



LOGOBOOK

APPLIANCE & HVAC REPAIR CLINIC

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INTRODUCTION

About the company:

Appliance & HVAC Repair Clinic is a service company that takes care of appliances just like a doctor cares for a patient.

The company operates in two business areas:

Appliance Repair Clinic — repair and maintenance of household appliances.

Cool Doc HVAC Service — installation and service of HVAC systems (air conditioning, ventilation, heating).

Purpose of the logo book:

This document defines the rules for using the brand logos and ensures visual consistency across all communication materials.



LOGOBOOK APPLIANCE & HVAC REPAIR CLINIC

LOGO

LOGO APPLIANCE REPAIR CLINIC

Concept:

The logo features a doctor-robot mascot symbolizing reliability and care for appliances. The white coat and medical kit highlight the idea of a “clinic for devices.”

Color solution:

The red APPLIANCE wordmark creates a strong focal point, while the yellow background for Repair Clinic adds contrast and improves legibility.



LOGO VARIATIONS APPLIANCE REPAIR CLINIC



Full-color version

For print and digital



Black_White

For engraving, stamps,
or monochrome materials.



For dark backgrounds

LOGO COOL DOC HVAC SERVICE

Concept:

The mascot remains consistent across both logos, ensuring brand recognition. The COOL DOC wording emphasizes the company's focus on climate and HVAC services.

Color solution:

The red and yellow palette repeats the scheme of Appliance Repair Clinic, building a unified brand identity across both directions.



LOGO VARIATIONS APPLIANCE REPAIR CLINIC



Full-color version

For print and digital



Black_White

For engraving, stamps,
or monochrome materials.



