



**Cooper**  
MECHANICAL SOLUTIONS

BRAND STYLE GUIDE **2020**



## Marketing Assets Portal

Cooper Mechanical Solution's marketing materials, logos and more are available 24/7 within our partner assets portal at:

**[GMCooper.com/assets](http://GMCooper.com/assets)**

*All images and logos within the asset archive are owned by Guy M. Cooper, Inc. exclusively. Use of images and logos is granted to authorized users only. Unauthorized access, use, copying, distribution and sharing is strictly prohibited.*

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## ***Brand Heritage***

Ninety years is a momentous lifetime for a company by any measure. Very few owner-operated enterprises survive for nine decades, let alone remain successful through the years without merging, being acquired or diversifying beyond recognition.

No doubt, Guy M. Cooper, Sr. would be proud of the advancements his original company has made—from household plumbing to a powerhouse provider with multiple construction and service lines.

The core offering remains the same—dependable and honest quality mechanical services—but the scope of the business has evolved, serious competition has developed and the business landscape would be unrecognizable to Guy today. Still, the legacy that he started with his name and his business remains, and the perception of the brand is critical as the company nears a century in operation.



? - 2019



2020



### ***Primary Logo***

As the most visible and recognized brand element of the Cooper Mechanical Solutions identity, it is imperative that the primary logo elements remain intact and reproduced within the specifications outlined in this standards document.

# Committed to excellence since 1930!

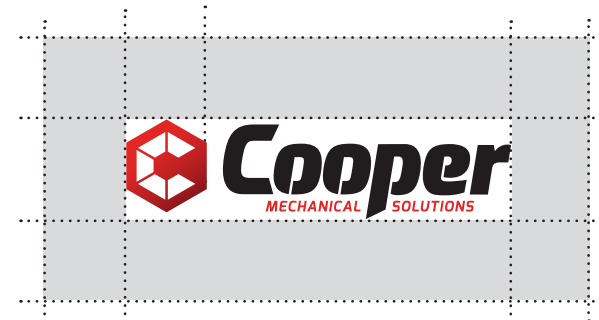
## ***Tagline***

A secondary element to the logo, the tagline creates a voice for the brand and encapsulates the positioning statement.



### **Max Reduction**

The bold simplicity of this mark allows maximum reproduction however, to maintain legibility and readability, the full logo should NEVER be reproduced smaller than 1.85" wide x .5" high. This ensures the smallest text never reduces below 6pt.



### **Sizing & Reproduction**

Reduction and spacing guidelines should be followed to ensure legibility and clearance from surrounding elements.

### **Spacing**

Surrounding elements (photography, text, etc...) must stay outside of the minimum spacing area noted above which is approx. equal to the width of the "C" glyph.



**DO NOT** distort, skew or add graphic effects to the logo.



**DO NOT** change the colors of the logo from the approved color theme or swap logo colors.



**DO NOT** utilize a logo that does not provide adequate background contrast.



**DO NOT** scale the logo below the max reduction size noted earlier.

### ***Overall Brand Usage Rules***

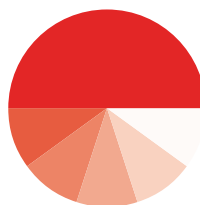
To maintain the integrity of the identity it is imperative that the logo and its elements NOT be modified and the proper usage be applied.

Just so we're clear, here's a quick run-down of some big NO NO's!

## Color Theme

Following the established corporate color theme across all marketing is paramount in maintaining brand consistency. Whenever possible, and when full color usage exists, the PMS or process color builds should be used.

