

GRAND LINE HOME SERVICES

BRAND STANDARDS & IDENTITY GUIDELINES

Complete Brand System | Version 1.0 | 2025

Built to Weather the Storm. Guided by Trust. Rooted in Service.

Table of Contents

1. **Brand Overview** : positioning, elevator pitch, founder-facing explanation
2. **Brand Essence** : mission, vision, values, archetype, taglines, words to own/avoid
3. **Audience Profile** : primary/secondary customers, fears, buying triggers, segment-specific voice
4. **Positioning** : premium differentiation from handymen and big-box contractors
5. **Visual Identity System** : all logo configurations with your three actual logos embedded
6. **Color Palette** : all 7 colors with hex codes, emotional roles, and exact placement rules for web, ads, uniforms, and vehicles
7. **Typography System** : Oswald/Raleway/Open Sans stack with Google, Canva, and Adobe alternatives plus hierarchy rules by context
8. **Brand Voice** : principles, before/after copy examples, phrase guidelines
9. **Website Guidance** : full page structure with example hero copy, CTA language, trust badges, and footer tagline
10. **Advertising Guidance** : platform-specific rules, seasonal campaigns, emergency and retargeting copy
11. **Social Media** : 5 content pillars plus 10 fully detailed post ideas (hook, format, caption, visual, CTA)
12. **Photography & Video Direction** : style, uniform rules, budget-friendly tactics
13. **Apparel & Merchandise** : work shirt, hoodie, hat, founder tee, safety vest, embroidery rules
14. **Vehicle Wrap & Signage** : layout, typography hierarchy, readability rules, yard sign and magnetic sign specs
15. **Brand Do's and Don'ts** : category by category
16. **Brand Asset Checklist** : every file your designer needs to produce
17. **Final Creative Direction** : execution priorities in order, what the brand must and must never feel like

01 Brand Overview

Brand Summary

Grand Line Home Services is a premium local home services company built on the principles of reliability, skilled workmanship, and honest communication. The brand draws its identity from a clean nautical compass-roofline-ship hybrid mark that visually communicates guidance, direction, protection, and strength. Grand Line operates at the intersection of expert home repair and genuine neighborly care.

What the Brand Stands For

- Dependability over flash. Show up. Do the work. Follow through.
- Skill over shortcuts. Every job is done right or not at all.
- Clarity over confusion. Homeowners deserve honest quotes and clear timelines.
- Strength under pressure. When emergencies hit, Grand Line is already on the way.
- Community trust. This is a local company built to serve real neighbors.

Who the Brand Serves

Primary	Homeowners aged 30-65 in local service areas who value trust and quality over the cheapest option.
Secondary	Property managers and landlords needing reliable, responsive service across multiple units.
Adjacent	Older homeowners who want a company they can count on. Busy families who need the job done right the first time.

The Emotional Promise

Core Feeling

When you call Grand Line, you feel calm. The uncertainty is gone. Someone skilled, honest, and dependable is handling it.

The Practical Promise

- Skilled, licensed service across handyman, HVAC, electrical, and general home repair.
- Clear communication before, during, and after every job.
- On-time arrival. Honest quotes. Clean worksite.

- Emergency response when it matters most.

The Core Customer Transformation

Before	Stressed, uncertain, wasting time on unreliable contractors. Not sure who to call or whether they'll show up.
After	Their home is fixed. The work is done right. They have a company they trust and will call again.

One-Sentence Brand Positioning Statement

Grand Line Home Services is the dependable local home services company that treats your home like it's theirs, guided by skill, backed by trust, and built to handle whatever comes.

Short Elevator Pitch

We fix, maintain, and protect homes. We show up on time, communicate clearly, do skilled work, and follow through. Grand Line is the home services company your neighbors already trust.

Founder-Facing Brand Explanation

Grand Line is not just a service company. It's a reputation. Every truck that pulls up to a home is a statement about who you are and what you stand for. The brand says: skilled, honest, reliable, local. It should feel like the marine corps of home services , disciplined, proud, trusted. We don't cut corners and we don't disappear after the invoice. That's what makes us different. That's what the brand has to say every single time.

02 Brand Essence

Mission

Mission Statement

To protect and maintain the homes of our community through skilled, honest, and dependable service , so homeowners can live with confidence and peace of mind.

Vision

Vision Statement

To be the most trusted home services company in our market , known by name, chosen by reputation, and recommended by every homeowner we've served.

Brand Values

Dependability	We do what we say. Every time.
Skill	We invest in craft. Every technician earns their place.
Honesty	We quote fair. We communicate clearly. We never surprise with the invoice.
Speed	We respond fast because homeowners can't always wait.
Pride	We treat every home like it belongs to someone we care about. Because it does.

Brand Personality

Grand Line speaks like a seasoned, trustworthy professional , not a salesperson. Calm under pressure. Direct and clear. Skilled and confident without ego. Neighborly without being informal. Think of the best contractor you ever worked with: the one who answered the phone, showed up on time, explained everything, charged fairly, and did it right. That's the personality.

Brand Archetype

Primary Archetype: The Caregiver

Grand Line protects what people value most , their homes. The brand takes responsibility, shows up when it's needed, and ensures homeowners feel secure.

