

LOGOBOOK UNITED HVAC

repair and installation

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Logo

Basic option. Vertical

The vertical logo is designed to be placed on a square or narrow vertical area with a light (white) background.

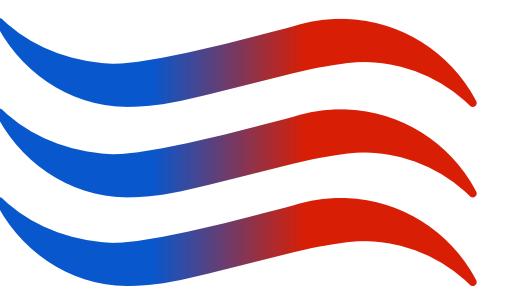
For example: square lightbox, imprint for printing and the like.



Basic option. Horizontal

A horizontal logo is designed to be placed on a wide area with a light-colored (white) background.

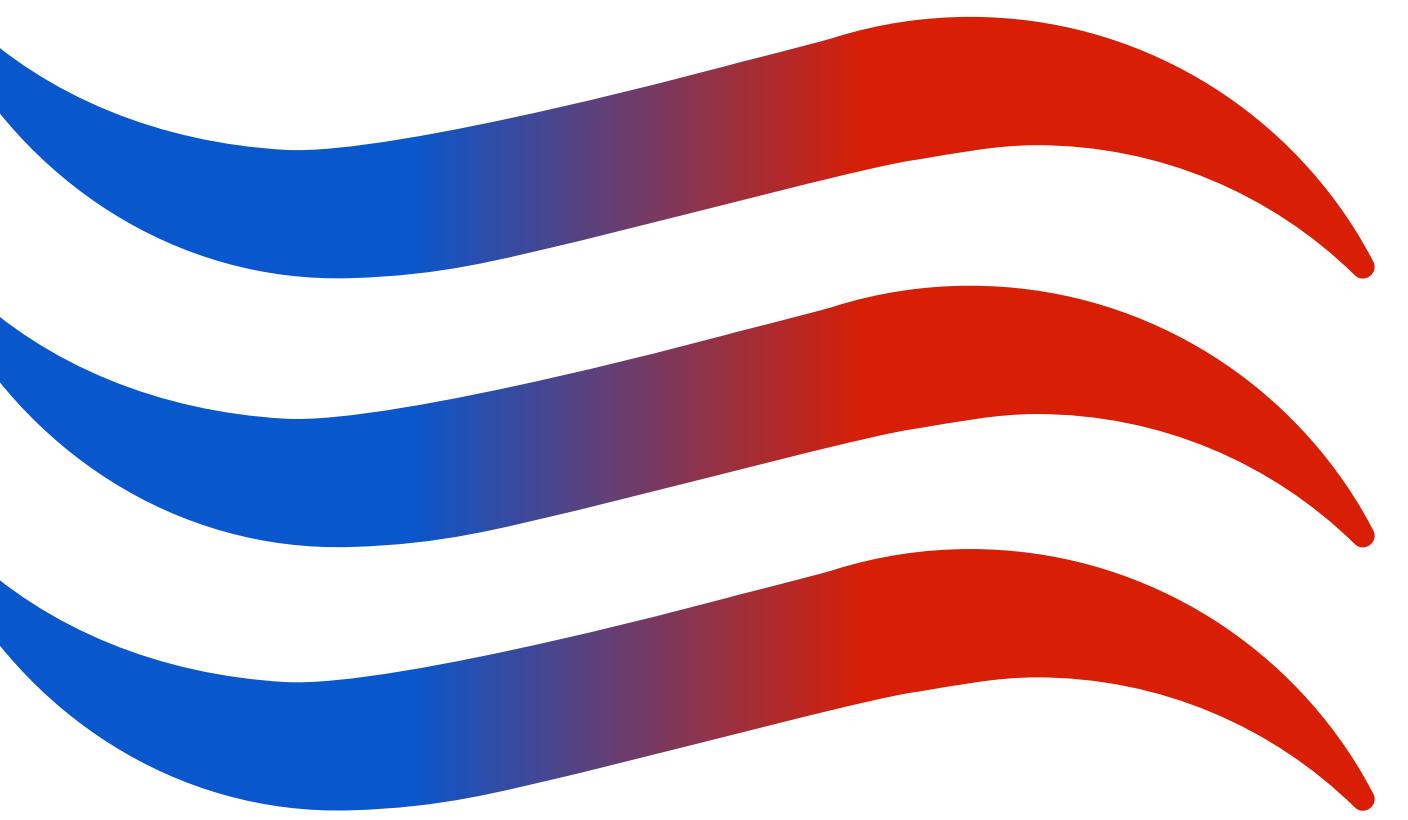
For example: business card, website, banner, etc.