For dark backgrounds



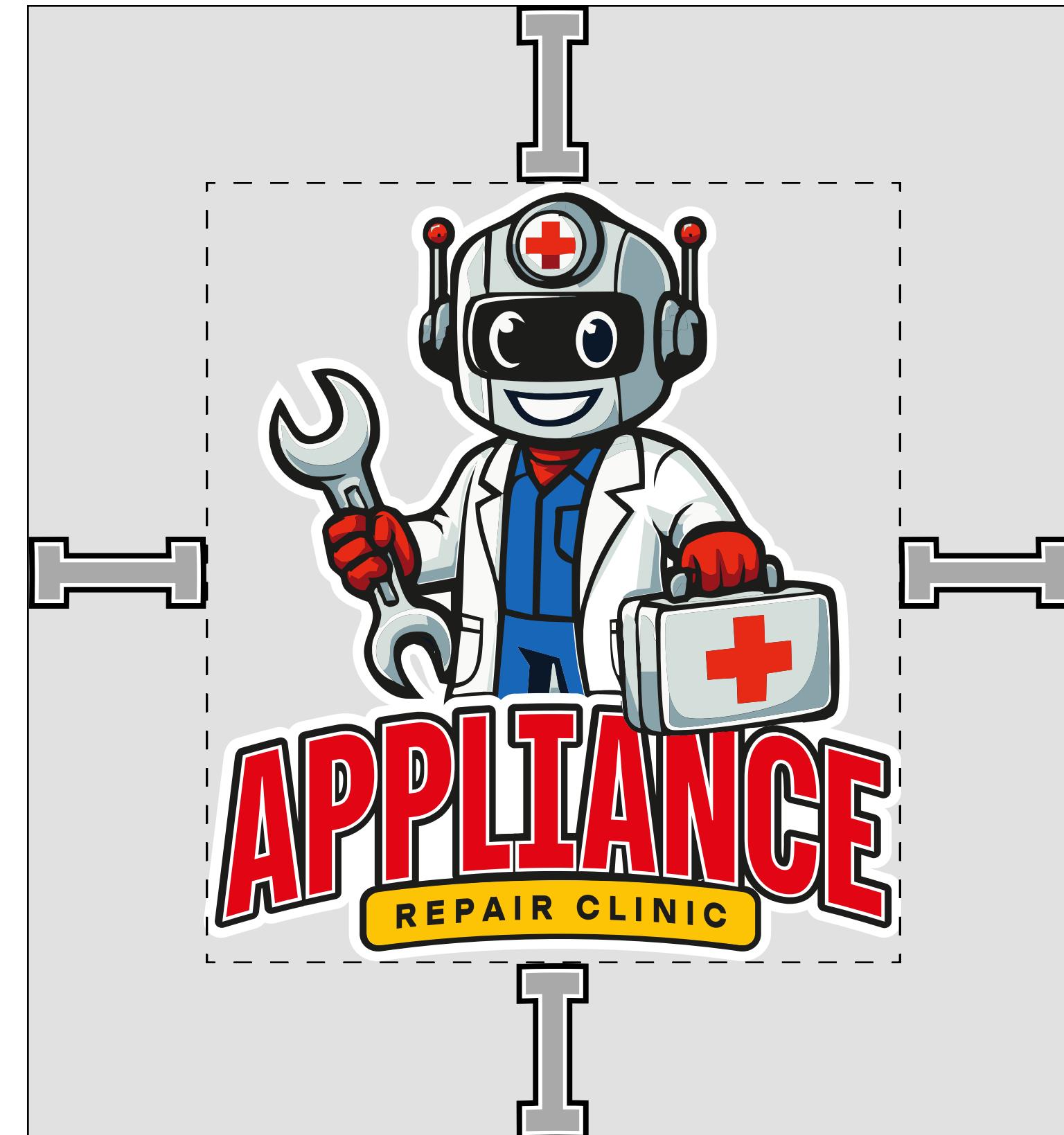
LOGOBOOK APPLIANCE & HVAC REPAIR CLINIC

LOGO STRUCTURE

LOGO SECURITY FIELD APPLIANCE REPAIR CLINIC

To ensure clarity and consistency, a minimum clear space must be maintained around the logo. This prevents other graphic elements or text from interfering with its perception.

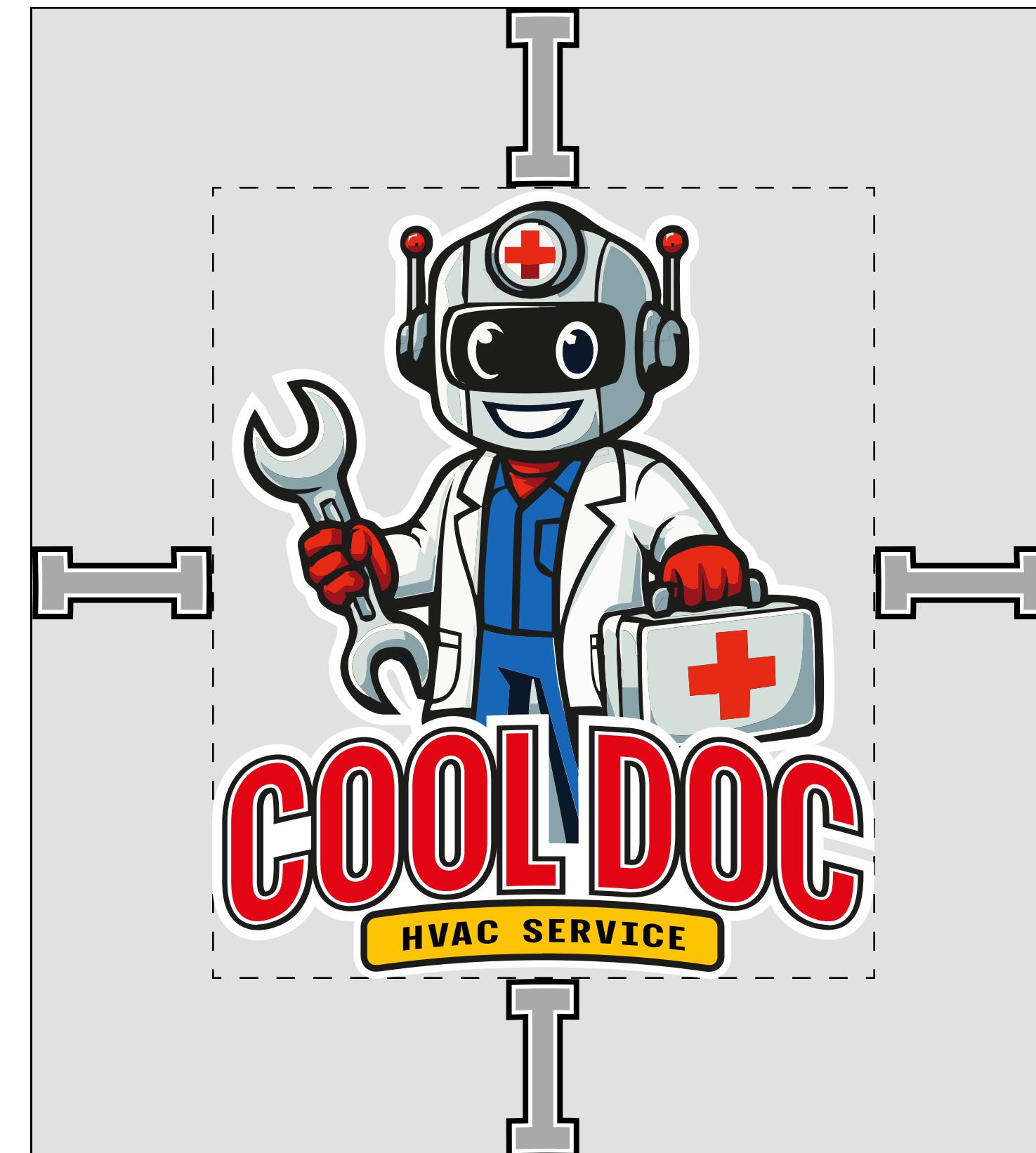
- The clear space is defined by the height of the capital letter "I" from the wordmark (X).
- This unit (X) must be applied on all four sides of the logo.
- No elements such as text, icons, or images may enter this area.
- The rule applies to all logo variations (color, black & white).



LOGO SECURITY FIELD COOL DOC HVAC SERVICE

To ensure clarity and consistency, a minimum clear space must be maintained around the logo. This prevents other graphic elements or text from interfering with its perception.

