

Brand Guidelines

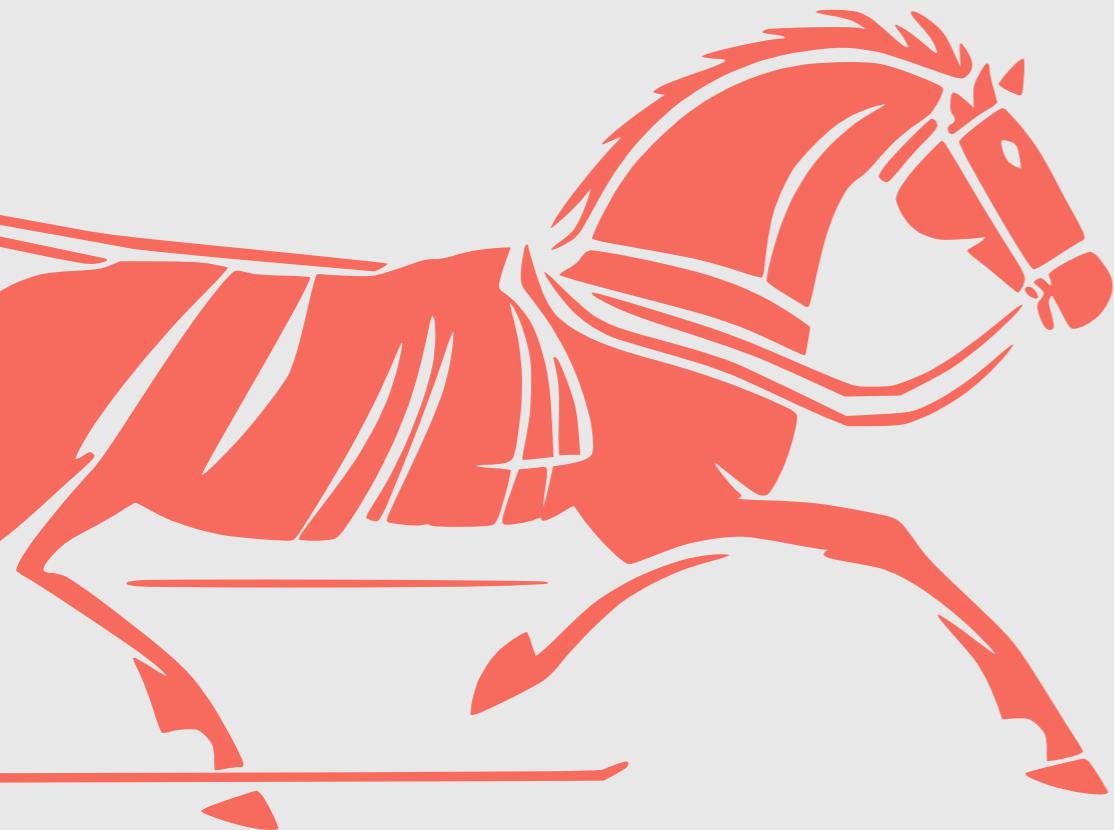
Roman's Service
Cooling & Heating



Introduction

A brand guideline is a fundamental tool that ensures consistency in visual communication. It helps maintain brand recognition and cohesion across all touchpoints with the audience.

This document serves as a reference for designers, marketers, and anyone working with the brand's visual identity. It streamlines the creation process, saves time and effort, and ensures that every element aligns with the overall brand concept.



Roman's Service

Roman's Service combines the power of tradition with a modern approach. The image of a Roman in a chariot reflects reliability, speed and craftsmanship - qualities that are at the heart of the company.

During the rebranding process, the chariot symbol was updated, retaining its recognizability and taking on a modern style. This emphasizes continuity and reflects the brand's key values: professionalism, reliability and the desire for comfort in every home.

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Roman's service Brand Guidelines

Logo

01

Main Logo

The Main Logo is the primary representation of the brand. It should be used consistently across all key applications to ensure strong brand recognition and clarity.



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Vertical logo

The Vertical Logo is a version of the logo designed to be used in tall or narrow spaces. It maintains the brand's identity while adapting to different layouts and formats.



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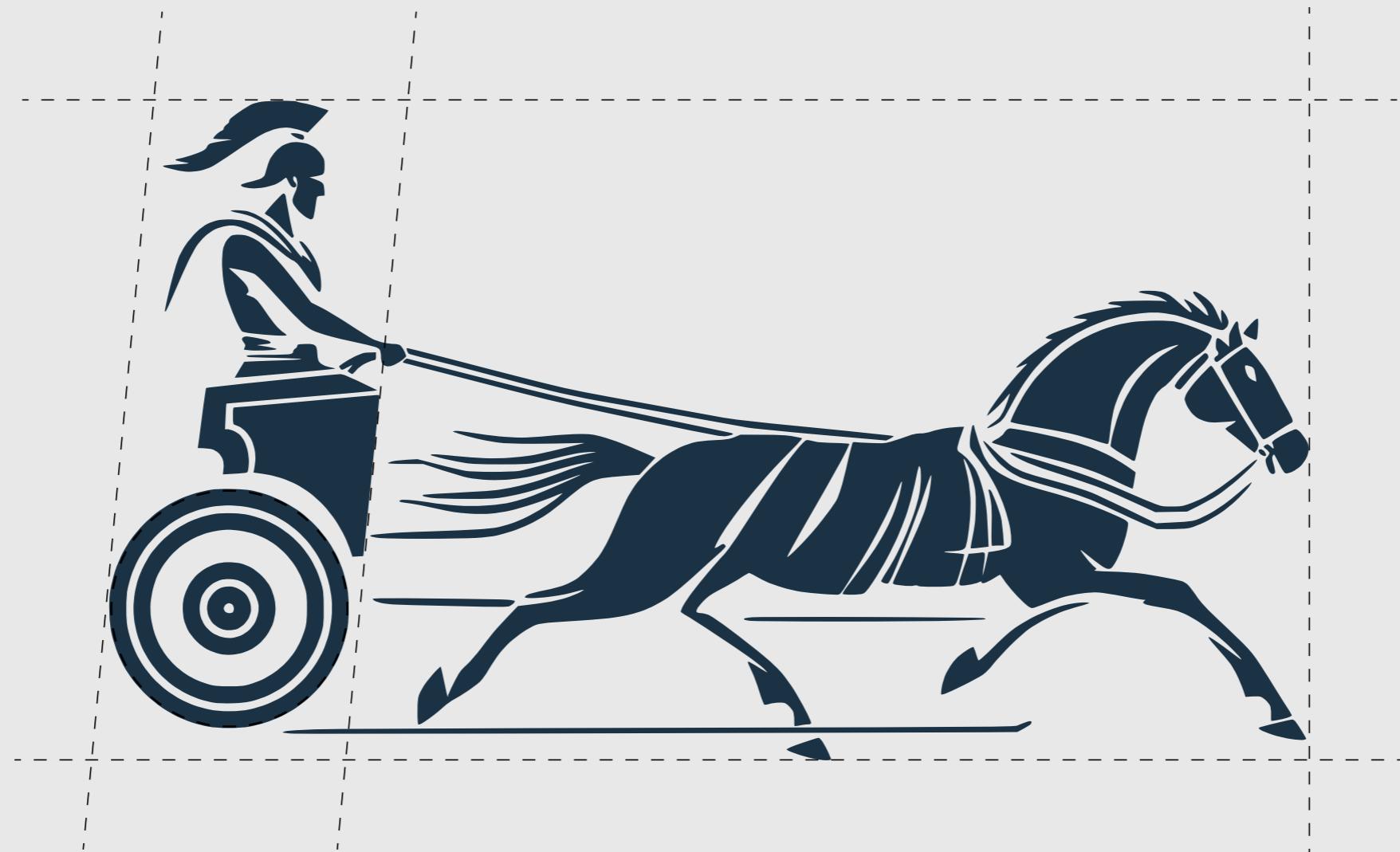


