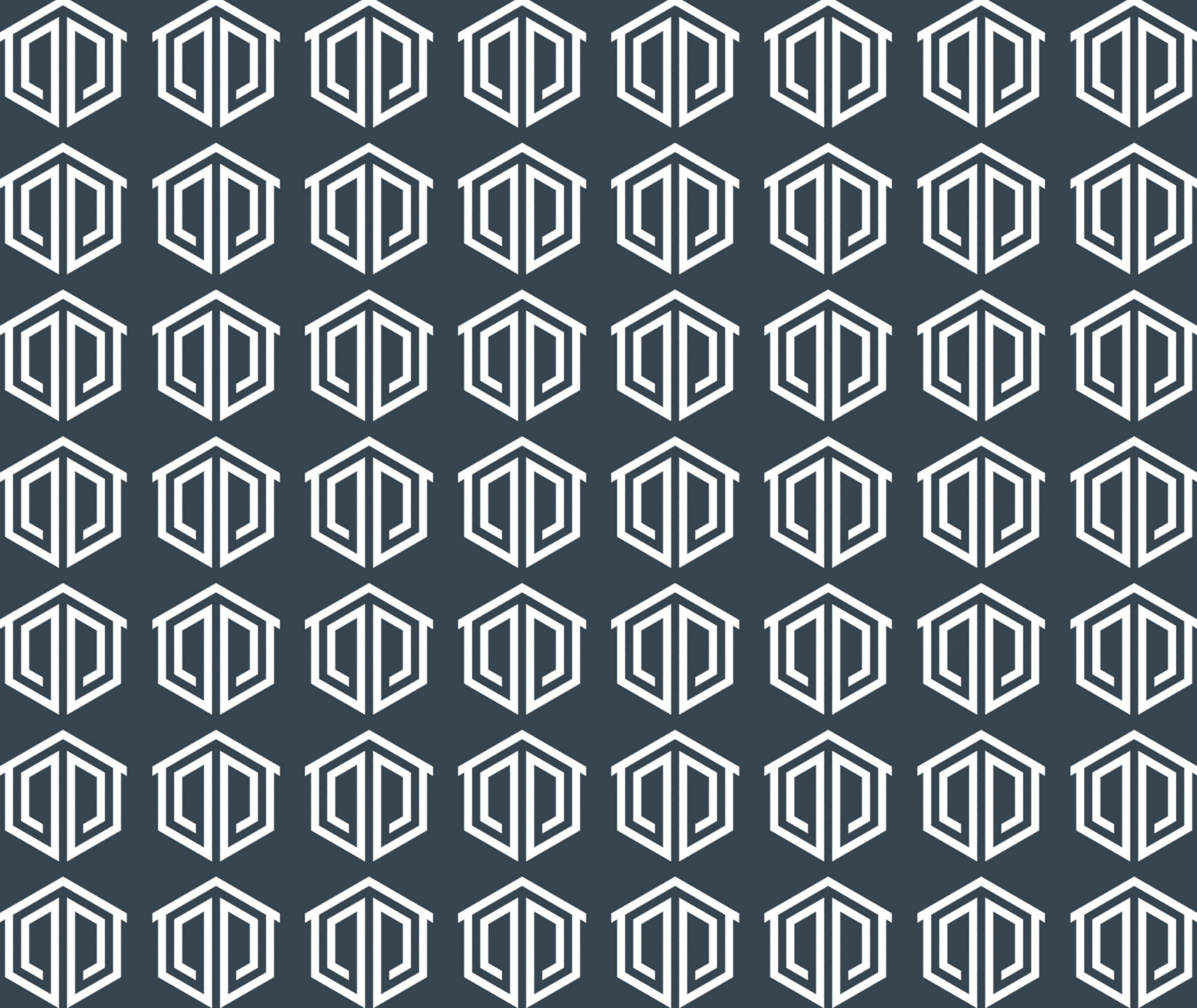




DECKONS
PAINTING UNRIVALED

BRAND IDENTITY
06/10/2020





The day you married your best friend.

