



## Brand Style Guide

# Table Of Contents

**1**     **About this guide**

**2**     **Logos & Usage**

Primary → Tertiary Logos: Sizing, Clear Space, & Guidelines

**11**    **Color Palette**

Primary & Secondary Colors: Combinations & Guidelines

**14**    **Typography**

Primary & Secondary Typefaces: Type Hierarchy & Guidelines

**19**    **Photography Style**

Photography Direction & Guidelines

**22**    **Graphic Elements**

Design Elements Templates, & Usages

**29**    **Brand Voice**

Values, Personality, Audience, Messaging, & Guidelines



# About This Guide

This Brand Guide defines who we are, what we stand for, and how we communicate. It exists to ensure that every message, design, and interaction with Chaparosa Roofing feels unified, authentic, and unmistakably “us.”

From sales conversations to social media posts, this guide is a roadmap for keeping our brand consistent and professional.

It covers our **visual identity, brand voice, and core messaging**, and provides the foundation for how we show up across every platform.

Whether you’re part of our internal team or an external partner, use this guide to align your work with the values and image that have made Chaparosa Roofing the trusted choice for repairing or replacing roofs in our communities.



## Goal of this guide

To help everyone present Chaparosa Roofing with the same clarity, confidence, and care that we bring to every customer interaction.

## Our Promise

Dependable roofing, built with integrity and backed by experience – giving you peace of mind, knowing your greatest asset is covered.





# *Logos & Usage*

*Primary, Secondary, & Tertiary Logos  
Logo Sizing, Clear Space, and Guidelines*



# Primary Logo



# Secondary Logo



# Logo Sizing



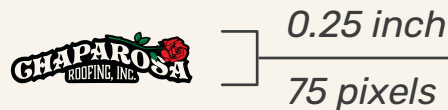
1 inch and above are great for headers.



0.75 logos are best when integrating our brand beside 12 point fonts.



Our standard for printing is 300 pixels/dots per inch (PPI/DPI).



Minimum Size

Our logos and their accompanied text should always be legible. This means all logos should not be smaller than 0.25 inches.



# Primary Logo Clear Space



# Secondary Logo Clear Space



# Logo Guidelines / Do Not:



Add elements to the logo



Change the color of the logo

Variations of green may be an exception  
Ask for permission



Squash or stretch the logo



Edit the layout of the logo



Alter the alignment & spacing of the logo



Shrink the logo below its minimum size



# