

# BRANDING GUIDELINES



TOP COAT  
PAINTING

2025

## THE BRAND

### Our People Your Advantage

Top Coat Painting is a distinguished painting company serving the Jacksonville and Ponte Vedra Beach areas, renowned for its comprehensive range of services, including interior and exterior painting, cabinet refinishing, and stucco repair. With a decade of industry experience, the company has successfully completed over 2,000 projects for more than 1,700 clients, consistently achieving 100% customer satisfaction. Their team of skilled professionals is dedicated to delivering personalized solutions that align with each client's unique vision of perfection. Whether revitalizing residential spaces or enhancing commercial properties, Top Coat Painting combines meticulous attention to detail with efficient project management to ensure high-quality outcomes.



# BRAND VOICE

## Our People Your Advantage

Top Coat Painting's brand voice embodies professionalism, precision, and a customer-centric approach. With over a decade of experience serving Jacksonville and Ponte Vedra Beach, their communication emphasizes expertise and efficiency in handling interior, exterior, stucco, and cabinet painting projects. They pride themselves on understanding each client's unique definition of perfection, ensuring that every project is tailored to individual preferences. Their messaging is clear, respectful, and detail-oriented, reflecting a commitment to delivering high-quality results while maintaining open and collaborative communication throughout the process.





# BRAND GOAL

## Our People Your Advantage

Top Coat Painting aims to deliver exceptional painting services tailored to each client's unique vision of perfection. Serving the Jacksonville and Ponte Vedra Beach areas, their goal is to handle interior, exterior, stucco, and cabinet painting projects with utmost respect and efficiency. With over a decade of experience and more than 2,000 completed projects, they strive to ensure 100% customer satisfaction by understanding individual preferences and providing personalized solutions. Their commitment is to transform spaces through meticulous attention to detail and professional craftsmanship.





## THE LOGO

### Our People Your Advantage

Top Coat Painting's logo features a clean, modern design that reflects the company's commitment to professionalism and quality. The use of bold colors and precise lines embodies their attention to detail and dedication to transforming spaces with precision. This visual identity aligns seamlessly with their brand values, reinforcing their reputation as a trusted provider of painting services in Jacksonville and Ponte Vedra Beach.



# PRIMARY LOGO

## Our People Your Advantage

Top Coat Painting's primary logo features a clean, modern design with bold typography that reflects the company's commitment to professionalism and quality. The use of a vibrant color palette embodies their attention to detail and dedication to transforming spaces with precision.



Main Logo



Black & White Logo



Brand Mark

# THE COLOR

## Our People Your Advantage

Top Coat Painting's brand colors prominently feature dark blues and whites, reflecting their commitment to professionalism and quality. The dark blue conveys trust and reliability, while the white accents symbolize cleanliness and precision. This color scheme aligns with their dedication to delivering meticulous painting services that transform spaces with care and expertise.





# COLOR PALLET



COLOR HIERARCHY



(COLOR PRIORITY FROM LEFT TO RIGHT)

# CONTRAST LOGO



(EXAMPLES OF MARKS WITH  
SUFFICIENT BACKGROUND CONTRAST)



(EXAMPLES OF MARKS WITH  
SUFFICIENT BACKGROUND CONTRAST)

# TYPOGRAPHY

## **Our People Your Advantage**

Top Coat Painting's typography is clean, modern, and professional, reinforcing the brand's commitment to precision and quality. The use of a sleek font ensures readability and conveys a sense of trust and reliability, much like their meticulous painting services. This straightforward yet refined typeface reflects their attention to detail, customer-focused approach, and dedication to transforming spaces with expert craftsmanship.





# PRIMARY TYPEFACE

NORWESTER

(TITLE)

AABBCCEEFFGGHHIIJJKKLLMMNN

OO PPQQRRSSTTUUVVXXYYZZ

POPPINS

(SUBTITLE)

AaBbCcEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvXxYyZz

BELLEZA

(BODY)

AaBbCcEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvXxYyZz

LATO

(QUOTE)

*AaBbCcEeFfGgHhIiJjKkLlMmNn*

*OoPpQqRrSsTtUuVvXxYyZz*

AABB

## TAG LINES

- Our People Your Advantage
- Beyond Paint, Beyond Expectations.
- Precision. Protection. Perfection.
- From Walls to Wonders.
- More Than Paint, It's Art.
- Rollin' with the Best.
- Your Vision, Our Craft.
- Because First Impressions Matter.
- Flawless Finishes, Every Time.
- We Nail the Details.
- Built on a Firm Foundation
- Creating Beauty with a Purpose.



# IMAGERY

## Our People Your Advantage

Top Coat Painting's imagery emphasizes their meticulous craftsmanship and attention to detail across various projects. The "Past Projects" section showcases transformations such as full residential repaints, cabinet restorations, and commercial warehouse repaints, highlighting their versatility and expertise. This visual documentation aligns with their commitment to delivering high-quality painting services that meet each client's unique vision.





# IMAGERY STYLE

## Our People Your Advantage

Top Coat Painting's imagery style highlights the quality and precision they bring to each project, with carefully curated photos of completed work that showcase their skill and craftsmanship. The imagery style effectively communicates the brand's commitment to delivering exceptional results and bring to life the unique visions of their clients.









# ADVERTISEMENT MOCKUPS