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Brand name

The abbreviated version is intended for placement in a social network (avatar), on a website, etc., where the area is small and the readability of the text is compromised.



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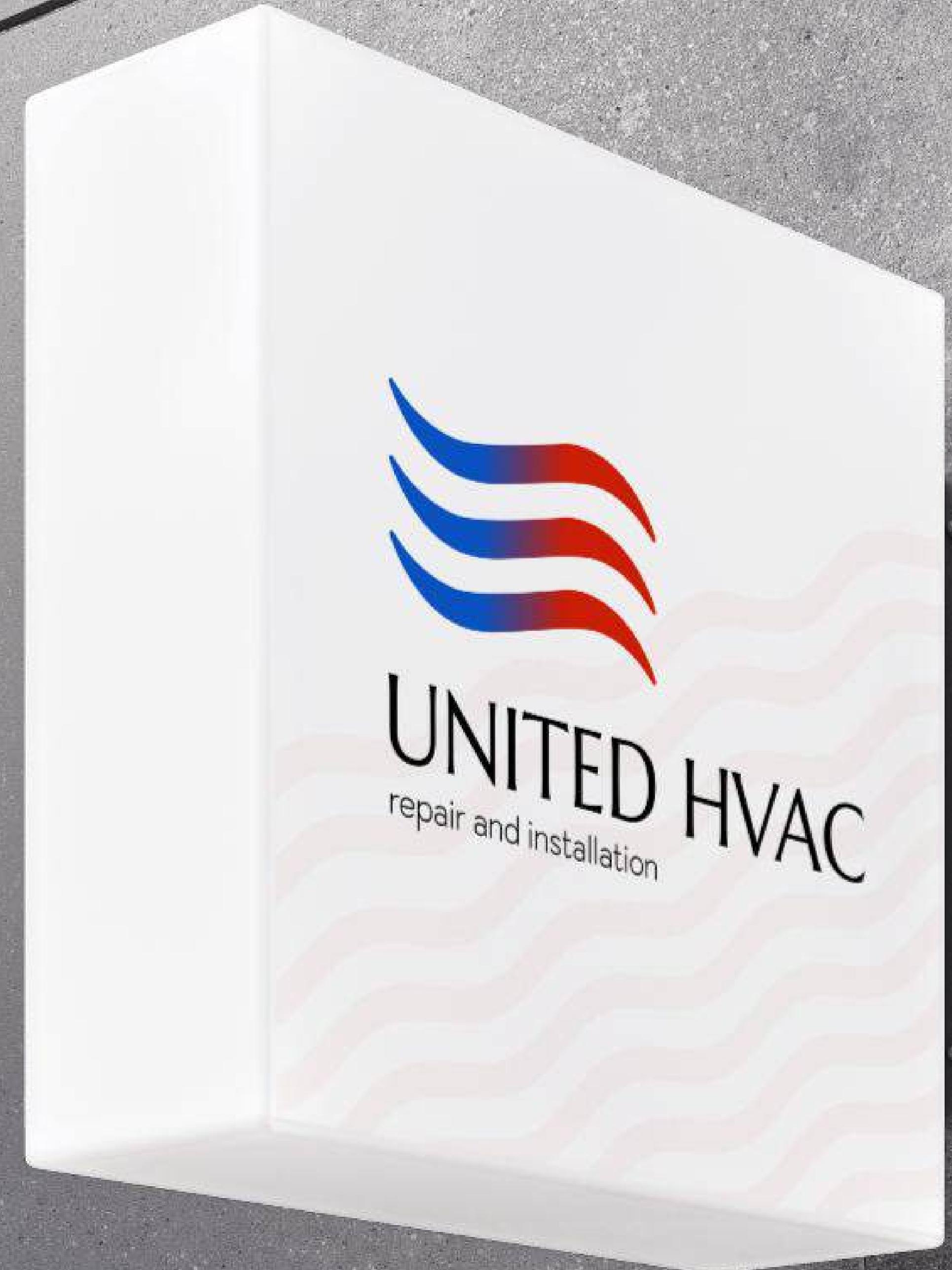
Black and white version

The inversion version is designed
for use when it is not possible to print
a full-color version.

