

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

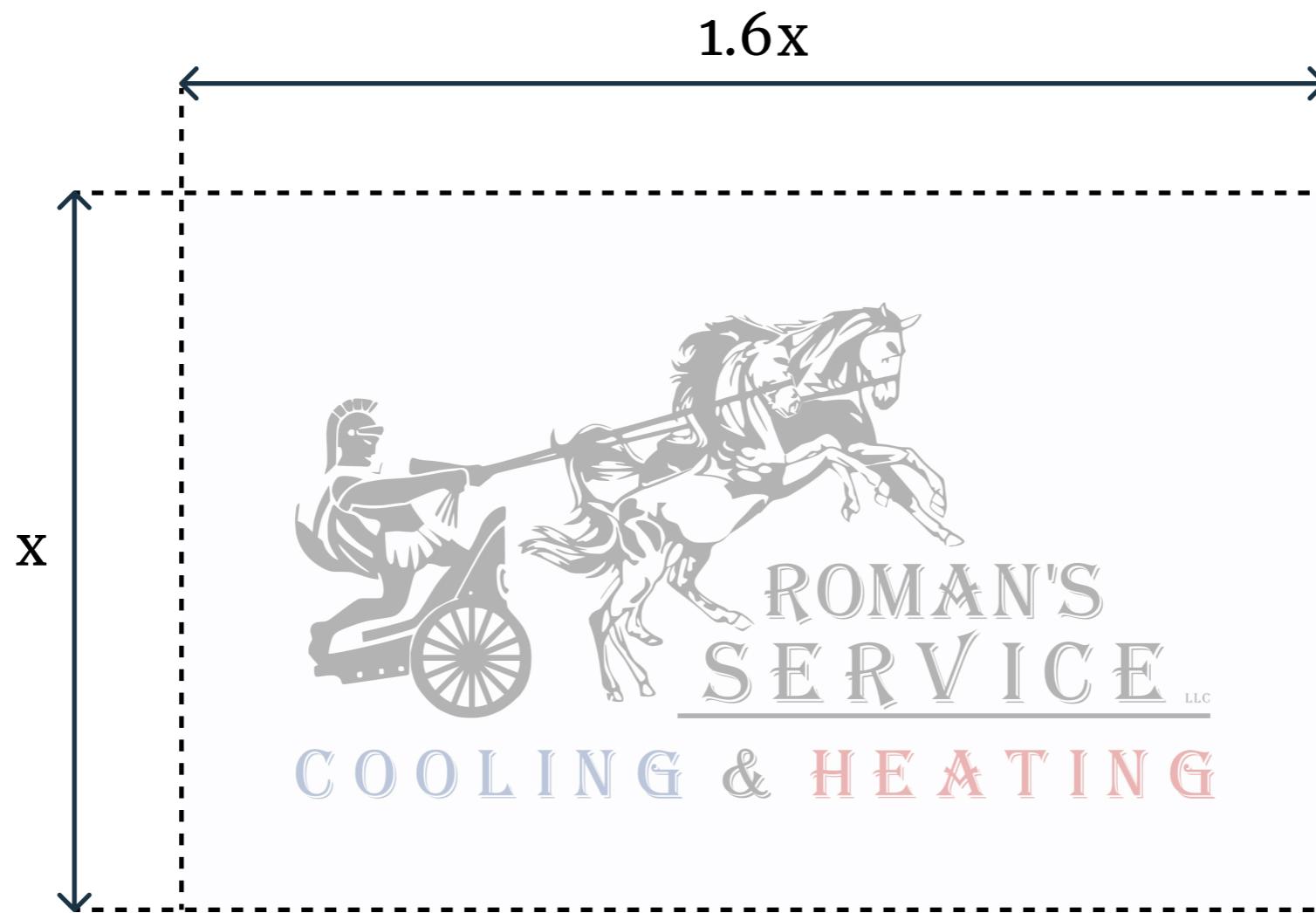
Main Logo

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.