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- This unit (X) must be applied on all four sides of the logo.
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COLOR

LOGO COLORS

The brand logos are built on a strong and recognizable color system. Each color has a specific meaning and role in brand communication.

Colors:

Red — Energy, urgency, service, reliability. Used in wordmarks (APPLIANCE, COOL DOC).

Yellow — Contrast, positivity, friendliness. Used as background highlight in Repair Clinic and HVAC Service.

White — Neutral base, symbol of clarity and medical reference (doctor's coat, cross).

Black / Dark Gray — For text, outlines and contrast.



LOGO ON THE BACKGROUND

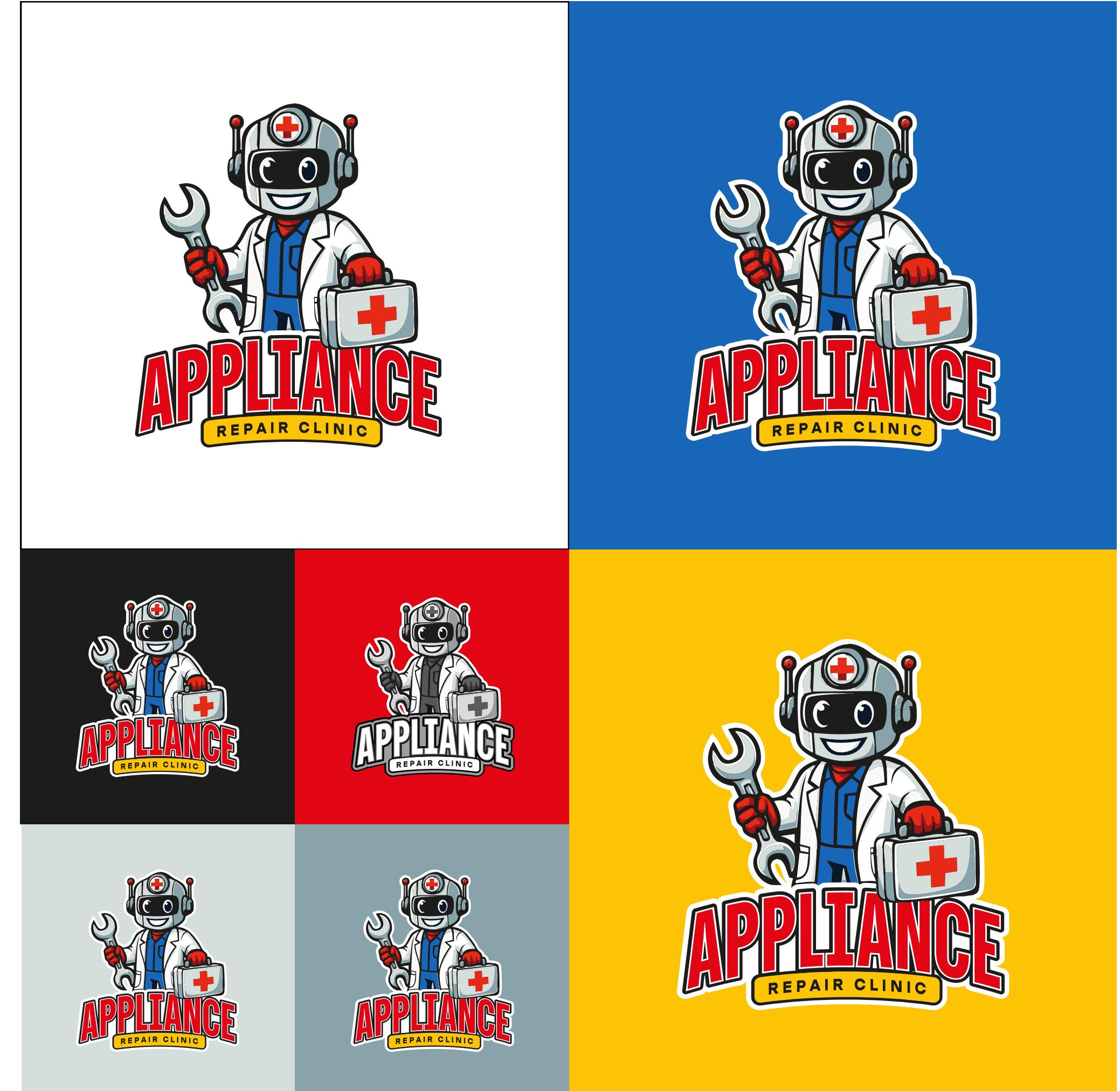
To maintain brand consistency and legibility, the logo must be placed only on approved background colors and images.

