

East to West

PLUMBING & HVAC SERVICES

BRAND STYLE GUIDE

UPDATED MAY 12TH, 2021





THE BRAND

ABOUT:

EAST TO WEST, FOUNDED IN 2021 BY CHRIS ROBERTS, PROVIDES PLUMBING AND HVAC SERVICES TO ANY LOCAL IN NEED OF ASSISTANCE THROUGH ITS RELIABLE WORKERS. ORIENTED AROUND FAMILY CORE VALUES AND BASED OFF OF EAST COAST PLUMBING PRACTICES, EAST TO WEST AIMS TO BRING AFFORDABLE AND PROFESSIONAL SERVICES TO ANY CALIFORNIAN. SERVICES INCLUDE EMERGENCY PLUMBING REPAIRS AND OR GENERAL MAINTENANCE. INSTALLATION FOR REMODELS AND HVAC SERVICES ARE ALSO AVAILABLE.

BRAND ATTRIBUTES:

CULTURE: CALIFORNIA, DIVERSE, SAN DIEGO

CUSTOMERS: HOMEOWNERS, LANDLORDS, THOSE IN NEED

VOICE: UNDERSTANDING, KNOWLEDGABLE, HELPFUL

FEELINGS: TRUST, SAFETY, SATISFACTION

IMPACTS: SECURITY, RELIEF, PREPAREDNESS

X-FACTORS: CENTERED ON FAMILY VALUES AND INTEGRITY, PAYMENT FLEXIBILITY, HIGH QUALITY SERVICES WHILE ADHERING TO ALL LAWS OF THE PRACTICE

MISSION STATEMENT:

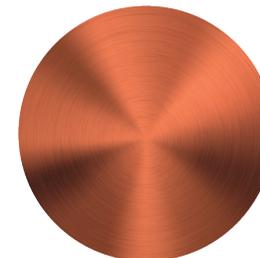
EAST TO WEST PROVIDES PLUMBING AND HVAC SERVICES TO ANY CALIFORNIAN IN NEED OF MAINTENANCE AND REPAIRS WITH AN UNDERSTANDING VOICE. WE MAKE SURE OUR CLIENTS FEEL SAFE AND RELIEVED THAT THE JOB WAS ACCOMPLISHED SUCCESSFULLY BY MAINTAINING OUR INTEGRITY THROUGH PROFESSIONAL PRACTICES.

COMPANY SLOGAN:

“EAST TO WEST WHERE THE PLUMBING IS BEST!”

DESIGN INSPIRATION:

INSPIRED BY NEW ENGLAND STYLES FROM THE EAST COAST, EAST TO WEST OVERALL DESIGN CONSISTS OF RETRO DESIGN ASPECTS FUSED WITH MODERN STYLES. CENTERED AROUND THE THEME OF NAUTICAL COMPASSES AND PLUMBING, EAST TO WEST TAKES ITS COLOR THEME FROM COPPER PIPES, PATINA RUST, AND THE BLACK INSIDE OF A COMPASS.





BRAND STYLES: MAIN LOGOS



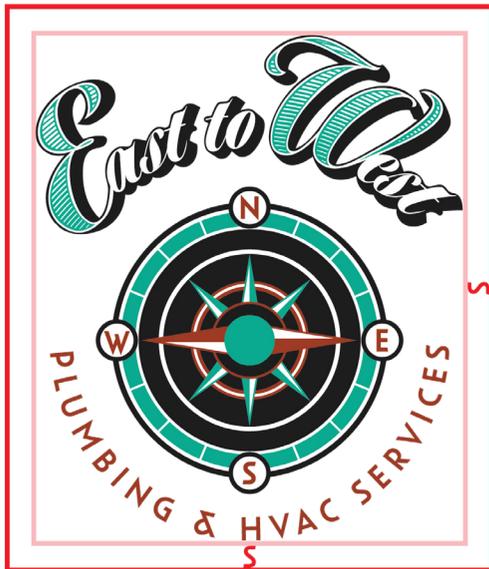
MAIN LOGO:
MAIN BRAND LOGO USE ON MOST APPLICATIONS. NOT PREFERRED ON SOME CENTER ALIGNED LAYOUTS.