The puppy who stole your heart...and your blankets.

The bold new look for the exterior of your new home.

No matter what your walls display, hire the best to paint them.

TABLE OF CONTENTS

4





TABLE OF CONTENTS

8. BRAND STATEMENT.

Your brand statement, also called your brand definition, shrinks all your thoughts about your business mission, values, promise, and character into a concise statement.

10. CORE VALUES.

Core values are the fundamental beliefs of your company. These guiding principles dictate behavior and can help people understand the difference between right and wrong.

14. LOGO VARIATIONS.

The logo is a primary visible element within a brand. Distinguishing the brand in consumers' minds.

24. TYPOGRAPHY.

The selection of fonts identified in the brand identity as well as the usage intent and parameters around when to and when not to use.

26. COLOR THEORY.

The psychology behind color theory, allows a company to further tap into branding techniques and better connect with their market.

30. BRAND IN ACTION.

Branding usage examples for reference only.

38. COLOR USAGE GUIDE.

There are a variety of color models that you will need to utilize, depending on the scope of your project. We've outlined what these are and when you might need them.

48. BRAND IDENTITY VISUAL SNAPSHOT.

A snap shot of your brand's visual branding on one page.

58. NOTES & REVISIONS.

Things change! We evolve. Take notes here and note important revisions for your future brand.

YOUR WALLS ARE THE CANVAS OF YOUR LIFE.

We are the artist.

The Deckon's team approaches the exterior work and interior spaces of your home with the critical eye of an artist, considering the style, the play of light and shadow, and the overall composition of the space.

Whether your home is the grand landmark of a bygone era or a modern stunner with wide open spaces,

**DECKON'S WILL MAKE IT
UNFORGETTABLE.**





DECKONS
PAINTING UNRIVALED

BRAND STATEMENT

8





About Deckon's

Deckon's **never cuts corners**. We train our employees in the latest techniques, staying abreast of industry and design trends that clients want.

While some paint products incorporate a primer, simplifying the process and the length of time spent, **we will never recommend the easy way out**.

We use a sprayer to prime and then paint larger surfaces, following each coat with a dry-brush technique called backrolling.

Backrolling distributes the materials into the finish better than a sprayer alone, providing a visibly even film.

Finally, Deckon's also uses a roller brush and traditional hand-painting techniques when needed because there are some spaces that a sprayer **should never go**.

Before we leave you to enjoy the **refreshed and refined** look of your home, we inspect our work and walk through the space with you to make sure that every corner and wall is covered and that every unpainted space remains **free of spots**.

Whether you are building something new, choosing a fresh look for the exterior, or extending a design concept throughout your space, Deckon's offers an expert, personal touch for the most personal of spaces – your home.

CORE
VALUES

10





Integrity.

Deckon's is focused on your satisfaction. That means that if you are not happy with our work, we will work with you until you are completely satisfied.

Character.

We believe the true test of a company is what happens when no one is watching. Our clients can trust Deckon's to be in their space whether they are present or away from the property. Your space is sacred to us.

Authenticity.

Deckon's will never confuse high-touch with self-importance. We are approachable, friendly and at ease so that our clients can feel comfortable inviting us into their homes.

Professionalism.

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Reliability.

For owner Alex Deckon, his name is his business. Expect him to be involved with your job from start to finish, providing the work and assuring that anyone who works with him is providing the best result possible.

Consultative.

Deckon's is solution-driven. We know that it is not easy to choose the right colors for your home. We bring considerable experience to helping you make the right choices for your home.

CORE
VALUES





Every canvas needs the right preparation.

Just as important as what we are painting is what we are not painting.
Great results begin with attention to the finer details of the job.
Deckon's is meticulous in its preparation of the area to be painted.

We always use proper masking and coverings to protect furniture, finishes and floors. From power washing the exterior spaces before paint is applied, to assuring that caulking has been completed in kitchen and bathroom spaces before a drop of paint ever touches the wall, we provide high quality, high-touch service that leaves your space better than we found it.

