

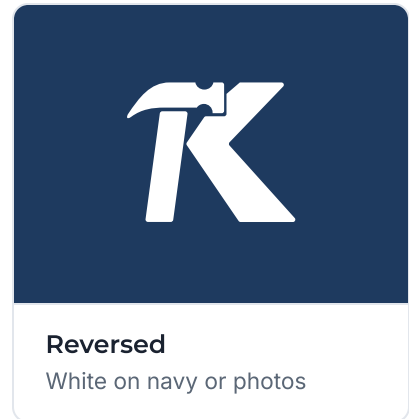
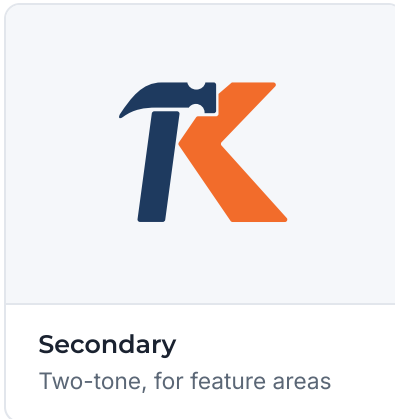
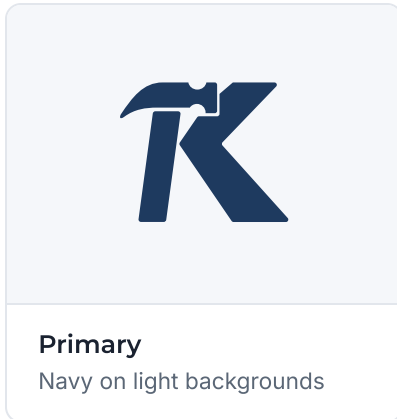


KITCHENER HANDYMAN

BRAND GUIDELINES

Our mark

The logo is the single most recognizable part of the brand. Use the approved versions below, give it room to breathe, and never alter its shape or colour.



Clear space

Keep clear space around the mark at least equal to the width of the tall bar (x). Nothing — text, edges, or other logos — should enter this zone.



Minimum size

To stay legible, never reproduce the mark smaller than 30 px on screen or 0.4 in in print.



What not to do



Don't stretch or distort



Don't use off-brand colours



Don't place on low contrast




Don't rotate or tilt

Palette


Navy carries the brand and builds trust. Orange is the action colour, reserved for the things you want clicked or called. The neutrals do the quiet work of text and backgrounds.

PRIMARY



Deep Navy
Header, navigation, brand


HEX #1E3A5F
RGB 30, 58, 95
CMYK 68, 39, 0, 63



Work Orange
Buttons, calls to action


HEX #F26C2B
RGB 242, 108, 43
CMYK 0, 55, 82, 5

NEUTRALS



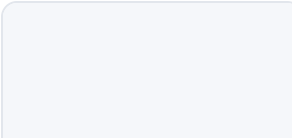
Charcoal

HEX #1A2230
RGB 26,34,48
CMYK 46,29,0,81



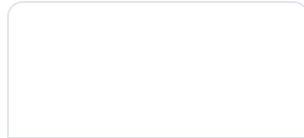
Slate Grey

HEX #5B6776
RGB 91,103,118
CMYK 23,13,0,54



Mist

HEX #F5F7FA
RGB 245,247,250
CMYK 2,1,0,2



White

HEX #FFFFFF
RGB 255,255,255
CMYK 0,0,0,0

Keep orange rare. When the accent appears everywhere it stops pulling the eye. Reserve it for primary buttons and "Call Now" prompts. Navy and charcoal both read clearly on white and pass accessibility contrast; avoid small orange text on white.

Print vs screen. Use the RGB or HEX values for the website and anything on screen. Use the CMYK values for printed items such as flyers, invoices, and vehicle decals, and always check a proof, since CMYK shifts with paper and press.

Type

Two free, professional typefaces carry the brand. Montserrat is sturdy and confident for headlines; Inter is clean and highly legible for everything people actually read.

Aa

Montserrat

Headings, the logo wordmark, buttons, short labels

Regular **SemiBold** **Bold**

Aa

Inter

Body copy, paragraphs, captions, forms, fine print

Regular **Medium** **SemiBold**

H1 · Montserrat 700 · 34px

Reliable home repairs

H2 · Montserrat 700 · 22px

Trusted local service

H3 · Montserrat 600 · 16px

What we fix

Body · Inter 400 · 16px

Clear, friendly copy that any homeowner can read at a glance.

Caption · Inter 400 · 12px

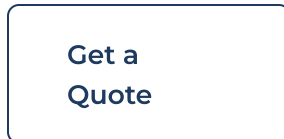
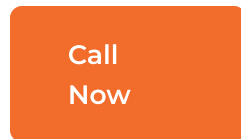
Licensed and insured · Serving the Kitchener–Waterloo region

Fallback fonts. If Montserrat or Inter are unavailable (for example inside some email tools), substitute Arial or Helvetica. Both are free on Google Fonts for the website and any documents.

Putting it together

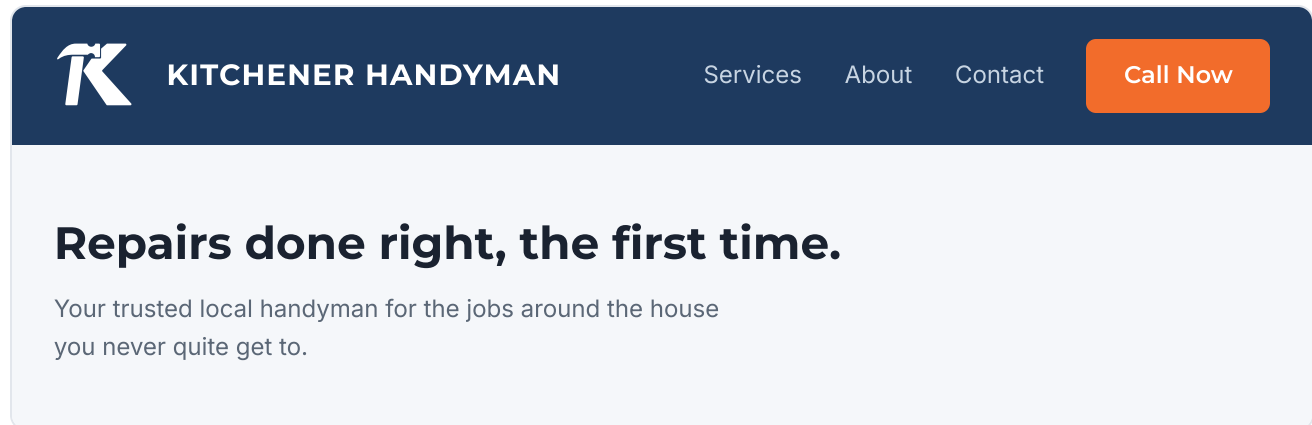
A few examples of the system working as a whole. These are templates, not final designs, but they show how the pieces fit.

Buttons



Primary action in orange; secondary action in navy outline.

Website header



Business card



Navy card with the reversed mark keeps the brand consistent across print and screen. Swap in the real phone number before printing.