Logobook

Black and white version

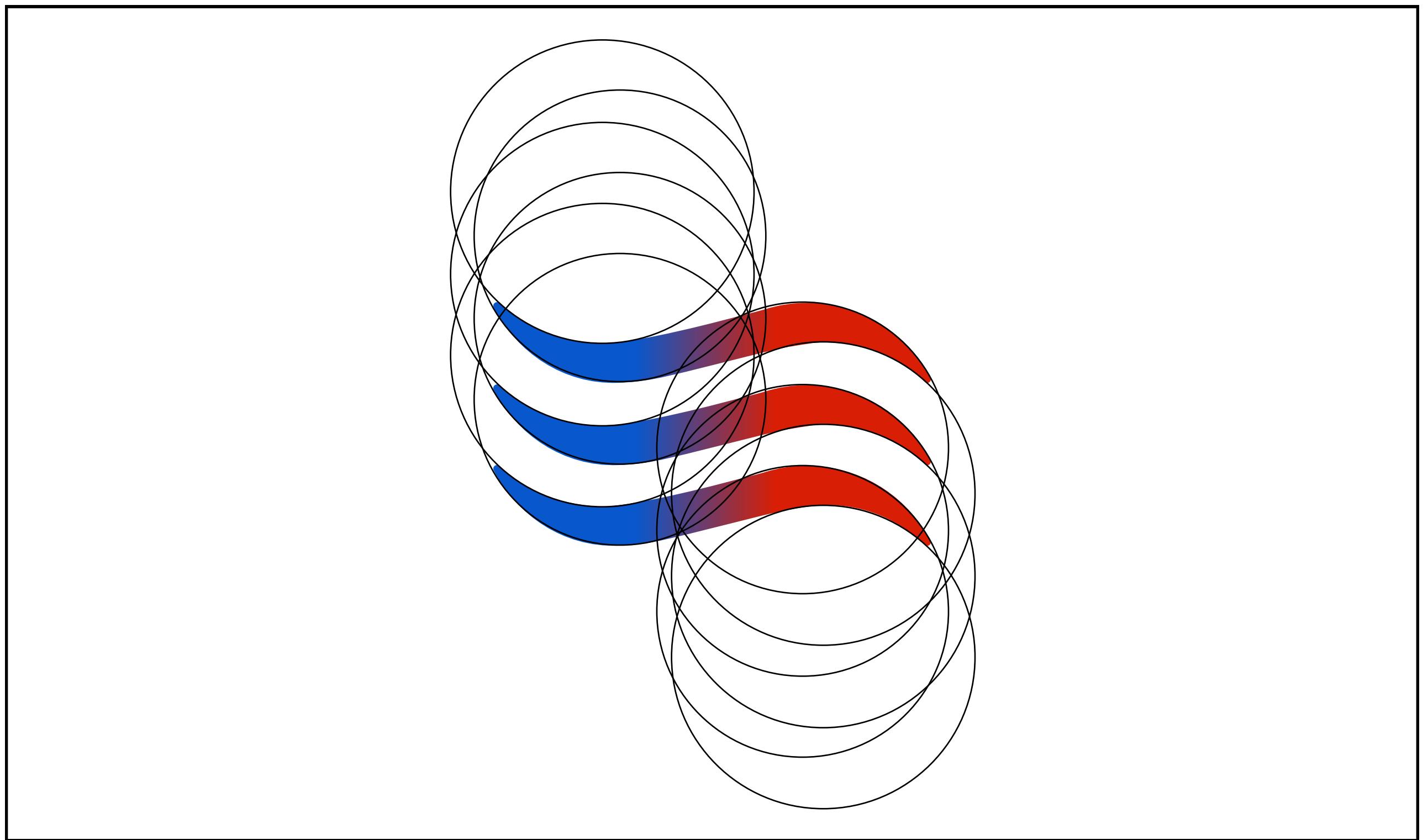




Logo structure

Logo grid

