATES
AGREEMENTS
INVOICES
BROCHURES
AND MORE.

SOCIAL PROFILE ICON



FACEBOOK COVER



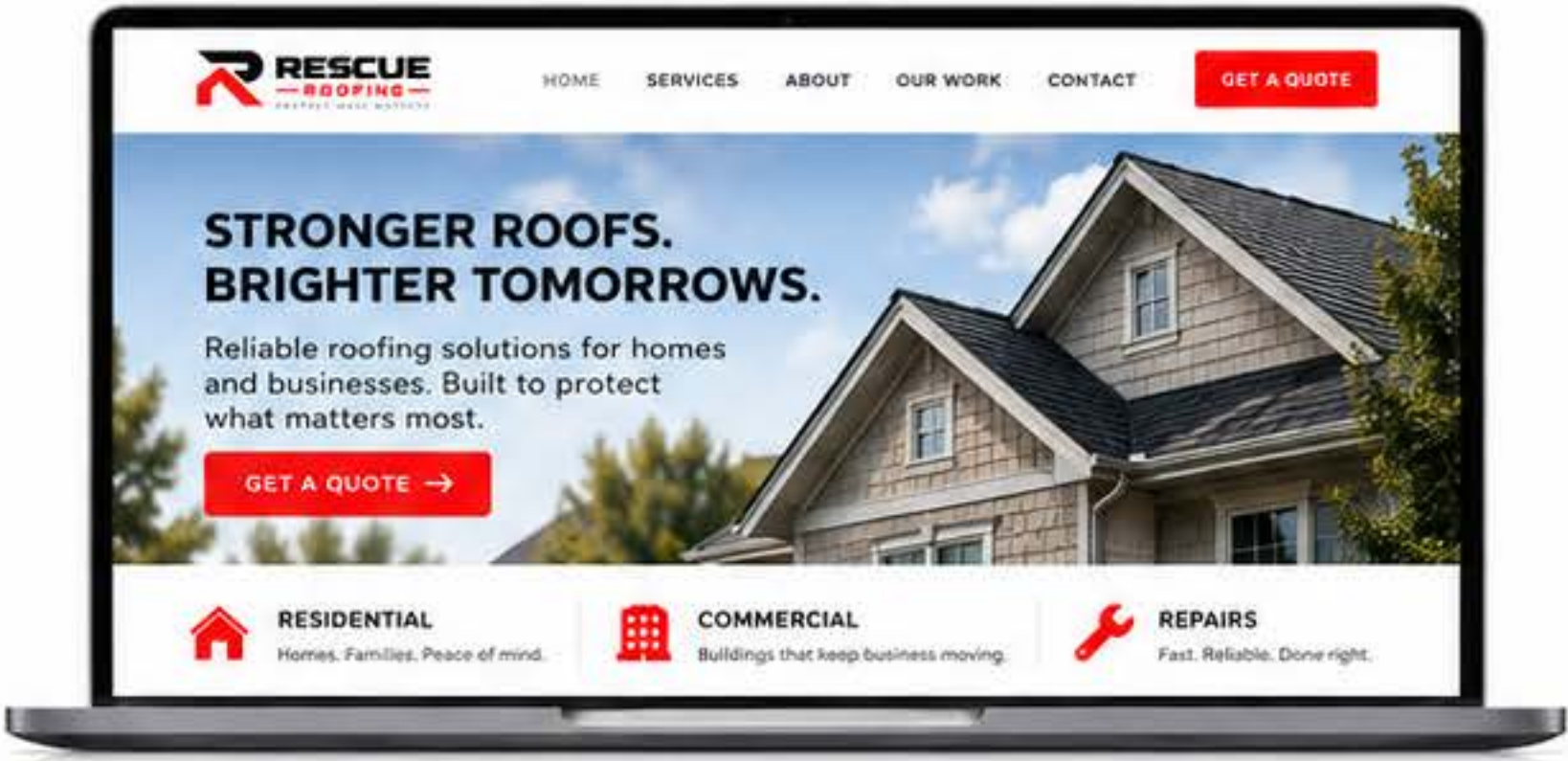
INSTAGRAM POSTS



FEATURED SOCIAL POSTS



WEBSITE HEADER / HERO



MOBILE WEBSITE / SOCIAL



PROJECT / ENVIRONMENT BRANDING

JOBSITE SIGNAGE



BANNER / FENCE WRAP



SITE PPE / WORK ENVIRONMENT



PROJECT COMPLETION PLAQUE



BEFORE / AFTER PROJECT CARDS



THANK YOU / CLIENT PACKET



SITE DETAILS



DUMPSTER / EQUIPMENT BRANDING



BRAND PATTERN / SECONDARY GRAPHICS

VISUAL ELEMENTS THAT BUILD A STRONGER BRAND.

KEY GRAPHIC ELEMENTS

BUILT FROM THE ROOF ANGLE.
SIMPLE. BOLD. PURPOSEFUL.



ROOF ANGLE SHAPE

THE FOUNDATION

DIAGONAL BANDS

FOR MOTION & IMPACT

SUPPORTING LINES

ADD DEPTH & STRUCTURE

PATTERN VARIATIONS

FLEXIBLE SYSTEMS FOR A CONSISTENT LOOK.