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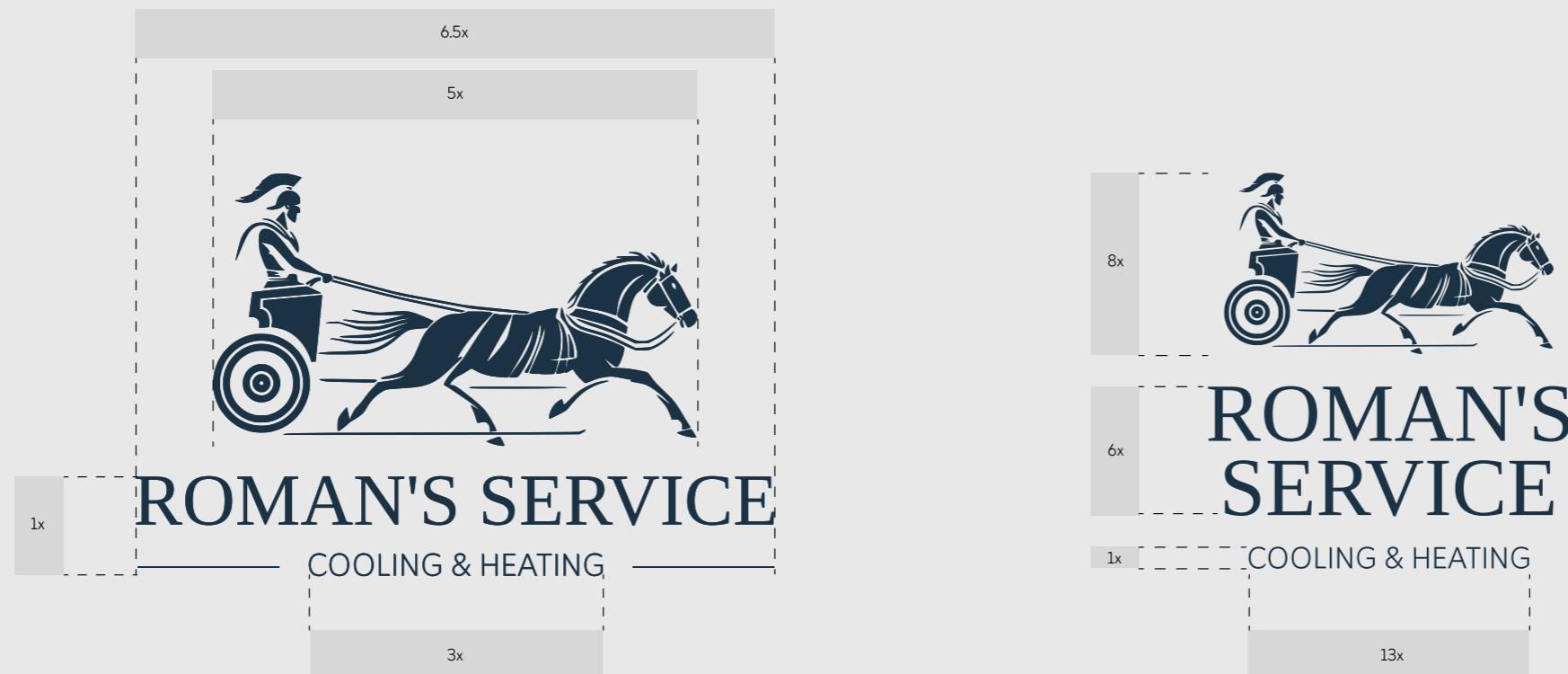
Logo Mark Construction

The symbol with a Roman standing on a horse-drawn chariot symbolizes movement, energy and reliability. This symbol conveys the strength and energetic spirit of the company, while remaining memorable through a powerful visual image



Logo Grid Construction

Logo Grid Construction involves the creation of a precise grid system to guide the placement and proportion of logo elements. This ensures that the logo remains balanced and consistent across different applications, maintaining visual harmony.



Secondary Logo

The Secondary Logo features a background shape for better visibility. It comes in horizontal and vertical versions, offering flexible usage while maintaining brand identity.