LOGO
VARIATIONS

14





LOGO VARIATION 1
SQUARE; PREFERRED COLOR



LOGO VARIATION 1
HORIZONTAL; PREFERRED COLOR



LOGOMARK; PREFERRED COLOR



LOGO VARIATION 2 - SINGLE COLOR





LOGO VARIATION 3 - GRADIENT



LOGO VARIATION 4 - SINGLE COLOR HORIZONTAL

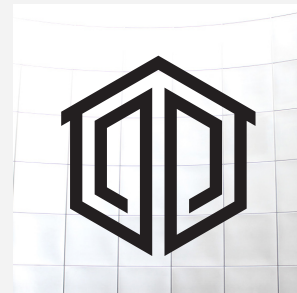
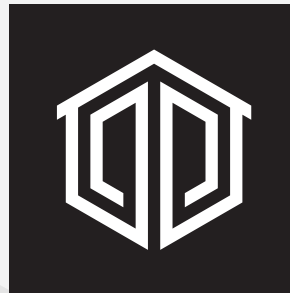
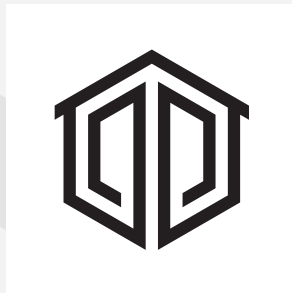




LOGO VARIATION 5 - GRADIENT HORIZONTAL



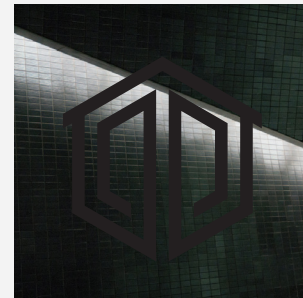
LOGO VARIATION - DO'S



Have different logo color variations. Your logo should be able to go on anything and everything. With these things in mind also protects your brand from printing limitations. For example, black/white printing, single-color printing, or 1-color embroidery on a merch item.

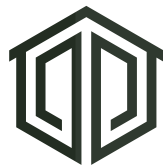
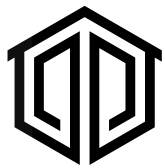
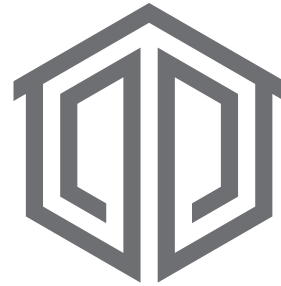


LOGO VARIATION - DON'TS



Keep it visible, placing the logo on the color similar to it will reduce the visibility and the customers will hardly notice the logo.
Changing the angle of the logomark is not a good idea.
The brand is recognizable with the logomark straight as it is represented in the original design

LOGOMARK



TYPOGRAPHY

22

Typography



Typography

USAGE

Main Header Montserrat - Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Sub-Paragraph Text Montserrat - Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Sub Header Montserrat - SemiBold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Quote Text Montserrat - LightItalic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Paragraph Text Montserrat - Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Attention Text Montserrat - MediumItalic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

HIGH ATTENTION TEXT Montserrat - MediumItalic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

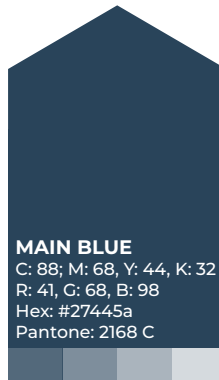
COLOR THEORY

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PRIMARY COLORS

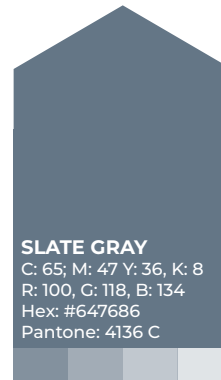


MAIN BLUE

C: 88; M: 68, Y: 44, K: 32
R: 41, G: 68, B: 98
Hex: #27445a
Pantone: 2168 C



Blue represents both the sky and the sea, and is associated with open spaces, freedom, intuition, imagination, expansiveness, inspiration, and sensitivity. Blue also represents meanings of depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith, heaven, and intelligence. Dark blue can color is elegant, rich, sophisticated, intelligent.