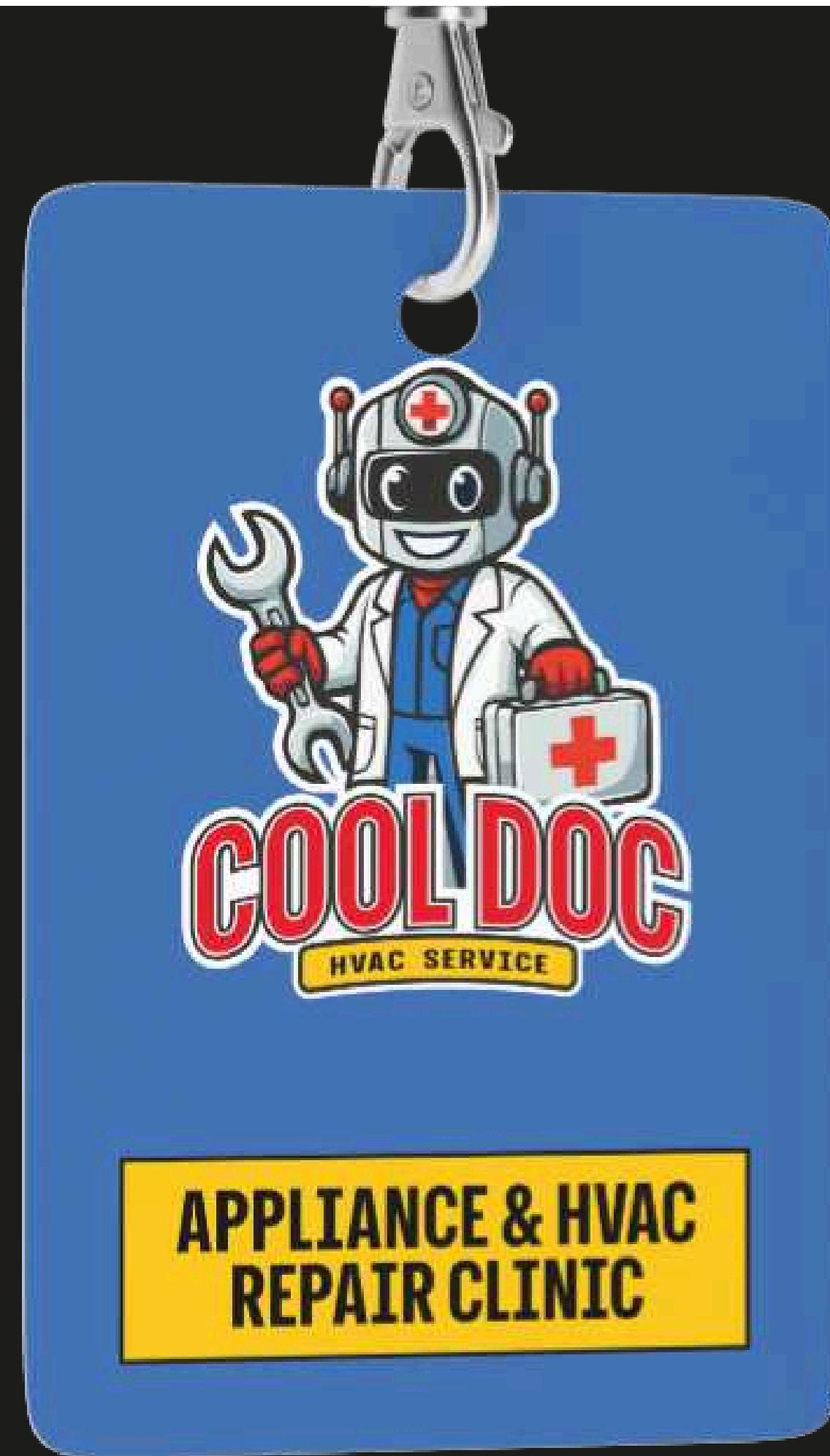
 **Correct usage:**

- White background — the primary and most recommended option.
- Brand Blue — logo retains full color and remains legible.
- Brand Yellow — logo is placed in full color and provides strong contrast.
- Black background — use the full-color logo or black & white version with maximum legibility.
- Gray shades (light/dark) — the full-color logo is acceptable if contrast is preserved.
- Red background — only the black & white version is allowed to ensure readability.

 **Incorrect usage:**

- Do not place the red wordmark on similar red or orange backgrounds in full color.
- Do not use the logo on multicolor or textured images where details get lost.
- Do not apply shadows, glows, or transparency to improve contrast — always use the approved black & white version instead.





