

BRAND IDENTITY SYSTEM • 2025



Where Every Step Counts.

Halifax, NS • Residential • Commercial • New Builds

THE MARK



ON BLACK — PRIMARY



ON CHARCOAL



ON LIGHT — REVERSED



ON GOLD — STACKED + ICON

WHERE EVERY STEP COUNTS.

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

THE PALETTE

OBSIDIAN

#0D0D0D

CHARCOAL

#1A1A1A

STEEL

#2C2C2C

BRUSHED GOLD

#C8A96E

DARK GOLD

#9E7D44

PALE GOLD

#E2C89A

CREAM

#F5F1EB

SIGNAL RED

#B83A2C

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

03 — TYPOGRAPHY

THE TYPE

Impact / Bebas Neue

DISPLAY / HEADLINES

Logo wordmark, section headers, service names, pricing, large-format display.

ETRA PRO

SERVICES

Georgia / Playfair Display

EDITORIAL / TAGLINES

Taglines, testimonials, secondary headings. Always italic for premium tone.

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

Barlow / Trebuchet MS

BODY / UI / CAPTIONS

Body copy, contact info, UI labels. Clean 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.

Light — body copy, descriptions

Regular — UI labels, navigation

SemiBold — emphasis, names, calls to action

04 — SERVICES

WHAT WE DO

Flooring Installs

Vinyl plank, hardwood, tile, subfloor repair & prep. We get the foundation right.

Drywall

New installs, repairs, patching, finishing. Seamless results every time.

Exterior Siding

Vinyl, composite & wood siding. Weather-tight and built for Nova Scotia winters.

Decks & Fences

Custom builds to match your home, budget, and vision.

Custom Vinyl Staircases ★

Carpet Stairs & Carpet

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

Repairs & Remodels

No job too small. Punch lists, single-room renos, and everything in between.

Vinyl Stair Treads Shop

Premium vinyl treads sold direct. Professional grades, with or without install.

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" — built to last, built with care
- We're your home's most trusted upgrade

—Halifax-based. Precision-focused. Free quotes, always.

—From a single stair tread to a full renovation

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

The image shows two examples of vehicle wraps. On the left, a dark van has 'ETRA PRO SERVICES' and contact information ('OWNER · LEAD CONTRACTOR (902) 000-0000 info@etrapro.ca etrapro.ca Halifax, NS · HRM & Area') printed on it. On the right, a yellow van has the same branding.

ETRA
PRO SERVICES

OWNER · LEAD CONTRACTOR
(902) 000-0000
info@etrapro.ca
etrapro.ca
Halifax, NS · HRM & Area

ETRA
PRO SERVICES

FLOORING · DRYWALL · SIDING · DECKS · STAIRS
RESIDENTIAL · COMMERCIAL · NEW BUILDS · HALIFAX, NS

(902) 000-0000
etrapro.ca

↑ Vehicle Wrap / Decal Strip

The image shows a professional estimate letter template. It features the ETRA logo at the top left, followed by a horizontal line. To the right, contact information is listed: 'etrapro.ca', 'info@etrapro.ca', '(902) 000-0000', and 'Halifax, NS — HRM & Surrounding Areas'. Below this, the date 'January 15, 2025' is written. The letter begins with 'Dear [Client Name]', followed by a paragraph thanking the client for reaching out and providing an estimate for their project. It highlights the company's expertise in various services like flooring, drywall, and siding. A final paragraph encourages the client to reach out with any questions.

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.

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

CONTENT FORMATS

The image shows a social media post template for a 'KITCHEN FLOOR PACKAGE'. At the top, the title 'KITCHEN FLOOR PACKAGE' is displayed above a section titled 'MATERIALS INCLUDED'. Below this is a list of materials. At the bottom, the ETRA logo is shown.

KITCHEN FLOOR PACKAGE

MATERIALS INCLUDED

ETRA
PRO SERVICES

STARTING AT

\$849

BATHROOM VINYL PACKAGE



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

— HALIFAX HOMEOWNER



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.