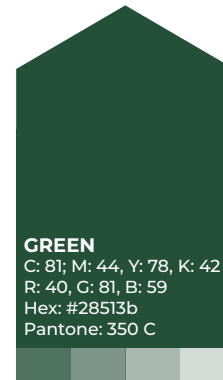


SLATE GRAY

C: 65; M: 47 Y: 36, K: 8
R: 100, G: 118, B: 134
Hex: #647686
Pantone: 4136 C



Gray is a cool, neutral, and balanced color. The color gray is an emotionless, moody color as well as formal, conservative, and sophisticated. It is a sophisticated color that lacks the negativity of the color black. Light grays can carry some of the attributes of the color white.

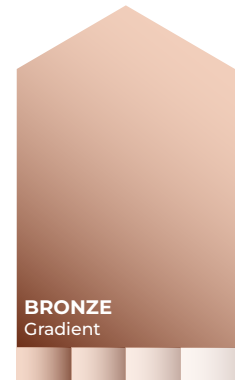


GREEN

C: 81; M: 44, Y: 78, K: 42
R: 40, G: 81, B: 59
Hex: #28513b
Pantone: 350 C



Green stands for balance, nature, spring, and rebirth. It's the symbol of prosperity and progress. We generally think of it as balanced and youthful. We use green in design for spaces intended to foster creativity and productivity, and we associate green with progress—think about giving a project the "green light".



BRONZE Gradient



Bronze is a mixture of copper and tin. It belongs to the family of browns, and it is a colour of associated with maturity and earthiness. Similar to the colour psychology of brown, the colour exudes the aura of nature and ideas of experience, growth, strength and security.

KEY TRAITS

- stability
- truth
- reliability
- trust
- loyalty
- wisdom
- confidence
- intelligence

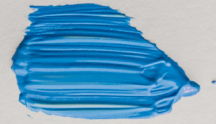
- neutrality
- balance
- stability
- calming
- elegance
- formality
- classic
- mature

- growth
- harmony
- freshness
- ambition
- self-reliance
- kind
- loyal
- generous