Secondary Archetype: The Hero

Grand Line answers the call. It solves problems, handles emergencies, and steps in when other companies fail or disappear. The imagery of a ship navigating rough water is exactly this: steady, skilled, reliable in the storm.

Brand Promise

We will always show up skilled, honest, and on time , and we will not leave until the job is done right.

Tagline / Motto Options

Primary	Built to Weather the Storm.
Secondary	Service You Can Anchor To.
Option C	Skilled Hands. Trusted Name.
Option D	Your Home. Protected.
Option E	We Fix It Right.

Approved Short Phrases

- Show up. Do the work. Follow through.
- Every home deserves skilled hands.
- Your home is in good hands.
- Fast response. Honest service. Quality work.
- Anchored in the community.
- The call your neighbor already made.
- Don't patch it. Fix it.

Words the Brand Owns

Dependable. Skilled. Trusted. Anchored. Protected. Navigate. Guided. Ready. Reliable. Craft. Workmanship. Local. Community. Honest.

Words to Avoid

Cheap. Discount. Budget. Hustle. Grind. World-class. Innovative. Disrupting. One-stop-shop. Seamless. Best-in-class. These words either undercut the premium position or sound hollow and corporate.

03 Audience Profile

Primary Customer

Homeowners aged 35-65. Dual-income or single-income households in suburban or residential neighborhoods. Own their home. Pride in their property. Have been burned by unreliable contractors before. They value quality over price but will not be gouged. They want someone they can call again , not just for the emergency, but for regular maintenance.

Secondary Customer

Property managers and real estate investors with 2-20 units. Need a reliable vendor relationship. Prioritize response time and documentation. Will pay a premium for a contractor who communicates professionally and shows up consistently.

Customer Fears

- Overpaying for work that doesn't last.
- Being ignored or ghosted after the job is scheduled.
- Inviting the wrong person into their home.
- An emergency they can't handle alone.
- Damage that gets worse because they waited too long to call.

Customer Frustrations

- Contractors who don't answer the phone or return calls.
- Vague estimates that balloon into unexpected bills.
- Work that has to be redone within months.
- Crews who show up late, leave early, or don't explain the problem.

Customer Buying Triggers

- Something broke and they need it fixed now.
- A neighbor or friend gave a strong recommendation.
- They searched locally and Grand Line had strong reviews and a professional presence.
- They're buying or selling a home and need a full inspection punch list cleared.
- A seasonal shift (winter prep, spring maintenance, summer HVAC check).

What Customers Need to Hear

- We're licensed and insured.
- We'll give you an honest quote before we start.
- We're available and we'll show up.
- We've done this job before and we do it right.
- You can reach us if anything comes up after the job.

What Builds Trust

- Real reviews with names, dates, and specific job details.
- A professional logo, truck, and uniform that match.
- A clear, fast-loading website with easy call and quote access.
- Before and after photos.
- A founder story or face behind the brand.
- Prompt response to calls, texts, and quote requests.

What Kills Trust

- No website or a broken/outdated one.
- No reviews, fake-looking reviews, or unanswered negative reviews.
- Sloppy branding: blurry logo, generic graphics, no consistent look.
- Vague pricing or a refusal to give any estimate upfront.
- Late arrivals with no communication.

How to Speak to Each Audience

Homeowners	Speak like a trusted neighbor who happens to be a skilled professional. Calm, direct, reassuring. Address their worry first. Lead with what you'll fix, not just what service you offer.
Property Managers	Professional, efficient, business-to-business tone. Emphasize response time, documentation, invoicing, and reliability. They care about systems, not emotion.
Older Homeowners	Slower, warmer, more personal. Emphasize trust, safety, and follow-through. Never rush the sale. Earn their confidence with patience and clear explanations.
Busy Families	Fast and direct. Lead with convenience. One call, handled. Quick quote. Easy scheduling. Do not overcomplicate the process.

04 Positioning

Premium Positioning Statement

Grand Line Home Services is not the cheapest option in the market. It is the best value , meaning the work is done right, the communication is clear, and the homeowner doesn't have to call twice. The brand occupies the space between budget handymen and large corporate contractors: skilled, local, personable, and professional.

Differentiation from Generic Handymen

- Grand Line is branded, insured, licensed, and professionally presented.
- Every job comes with a clear quote, professional communication, and a follow-up.
- The team is trained. Not whoever was available on Craigslist.
- The truck, uniform, and brand all match. This is not someone's side business.

Differentiation from Big-Box Contractors

- Grand Line is local. You're not a ticket number.
- Response time is faster. Decisions are made by real people, not call centers.
- Communication is personal. You'll know who's coming and when.
- Pricing is honest and human. Not inflated with corporate overhead.

Competitive Advantages

- Strong visual brand identity that communicates professionalism on first impression.
- Multi-service capability: handyman, HVAC, electrical, general repair.
- Emergency response positioning.
- Review-driven trust building from the start.
- Founder-visible brand with a real story and real accountability.

Brand Proof Points

- Licensed and insured in [State].
- 5-star rated on Google, Yelp, and Nextdoor.
- Same-day or next-day response for non-emergency requests.
- Emergency response available.
- [X] homes served in [Local Area].
- Satisfaction guaranteed or we come back.

Trust Signals

- Branded truck and uniforms.
- Professional logo and matching visual identity.
- Named reviews with specific job details.
- Before/after photo library.
- Founder headshot and story on About page.
- Visible license and insurance information.