Logotype

The Logotype is the text-only version of the logo. It maintains brand identity using custom typography, ensuring clarity and recognition across all applications.

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Emblem

The Emblem is the symbol with a background shape, designed for compact use. It maintains brand recognition in limited spaces while ensuring visibility and impact.



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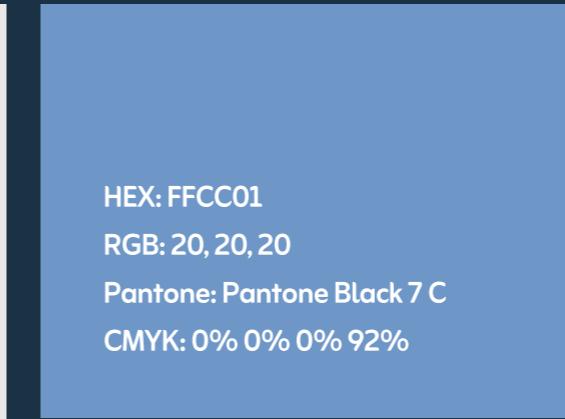
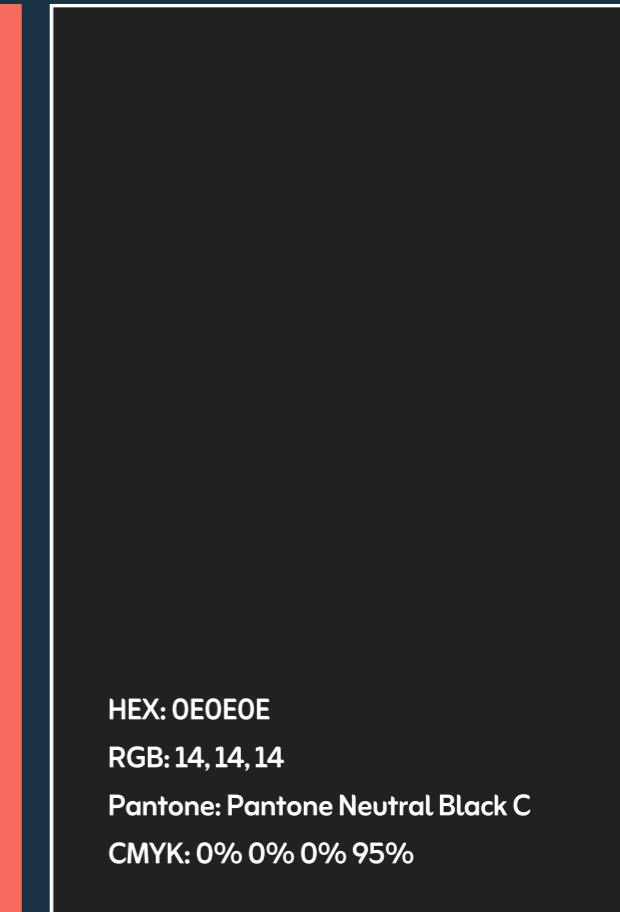


Color

02

Color Palette

The Color Palette defines the brand's primary and secondary colors, ensuring a consistent and recognizable visual identity. These colors maintain harmony across all designs and communications.

 <p>HEX: FFCC01 RGB: 255, 204, 1 Pantone: 123 C CMYK: 0% 20% 100% 0%</p>	 <p>HEX: FDFDFD RGB: 253, 253, 253 Pantone: Pantone 663 C CMYK: 1% 1% 1% 0%</p>	 <p>HEX: FFCC01 RGB: 20, 20, 20 Pantone: Pantone Black 7 C CMYK: 0% 0% 0% 92%</p>  <p>HEX: FFCC01 RGB: 20, 20, 20 Pantone: Pantone Black 7 C CMYK: 0% 0% 0% 92%</p>	 <p>HEX: OEOEOE RGB: 14, 14, 14 Pantone: Pantone Neutral Black C CMYK: 0% 0% 0% 95%</p>  <p>HEX: OEOEOE RGB: 14, 14, 14 Pantone: Pantone Neutral Black C CMYK: 0% 0% 0% 95%</p>
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Typography 03

Font Pair

The brand uses Merriweather and Zain as its primary fonts. This combination ensures readability and a cohesive visual identity across all brand communications.

Caption

Merriweather Bold

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

Text

Zain Regular

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

Font styles

This section showcases the usage of Merriweather and Zain in various styles, including headings, subheadings, body text, and captions. Consistent application ensures a cohesive and professional brand appearance.

Caption
Merriweather Bold

Text
Zain Regular

Numbers
Merriweather Bold

Small text
Zain Regular

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

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

01

Aa Bb Cc

02

Aa Bb Cc

03

Aa Bb Cc

04

Aa Bb Cc

Alternative font

For media where it is not possible to use a company font (e-mail signatures, accounting documents, etc.), you should use the standard font.

Caption

Times New Roman Bold

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

Text

Arial Regular

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

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Graphics

04

Pattern

The Pattern is a visual element that complements the brand's identity. It adds depth and character to designs while maintaining a consistent and recognizable style.