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 security field with die



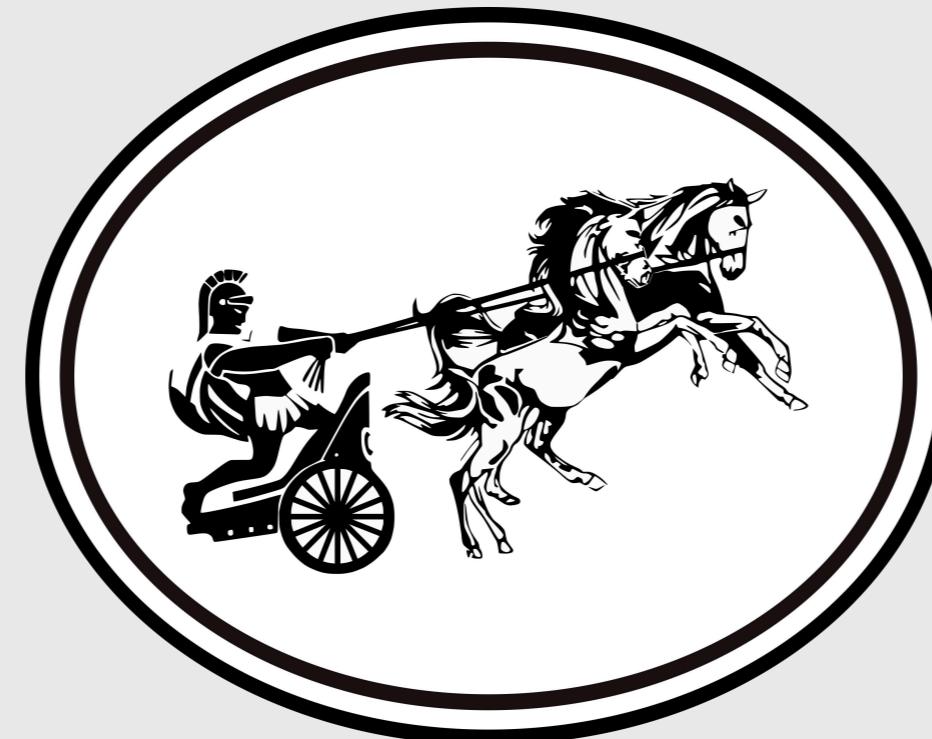
Logotype

**ROMAN'S
SERVICE** LLC

COOLING & HEATING

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.



Examples of logo misuse

To maintain brand recognition and a professional appearance, it is important to follow logo guidelines. The following are examples of mistakes that should be avoided



Do not change the proportions of the logo



Do not change the logo colors



Examples of logo misuse

To maintain brand recognition and a professional appearance, it is important to follow logo guidelines. The following are examples of mistakes that should be avoided