Service Principles

- Show up on time or communicate before you're late.
- Walk the homeowner through the diagnosis before quoting.
- Do not start work without explicit approval.
- Clean up every jobsite before leaving.
- Follow up within 24 hours of job completion.

Customer Experience Principles

- Every touchpoint , phone, text, truck, uniform, invoice , should feel consistent and professional.
- Homeowners should never wonder what's happening or when someone is coming.
- Every customer is a potential referral. Treat them accordingly.
- Respond within one business hour to quote requests.

05 Visual Identity System

The Grand Line visual identity is built around the primary compass-roofline-ship hybrid mark, the brand wordmark, and a disciplined system of logo configurations for different applications. Below are the approved logo versions and usage rules.

Primary Logo , Full Color on White



This is the master logo. Use it on white or very light backgrounds. This is the default for all print collateral, website headers, and formal documents.

Transparent Logo , Dark Letters



Use on light or white backgrounds where transparency is required , proposals, letterhead overlays, digital assets with non-white backgrounds that are still light in tone.

Reversed Logo , White on Dark



Use on navy, dark charcoal, or dark green backgrounds only. This is the correct version for vehicle wraps with dark backgrounds, dark-mode digital assets, and uniforms with dark fabric.

Logo Configuration Rules

Primary Logo	Full color (navy mark + navy wordmark + green accent). Use on white or off-white backgrounds.
Dark Transparent	Full color on transparent. Use when placed over light or cream backgrounds.
White Reversed	Full white. Use on navy or dark backgrounds. Required for dark vehicles and uniforms.
Icon Only	Ship/compass mark only, no wordmark. Use for social media profile images, app icons, favicon, embroidery on small surfaces (hat, sleeve).
Horizontal Lockup	Mark + wordmark side by side. Use for vehicle door panels, email signatures, narrow banner formats.
Badge Version	Mark inside a shield or circular badge border. Use for merchandise, patches, door hangers.

Clear Space Rules

Maintain clear space around the logo equal to the height of the 'G' in GRAND LINE on all sides. No other elements, text, or graphics should enter this protected zone.

Minimum Size Rules

Print	Primary logo minimum: 1.5 inches wide. Icon only minimum: 0.5 inches.
Digital	Primary logo minimum: 120px wide. Icon only minimum: 32px.
Embroidery	Icon only on surfaces smaller than 2 inches. Full wordmark only on surfaces 3 inches or wider.

Incorrect Logo Usage , Never Do These

- Do not stretch, distort, or skew the logo in any direction.
- Do not add drop shadows, glows, or bevel effects.
- Do not change any colors in the logo outside of the approved one-color versions.
- Do not place the primary color logo on a dark background.
- Do not place the reversed logo on a light background.
- Do not use low-resolution versions (below 150 DPI for print).
- Do not crop the logo mark so any element is cut off.
- Do not add outlines or borders around the logo that are not part of the original design.

When to Use the Detailed Storm/Ship Founder Artwork

- Founder personal merchandise: t-shirts, hoodies, limited-run apparel.
- Campaign artwork where a bold, illustrative visual is appropriate.
- Social media posts tied to a founder story, personal brand moment, or cultural campaign.

When NOT to Use the Founder Artwork

- Do not use the detailed storm illustration as the primary brand logo on trucks, yard signs, or uniforms.
- Do not replace the clean primary logo with the storm artwork in any professional or official context.
- Do not mix the storm artwork with the primary logo on the same piece of collateral.

06 Color Palette

Grand Line Navy , Primary Trust Color #1B2A4A

Use Case: Backgrounds, wordmark, structural elements.
Emotional Role: Authority, reliability, depth, professionalism.
Website: Hero backgrounds, navigation bars, section dividers. | Ads: Headline banners, dark ad backgrounds.
Uniforms: Primary polo and work shirt color, hats. | Vehicles: Primary wrap base color.
Avoid: Do not overuse as a text color on dark backgrounds.

Forest Green , Service & Action Color #1A5C2E

Use Case: CTAs, accents, icon highlights, subheadlines.
Emotional Role: Growth, trust, service, environmental pride, action.
Website: CTA buttons, hover states, accent borders. | Ads: Button backgrounds, badge borders.
Uniforms: Accent trim on uniforms, logo mark detail. | Vehicles: Accent stripe, logo, contact information text.
Avoid: Do not use as a large background color on its own , pair with navy.

Action Green , Bright CTA Accent #2E7D45

Use Case: Hover states, link colors, micro-accents.
Emotional Role: Energy, forward motion, go-signal.
Website: Hover states on buttons and links. | Ads: Urgency badge, 'Call Now' button variants.
Uniforms: Lanyard, safety detail, small accent. | Vehicles: Emergency contact strip.
Avoid: Do not use as a body text color or large background.

White / Off-White , Clean Background #F8F9FA

Use Case: Primary page background, card backgrounds, reversed text.
Emotional Role: Clarity, cleanliness, openness, breathing room.
Website: Page background, form fields, card surfaces. | Ads: Ad background for light-theme variants.
Uniforms: Base shirt color for reversed logo version. | Vehicles: Logo text on reversed/dark wrap.
Avoid: Do not use white text on light backgrounds.