WAVY LOGO:
USE ON SOCIAL MEDIA AND SOME PROMOTIONAL ITEMS. NOT PREFERRED FOR STATIONARY.

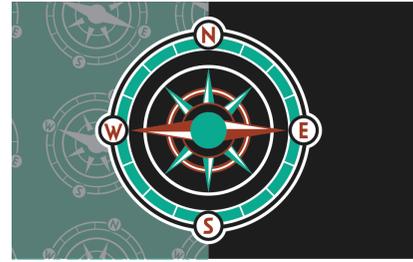


TYPOGRAPHIC LOGO:
USE ON MOST APPLICATIONS. WORKS BEST WITH VERTICAL LAYOUTS AND CENTER ALIGNED LAYOUTS. WORKS WELL FOR SMALL PRINTS SUCH AS BUSINESS CARDS.



EMBLEM LOGO:
USE ON ROUNDED APPLICATIONS SUCH AS PROMO ITEMS AND CLOTHING. NOT PREFERRED FOR PRINTED ITEMS SUCH AS STATIONARY.

CLEARANCE SPACE:
ALL COMPASS INCLUDED LOGOS SHOULD HAVE A CLEAR ZONE THE SIZE OF THE LETTER "S" FROM COMPASS MARK. TYPOGRAPHIC LOGO WILL USE "SERVICES" LETTER "S" INSTEAD FOR REFERENCE.



STROKES:
ALL LOGOS MAY HAVE A WHITE STROKE ON BUSY AND DARK BACKGROUNDS TO HELP WITH CONTRAST (INCLUDING IMAGES). AVOID ADDING STROKE WHEN ON A LIGHT BACKGROUND.



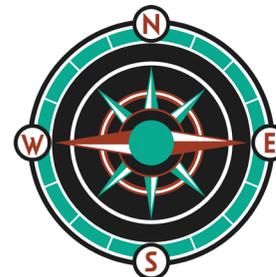
MINIMUM SIZES:
ALL HORIZONTAL LOGOS ARE TO BE NO SMALLER THAN 1.5 INCHES WIDE. EMBLEM LOGO IS TO BE NO SMALLER THAN 1.5 INCHES HIGH. SIMPLIFIED LOGOS MAY BE USED FOR ANYTHING SMALLER THAN 1.5 INCHES.



1.5" H



COLORS:
COLORS MAY NOT BE CHANGED FOR MAIN LOGOS. BLACK AND WHITE VERSIONS MAY BE USED FOR PRINTED MATERIALS. FOR ONE COLOR USE IT IS RECOMMENDED TO USE SIMPLIFIED LOGOS.



LOGO MARK:
COMPASS HAS NO CLEARANCE SPACE AND MAY BE PLACED IN LAYOUT ANYWAY SUCH AS CROPPED OR MADE BIG OR SMALL (BUT NOT TO BE SMALLER THAN 1 INCH). BETTER PAIRED WITH TYPO-GRAPHIC LOGO TO AVOID EXCESS REPETITION.



BRAND STYLES: SIMPLIFIED LOGOS



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SIMPLIFIED LOGOS:

USE FOR ONE COLOR APPLICATIONS, WATERMARK, AND SMALL-SCALE APPLICATIONS ONLY (1.5 INCHES OR SMALLER). DO NOT COMBINE WITH MAIN LOGOS IN SAME LAYOUT. COLOR OVERLAY OF ANY SINGLE COLOR IS OK BUT RECOMMENDED TO USE CORPORATE COLORS. *REFER TO VERSIONS AND COLOR SECTION FOR MORE INFO



SIMPLIFIED MARK:

SAME RULES OF SIMPLIFIED LOGOS APPLY. MARK WORKS WELL WITH PROMOTIONAL MATERIAL IF DESIRED. SIMPLIFIED MARK MAY BE USED TO CREATE A NEW PATTERN.

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VERSIONS & COLOR:

FOR THE SIMPLIFIED LOGOS THERE IS A CUTOUT VERSION (MINUS WHITE) AND A SINGLE-COLOR VERSION (WHITE INCLUDED). COLOR OVERLAY OF ANY SINGLE COLOR IS OK BUT RECOMMENDED TO USE CORPORATE COLORS. RECOMMENDED TO USE ON COLORS THAT CONTRAST.