Do not use the text part of the logo separately



Do not use the logo without a plate



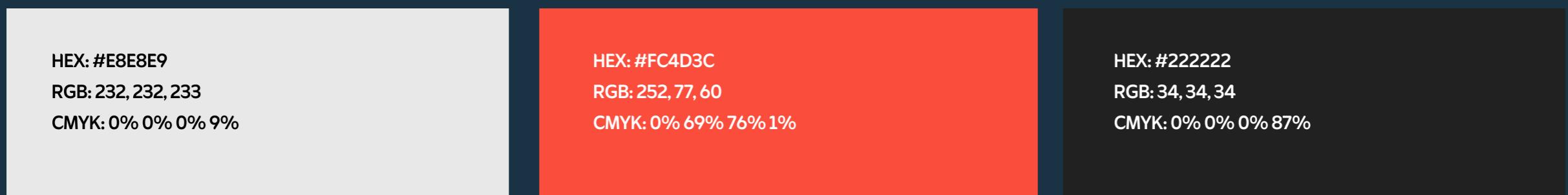
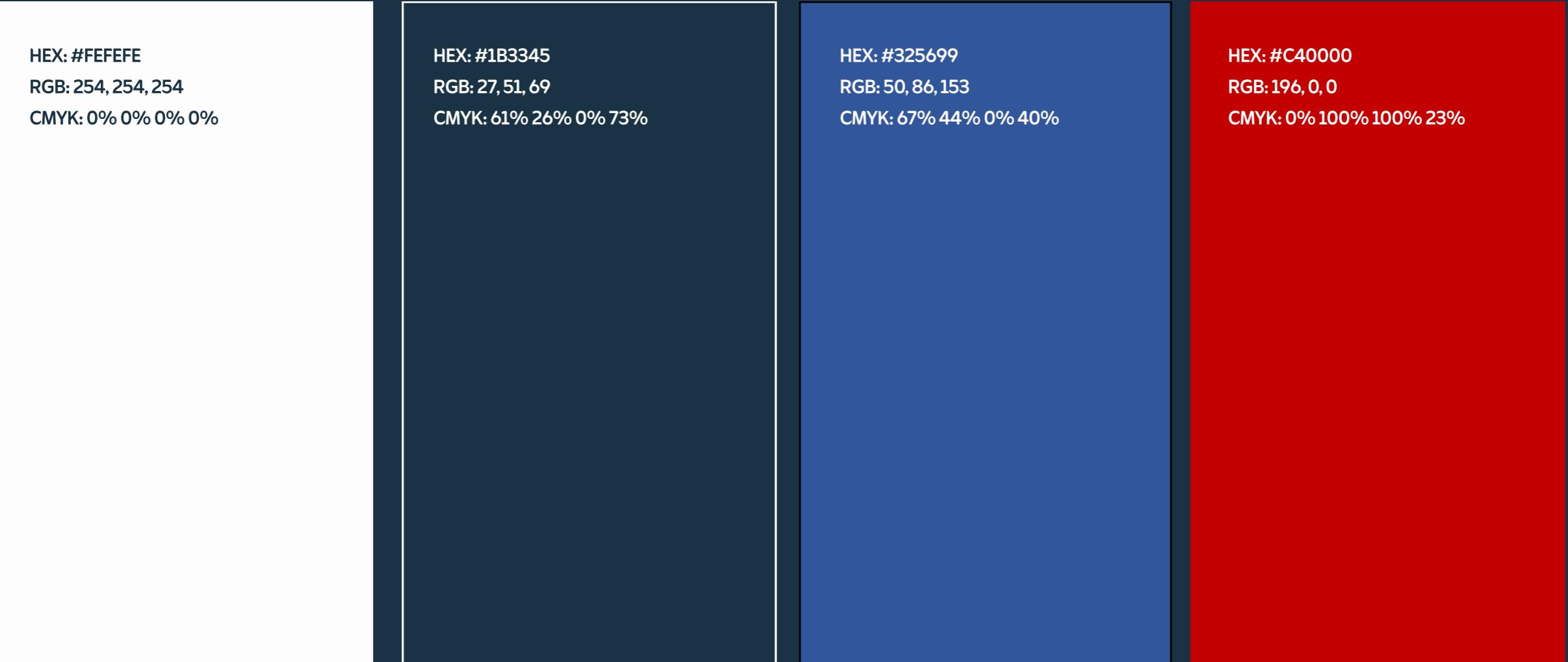
Roman's service Brand Guidelines

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.



