



Premier Program Brand Guidelines

The Essentials

2023 | v4

INTRODUCTION

These Brand Guidelines are designed to provide an overarching framework for developing communications that feature and/or include the Premier Program. Please follow these guidelines to help us ensure that the Premier Program maintains a consistent, compelling, and meaningful brand.

OUR LOGO

Primary Usage

As the most recognizable mark of our brand, the Premier Program logo is a powerful statement that must be used consistently. Our logo has distinct colors, letter forms, and spacing that should not be altered. Our Logo + Tagline, Worry-Free Home Comfort should be used whenever legible in size.

PREMIER PROGRAM STACKED LOGO + TAGLINE



PREMIER PROGRAM HORIZONTAL LOGO + TAGLINE



PREMIER PROGRAM SYMBOL



PREMIER PROGRAM STACKED LOGO



PREMIER PROGRAM HORIZONTAL LOGO



OUR LOGO

Color Variations

We've allowed for a few color variations to accommodate different needs and situations. Below you will see examples of usage on **light**, **dark**, **colorful**, and **image** backgrounds.

LOGO ON LIGHT BACKGROUND



LOGO ON GRAYSCALE BACKGROUND



LOGO ON COLORFUL BACKGROUND



LOGO ON IMAGE BACKGROUND



OUR TAGLINE

Primary Usage

Tagline: “**Worry-Free Home Comfort**”

The Premier Program should be advertised and described as a worry-free service. The brand should invoke thoughts and feelings of peace-of-mind, being comfortable, and its all-inclusive nature.

PREMIER PROGRAM HORIZONTAL LOGO + TAGLINE



CORRECT USAGE

- ☒ Worry-Free Home Comfort
- ☒ Worry-Free Service

INCORRECT USAGE

- ☒ Worry-Free Comfort
- ☒ Worry-Free HVAC
- ☒ Worry-Free Product

OUR COLORS

Primary & Secondary Palettes

Our color palette is the basis for our logo wordmark. Bright and bold, our primary colors stand out on the page, yet provide a calming effect. Our neutral secondary palette should be used to complement the primary colors.

PRIMARY COLOR PALETTE

Light Blue HEX: 009CDE	Dark Blue HEX: 002F6C	Green HEX: 6CC24A
RGB	RGB	RGB
0 156 222	0 47 108	108 194 74
CMYK	CMYK	CMYK
75 18 0 0	100 74 0 45	59 0 90 0
PANTONE	PANTONE	PANTONE
2925 C	294 C	360 C

SECONDARY COLOR PALETTE

Dark Gray HEX: 313131	Light Gray HEX: F0F0F0	White HEX: FFFFFFFF
RGB	RGB	RGB
56 47 45	229 225 230	255 255 255
CMYK	CMYK	CMYK
61 68 64 74	5 6 0 0	0 0 0 0
PANTONE	PANTONE	PANTONE
412 C	663 C	

OUR FONTS

Primary & Secondary Typefaces

Our primary typefaces are Condor Bold for headlines and Proxima Nova for body copy. Proxima Nova Bold and Proxima Nova Regular can be utilized to create hierarchy within body copy.

If Proxima Nova is not available, Helvetica may be used.

HTML/CSS Link:

<link rel="stylesheet" href="https://use.typekit.net/cs98sgq.css">

Condor Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Thank You!

If you have any questions, please reach out to
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