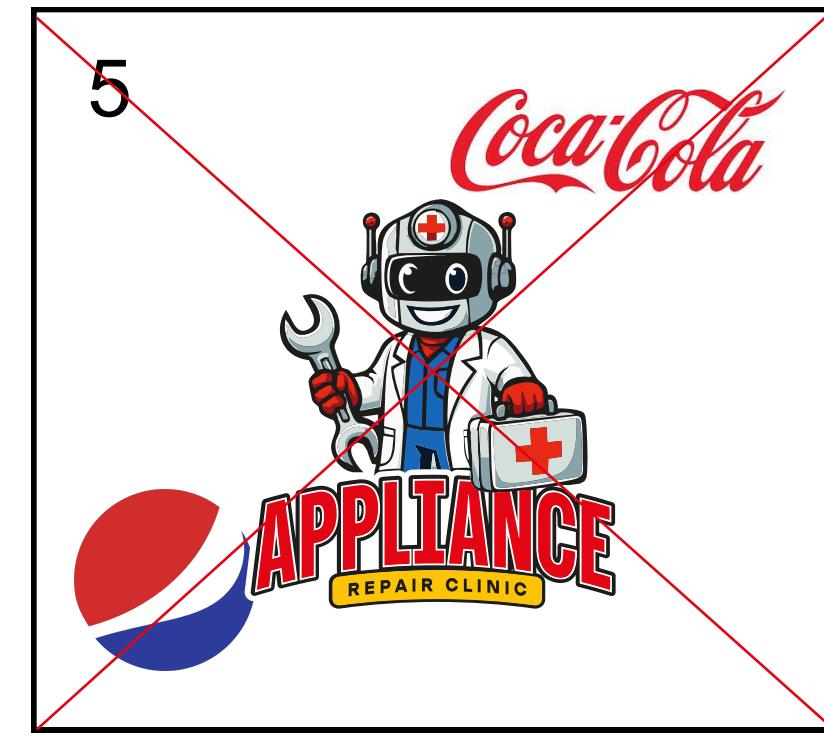
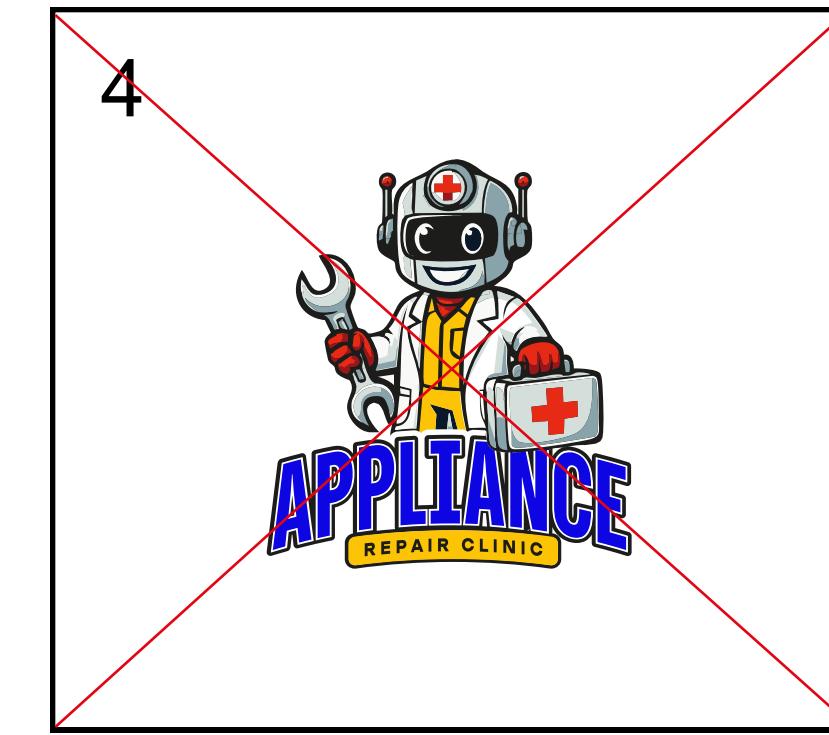
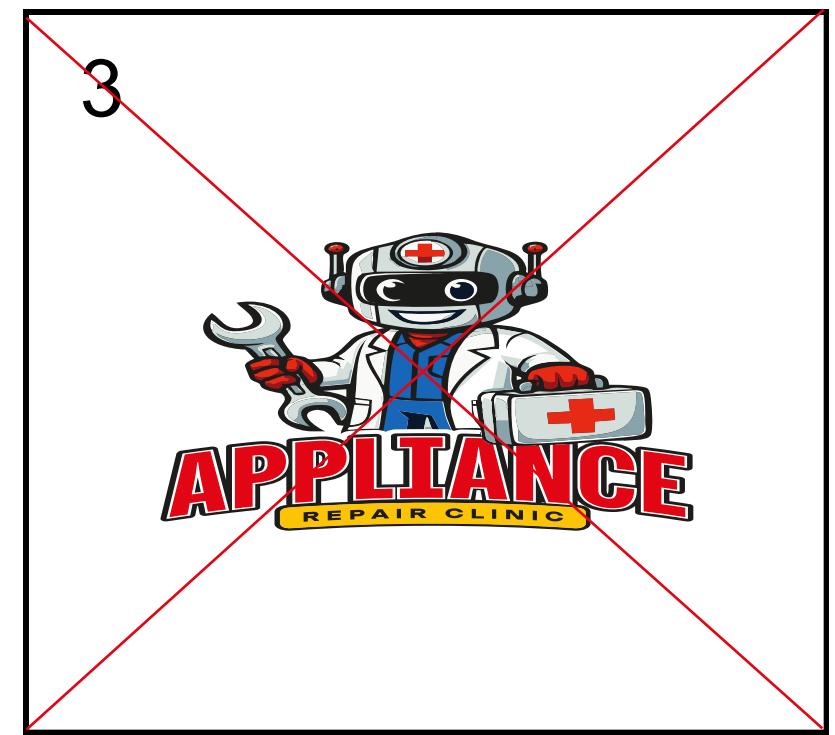