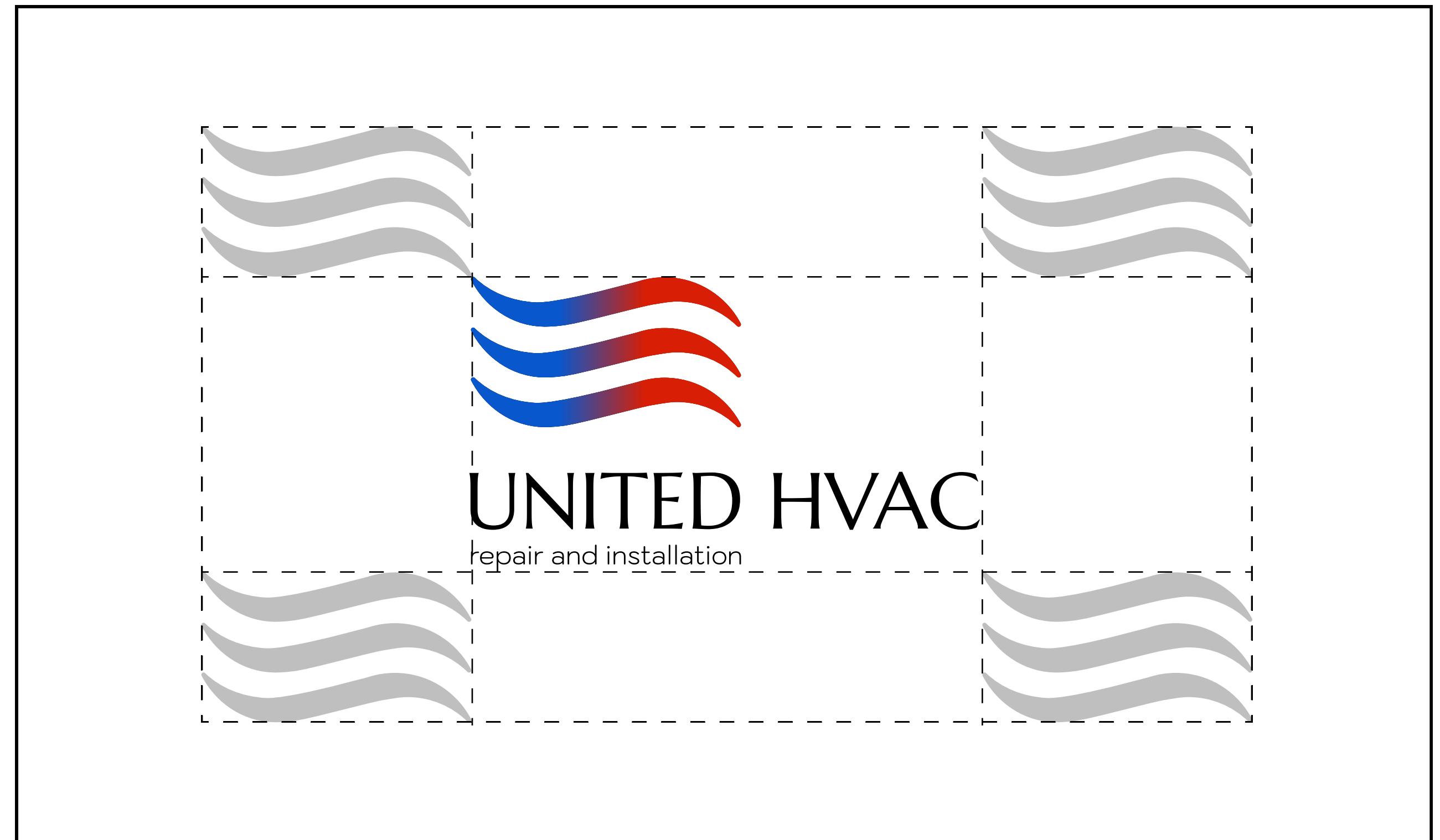
The logo in the form of waves is drawn using circles, which makes the logo harmonious and concise.

