



VILLAGE PLUMBING & AIR BRAND IDENTITY

LOGO TYPE



FONT

Dream Lover

This is only to be used for the word "Village" if needed.

Thicker lettered "Village" version to be used for vehicles and other mediums where improved readability is necessary.



CORPORATE COLORS



PRIMARY



SECONDARY

PANTONE 2145C
C 100
M 76
Y 7
K 0
HEX 004da8
R 0
G 82
B 155

PANTONE 2145C (75%)
C 74
M 53
Y 0
K 0
HEX 4d75ba
R 77
G 117
B 186



PRIMARY

PANTONE 116C
C 1
M 18
Y 100
K 0
HEX ffcd00
R 255
G 205
B 0



SECONDARY

PANTONE 116C (60%)
C 1
M 11
Y 60
K 0
HEX ffdf7f
R 255
G 223
B 127



PRIMARY

PANTONE 172C
C 0
M 87
Y 100
K 0
HEX fa4512
R 250
G 69
B 18

MISSION STATEMENT

Our mission is to provide unrivaled service to past, present & future generations.

CORE VALUES

Integrity
Responsibility
Respect
Unity
Motivation

At Village Plumbing & Air we pride ourselves in providing the same, consistent, **high quality service** to every customer we come in contact with.

CORPORATE TYPOGRAPHY

FONT

BLAIR ITC BOLD

used at 75% horizontal scale

A B

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



IMAGERY

Monica caricature is used in multiple mediums for branding purposes including: vehicle graphics, website, social media, print pieces.

Caricature should always be used in conjunction with logo or accompanied by the company name as well as "Monica Ryan, Owner & Master Plumber".

MONICA RYAN
Owner & Master Plumber

VEHICLE GRAPHICS