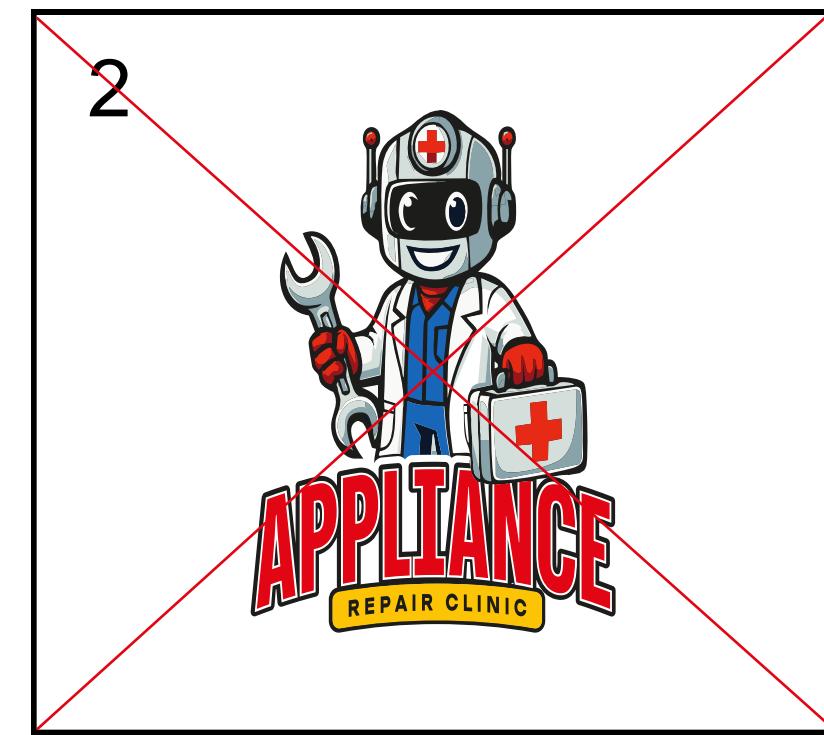
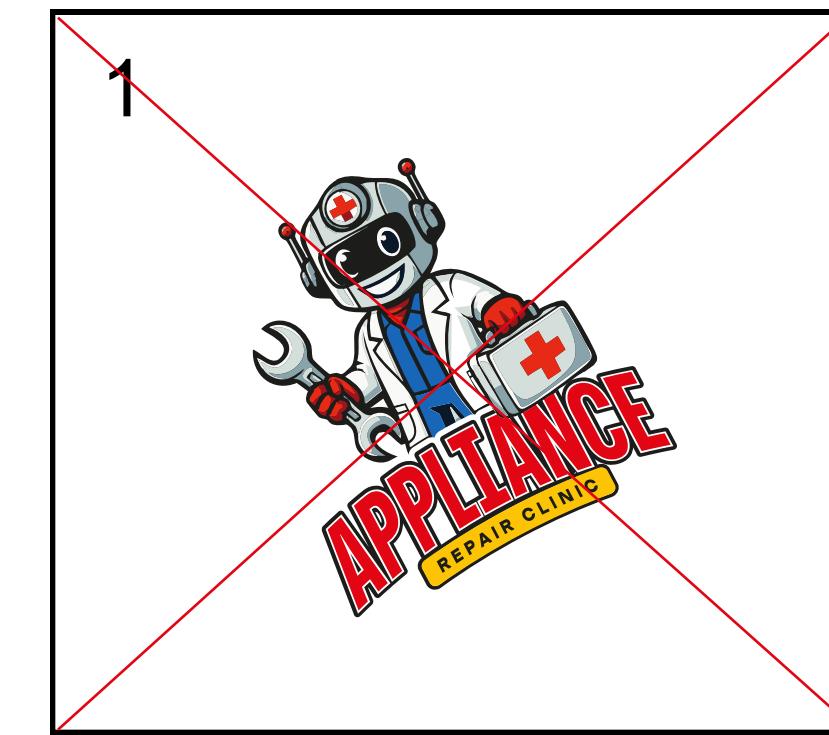