- luxury
- maturity
- experience
- security
- growth
- strength

COLOR THEORY

28





BLACK

C: 74; M: 67, Y: 67, K: 90
R: 255, G: 255, B: 255
Hex: #000000
Pantone: 419 C

KEY TRAITS

- Serious
- Professional
- Conventional



DEEP GREY

C: 58; M: 49, Y: 46, K: 14
R: 111, G: 112, B: 115
Hex: #6e6f72
Pantone: 424 C

- Serious
- Professional
- Conventional

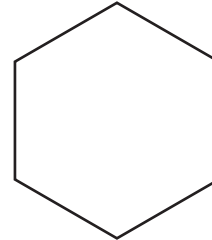


SAFFRON YELLOW

C: 13; M: 30, Y: 89, K: 0
R: 222, G: 175, B: 62
Hex: #deaf3e
Pantone: 417 C

KEY TRAITS

- Happiness
- Creativity
- Optimism



WHITE

C: 0; M: 0, Y: 0, K: 0
R: 255, G: 255, B: 255
Hex: #ffffff
Pantone: TBD

- Serious
- Professional
- Conventional

BRAND IN
ACTION

30



POSTER

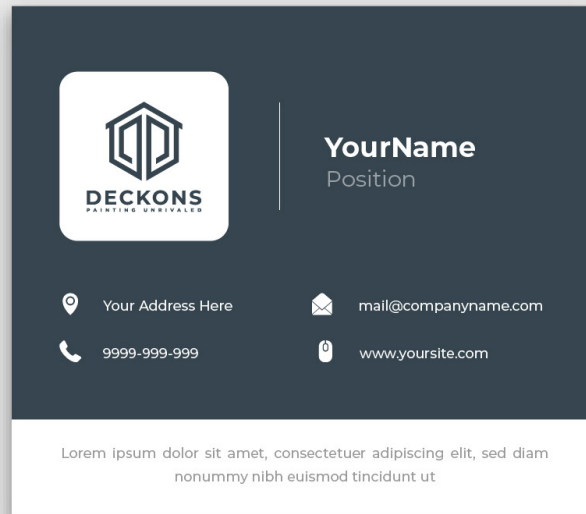


BRAND STATIONERY





EMAIL SIGNATURE



BUSINESS CARDS





NOTEPAD



PRESENTATION FOLDER





ON SCREENS



COLOR
USAGE
GUIDE





.JPG FILE FORMAT

JOINT PHOTOGRAPHIC EXPERTS
GROUP

Use it for photos. Opens with almost any program. It can not scale. Does not allow for transparent background. Important: Image quality diminishes every time it is enlarged, shrunk or saved.



.PDF FILE FORMAT

PORTABLE DOCUMENT
FORMAT

Use it for web, email & files. Opens with Adobe Reader.. Important: Option to be saved at a high or low resolution.



.PNG FILE FORMAT

PORTABLE NETWORK
GRAPHICS

Use it for photos & artwork. Opens with almost any program. It can not scale. Does allow for transparent background. Important: Best used on the web.



.EPS FILE FORMAT

ENCAPSULATED POSTSCRIPT

Use it for logos & illustrations. Opens with Illustrator & Photoshop. It can scale infinitely. Does allow for transparent background. Important: Can resize file infinitely without losing any quality.



COLOR
USAGE
GUIDE



RGB COLOR MODEL

BEST USED FOR DIGITAL.

RGB (red, green, and blue) refers to a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.



#HEX CODE

BEST USED FOR DIGITAL & WEB.

A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors.

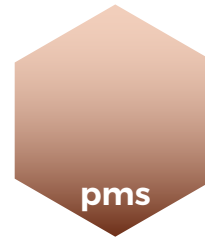


CMYK COLOR MODEL

BEST USED FOR PRINT.

CMYK is a scheme for combining primary pigments. The C stands for cyan, M stands for magenta, Y for yellow, and K for key.

The key color in today's printing world is black but it has not always been.



PANTONE (PMS)

BEST USED TO MAINTAIN
COLOR CONSISTENCY
ACROSS ALL FORMS OF MEDIA.

Pantone is a corporation that created a solid color matching system (Pantone Matching System or PMS). Pantone colors (also known as Spot colors) are a certain set of colors that will accurately match when reproduced in print because they are already pre-mixed. Therefore, Pantone colors give the truest color result.



BRAND IDENTITY VISUAL SNAPSHOT

A snapshot of your brand's visual branding on one page. It is encouraged to cut out a page and keep nearby to reference your visual brand snapshot.

LOGO VARIATION 1 - SQUARE; PREFERRED COLOR



LOGO VARIATION 1 - HORIZONTAL ; PREFERRED COLOR



LOGOMARK - PREFERRED COLOR



Montserrat
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Southern Aire
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

COLOR THEORY



MAIN BLUE
 C: 88; M: 68; Y: 44; K: 32
 R: 41, G: 68, B: 98
 Hex: #27445a
 Pantone: 2168 C

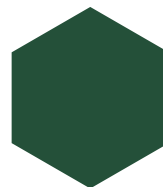


SLATE GRAY
 C: 65; M: 47; Y: 36; K: 8
 R: 100, G: 118, B: 134
 Hex: #647686
 Pantone: 4136 C

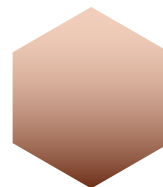
KEY TRAITS

- Stability
- Intelligence
- Trust

- Serious
- Professional
- Conventional



GREEN
 C: 81; M: 44; Y: 78; K: 42
 R: 40, G: 81, B: 59
 Hex: #28513b
 Pantone: 350 C



BRONZE
 Gradient

KEY TRAITS

- Ambition
- Freshness
- Growth

- Serious
- Professional
- Conventional

Integrity.

