



ICON ONLY



STACKED LOCKUP



ALTERNATE WORDMARK



STANDARDS. | SYSTEMS. | PERFORMANCE. | RESULTS.

Brand Guide

Service Standard Group

Version 1 • Internal use

Premium, operator-minded consulting for service businesses.

We install standards that hold up in the field—then we measure them.

STANDARDS • SYSTEMS • PERFORMANCE • RESULTS

1. Brand Foundation

Positioning

Service Standard Group is a premium, operator-minded consulting firm built to improve service delivery—routes, quality, training, compliance, retention, and the systems that make it repeatable.

Brand personality

Calm authority. Clean systems. High standards. No fluff.

Brand promise

We install standards that technicians can actually follow—and we track the results.

Message Pillars	
Standards	Define what “good” looks like and make it visible.
Systems	Make it repeatable through SOPs, training, and automation.
Performance	Measure execution with simple, reliable dashboards.
Results	Reduce chaos, callbacks, and friction—improve margins and trust.

2. Logo System

Your logo system includes three approved lockups. Use the right one for the right job. Consistency builds trust.



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Primary (Horizontal) — Use for website headers, proposals, letterhead, and signage.

Stacked — Use for square layouts, title slides, and social banners.

Icon only — Use for favicons, app icons, stickers, watermarks, and embroidery.

3. Logo Usage Rules

Clear space: Keep a buffer around the logo equal to at least the width of the shield’s thick stroke. If anything touches that zone, it’s too tight.

Minimum sizes: Horizontal lockup ≥ 220 px wide (web). Icon-only ≥ 28 px. If smaller than that, switch to icon-only.






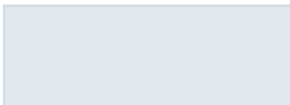
Backgrounds: Best on white or very light gray. Avoid busy photography. Use a reversed (white) version only on solid dark backgrounds.



Do	Don't
Use approved colors and lockups.	Stretch, skew, rotate, or add shadows.
Use icon-only at very small sizes.	Place over busy photos.
Leave clear space around the mark.	Rearrange word hierarchy.

4. Color Palette

This palette is built to communicate trust, precision, and operational control. Keep it clean—white space does most of the work.

	Navy (Primary) #061E4D
	Service Blue (Accent) #0E61A4
	Deep Blue (Supporting) #0E3D72
	Steel Blue (UI/Lines) #6386AA
	Light Slate (Panels) #A0B7CD
	Mist (Background) #E3E8EE

Usage ratio (recommended)

70% white/light background • 20% navy • 10% blue accents

Avoid heavy gradients, neon blues, or extra colors unless necessary for data viz.

5. Typography

Typography should feel modern, premium, and readable—built for operators who skim.

Recommended pairing (web + docs)

Headlines: Montserrat (SemiBold/Bold)

Body: Inter (Regular/Medium)

Fallback pairing (system fonts)

Headlines: Helvetica Bold

Body: Helvetica

Headline Example

Operational standards that scale.

Body example: Keep paragraphs short. Use bullets. Make the next step obvious.

- Diagnose the bottleneck
- Install the standard (SOP + training + QC)
- Track it weekly (callbacks, audits, route efficiency)

Small label (ALL CAPS) — use sparingly

6. Visual Style

Icons: Simple line icons, consistent stroke weight, rounded corners. Avoid overly playful illustrations.

Photography: Real service moments—routes, inspections, clipboards, clean uniforms, fleet, equipment. Avoid generic handshake stock photos.

Layout: White space, grid alignment, thin dividers, and measurable statements.

Graphic motif

Use panels

for callouts.

Use thin

dividers.

Use blue

sparingly.

7. Applications

Keep assets consistent across proposals, decks, email, and web. The goal is instant recognition.

Common templates

Proposal Cover

Operational Diagnostic

Client Name • Date

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Slide Cover

Service Operations

Quarterly Review

Email Signature

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8. Voice, Messaging, and Claims

Write like an operator. Diagnose the bottleneck, set the standard, install the system, track the result.

Voice rules

- Clear > clever
- Short paragraphs, bullet-heavy
- Measurable statements over hype
- Always end with the next step

Approved short lines

- Operational standards that scale.
- Less chaos. More control.
- Built for routes, techs, and real customers.

Brand assets & approvals

Keep all logo files and templates in one shared folder.

If you need a new layout, build it once, then standardize it.

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