WATERMARKS:

SIMPLIFIED LOGOS CAN BE USED AS A WATERMARK ON IMAGES AND VIDEOS. CUTOUT VERSION USED IN WHITE OR BLACK ONLY MAY BE APPLIED. AVOID BUSY AREAS WHEN PLACING IN LAYOUT. ADJUST OPACITY ACCORDING TO BACKGROUND.



GLASS SURFACES:

SIMPLIFIED LOGOS ARE IDEAL FOR GLASS SURFACES SUCH AS A WINDOW. MAY ONLY BE IN WHITE OR BLACK. USE CUTOUT VERSION ONLY.





TYPOGRAPHY & COLOR

TANGIER (SCRIPT)

ABCDEFGHIJKLMNOP-
 NOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
 z
 12364567890 !@#\$%^&*()+{}?
 STYLE STYLE
 STYLE STYLE

OSKAR (SAN-SERIF)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 12364567890 !@#\$%^&*()+{}?
 STYLE STYLE STYLE
 STYLE STYLE STYLE

SCALA PRO (OPTIONAL SERIF TEXT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
 z
 12364567890 !@#\$%^&*()+{}?
 STYLE STYLE STYLE
 STYLE STYLE STYLE

TYPOGRAPHIC STYLE:

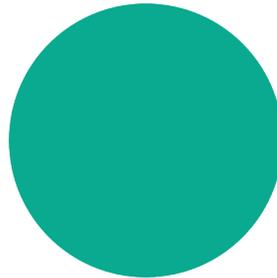
OSKAR TO BE USED IN MOST TYPED PRODUCTS. OPTIONAL SCALA PRO FONT MAY BE USED FOR FORMAL APPLICATIONS. PREFERRED TO USE CORPORATE COLORS BUT NOT NECESSARY. TANGIER IS A DECORATIVE FONT AND CAN ONLY BE USED FOR ARTISTIC PURPOSES (EX. PATTERN MAKING).

TANGIER

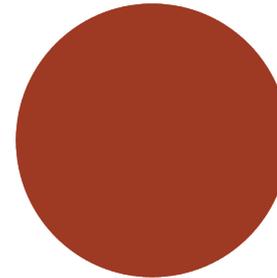
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OSKAR

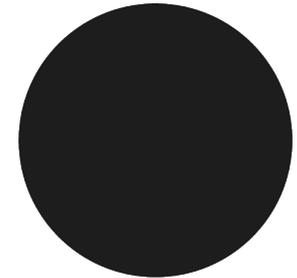
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PANTONE P 179-15 C
RGB: #0AA98F
C:75% M:0% Y:51% K:9%



PANTONE P 47-7 C
RGB: #9E3A25
C:0% M:79% Y:80% K:41%



PANTONE P 133-14 C
RGB: #333132
C:0% M:0% Y:0% K:95%

COLOR STYLE:

COLORS CAN HAVE A TINT OR SHADE, DO NOT ALTER HUE. MIXING COLORS TOGETHER NOT RECOMMENDED.



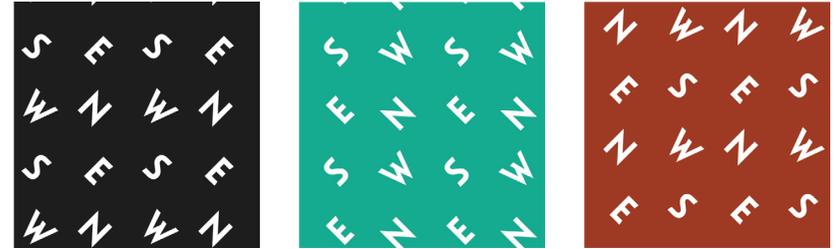
ICONS & PATTERNS

PATTERN STYLE:

STYLES COME IN TYPOGRAPHIC, COMPASS, AND LINE PATTERNS. DO NOT OVERLAP PATTERNS. USE CORPORATE COLORS ONLY (TINTS AND SHADES OK). SIZING AND SPACING OF PATTERN ELEMENTS MAY BE ADJUSTED.

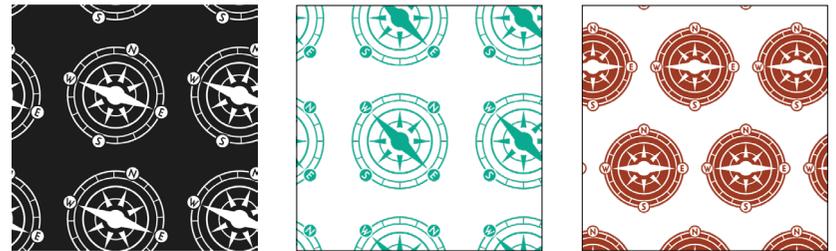
ICON STYLE:

ICONS COME IN LINE VERSION OR REGULAR VERSION. ICONS USED FOR MOST APPLICATIONS. ICONS MUST HAVE WHITE BEHIND THEM. COLORS MAY BE CORPORATE ONLY (NO TINTS OR SHADES). USE REGULAR VERSIONS ON BUSY BACKGROUNDS.



TYPOGRAPHIC PATTERN:

THIS PATTERN CONSISTS OF LETTERS FROM MARK. YOU MAY MESS AROUND WITH ELEMENTS IN DIFFERENT WAYS. DO NOT CHANGE HUE.



TYPOGRAPHIC PATTERN:

THIS PATTERN CONSISTS OF COMPASSES. ELEMENTS CAN BE MODIFIED AND REARRANGED IN MANY WAYS. GREAT FOR MOST ENVIRONMENTAL APPLICATIONS SUCH AS VAN WRAP.



LINE PATTERN:

THIS PATTERN CONSISTS OF A LINE GRADATION. ELEMENTS CAN BE MODIFIED TO PROVIDE MORE LINE SPACING ONLY. GREAT FOR STATIONARY SYSTEM AND OTHER PRINTED MEDIUMS.



IMAGERY



IMAGE STYLES:

IMAGES MAY BE FULL COLOR, OR BLACK AND WHITE. FOR DUOTONE AND COLOR OVERLAY TRY TO USE CORPORATE COLORS. COLORS MAY BE SLIGHTLY ALTERED TO FIT IMAGERY. THESE ARE STARTER IMAGES MORE MAY BE ACQUIRED.

CROPPING:

CIRCULAR CROPPING FOR SOME IMAGE APPLICATIONS IS DESIRED TO MATCH ROUND COMPASS THEME. CROPPING IS NOT NECESSARY FOR ALL IMAGERY. DO NOT CROP LOGO OUT OF IMAGE.



VAN WRAP

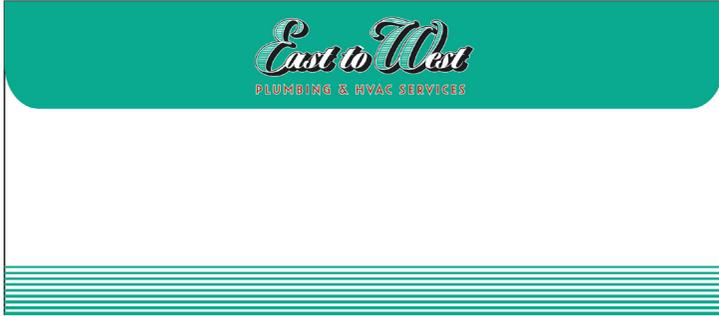


VAN WRAP STYLE:

VAN WRAP SHOULD BE COMPANY COLOR BLACK. PATTERNS SHOULD NOT OVERWHELM DESIGN AND USED MORE AS ACCENTS. PHONE NUMBER AND WEBSITE SHOULD BE VISIBLE AND PROMINENT. LOGO SHOULD HAVE A WHITE STROKE AGAINST DARK BACKGROUND TO ALLOW LEGIBILITY. COMPASS MARK MAY BE EN-LARGED AND DOES NOT HAVE TO HAVE STROKE BUT MAY BE ADDED IF DESIRED. USE TYPOGRAPHIC LOGO RATHER THAN MAIN LOGO WHEN PLACING COMPASS ON SAME AREA. DO NOT COVER MIRRORS OR HEADLIGHTS. DOOR WINDOWS MAY HAVE WRAP IF DESIRED.