Cool Gray , Neutral Support #8A9299

Use Case: Subtext, captions, secondary UI elements.
Emotional Role: Neutral, secondary, informational.
Website: Body copy support, form placeholder text, borders. | Ads: Disclaimer text, secondary body copy.
Uniforms: Not recommended for uniform primary use. | Vehicles: Not recommended for primary vehicle use.
Avoid: Do not use gray as a primary call-to-action color.

Charcoal , Dark Depth #1E1E1E

Use Case: Primary body text, dark section backgrounds.
Emotional Role: Strength, grounded, premium depth.
Website: Body copy, footer background, dark section contrast. | Ads: Dark ad backgrounds, high-contrast variants.
Uniforms: Dark hoodie and hat base color. | Vehicles: Dark accent areas on vehicle rear panels.
Avoid: Do not mix charcoal and navy carelessly , they are close in tone.

Alert Orange , Emergency CTA Only #E87722

Use Case: Emergency response CTAs, urgent call-to-action buttons only.
Emotional Role: Urgency, attention, speed, action.
Website: 'Emergency Service' button only. Never decor. | Ads: 'Call Now' emergency ad buttons only.
Uniforms: Safety vest accent stripe only. | Vehicles: Emergency contact strip on rear panel only.
Avoid: Do not use orange decoratively. It loses urgency power when overused.

07 Typography System

Font System Overview

Primary Headline	Oswald Bold / Oswald SemiBold
Secondary Headline	Raleway SemiBold / Raleway Bold
Body Text	Open Sans Regular / Open Sans SemiBold
Utility / UI	Inter Medium / Inter Regular
Display Accent	Playfair Display Bold (sparingly for trust quotes or taglines)

Font Alternatives by Platform

Google Fonts (Free)

Headline	Oswald , strong, condensed, bold. Perfect for vehicle wraps and ad headlines.
Subheadline	Raleway , clean, slightly elegant, pairs well with Oswald.
Body	Open Sans , readable, professional, widely supported.
UI / Utility	Inter , clean digital UI font for forms, buttons, labels.

Canva Alternatives

Headline	Bebas Neue (similar to Oswald , bold, condensed)
Subheadline	Montserrat SemiBold (clean, modern, professional)
Body	Lato Regular (clean, readable)

Adobe Fonts Alternatives

Headline	Industry (strong, American, rugged)
Subheadline	Acumin Pro (extremely clean, professional)
Body	Source Sans 3 (highly legible)

Font Pairing Rules

- Oswald (or Bebas Neue) headlines + Open Sans (or Lato) body. This is the primary pairing.
- Never pair two display/headline fonts together on the same piece.
- Never use more than 3 fonts in any single design.
- All-caps Oswald for vehicle wraps and signage headlines. Mixed case Oswald for web.

Typography Hierarchy by Context

Website

H1 Hero	Oswald Bold, 48-64px, NAVY
H2 Section	Oswald SemiBold, 32-40px, NAVY or GREEN
H3 Sub	Raleway SemiBold, 22-26px, NAVY
Body	Open Sans Regular, 16-18px, CHARCOAL
CTA Button	Oswald SemiBold, 16-20px, ALL CAPS, WHITE on GREEN or NAVY
Caption / Label	Inter Medium, 12-14px, GRAY

Social Media Posts

Hook Line	Oswald Bold, large, high contrast on navy or white
Supporting	Raleway or Open Sans, medium weight
CTA	Short, bold, all-caps Oswald on green or navy bar

Vehicle Wrap

Brand Name	Oswald Bold, ALL CAPS, max size possible, WHITE on NAVY
Tagline	Raleway SemiBold, ALL CAPS, medium size, GREEN on NAVY
Phone Number	Oswald Bold, ALL CAPS, WHITE , second largest element after brand name
Services List	Open Sans SemiBold, all caps, small, WHITE or LIGHT GRAY

Apparel

Front Logo	Logo mark only, or GRAND LINE in Oswald Bold
Back Tagline	Oswald Bold or Raleway, ALL CAPS, centered
Sleeve	Icon mark only, or initials GL in a badge shape

08 Brand Voice

Voice Principles

Clear	Say exactly what you mean. No jargon. No corporate fluff.
Reliable	Write like someone who follows through. Commitments in copy should be kept in practice.
Skilled	Speak with earned confidence. You know this work. Show it without bragging.
Neighborly	Warm, not formal. Conversational, not casual. You're the professional neighbor.
Direct	Lead with the action or the benefit. Don't bury the point.
Calm Under Pressure	In emergency copy, especially, the tone must be calm and in-control , not frantic.
Confident Without Arrogance	Own your expertise. Don't downplay it or oversell it.

Before / After Copy Examples

Homepage Hero

Before (weak)	We provide quality home repair services for your family.
After (on-brand)	Your home deserves skilled hands. We show up, fix it right, and follow through.

Emergency Copy

Before (weak)	Call us for emergency repairs 24/7 today!
After (on-brand)	Something broke. We're on the way. Call us now and we'll handle it.

Service Description

Before (weak)	We offer HVAC maintenance and repair services at competitive prices.
After (on-brand)	When your HVAC goes down, Grand Line comes out fast. We diagnose, quote, and fix , no surprises.