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

Graphics

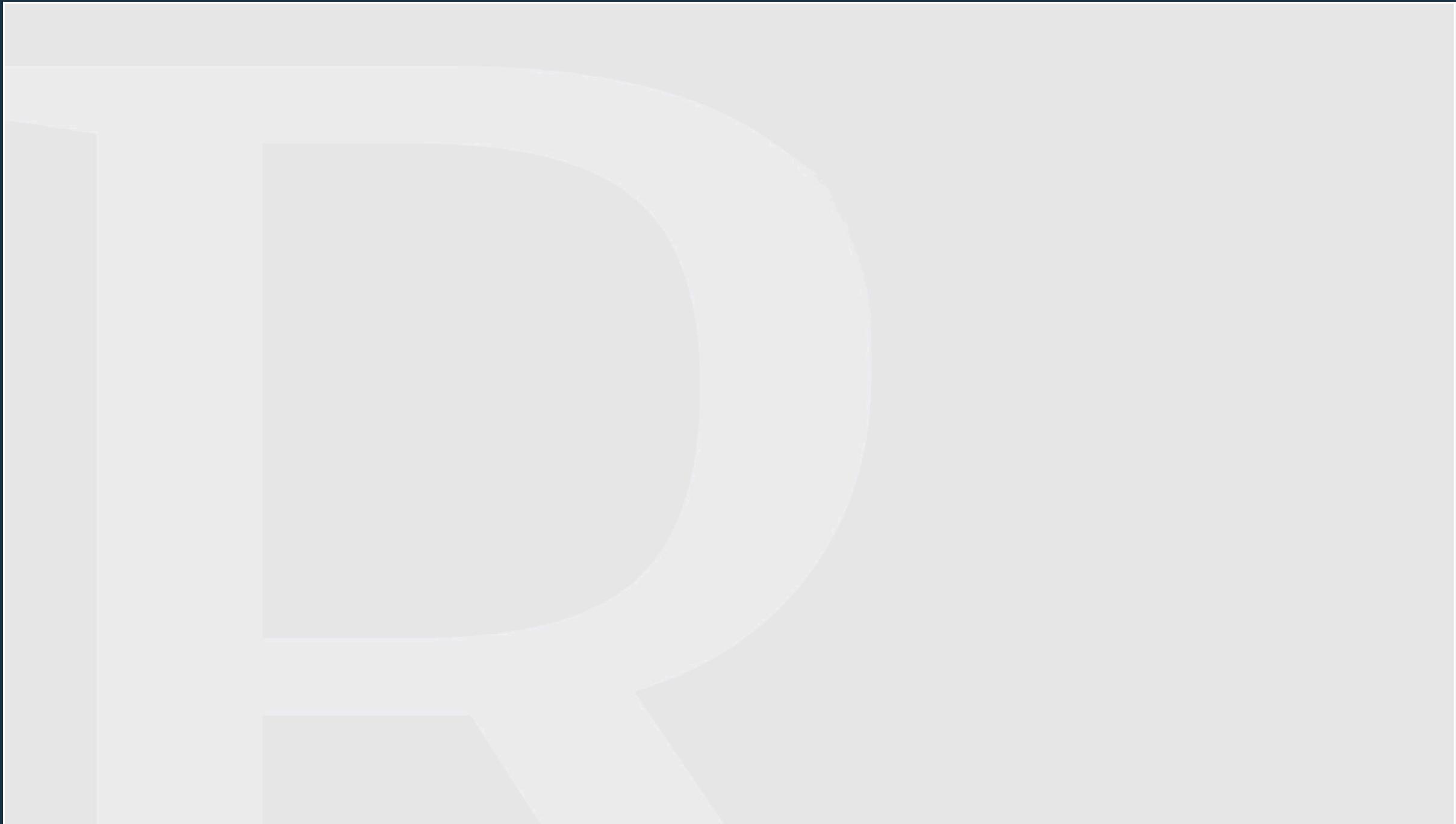
04

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.