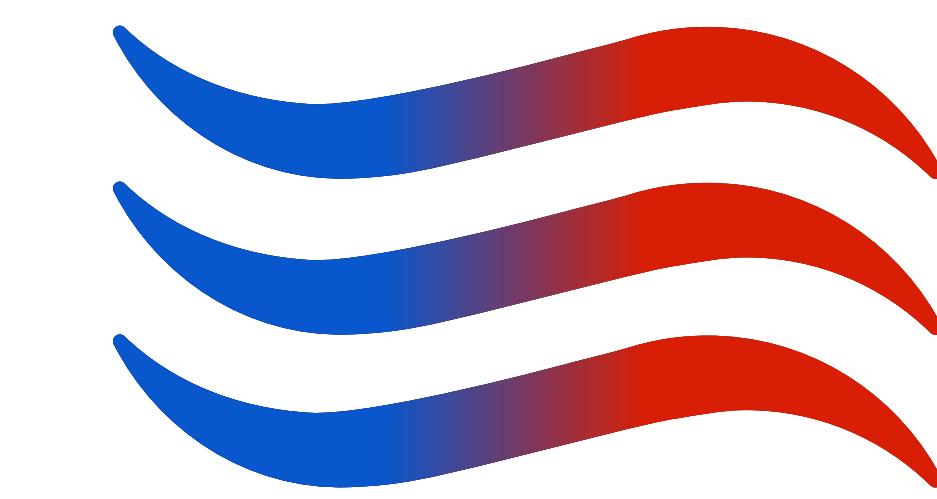


Logo security field

The security margin is the minimum allowable space around the logo. In order to make the logo more recognizable on various media, it is necessary to use a "security margin" around the logo.

In this case, the width of the guard box is equal to the height of the logo mark (x).





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Color

Brand colors

The brand has 3 colors: Science Blue, Lava Red, and Dark Jungle Green.

These colors will be used in the corporate identity, its printed materials, social media and advertising.

Science Blue

HEX: #0958CD
RGB: (9, 88, 205)
CMYK: (96%, 57%, 0%, 2%)

Lava Red

HEX: #D81F05
RGB: (216, 31, 5)
CMYK: (0%, 86%, 98%, 15%)

Dark Jungle Green

HEX: #1B2025
RGB: (27, 32, 37)
CMYK: (27%, 14%, 0%, 85%)

Logo on the background

The main rule is that the logo should contrast with the background. Light background – dark logo, or dark background – light logo

On a background similar to the colors of the logo, use the monochrome version



Logo on the photo

The same rule applies to photography.

Light photo – put a black logo. Dark photo – put a light logo. If the symbol is poorly visible or the colors of the photo are similar to the colors of the symbol – use the monochrome version.