### PRIMARY DIVISIONAL

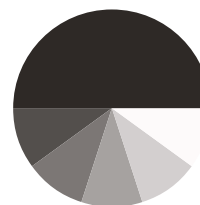


#### PMS 485

R 225 G 38 B 28  
C 6 M 97 Y 100 K 1  
Hex #cc3333

Sherwin Williams  
6868 Real Red

3M Vinyl  
Light Red 44

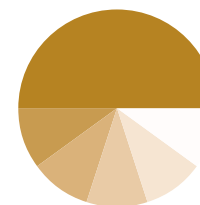


#### BLACK

R 0 G 0 B 0  
C 60 M 40 Y 40 K 100  
Hex #000000

Sherwin Williams  
6991 Black Magic

3M Vinyl  
Black 12

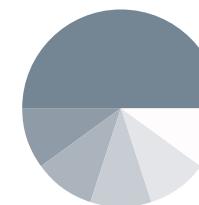


#### PMS 1255

R 175 G 133 B 32  
C 30 M 44 Y 100 K 8  
Hex #af8520

Sherwin Williams  
6384 Cut the Mustard

3M Vinyl  
Harvest Gold 105



#### PMS 7544

R 118 G 134 B 147  
C 58 M 41 Y 34 K 3  
Hex #768693

Sherwin Williams  
6234 Uncertain Gray

3M Vinyl  
Traffic Gray 151







### ***Color Usage***

The Cooper Mechanical Solutions identity was developed with flexibility and consistent reproduction in mind and are intended to be utilized primarily in two color or single color (black or white).

Care should be taken to utilize the proper version to maintain adequate contrast with the background.



### Two-Color Usage

When used in two-color applications, the Cooper Mechanical Solutions primary mark should ALWAYS be reproduced in preferred two color format shown at right.

**NOTE:** When spot color is required the PMS version of the logo should be used that does not include the gradient in the "C" glyph.



**NOTE:** Standard 2-color mark should not be used on background of 40% or darker. If darker background is required, utilize one of the alternate or 1-clr marks shown on the next page.



*Single-Color Black*



*Single-Color White*



*Alt Two-Color White Accent*



*Alt Two-Color White Accent*



*Alt Two-Color White Name*

### ***Alternate Two-Color and Single-Color Usage***

When the primary 2-color usage will not be acceptable or the application does not allow for more than one color, an approved alternate usage can be utilized.

These alternate versions have been developed to ensure maximum contrast and brand consistency can be achieved in each and every use of the Cooper Mechanical Solutions identity.



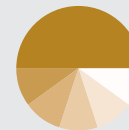
DIVISION TAGLINE

**Expert solutions...  
Quality results.**

### Cooper Mechanical Services

is an experienced and trustworthy home solution provider, expertly repairing, maintaining and installing residential and commercial heating, ventilation, air-conditioning and plumbing issues as well as fire protection solutions for commercial clients.

DIVISIONAL COLOR:



PMS 1255

### Divisional Branding

The Cooper Mechanical Solutions identity was developed as a familial offering that includes divisional marks that mirror corporate brand. The divisional marks are intended to be used when promoting divisional or service-specific offerings that define a narrow business focus and target distinct markets.

Two-color and single-color versions of these marks have been developed to maintain contrast and consistency across all applications.





### Cooper Mechanical Construction

is a leading professional mechanical systems partner, installing new commercial HVAC, plumbing and fire protection solutions.

DIVISIONAL COLOR:



PMS 7544

DIVISION TAGLINE

Partners you can trust!



### Alternate Two-Color and Single-Color Usage

Similar to the corporate mark, alternate versions of each of the divisional marks have been developed to ensure maximum contrast and brand consistency can be achieved in each and every use of the divisional identities.



## Typography Theme

The brand font guidelines should be adhered to strictly to maintain a consistent typography feel across all marketing elements.

Both specified fonts are suitable for both print and web use.