Graphics



Stationery 05

Business card



Letterhead



Document



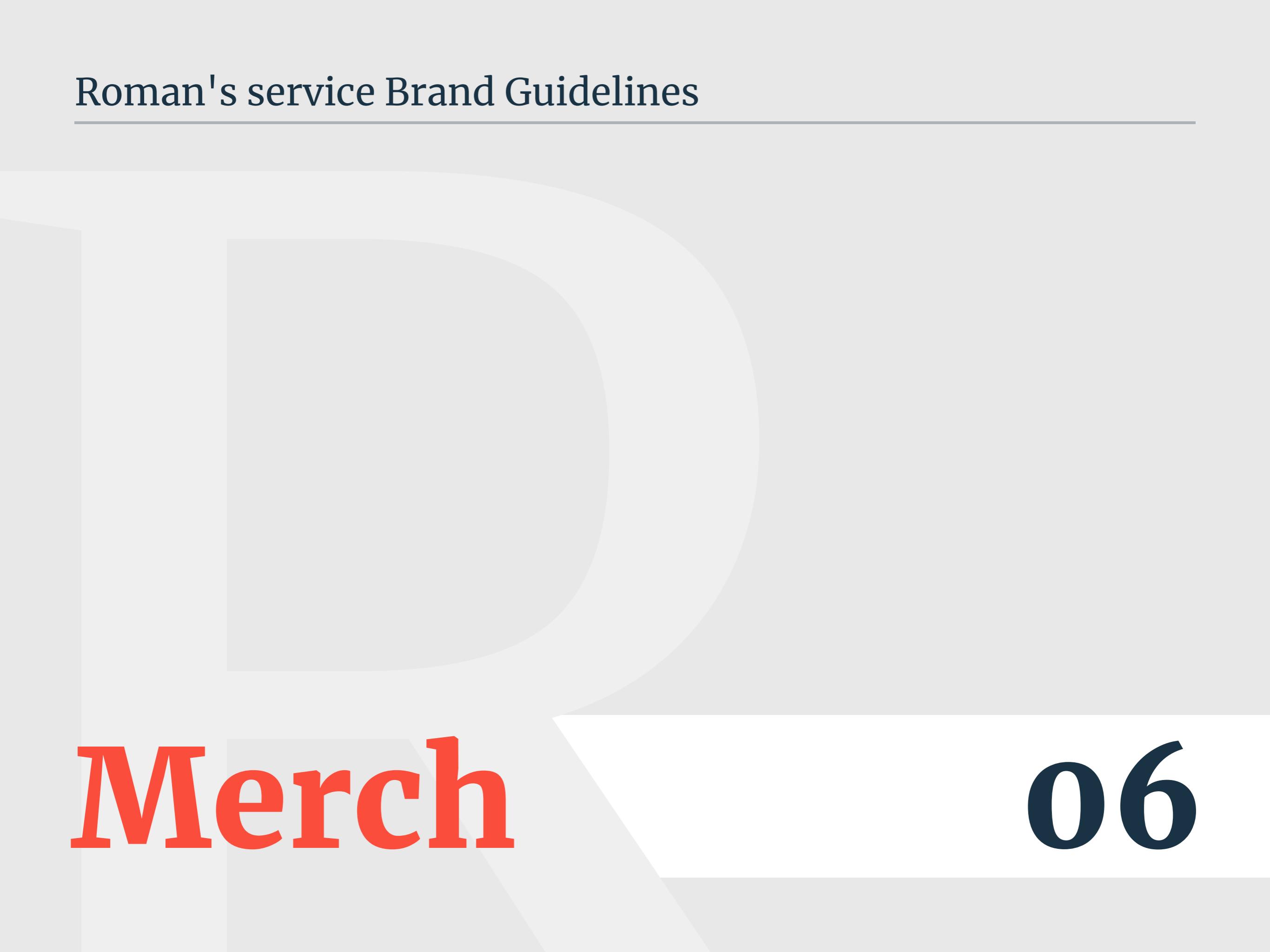
Envelope



Envelope