It is allowed to use dies

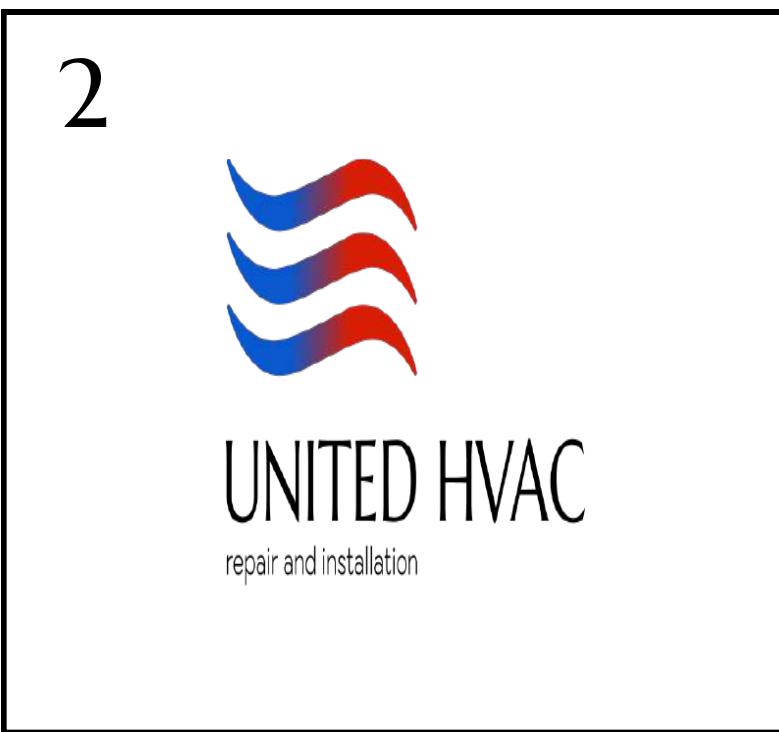


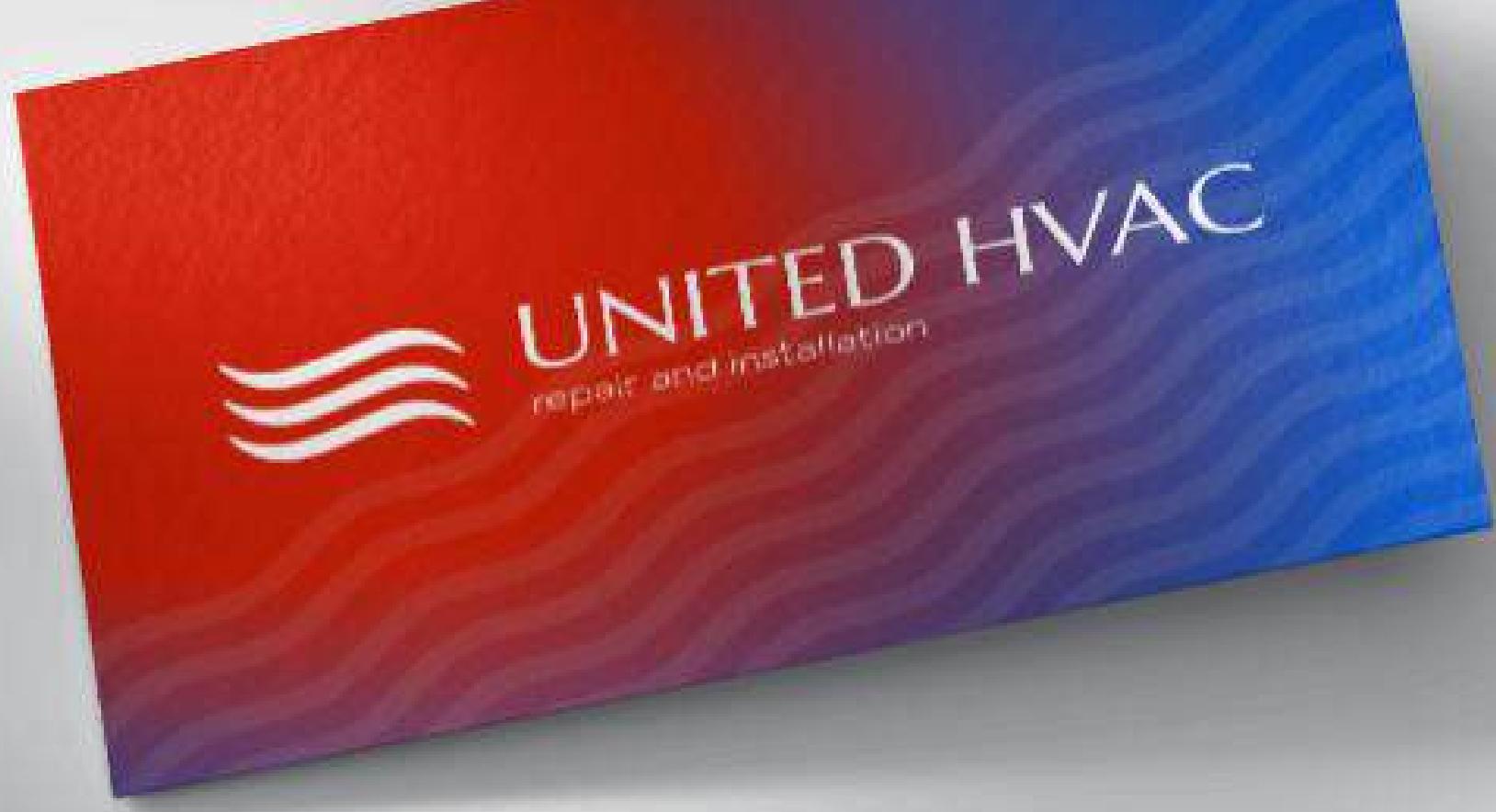
Logo. Prohibitions

Logo. Prohibitions

You may not use the logo in the following variations.

1. It is forbidden to tilt it
2. It is forbidden to pull out
3. Do not stretch
4. Do not use other colors
5. Do not use a security field







Contents

- Basic option: Vertical
- Basic option: Horizontal
- Brand name
- Black and white version
- Logo grid
- Logo security field
- Brand colors
- Logo on the background
- Logo on the photo
- Logo: Right alignment

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Conclusion

Our brand is more than just a logo and colors. It is a cohesive visual identity system that reflects our values and commitment to quality. Use this guideline as a guide to maintain a consistent style at all levels of customer interaction.

If you have any questions or need additional guidance, please contact us. We're always happy to help!

Thank you for helping to keep the United HVAC identity top-of-mind.

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Developed by Castells
Agency studio in 2025