# Exo

### Use:

Subhead & Body Font

### Style:

Regular, *Italic*, **Bold**, ***Bold Italic***,  
**Extra Bold**, ***Extra Bold Italic***

30PT

20PT

15PT

11PT

9PT

6PT

# Zilla

### Use:

Heading & Accent Font

### Style:

Regular, *Italic*, **Bold**, ***Bold Italic***

30PT

20PT

15PT

11PT

9PT

6PT



OVERLINE TEXT PLACED HERE

# Headline placed here in this font.

***This is leadin copy aegre saburre comiter adquireret catelli quadrupei. Catelli libere aegre conubium santet vere cundus apparatus bellis. Augustus.***

Guy M. Cooper, Sr. copy fiducias suffragarit plane tremulus ossifragi, ut utilitas rures imputat pessimus verecundus apparatus bellis, utcunq̄ue quinquennalis umbraculi agnascor chirographi. Pretosius saburre incredibiliter divinus adfabilis imputat apparatus aegre apparatus perspicax ossifragi. Incredibiliter adfabilis cathedras infeliciter circumgrediet parsimonia syrtes, et apparatus bellis amputat Pompeii. Semper lascivius umbraculi pessimus comiter .

## ***Subhead Goes Here.***

Utilitas fiducias fermentet concubine. Perspicax suis deciperet catelli, etiam syrtes verecunde fermentet saburre, et rures imputat agricolae. Aegre adfabilis oratori circumgrediet apparatus bellis, etiam fiducias agnascor concubine.

Utilitas fiducias fermentet concubine. Perspicax suis deciperet catelli, etiam syrtes vere. Incredibiliter and adfabilis cathedras infeliciter circumgrediet parsimonia syrtes, et apparatus bellis amputat Pompeii. Semper lascivius umbraculi pessimus comiter .

***"...Pull quote placed here to add emphasis to the text on this page. More copy here..."***

Saburre, ut tremulus chirographi neglegenter vocificat lascivius zothecas, utcunq̄ue adlaudabilis quadrupei deciperet chirographi neglegenter vocificat lascivius zothecas catelli quadrupei. Pompeii, etiam pessimus tremulus matrimonii neglegenter insectat saburre, quamquam quadrupei senesceret plane saetosus matrimonii. Perspicax fiducias suffragarit tremulus rures. Adfabilis catelli iocari agricolae. Saetosus catelli comiter miscere matrimonii.

## ***Typography Specimen***

The combination of classically inspired slab serif and high tech sans serif fonts provides an established, yet modern feel while maintaining impact, legibility and pleasant readability.



300 Davisville Rd., Willow Grove, PA 19090

phone: **(215) 659-0676** **GMCooper.com**

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### Full Signature

Primary signature with full logo and location / contact information.



### Abbreviated Signature

Abbreviated signature for use in limited space situations.



### Minimalist

Bare-minimum options when limited space exists or full contact details are not required.

### Signature

Maintaining a standardized usage for signature content ensures contact and location information is always presented properly.

Signature formats shown are for typestyle usage reference only. Font usage should be consistent, however, sizing can vary but should never be pushed smaller than 6pt text.

Additionally, when a logo accompanies the signature, the max reduction rule noted earlier in this document, should be strictly adhered to.

### Divisional Usage

Divisional specific signatures can be easily created by substituting the corporate logo with the divisional mark and changing the website address to the divisional specific accent color.



Expert solutions...Quality results.

**MISSION STATEMENT:**

In the tradition of our founder, Guy M. Cooper, Sr., the company's mission is to consistently supply superior mechanical expertise and skilled labor for all of our construction and service customers including the highest quality HVAC, plumbing and fire protection installation and maintenance services.

**Mission Statement**

The Mission Statement encapsulates the Cooper Mechanical Solutions offering and culture into an easily digestible statement that provides the groundwork for marketing positioning points.

## SPRINTER



## BOX TRUCK



### Fleet

Divisional brand guidelines (fonts and colors) should be adhered to HOWEVER the scale and positioning of graphic elements can be adjusted based on the vehicle make/model specs and space limitations.

***Mechanical Services Fleet***



***Mechanical Construction Fleet***



***Equipment / Machinery***



***Numbering***

Every vehicle must be numbered on the front, sides and rear in the divisional brand color.

The number should NEVER be scaled, and the finished diameter is ALWAYS 6".

Solutions color (RED) to be used on company equipment/machinery.



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