Phrases to Use

- Show up. Do the work. Follow through.
- Done right.
- Your home, protected.
- We fix it. You live in it.
- No surprises on the invoice.
- Your neighbor already called us.
- Skilled hands. Trusted name.

Phrases to Avoid

- World-class service
- We are the #1 provider of...
- Comprehensive solutions
- Innovative approach to home repair
- Passionate about what we do
- Leveraging our expertise

How to Write Headlines

- Lead with the outcome or benefit, not the service name.
- Use second-person (Your, You) to make it personal.
- Keep it short: 5-10 words maximum.
- Strong verbs: Fixed. Protected. Handled. Done.

How to Write CTAs

- 'Get Your Free Quote' , not 'Submit Inquiry'
- 'Call Us Now' , not 'Contact Our Team'
- 'Book Your Visit' , not 'Schedule Service'
- 'Get It Fixed Today' , not 'Learn More About Our Services'

How to Write Trust-Building Copy

- Specific over vague: '5 years serving [City]' beats 'serving homeowners for years.'
- Named outcomes: 'We've fixed over 400 HVAC units in [Metro Area] this year.'
- Quotes from real customers with specific job context.
- Acknowledge the vulnerability: 'Inviting someone into your home takes trust. We earn it.'

09 Website Guidance

Homepage Structure

Section 1	Navigation (Logo left, Phone CTA right, simple nav links)
Section 2	Hero , Headline, subheadline, 2 CTA buttons, background image
Section 3	Social proof strip , Star rating, review count, badges
Section 4	Services overview , 6-8 cards with icons
Section 5	Why Choose Grand Line , 4-5 value pillars with icons
Section 6	About / Founder preview , 1 paragraph, headshot, CTA
Section 7	Reviews , 3-4 featured reviews with name and job context
Section 8	Emergency response CTA , Dark background, phone number prominent
Section 9	Service areas
Section 10	Footer , Logo, nav, contact, social, license/insurance badge

Example Website Copy

Hero Headline

Your Home Deserves Skilled Hands.

Hero Subheadline

Subheadline

Grand Line Home Services handles handyman, HVAC, electrical, and home repair across [City]. We show up on time, quote honestly, and don't leave until it's done right.

CTA Buttons

Primary: 'Get Your Free Quote' | Secondary: 'Call Us Now , (XXX) XXX-XXXX'

Why Choose Us

- Licensed & Insured , You're covered. We're credentialed.

- On-Time Arrival , We respect your time.
- Honest Quotes , Know the price before we start.
- Clean Worksite , We clean up before we leave.
- Guaranteed Work , If it's not right, we come back.

Trust Badges

'5-Star Rated on Google' | 'Licensed & Insured' | 'Same-Day Response' | '[X] Homes Served'

Footer Tagline

Built to Weather the Storm. Serving [City] and surrounding areas.

CTA Button Language

Primary CTA	'Get Your Free Quote' , GREEN background, WHITE text, always visible
Emergency CTA	'Call Us Now' , ORANGE or NAVY, very prominent on mobile
Secondary CTA	'See Our Services' or 'About Grand Line' , NAVY outline button

Image Style Direction

- Real photography over stock wherever possible.
- Show the work: tools in use, before/after shots, hands at work.
- Crews in uniform on a clean jobsite.
- Truck prominently branded in frame.
- Homeowner satisfaction moments , the handshake, the smile after.
- Avoid generic stock of smiling faces in hardhats that look fake.

Mobile-First Priorities

- Phone number must be a tap-to-call link in the header on mobile.
- Hero CTA buttons stacked vertically on mobile, not side by side.
- Service cards in a single column scroll on mobile.
- Quote form: 3 fields max , Name, Phone, Service Type. Get out of their way.

10 Advertising Guidance

Ad Hooks by Angle

Trust Angle

- 'The guy your neighbor already called.'
- 'We've served [X] homes in [City]. Yours is next.'
- '5-star rated. Licensed. Insured. Available now.'

Urgency / Emergency Angle

- 'Something broke. We're on the way.'
- 'HVAC down? We'll be there today.'
- 'Don't wait. A small leak gets expensive fast.'

Offer Angle

- 'First-time customer? Free inspection with any repair.'
- 'Spring home maintenance check , starting at $[X].'
- 'Refer a neighbor, get $25 off your next visit.'

Platform-Specific Guidance

Facebook Ads	Lead with a local trust hook. Use before/after photos. Lead generation objective. Short, punchy copy. Call or quote CTA.
Instagram Ads	Visual-first. Real jobsite photos or short Reels. Hook in first 2 seconds. Clean caption with CTA at end.
Google Local Service Ads	Ensure all information is complete and verified. Reviews are the main conversion lever here. Maximize response rate.
Yard Signs	Logo top. Brand name large. Phone number , same size or larger. Website URL. Nothing else.
Door Hangers	Headline hook front. Service list + offer + phone + website on back. Keep it simple.
Vehicle Graphics	Truck is a moving billboard. See Section 14 for full guidance.
Business Cards	Logo front. Name, role, phone, email, website. One CTA: 'Get Your Free Quote.' Clean. No clutter.

Seasonal Campaign Ideas

Winter / Storm Prep	'Winter is coming. Is your home ready? Grand Line will make sure.'
Spring Tune-Up	'Spring maintenance now prevents summer emergencies. Book your check today.'
Summer HVAC	'Stay cool all summer. Schedule your HVAC service before the heat hits.'
Fall / Pre-Winter	'Before the first cold snap , get your heating inspected. Don't wait.'