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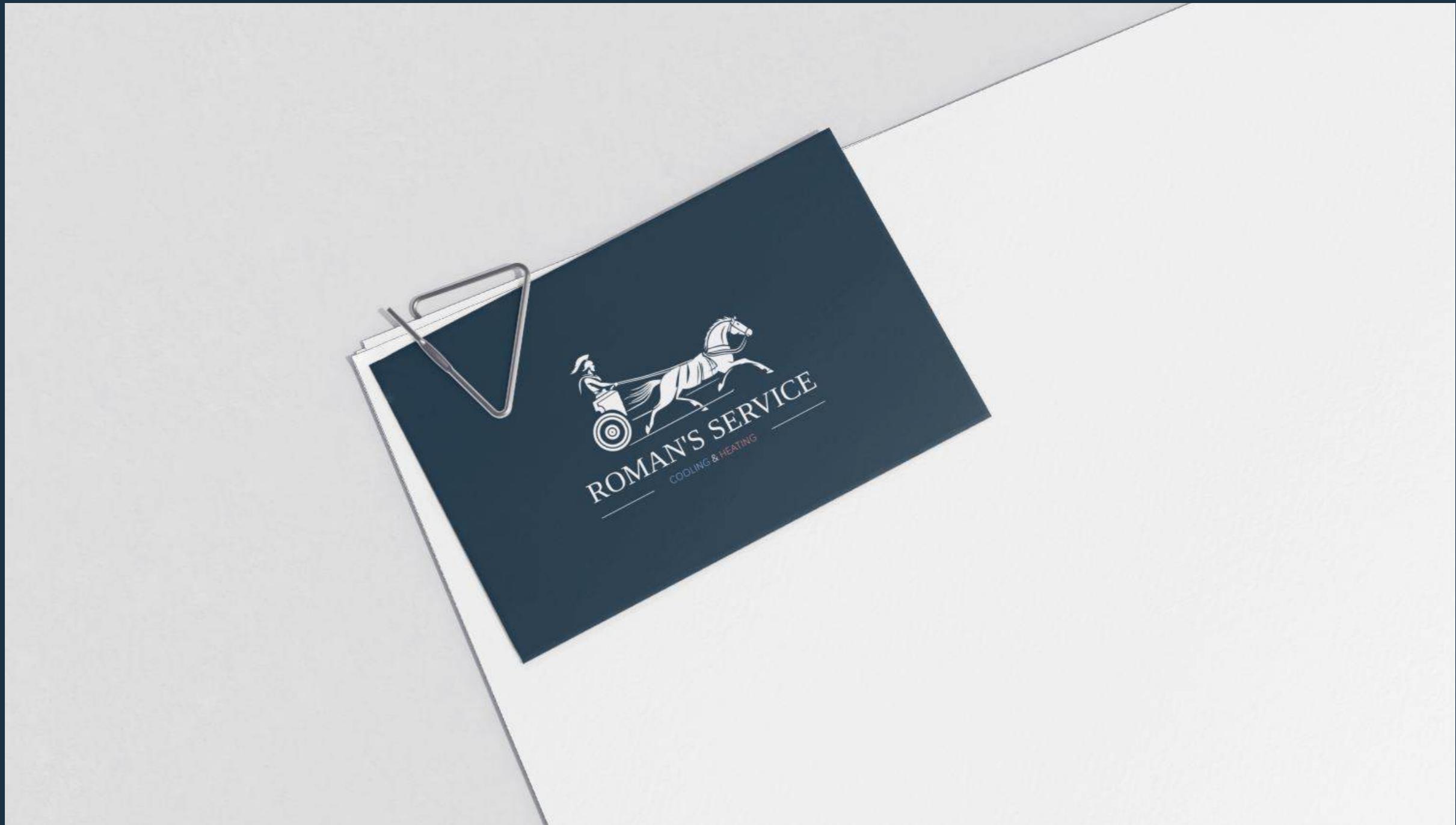


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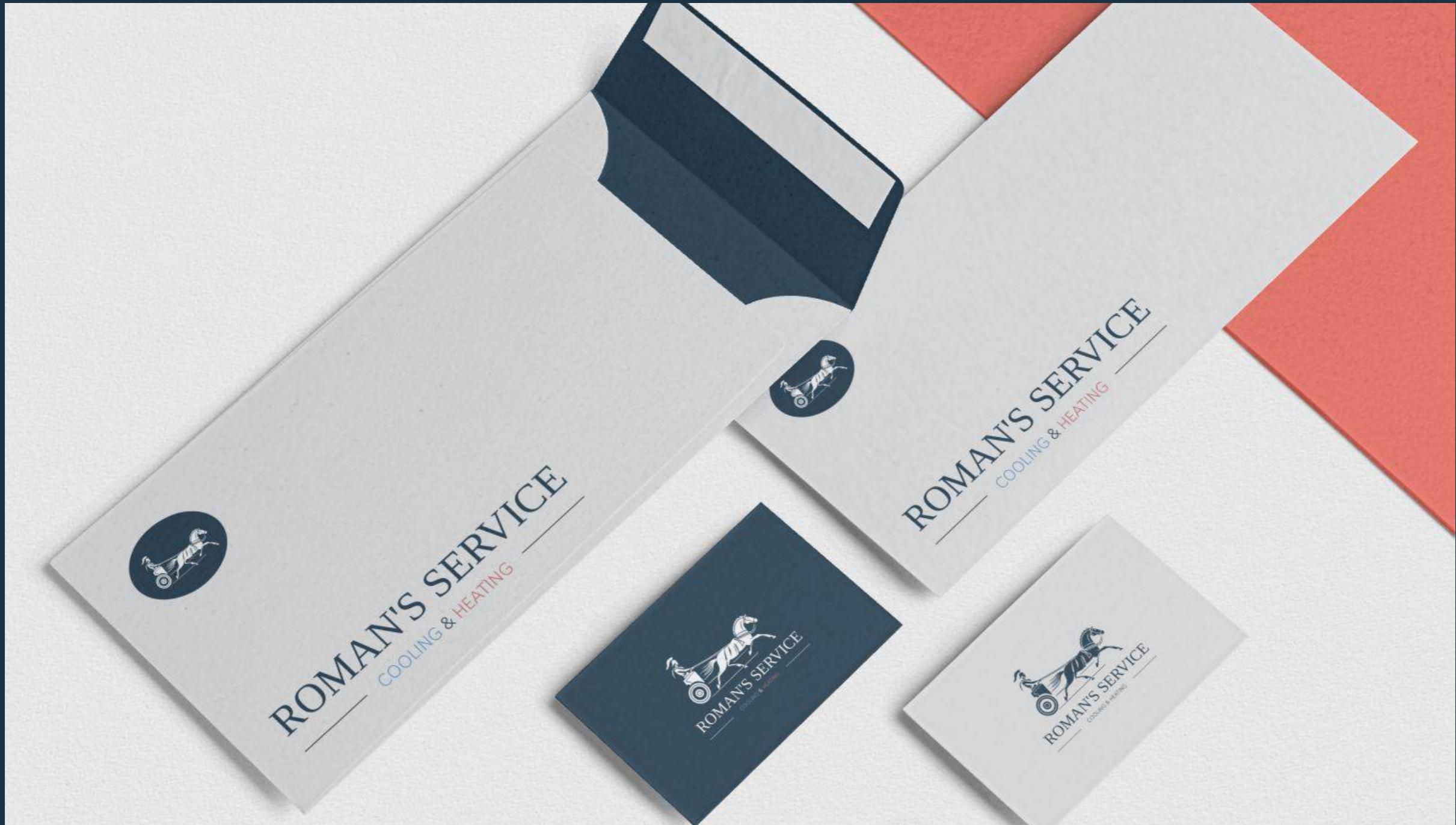
Stationery