Deckon's is focused on your satisfaction. That means that if you are not happy with our work, we will work with you until you are completely satisfied.

Character.

We believe the true test of a company is what happens when no one is watching. Our clients can trust Deckon's to be in their space whether they are present or away from the property. Your space is sacred to us.

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Professionalism.

Deckon's has old-fashioned ideas about professional etiquette. We pride ourselves on being on time, meeting deadlines, and being unfailingly polite when working with homeowners and other service professionals in the home.

Meticulousness.

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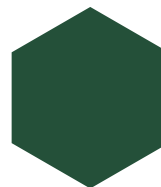


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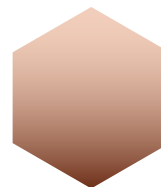
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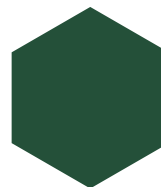


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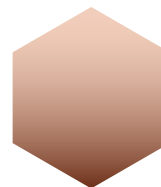
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COLOR THEORY



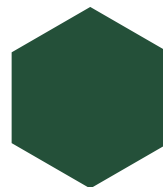
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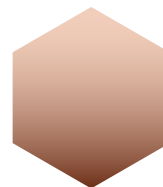
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Deckon's is focused on your satisfaction. That means that if you are not happy with our work, we will work with you until you are completely satisfied.

Character.

We believe the true test of a company is what happens when no one is watching. Our clients can trust Deckon's to be in their space whether they are present or away from the property. Your space is sacred to us.

Authenticity.

Deckon's will never confuse high-touch with self-importance. We are approachable, friendly and at ease so that our clients can feel comfortable inviting us into their homes.

Professionalism.

Deckon's has old-fashioned ideas about professional etiquette. We pride ourselves on being on time, meeting deadlines, and being unfailingly polite when working with homeowners and other service professionals in the home.

Meticulousness.

If it is not good enough for the rooms in our own homes, it is not good enough for yours. We pledge that you will never find a streak or a drip on your walls, vanities, counters, or floors weeks after Deckon's leaves your home.

Reliability.

For owner Alex Deckon, his name is his business. Expect him to be involved with your job from start to finish, providing the work and assuring that anyone who works with him is providing the best result possible.

Consultative.

Deckon's is solution-driven. We know that it is not easy to choose the right colors for your home. We bring considerable experience to helping you make the right choices for your home.

LOGO VARIATION 1 - SQUARE; PREFERRED COLOR



LOGO VARIATION 1 - HORIZONTAL ; PREFERRED COLOR



LOGOMARK - PREFERRED COLOR



Montserrat
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Southern Aire
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

COLOR THEORY



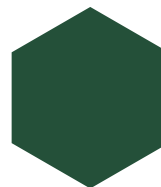
MAIN BLUE
 C: 88; M: 68; Y: 44; K: 32
 R: 41, G: 68, B: 98
 Hex: #27445a
 Pantone: 2168 C

- Stability
- Intelligence
- Trust



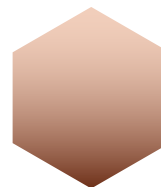
SLATE GRAY
 C: 65; M: 47; Y: 36; K: 8
 R: 100, G: 118, B: 134
 Hex: #647686
 Pantone: 4136 C

- Serious
- Professional
- Conventional



GREEN
 C: 81; M: 44; Y: 78; K: 42
 R: 40, G: 81, B: 59
 Hex: #28513b
 Pantone: 350 C

- Ambition
- Freshness
- Growth



BRONZE
 Gradient

- Serious
- Professional
- Conventional

BRAND EVOLVEMENT

DATE:

NOTES:

NOTES:

[illegible]

NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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Proudly prepared for Deckon's by



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