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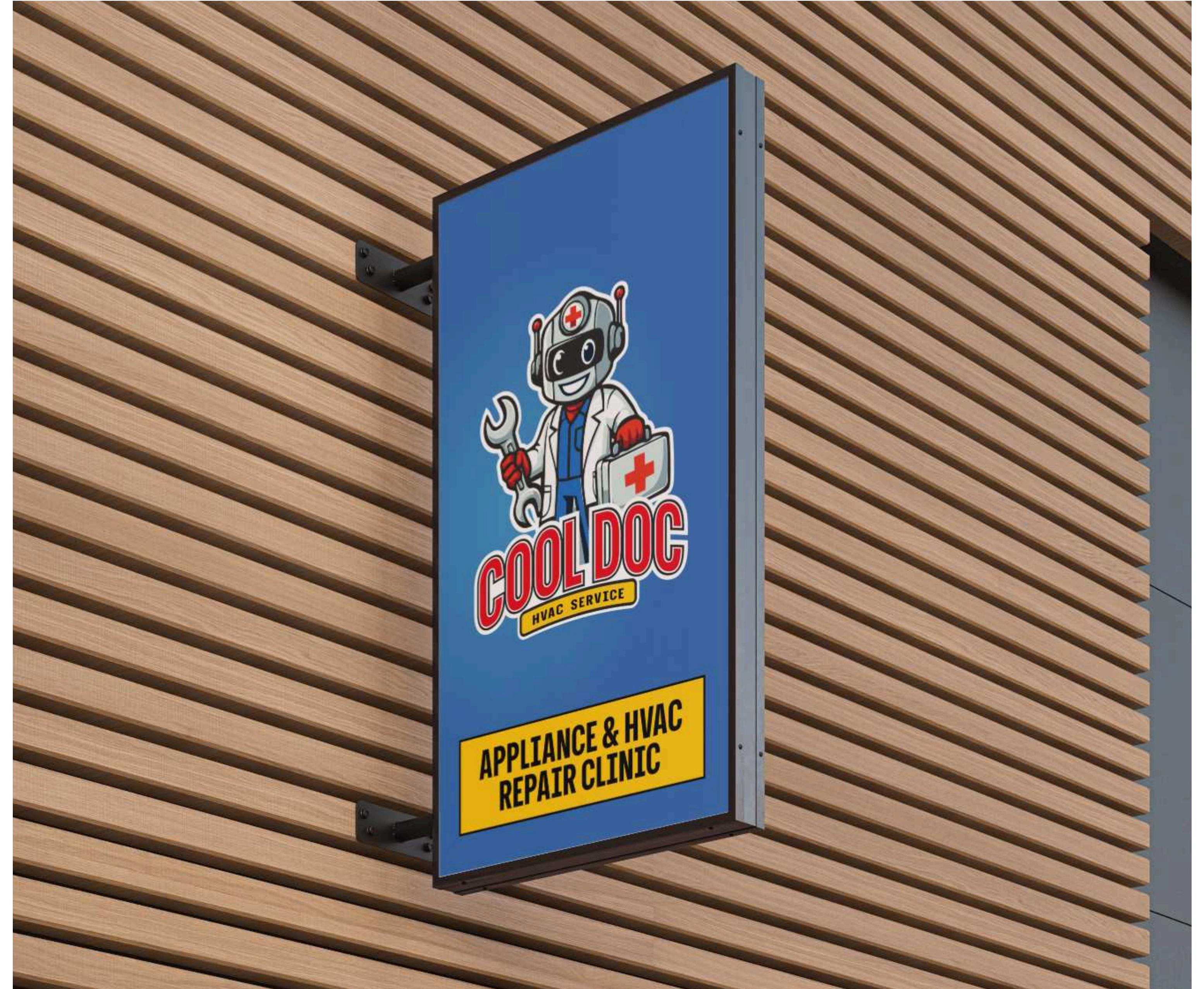
LOGO. PROHIBITIONS