STATIONARY SYSTEM



STATIONARY STYLE:

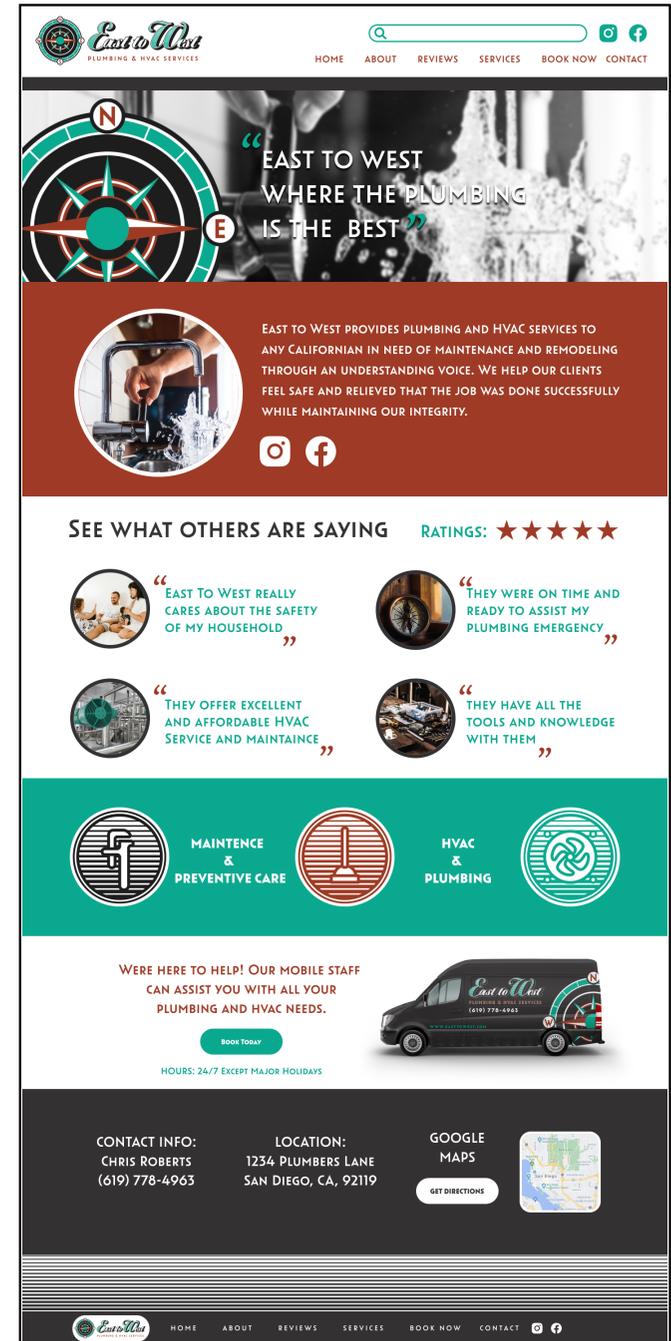
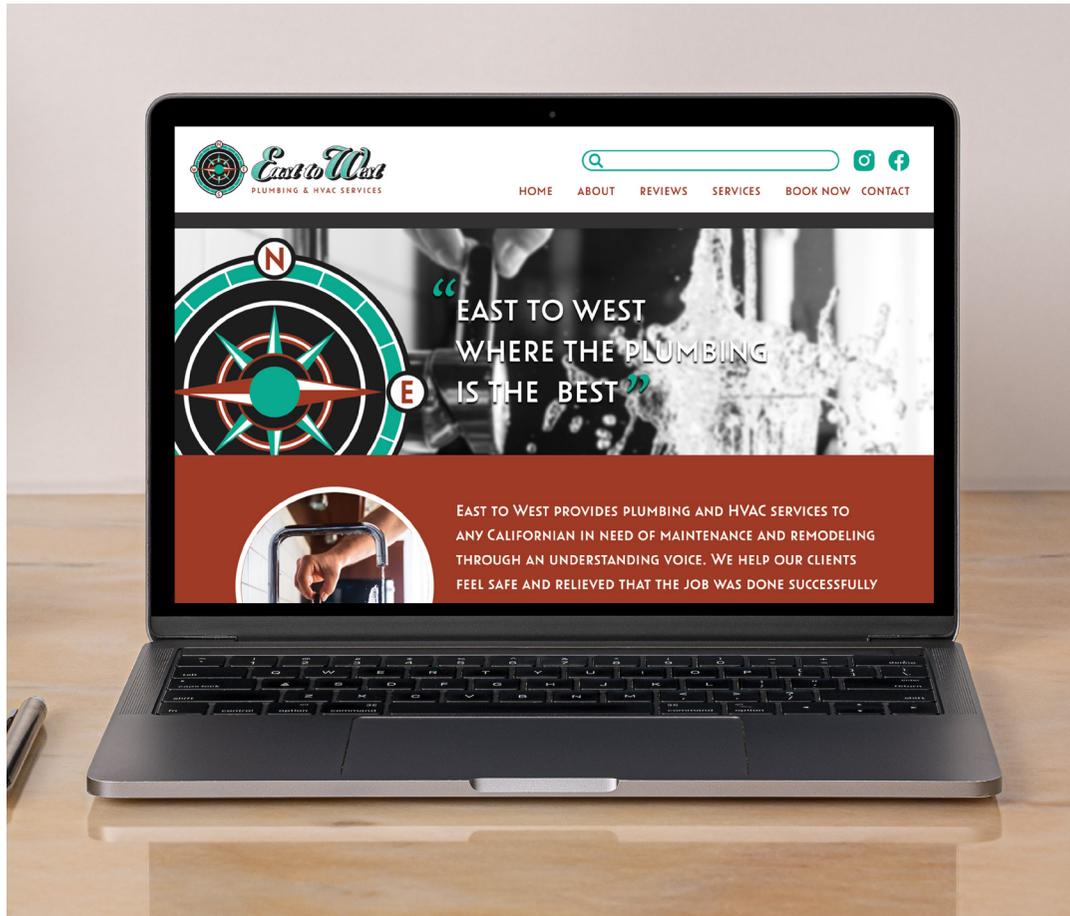
STATIONARY PAPERS SHOULD BE PRINTED ON WHITE PAPER. LETTER DOCUMENTS AND #10 ENVELOPES SHOULD USE LINE PATTERNS AND COMPASS TOWARDS BOTTOM OF PAGE. PATINA GREEN IS TO BE USED AS MAIN COLOR THEME WITH COMPANY BLACK AS TEXT AND BROWN AS HIGHLIGHT COLORS. TEXT COLORS SHOULD NOT BE ON DARK BACKGROUND. KEEP TEXT SIZES BETWEEN 9PT AND 12PT FOR PARAGRAPHS AND HEADERS SHOULD BE AT LEAST DOUBLE. BUSINESS CARDS MUST USE TYPOGRAPHIC LOGO ON BACK AND COMPASS MARK ON FRONT.