Roman's service Brand Guidelines



Merch

06

Branded clothing



Branded clothing



Merch for clients

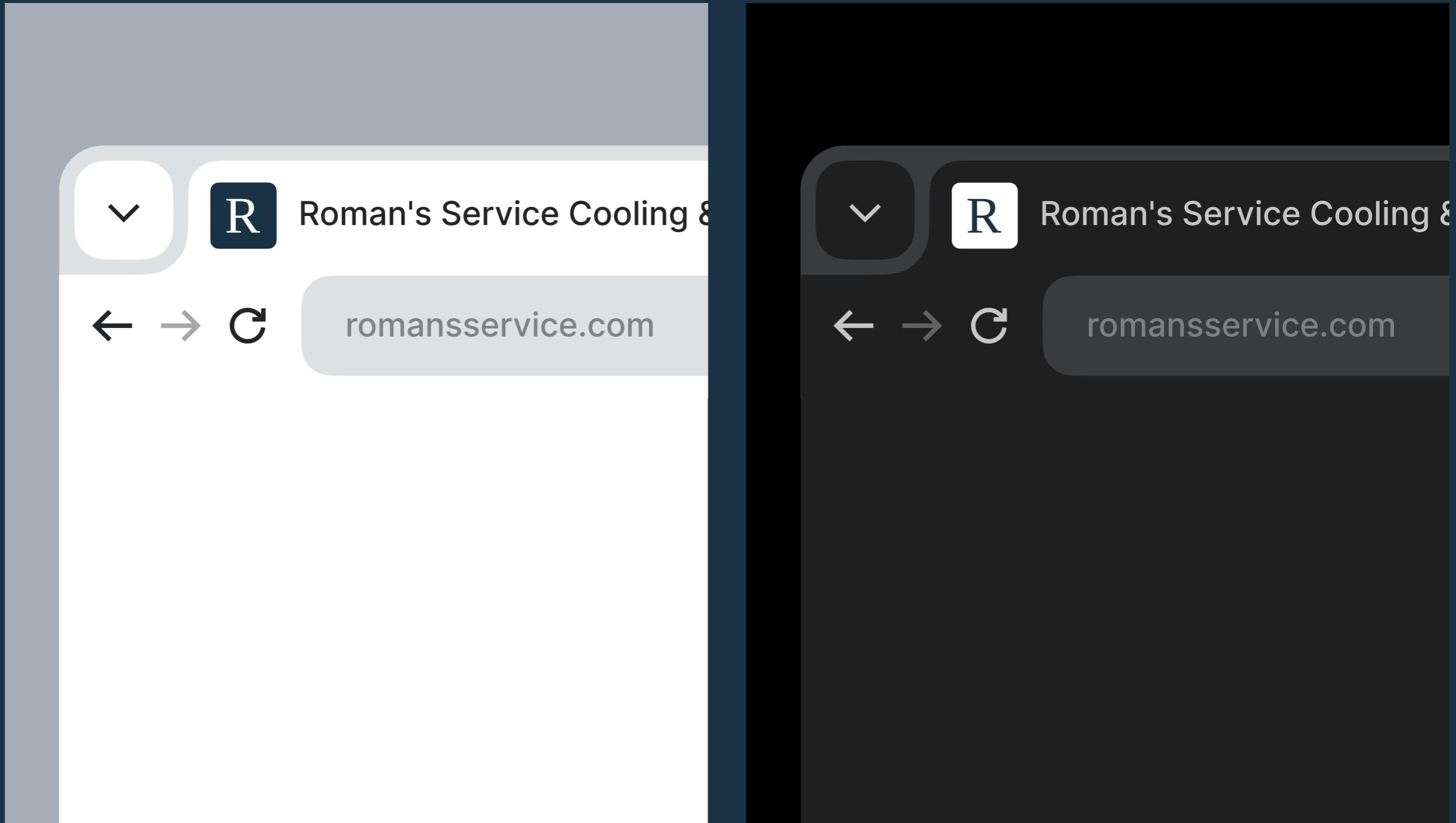