Maintenance Plan Campaign

'The Home Protection Plan. One call, one plan, year-round peace of mind. Grand Line visits twice a year for a full home maintenance check , and jumps to the front of the line for any emergency. [Starting at $X/year.]'

Retargeting Ad Copy

- 'Still need that repair handled? Grand Line is ready. Call us today.'
- 'You visited. Ready to book? Get your free quote in 2 minutes.'
- 'Your home can't wait. Neither can we.'

11 Social Media Content Guidance

Content Pillars

Pillar 1: Proof of Work	Before/after photos and videos. Real jobs, real results.
Pillar 2: Trust Building	Reviews, testimonials, behind-the-scenes, certifications.
Pillar 3: Education	Home maintenance tips, seasonal guides, DIY vs. call-a-pro.
Pillar 4: Founder / Team	The face behind the brand. Local roots. Values.
Pillar 5: Community	Local events, neighborhood shoutouts, area pride.
Pillar 6: Offers / CTAs	Promotions, seasonal deals, referral programs.

20 Content Ideas

1. Before/After , Roof Repair

Hook	'This roof was one storm away from a disaster. Here's what we did.'
Format	Side-by-side photo carousel
Caption	Walk through what you found, how you fixed it, and why it matters.
Visual	Tight before shot of damage, clean after shot, Grand Line truck in background.
CTA	'Got something that needs attention? Call Grand Line.'

2. DIY vs. Call A Pro , Electrical

Hook	'When it's fine to DIY and when to call Grand Line.'
Format	Static graphic with checklist or carousel
Caption	Specific, practical guidance. Not condescending. Build trust.
Visual	Clean branded graphic. Green checkmarks for DIY. Navy for 'call us.'
CTA	'Not sure? We'll give you a free assessment.'

3. Customer Story

Hook	'She called us on a Tuesday morning. Her HVAC was out. By noon, it was running.'
Format	Static post with customer quote or short Reel
Caption	Tell the full story. What happened, what you did, what it meant to them.
Visual	Customer or technician in uniform with the finished result.
CTA	'Your home deserves the same. Book with Grand Line.'

4. Seasonal: Spring Prep Checklist

Hook	'5 things every homeowner should check before summer.'
Format	Carousel, 6 slides
Caption	Practical tips only. End with offer to handle any of them.
Visual	Branded green/navy slides with bold numbered items and icons.
CTA	'Want us to handle the checklist for you? One call does it all.'

5. Emergency Response

Hook	'3am. Pipe burst. 6am. Fixed.'
Format	Short Reel or dramatic static post
Caption	Real emergency story (with permission). No fluff.
Visual	Dramatic timestamp graphic or dark-toned emergency visual.
CTA	'Grand Line responds fast. Save the number now.'

6. Tool Detail / Craft Pride

Hook	'Most people don't know what this tool does. We use it every day.'
Format	Short Reel, close-up with voiceover
Caption	Educate on the craft. Build respect for the skill level.
Visual	Close-up of specialty tool or technique in action.
CTA	'Skilled hands. Every job.'

7. Team Introduction

Hook	'This is [Name]. He's been fixing homes in [City] for 8 years.'
Format	Short Reel , interview style
Caption	Humanize the team. What they love about the work. Where they're from.
Visual	Clean interview format. Uniform on. Grand Line truck behind.
CTA	'Grand Line is your neighbors. Call us like one.'

8. Nextdoor / Local Community Shoutout

Hook	'Proud to serve [Neighborhood]. Here's what we've been up to this month.'
Format	Carousel of 3-5 jobs from that neighborhood
Caption	Hyper-local. Name the streets, the area, the community.
Visual	Job photos with neighborhood name overlay.
CTA	'In [Neighborhood]? Grand Line is your neighbor too.'

9. Review Spotlight

Hook	Quote the review directly. Bold. Full-screen style.
Format	Static graphic with quote
Caption	Brief context on the job, then let the review speak.
Visual	Dark navy background. White review text. Green star icons.
CTA	'Ready to be next? Book with Grand Line.'

10. Maintenance Plan Pitch

Hook	'What if your home had a doctor? Grand Line's Home Protection Plan.
Format	Static explainer or Reel
Caption	Break down what's included, the price, and the peace of mind.
Visual	Clean infographic: plan includes, what it prevents, what it costs.
CTA	'Spots are limited. Ask about the Grand Line Maintenance Plan.'

(Ideas 11-20 follow the same structure across: Roof Inspection, Electrical Safety, Water Heater Tips, Gutter Cleaning, HVAC Filter Guide, Door/Window Draft Check, Deck Maintenance, Holiday Safety Checklist, Smart Home Device Install, Referral Program Launch Post.)

12 Photography & Video Direction

Photo Style

- Real work. Real people. Real results. Never staged or fake.
- Natural light preferred. No harsh flash on faces or work surfaces.
- Warm-to-neutral tones. No heavy filters. No grainy phone shots for hero use.
- Composition: wide shots for context, tight shots for detail and craft.

Video Style

- Short (15-60 sec) for social. Clear voiceover or on-screen text.
- Cinematic feel on Reels where possible , smooth movement, steady shots.
- Interview style for team content: natural lighting, clean background (truck or jobsite).
- Time-lapses of full jobs when possible: beginning to end.

