

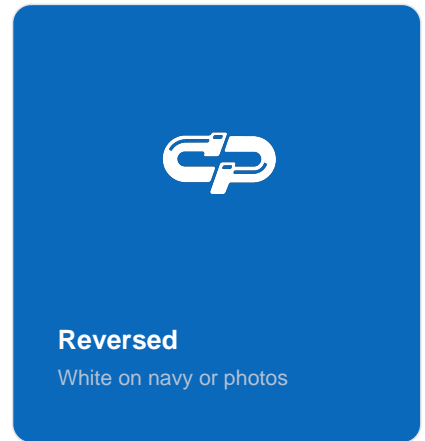
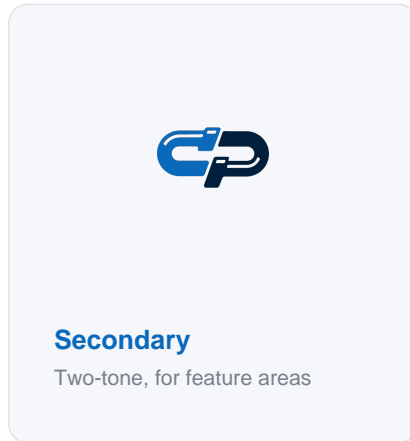
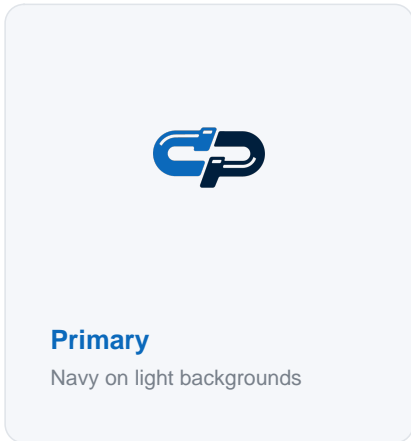


CROSSWATERS PLUMBING

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 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.



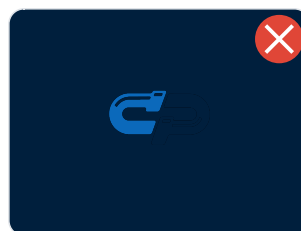
What not to do



Don't stretch or distort



Don't use off-brand colours



Don't place on low contrast



Don't rotate or tilt

Palette

These colours carry the brand. Use the primary for structure and trust, the accent sparingly for the things you want clicked or called, and the neutrals for the quiet work of text and backgrounds.

PRIMARY



Main Blue

Header, navigation, brand

HEX #0B69BB
RGB 11, 105, 187
CMYK 94, 44, 0, 27



Dark Blue

Header, navigation, brand

HEX #001F3D
RGB 0, 31, 61
CMYK 100, 49, 0, 76

NEUTRALS



Black

HEX #0A0A0A
RGB 10, 10, 10
CMYK 0, 0, 0, 96



Charcoal

HEX #636363
RGB 99, 99, 99
CMYK 0, 0, 0, 61

Use the accent sparingly. Keep Dark Blue rare. When the accent appears everywhere it stops pulling the eye. Reserve it for primary buttons and "Call Now" prompts, and avoid small accent text on white.

Print vs screen. Use the RGB or HEX values on screen and for the website. 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

These typefaces carry the brand. The heading face is confident and sturdy; the body face is clean and highly legible for everything people actually read.

Aa

Lexend Black

Short labels and accents

Black

Aa

Lexend Bold

Short labels and accents

Bold

H1 · Lexend Black · 34px

Fast, reliable plumbing, done right the first time

H2 · Lexend Black · 22px

A clear, confident subheading

H3 · Lexend Black · 16px

Section label

Body · Lexend Black · 16px

Clear, friendly copy that any reader can take in at a glance.

Caption · Lexend Black · 12px

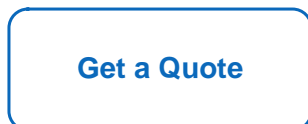
Crosswaters Plumbing · crosswplumbing.com

Fallback fonts. If the brand fonts are unavailable (for example inside some email tools), substitute a close system sans such as Arial or Helvetica so the layout holds.

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 the accent colour; secondary action as a navy outline.

Website header



Fast, reliable plumbing, done right the first time

Your trusted local service for the jobs you never quite get to.

Business card



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