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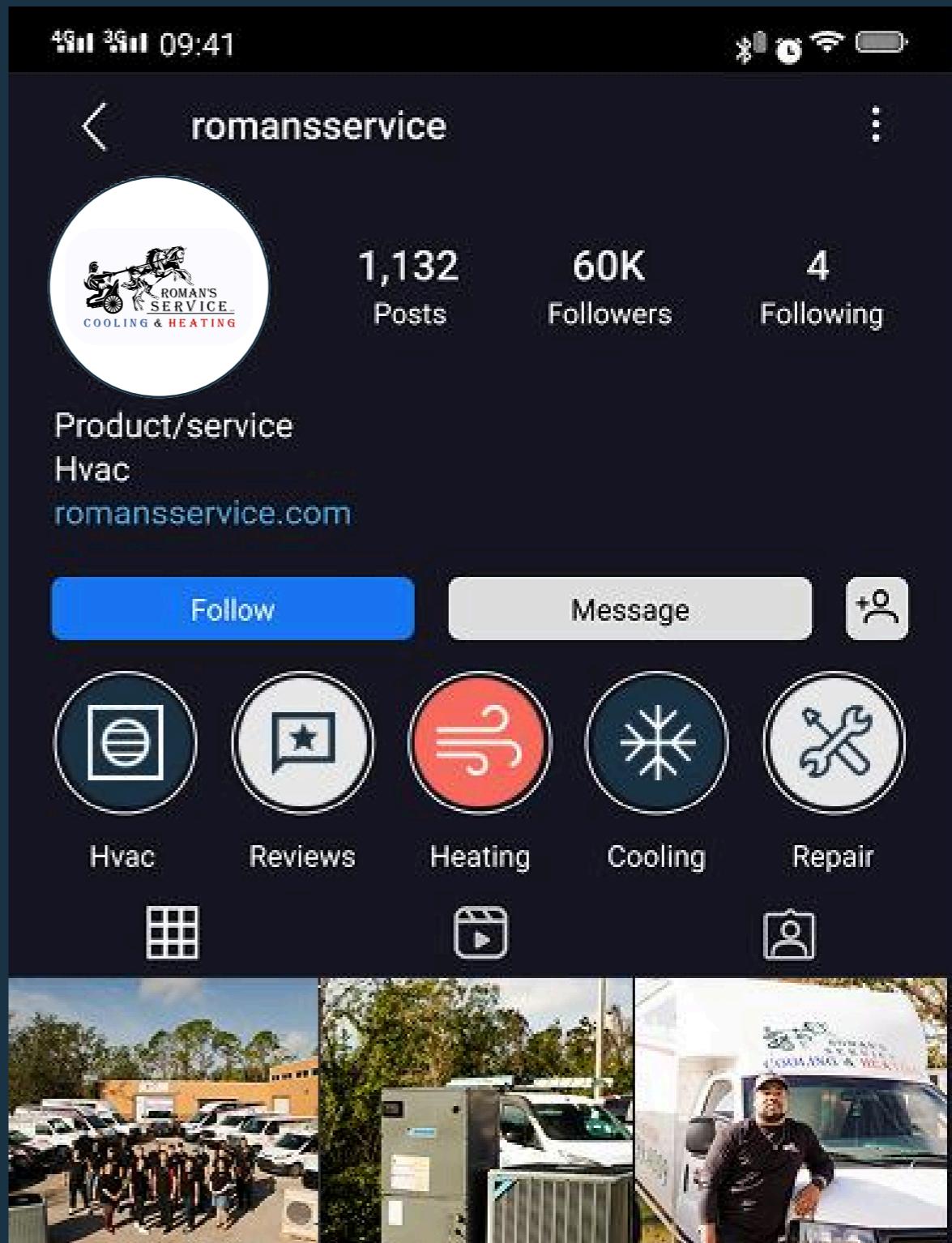
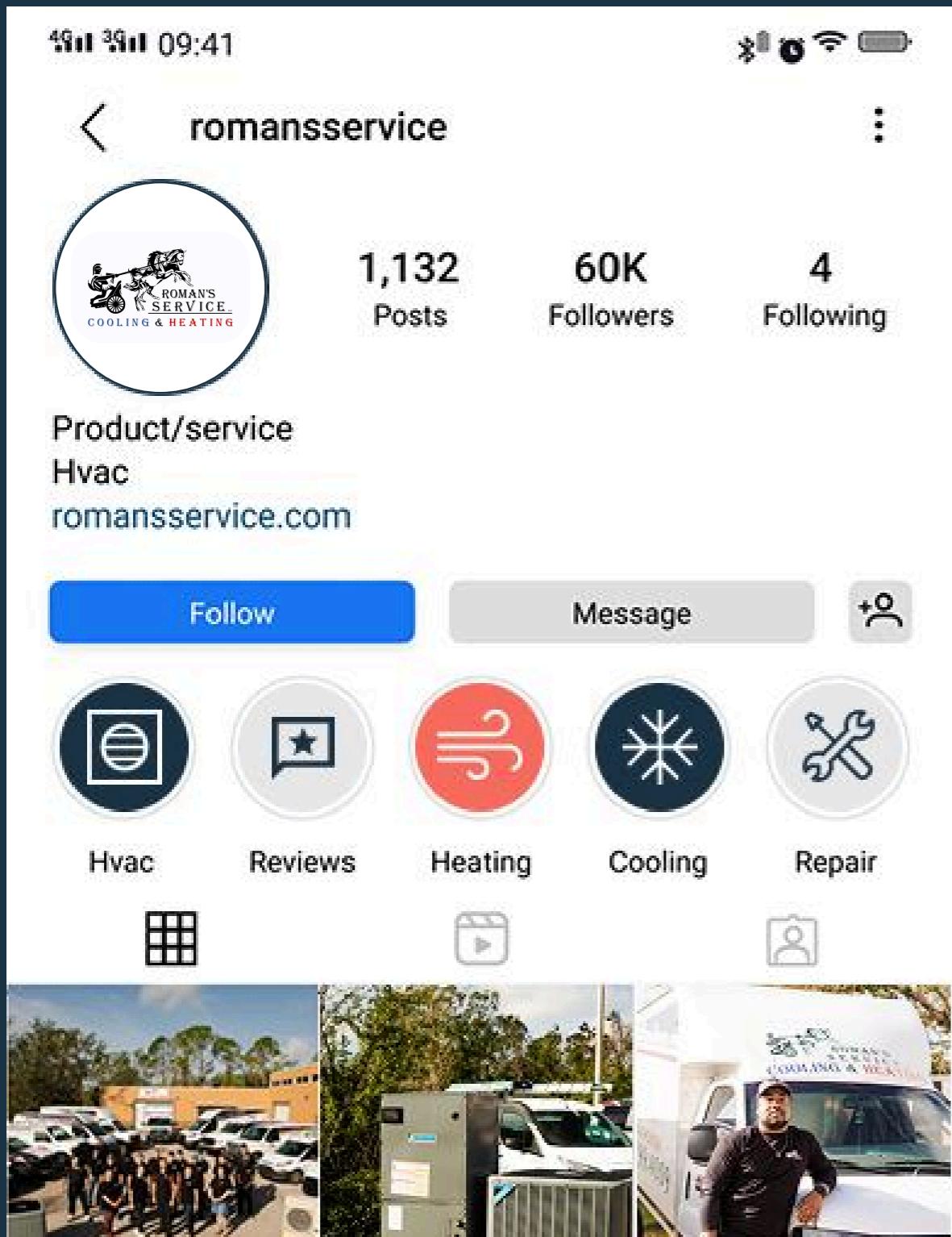
Media

07

Favicon



Instagram design style



Branding 08

Signboard



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.

