



Where Every Step Counts.

Halifax, NS · Residential · Commercial · New Builds

01 — LOGO SYSTEM

THE MARK



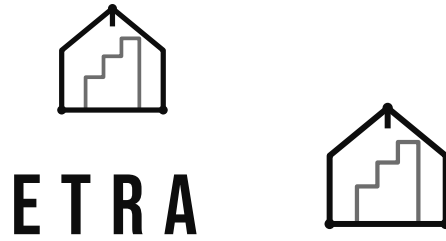
ON BLACK — PRIMARY



ON CHARCOAL



ON LIGHT — REVERSED



PRO SERVICES



ON GOLD · STACKED + ICON

WHERE EVERY **STEP** COUNTS.

Halifax's premier contracting partner — built on precision, finished to perfection.

02 — COLOUR PALETTE

THE PALETTE

OBSIDIAN

#000000 · Primary BG

CHARCOAL

#1A1A1A · Cards

STEEL

#2C2C2C · Borders

BRUSHED GOLD

#C8A96E · Accent

DARK GOLD

#9E7D44 · Print

PALE GOLD

#E2C89A · Highlight

CREAM

#F5F1EB · Light BG

SIGNAL RED

#B83A2C · Alerts

OBSIDIAN + BRUSHED GOLD is the signature combination — commanding, premium, and distinct in the trades market.

03 — TYPOGRAPHY

THE TYPE

Bebas Neue

DISPLAY / HEADLINES

Used for the logo wordmark, section headers, service names, pricing, and all large-format display text. Commands attention without shouting.

ETRA PRO SERVICES

Playfair Display

EDITORIAL / TAGLINES

Used for taglines, testimonial pull-quotes, and secondary headings where a premium, crafted tone is needed. Always in italic for best effect.

*Where Every Step Counts.
Craftsmanship you can stand on.*

Barlow

BODY / UI / CAPTIONS

Used for all body copy, contact info, captions, form labels, and UI elements. Clean, modern, and legible at any size.

ETRA Pro Services handles everything from your first nail to your finishing trim — flooring, drywall, siding, decks, fences, and our signature **custom vinyl staircases**. Based in Halifax, we serve HRM and all surrounding areas. Free

quotes, honest pricing, premium results.

Barlow Light — body copy, descriptions

Barlow Regular — UI labels, nav

Barlow SemiBold — emphasis, names

04 — SERVICES

WHAT WE DO



FLOORING INSTALLS

Vinyl plank, hardwood, tile, subfloor repair & prep. We get the foundation right so everything above it lasts.





DRYWALL

New installations, repairs, patching, finishing. Seamless results — painted or primed to a professional standard.



EXTERIOR SIDING

Vinyl, composite, and wood siding installs. Weather-tight, straight, and built to last the Nova Scotia winters.



DECKS & FENCES

Custom deck builds and fence installations. Material options to match your home, your budget, your vision.



CUSTOM VINYL STAIRCASES

Our signature specialty. Precision-cut vinyl stair treads and full staircase transformations — available to install or purchase direct.





CARPET STAIRS & CARPET

Wall-to-wall carpet installs and carpet stair applications. Clean lines, tight corners, quality finish.



REPAIRS & REMODELS

No job too small. Punch list items, single-room renovations, and everything in between. We show up and get it done.



VINYL STAIR TREADS — SHOP

We sell premium vinyl stair treads directly. Professional grades available with or without installation service.

05 — BRAND VOICE & POSITIONING

HOW WE SPEAK

WE ARE

- Confident and direct — we know what we're doing
- Premium without being pretentious
- Local and personal — Halifax is our backyard
- Specialists with a full-service range
- Proud of the craft — every step, every surface
- Honest about pricing upfront

WE'RE NOT

- A faceless corporate outfit
- Vague or salesy — we let the work speak
- Cheap — and we don't pretend to be
- Overloaded with industry jargon
- Slow to respond or hard to reach

- Satisfied with "good enough"
-

KEY MESSAGES

- "Every step counts" — our work is built to last and built with care
-
- We're not just contractors — we're your home's most trusted upgrade
-
- Halifax-based. Precision-focused. Free quotes, always.
-
- From a single stair tread to a full renovation — we handle it
-

TONE EXAMPLES

- *"Your floors deserve better. We'll make it happen."*
-
- *"Custom vinyl staircases — precision cut, perfectly installed."*
-
- *"Residential. Commercial. New builds. One number."*
-
- *"Free quote. No pressure. Just craftsmanship."*
-

IN THE REAL WORLD



OWNER NAME

OWNER · LEAD CONTRACTOR

 (902) 000-0000

 info@etrapro.ca

 etrapro.ca

 Halifax, NS · HRM & Area

ETRA



ETRA

PRO SERVICES

etrapro.ca

info@etrapro.ca

(902) 000-0000

Halifax, NS — HRM & Surrounding Areas

January 15, 2025

Dear [Client Name],

Thank you for reaching out to ETRA Pro Services. We're pleased to provide the following estimate for your upcoming project at [address].

Our team specializes in flooring, drywall, siding, custom vinyl staircases, decks, and complete renovations. Every project is handled with the same standard of precision and care — residential, commercial, or new build.

Please don't hesitate to call or message with any questions. We look forward to working with you.



ETRA

PRO SERVICES

FLOORING · DRYWALL · SIDING · DECKS · STAIRS

RESIDENTIAL · COMMERCIAL · NEW BUILDS · HALIFAX, NS

(902) 000-0000

etrapro.ca

↑ Vehicle Wrap / Decal Strip

07 — SOCIAL MEDIA

CONTENT FORMATS

KITCHEN FLOOR PACKAGE

MATERIALS INCLUDED



ETRA

PRO SERVICES

STARTING AT

\$849

BATHROOM VINYL PACKAGE



ETRA

PRO SERVICES


"The staircase completely transformed our home. ETRA nailed every detail."

— HALIFAX HOMEOWNER



ETRA

PRO SERVICES



INSTAGRAM / FACEBOOK post templates – maintain the dark-gold palette across all content.

ETRA Pro Services – Brand Identity System · Halifax, NS · 2025

WHERE EVERY STEP COUNTS.