05

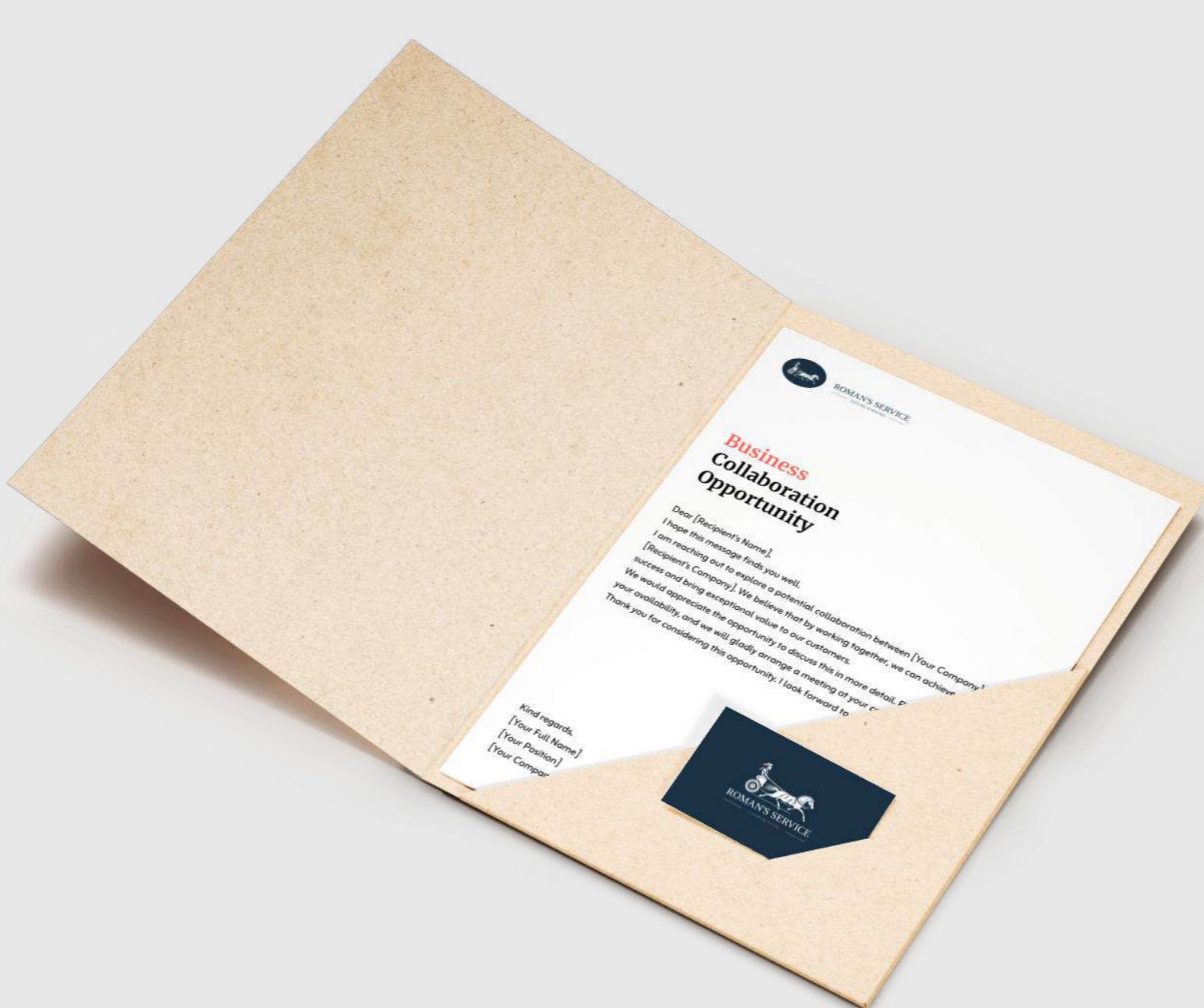
Business card



Letterhead



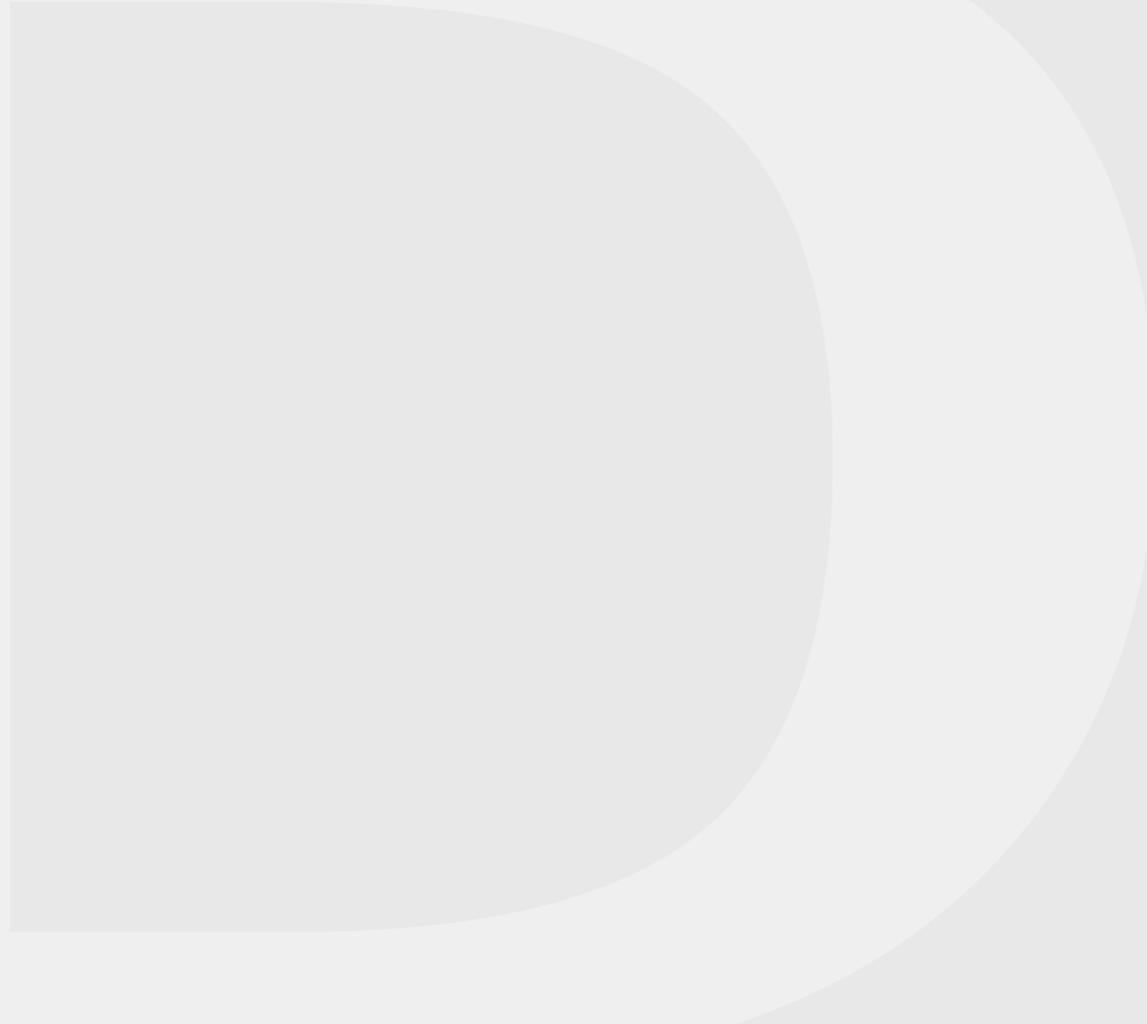
Document



Envelope



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Merch

06

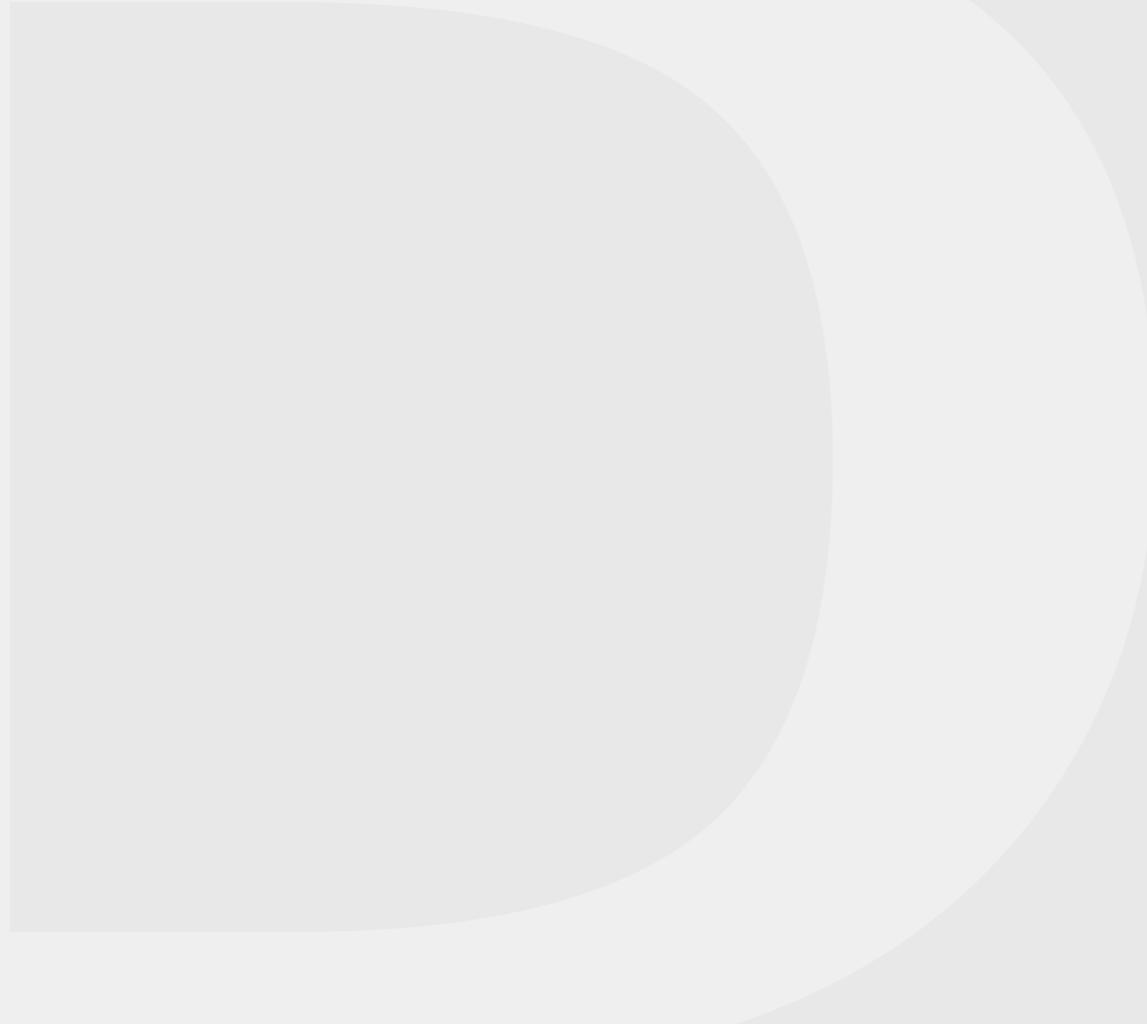