Uniform Presentation in Photos

- Crew must be in branded uniform: clean Grand Line shirt, hat if applicable.
- Shirts tucked in, no stains or damage visible in official brand photos.
- Safety gear (vests, glasses) appropriate to job type.

Truck / Vehicle Shots

- Truck always clean and prominently featured in before/after and job site photos.
- Logo clearly visible. Park truck in frame when photographing on location.
- Side panel or rear panel shot at end of job completion Reels.

What NOT to Photograph or Film

- Incomplete or messy worksites before cleanup.
- Crew without uniform or branded apparel in any official content.
- Jobs with visible homeowner personal information (mail, documents, etc.).
- Any work done poorly or incorrectly , never document a mistake publicly.

Budget-Friendly Premium Tactics

- Shoot in golden hour light (first hour after sunrise, last before sunset). Free upgrade.
- Use a tripod or phone gimbal for video stability. Costs under $40.

- iPhone on 1x or 2x lens. 4K mode. Natural light. Beats most amateur cameras.
- Clean the truck before every job site photo. 10 minutes, major visual impact.
- Consistent uniform appearance = consistency in brand photography. Non-negotiable.

13 Apparel & Merchandise Guidance

Founder T-Shirt

- Use the detailed storm/ship founder illustration , not the primary logo.
- Front: centered mark, large scale.
- Back: brand name or founder tagline in Oswald Bold, ALL CAPS.
- Colorways: Navy shirt / white ink, or black shirt / full-color illustration.

Work Shirt

- Primary polo or button-collar shirt in Grand Line Navy.
- Left chest: embroidered primary logo mark + GRAND LINE in Oswald.
- Right chest or sleeve: 'Home Services' embroidered in green.
- No large back graphics on work shirts. Clean, professional look.

Hoodie

- Navy or charcoal base.
- Front chest: small logo mark, left side.
- Back: Large 'GRAND LINE' in Oswald Bold, centered, with tagline below in small Raleway.
- Sleeve: GL monogram badge or ship icon, left sleeve.

Hat

- Navy structured cap with flat or curved brim.
- Front: ship/compass icon mark only , embroidered in white thread.
- Optionally: 'GL' in small embroidery on left side panel.
- No full wordmark on hat front , icon only.

Safety Vest

- High-visibility yellow or orange ANSI-compliant vest.
- Back: 'GRAND LINE' in large black block letters.
- Front left chest: logo mark in black (or white if dark vest).

Embroidery Rules

- Minimum size: 1.5 inches for any icon embroidery. 2 inches for full wordmark.
- Thread count appropriate to logo complexity , consult embroidery vendor.
- Test stitch on fabric before finalizing order for color accuracy on dark fabrics.

Screen Printing Rules

- Use vector SVG files only. Never rasterized PNG for screen printing.
- Maximum 4 ink colors on any single print for cost efficiency.
- Full-color storm illustration: use DTG (direct-to-garment) printing for detail.

14 Vehicle Wrap & Signage Guidance

Vehicle Wrap Layout

Base Color	Grand Line Navy. Full wrap. No white base for vehicle.
Hood / Roof	Optional: Navy with subtle wave element from logo.
Driver/Passenger Doors	Logo centered or left-aligned. Large. No clutter.
Rear Panel	Brand name very large. Phone number prominently below. Website URL small.
Side Body	Phone number. Website. Service list (3-5 items max). No paragraph text.
Accent Stripe	Green accent stripe running horizontally along body , mirrors logo wave.

Typography Hierarchy on Vehicle

- Brand name: largest element. Oswald Bold. White. All caps.
- Phone number: second largest. Oswald Bold. White or green.
- Tagline: third. Raleway SemiBold. Small. White or light gray.
- Website: smallest. Clean URL only. No 'www' if possible.

Readability Rules

- Minimum letter height for vehicle wraps: 3 inches for readability at 30 mph.
- Phone number minimum: 4 inches tall for fast reads.
- No script or italic fonts on vehicles. Only clean, upright block type.
- All text must contrast at a minimum 4:1 ratio against wrap background.

Yard Sign Layout

- Grand Line logo: top third of sign.
- Phone number: center, large. Oswald Bold.
- 'Call for Free Quote' or 'Licensed & Insured' in small text below.
- Website URL: bottom strip.
- Size: 18x24 minimum. 24x36 for high-traffic locations.

Magnetic Sign Version

- For company-owned vehicles not receiving full wrap.
- Logo + name left, phone right on horizontal rectangle.
- Minimum 12x24 inches for readability.
- Navy background, white text, green accent border.

15 Brand System Do's and Don'ts

Logo

DO	Use approved files only. Maintain clear space. Use reversed version on dark backgrounds.
DON'T	Stretch, recolor, add effects, or use low-resolution versions for print.

Color

DO	Stick to the 6-color palette. Use orange for emergency CTAs only.
DON'T	Mix in random brand colors, use light gray as a primary color, or put navy text on charcoal backgrounds.

Typography

DO	Use Oswald for headlines. Open Sans for body. Keep hierarchy consistent.
DON'T	Mix more than 3 font families, use script fonts, or use decorative fonts for body text.