WEBSITE

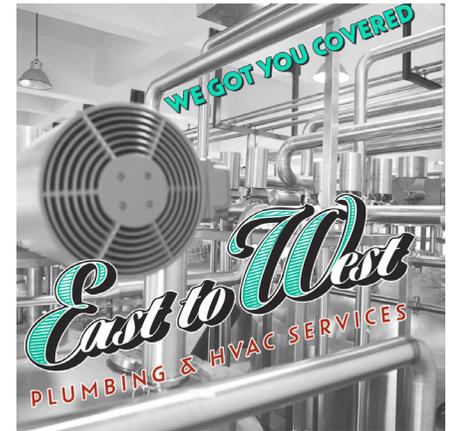
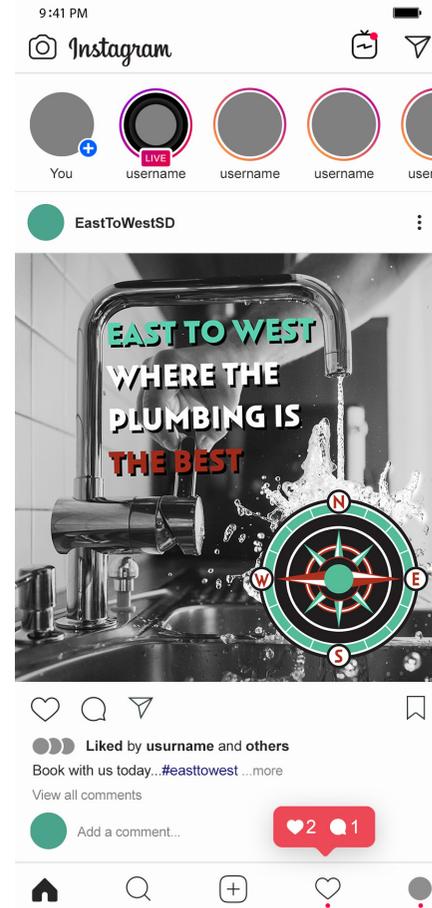
WEBSITE STYLE:

WEBPAGE SHOULD HAVE AT THE LEAST HAVE 5 SECTIONS SUCH AS HOME, ABOUT, REVIEWS, SERVICES, BOOK NOW, AND CONTACT. THE SITE WOULD BE BEST AS A SINGLE PAGE LAYOUT THAT TAKES YOU TO THE SECTION YOU CLICK. SITE MUST ALTERNATE COLORS AND ALLOW WHITE SPACE. USE COMPANY COLORS ONLY (MAY USE TINTS AND SHADES). WEBSITE SHOULD BE 2880 PIXELS WIDE AT THE LEAST. CONTACT AND ADDRESS INFORMATION MUST BE PRESENT IN CONTACT SECTION. HEADER AND FOOTER MUST HAVE MAIN LOGO DISPLAYED. LOGO ON DARK BACKGROUND MUST HAVE WHITE STROKE OR CONTAINER. EITHER VERSIONS OF ICONS ARE OK TO USE. PATTERNS ARE OPTIONAL BUT DO NOT USE AT FULL OPACITY WITH OTHER ELEMENTS ON TOP. HIGH QUALITY IMAGES ARE SUITABLE FOR WEB ONLY. MAKE SOCIAL MEDIA LINKS PRESENT. AVOID OVERLAPPING ELEMENTS ON MULTIPLE SECTIONS.





SOCIAL MEDIA ADVERTISING



INSTAGRAM ADVERTISEMENTS:

WHEN PROMOTING ON INSTAGRAM, IMAGES SHOULD BE SQUARE. IMAGES MAY BE ARRANGED AND DESIGNED ANYWAY AS LONG AS THE LOGO OR MARK ARE PRESENT. PLEASE INCLUDE HASHTAG #EASTTOWEST AND #PLUMBING TO GAIN A BIGGER AUDIENCE. ALWAYS INCLUDE THE PHRASE "BOOK WITH US TODAY" FOLLOWED BY THE WEBSITE. USE THE COMPASS MARK FOR THE PROFILE PICTURE. OTHER SOCIAL MEDIA OUTLETS ARE ALSO OK TO USE.



PROMOTIONAL ITEMS



UNIFORMS:

USING BLACK COVERALLS, APPLY A PATCH OR EMBROIDERED COMPASS ON THE OUTFITS LEFT POCKET AREA. FOR THE BACK OF THE UNIFORM USE EITHER THE EMBLEM LOGO, MAIN LOGO, OR TYPOGRAPHIC LOGO. THE LOGOS MAY NEED A STROKE OR WHITE BACKGROUND DEPENDING ON CLOTHING MATERIALS.

HATS:

HATS WITH A WHITE FRONT AND BLACK ALL THE WAY AROUND ARE IDEAL. MAY BE USED WITH UNIFORM AND OR GIVEN OUT AS A PROMOTIONAL ITEM. EMBLEM LOGO MUST BE USED IN CENTER OF HAT. YOU MAY ALSO USE SIMPLIFIED MARK LOGO FOR WORKERS TO WEAR ONLY.

KEYCHAINS:

THESE COMPASS KEYCHAINS CAN BE ORDERED ONLINE IN WHITE. THE SIZE MAY VARY DUE TO SITE UPLOAD REQUIREMENTS. USE EMBLEM LOGO ONLY. IF THESE SPECIFIC KEYCHAINS ARE UNAVAILABLE FIND ANOTHER WHITE KEYCHAIN PREFERABLY WITH A COMPASS. THESE ARE PROMOTIONAL ITEMS.