LOGO REPEAT

TONAL PATTERN

ROOF LINE PATTERN

CLEAN & MODERN

DIAGONAL BAND PATTERN

BOLD & DYNAMIC

TEXTURE IDEAS

REAL-WORLD INSPIRED. SUBTLE & REFINED.



ROOF SHINGLE TEXTURE

AUTHENTIC FEEL

CONCRETE TEXTURE

INDUSTRIAL STRENGTH

MATTE SURFACE

PREMIUM LOOK

GRAPHIC COMPOSITIONS

COMBINE ELEMENTS FOR FLEXIBLE LAYOUTS.



ANGLE FOCUS

DIAGONAL SWEEP

LINE ACCENT

CORNER DETAIL

BADGES / ICONS

SUPPORTING MARKS FOR FLEXIBILITY.



PRIMARY BADGE

TRUST & RECOGNITION

ROOF ICON

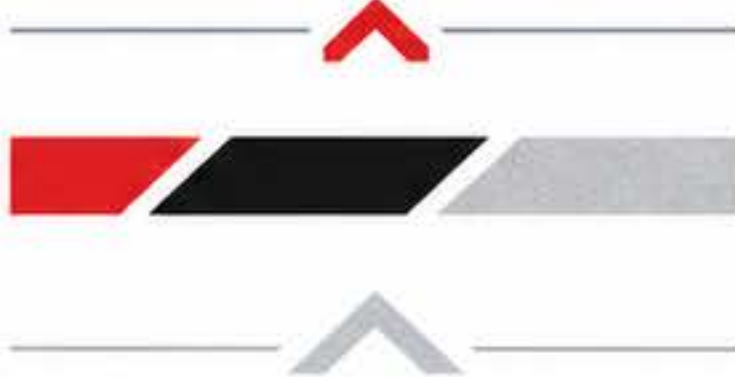
FOR SMALL SPACES

STRONGER ROOFS.
BRIGHTER TOMORROWS.

MESSAGE LOCKUP
FOR CAMPAIGNS

SECTION DIVIDERS

CLEAN WAYS TO ORGANIZE CONTENT.



APPLICATION EXAMPLES

REAL-WORLD USES THAT BRING THE BRAND TO LIFE.



VEHICLE GRAPHIC DETAIL

BOLD BANDS. REAL IMPACT.

APPAREL / GEAR DETAIL

CLEAN. PROFESSIONAL. ON-BRAND.

SIGNAGE DETAIL

SIMPLE GRAPHICS. STRONGER PRESENCE.

PATTERN IN USE

SUBTLE ELEMENTS. STRONGER BRAND.



TONAL PATTERN

ADDS DEPTH
WITHOUT DISTRACTION.

LINE PATTERN

CREATES A CLEAN,
MODERN BACKGROUND.

RESCUE ROOFING | PROTECT WHAT MATTERS

STRONGER ROOFS. BRIGHTER TOMORROWS.

RESCUE ROOFING

BRAND SYSTEM OVERVIEW

STRONGER ROOFS. BRIGHTER TOMORROWS.
PROTECT WHAT MATTERS.

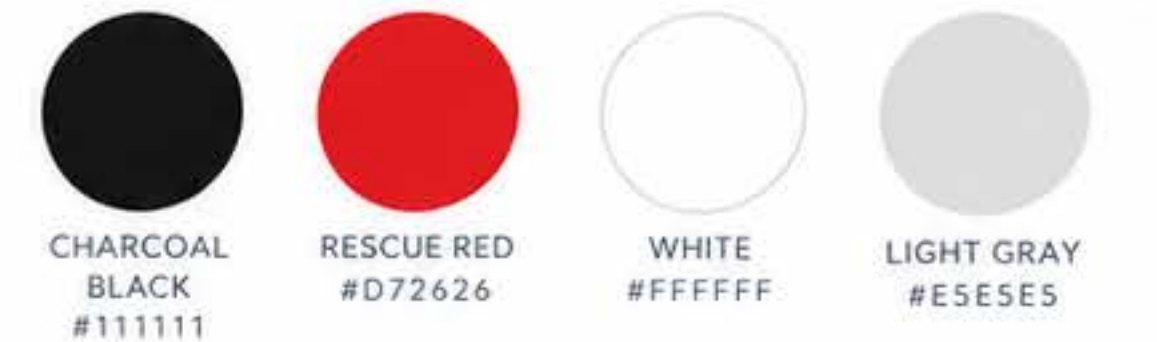
CORE IDENTITY



LOGO VARIATIONS



COLOR PALETTE



TYPOGRAPHY

HEADLINES
MONUMENT
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TAGLINE / BODY
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BRAND VALUES

- PROTECTION
- RELIABILITY
- CRAFTSMANSHIP
- COMMUNITY
- HIGHER STANDARDS



VEHICLE BRANDING



JOB SITE SIGNAGE



APPAREL



PRINT COLLATERAL



DIGITAL / WEBSITE



SOCIAL MEDIA