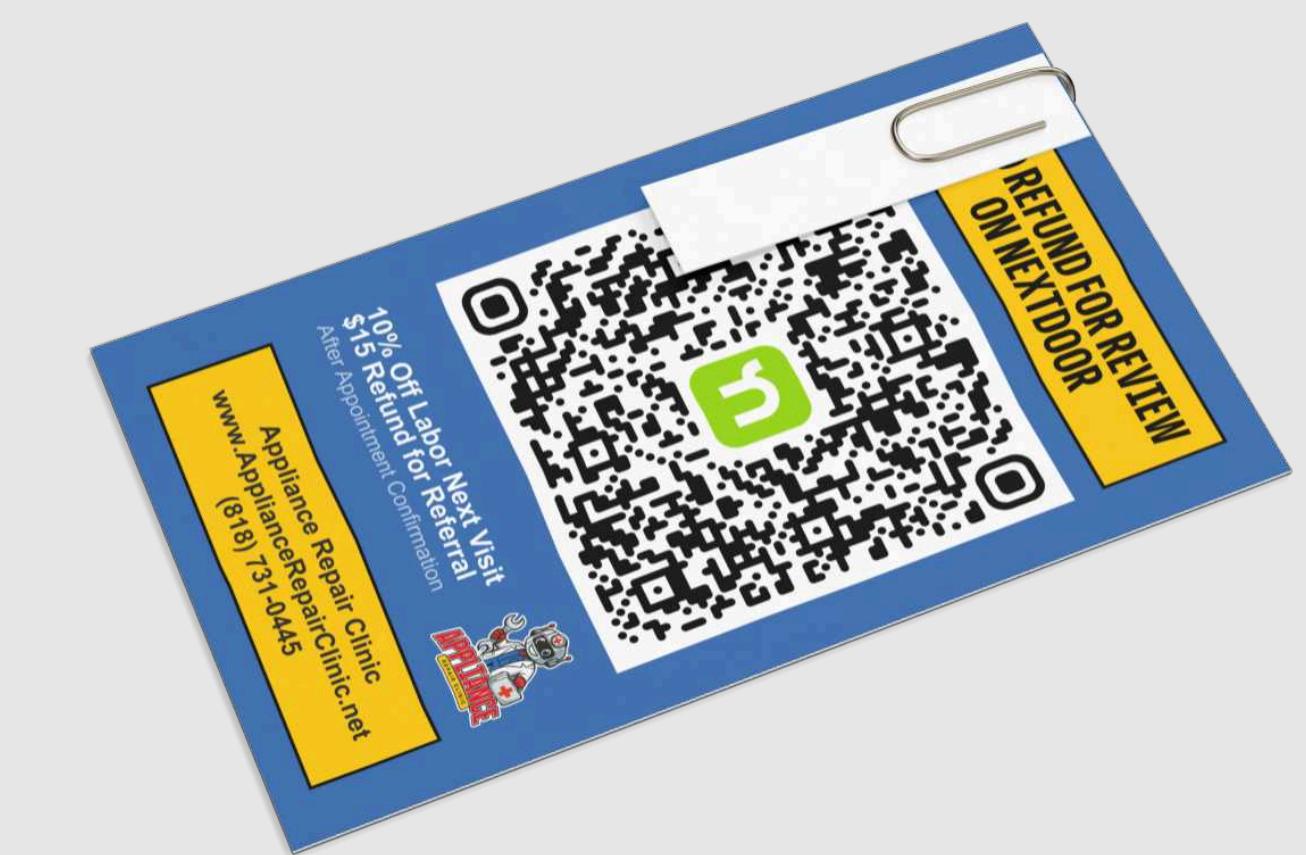
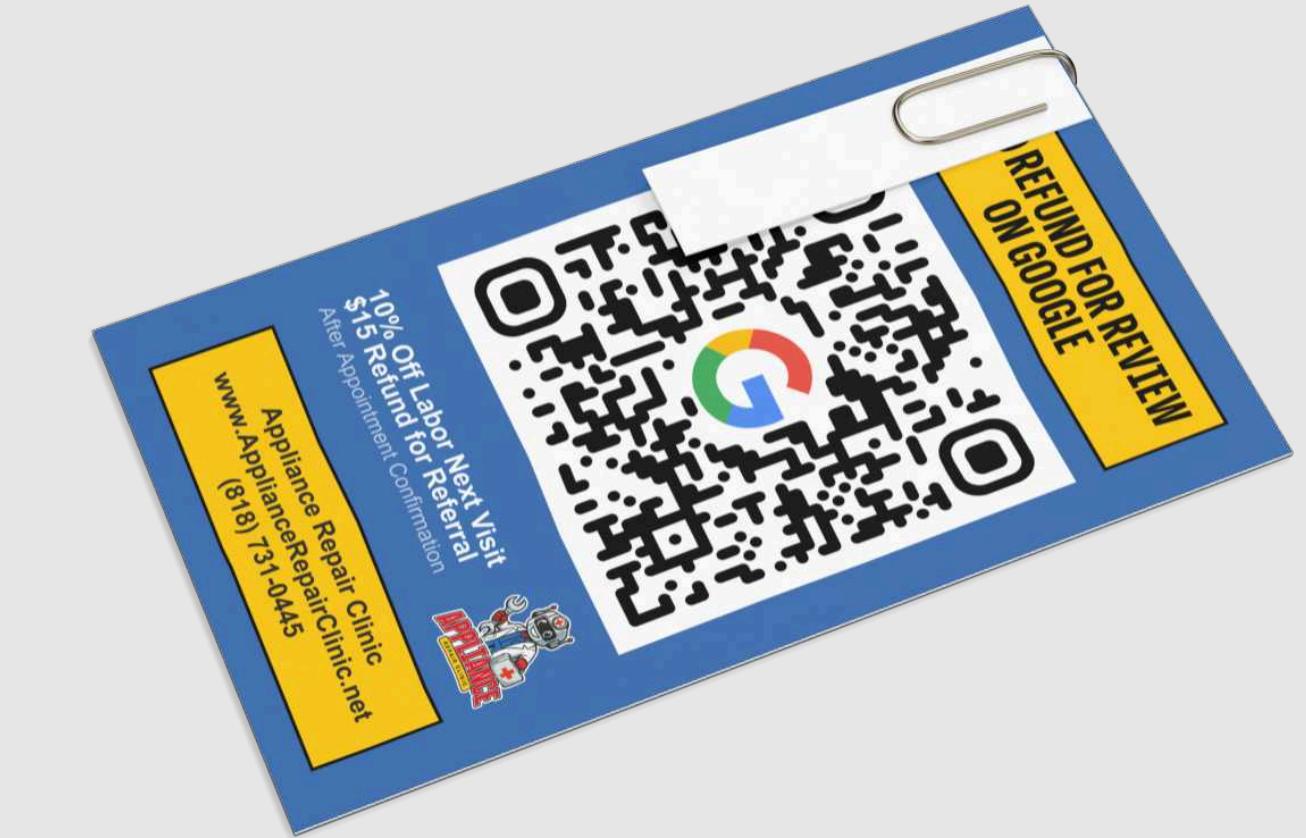
LOGO. PROHIBITIONS

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







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 Appliance & HVAC Repair Clinic identity top-of-mind.





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