Branded clothing



Merch for clients



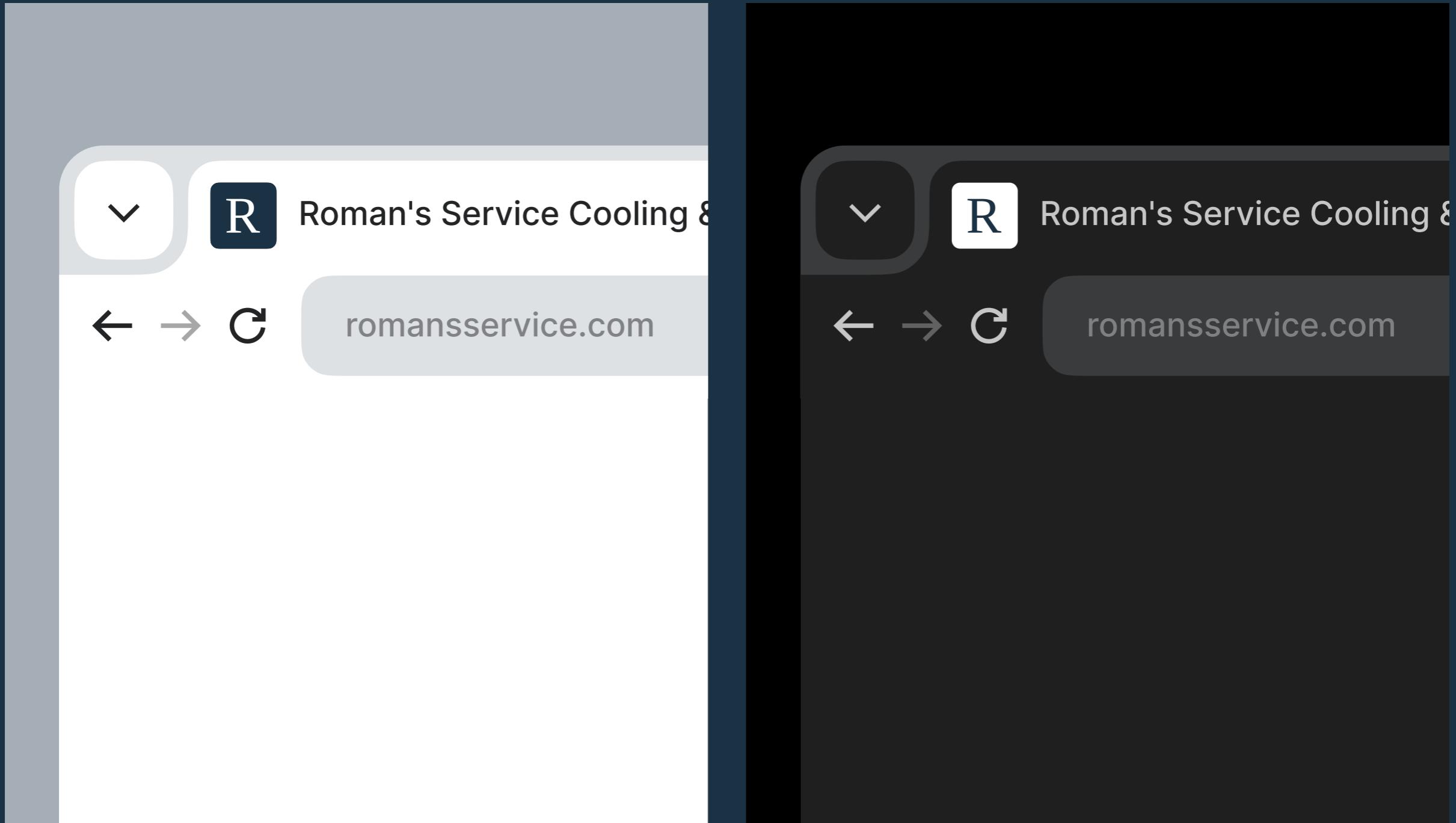
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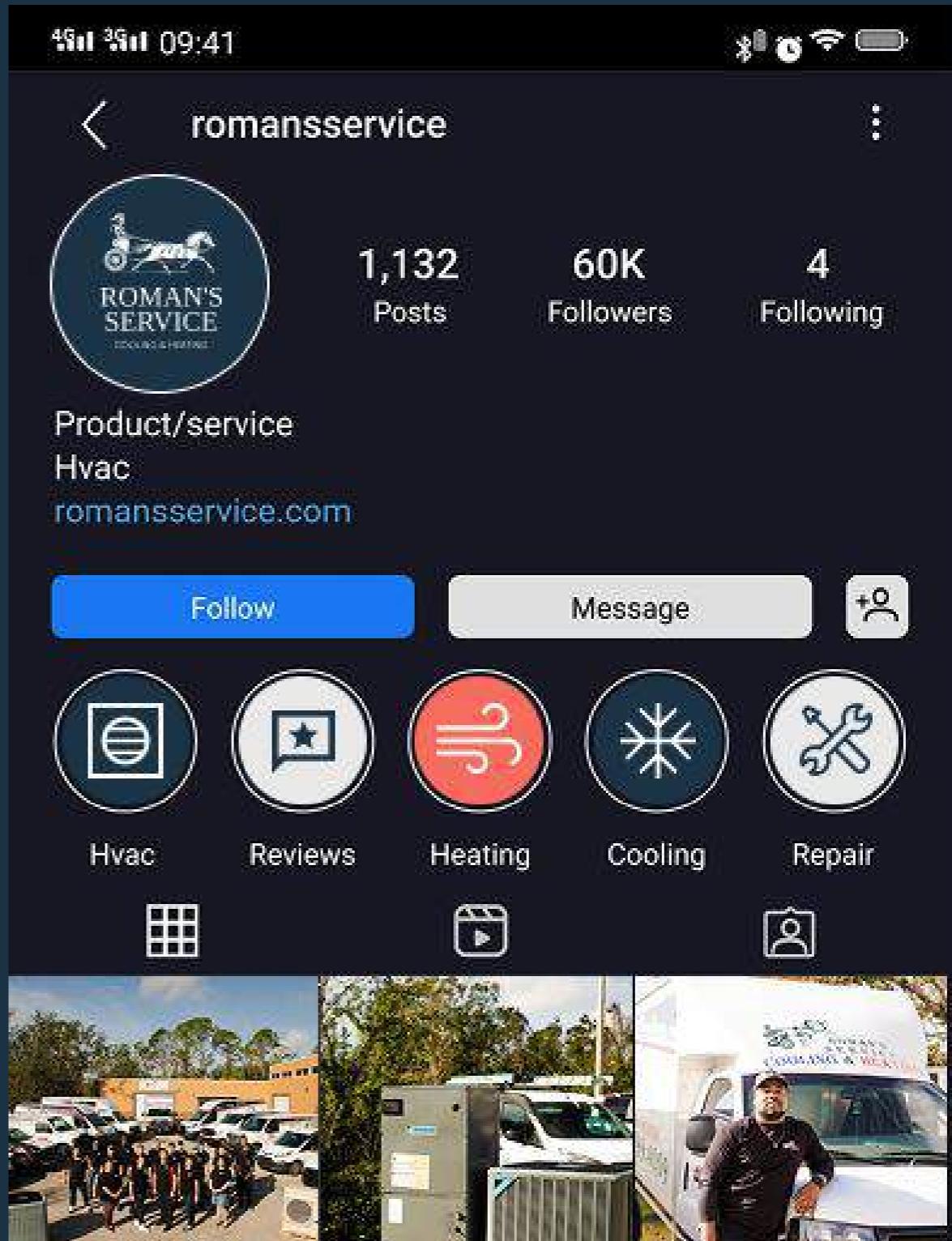
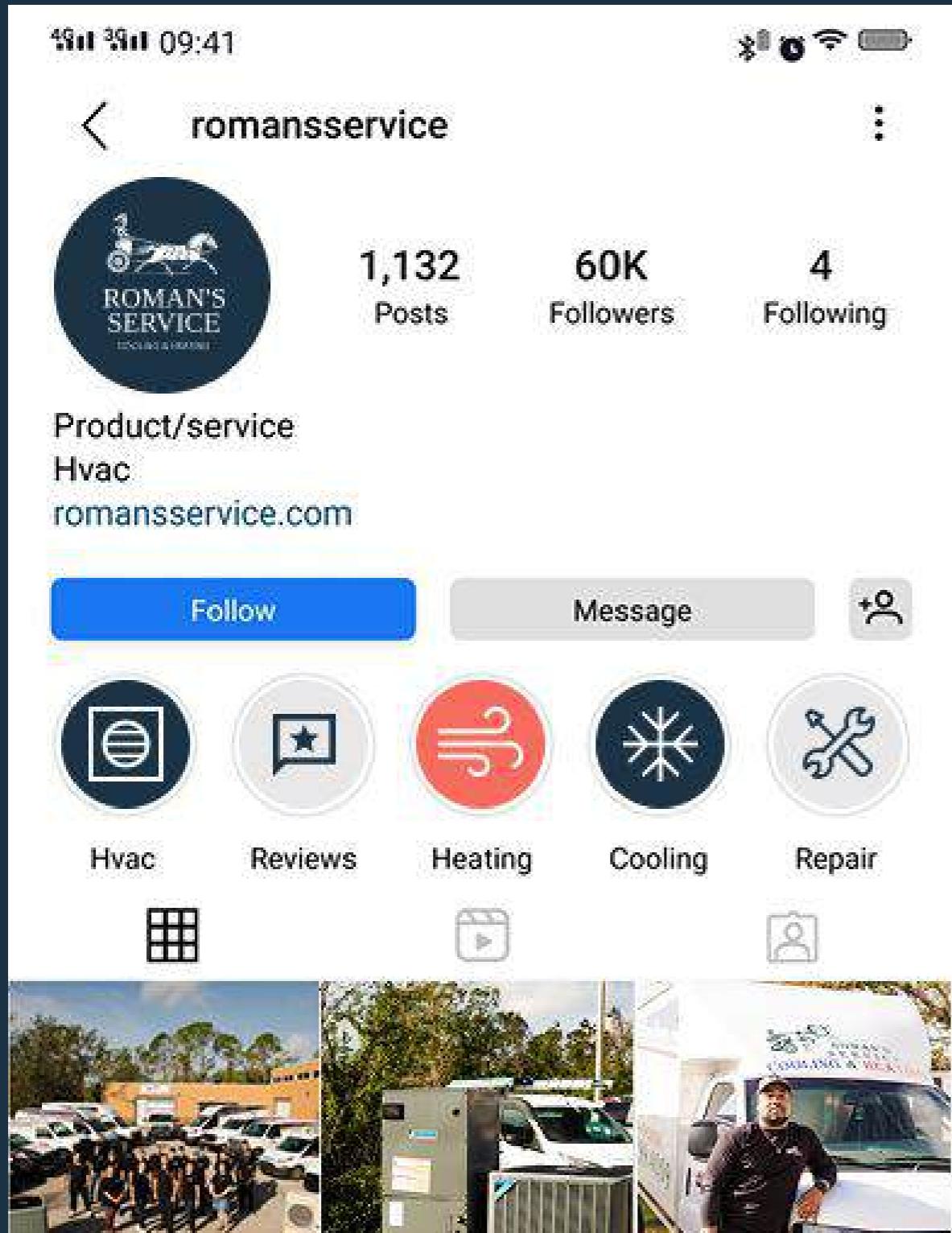
Media

07

Favicon



Instagram design style



Branding

08

Signboard



Conclusion

Our brand is not just about a logo or colors—it's a unified visual identity that embodies our values and dedication to excellence. Use this guideline to ensure a consistent look and feel across all customer interactions.

If you have any questions or require additional guidance, feel free to reach out. We're always here to assist you!

Thank you for helping to keep the Roman's Service identity strong and memorable.