Messaging

DO	Lead with outcomes. Speak directly. Use real specifics.
DON'T	Use corporate buzzwords, vague superlatives, or hollow brand-speak.

Photography

DO	Show real work, real crew, real results. Use natural light.
DON'T	Use generic stock photos of people in hardhats, overuse filters, or post blurry images.

Website

DO	Mobile-first. Tap-to-call front and center. Simple quote form.
DON'T	Overcrowd with text, bury the phone number, or use a slow-loading design.

Apparel

DO	Branded uniform on every technician in the field. Clean and professional.
DON'T	Mix branded and unbranded apparel. Wear damaged or dirty branded shirts on jobsites.

Vehicle Graphics

DO	Keep the truck clean. Logo visible. Phone number large. Brand consistent.
DON'T	Overcrowd with text, use mismatched graphics, or let vinyl peel and go unrepaired.

16 Brand Asset Checklist

Logo Files

- Primary logo , full color on white (PNG, SVG, PDF)
- Primary logo , transparent background, dark letters (PNG, SVG)
- Primary logo , reversed/white on dark (PNG, SVG)
- Icon/mark only , full color (PNG, SVG)
- Icon/mark only , white (PNG, SVG)
- One-color logo , navy only (PNG, SVG)
- One-color logo , white only (PNG, SVG)
- Horizontal lockup , full color (PNG, SVG)
- Badge/shield lockup , for merch and patches (PNG, SVG)

Digital Files

- Social media profile image , 1:1, icon only, 400x400px minimum
- Website favicon , 32x32 and 64x64 ICO or PNG
- Email signature , HTML with logo + name/title/phone/website
- Open Graph image , 1200x630 for link previews

Print Files

- Business card , front and back, print-ready PDF
- Flyer , 8.5x11, print-ready PDF
- Door hanger , standard size, print-ready PDF
- Yard sign , 18x24 or 24x36, print-ready PDF
- Jobsite sign , large format, print-ready PDF
- Magnetic vehicle sign , print-ready PDF

Apparel Files

- Work shirt embroidery , left chest logo, vector .dst or .ai
- Hat embroidery , icon only, vector .dst or .ai
- Founder T-shirt , storm illustration, DTG-ready file
- Hoodie back graphic , Oswald wordmark + tagline, screen print ready
- Safety vest back print , brand name, vector print-ready

Vehicle Files

- Full vehicle wrap template , layered .ai or .psd for each vehicle type
- Magnetic sign , print-ready PDF
- Trailer decal , print-ready PDF

Templates

- Canva template set , 5+ social post formats, branded
- Canva ad template set , Facebook and Instagram variants
- Brand color sheet , PDF for internal reference
- Font sheet , PDF showing hierarchy and pairings
- Invoice/quote template , branded, professional
- Email newsletter template , HTML branded

17 Final Creative Direction

What This Brand Must Feel Like

- Trustworthy. You'd call these people in an emergency without second-guessing.
- Skilled. The brand communicates earned expertise, not a hobby turned business.
- Local. Deeply rooted in the community. Not a franchise feel.
- Premium. Not luxury , but clearly a step above the generic options.
- Calm. Steady. In control. Especially in emergency contexts.

What This Brand Must Never Feel Like

- Cheap or discount. Never a 'deal.' A 'value,' but not cheap.
- Corporate or cold. No faceless contractor vibes.
- Generic. No clip art, no stock smiles, no 'we care about your home' filler copy.
- Cartoonish or gimmicky. The logo is strong and clean. Keep everything around it at that standard.
- Inconsistent. Every asset , truck, shirt, website, social, business card , must feel like they come from the same company.

The Strongest Visual Direction

Deep navy. Rich green. White space. Bold Oswald type. Real photography. Clean, purposeful design with room to breathe. The visual identity should feel like a professional sports team's brand adapted for local home services , that specific combination of civic pride, earned trust, and confident execution.

The Strongest Messaging Direction

Speak to the homeowner's feelings first. They're stressed, uncertain, and they need someone they can trust. Grand Line is that company. Lead with outcomes. Back it up with proof. Close with a simple, frictionless action. Every headline, every caption, every CTA should move someone one step closer to calling.

Execution Priorities , In Order

Priority 1	Get all logo files in correct formats. Everything else depends on this.
Priority 2	Website , mobile-first, trust-first, tap-to-call, clear quote form.

Priority 3	Vehicle wrap , the truck is a daily moving ad. Get it right.
Priority 4	Work shirts and hats , every technician in the field is a brand rep.
Priority 5	Google Business Profile , reviews, photos, hours, services complete.
Priority 6	Canva social templates , 5-10 branded formats for consistent posting.
Priority 7	Business cards and yard signs , first print collateral in field.

Keeping the Brand Consistent

- Every external-facing asset goes through the brand palette, logo rules, and voice guidelines in this document before production.
- No exceptions for 'just a quick post' or 'just a flyer.' Small inconsistencies erode the brand over time.
- The standard is: if someone sees any one piece of Grand Line's brand, they should immediately recognize the second piece they encounter.
- The brand is the reputation. Protect it on every asset, every platform, every time.

Grand Line Home Services. Built to Weather the Storm. Guided by Trust. Rooted in Service.

Document prepared for Grand Line Home Services
Brand Standards Version 1.0 | 2025 | Confidential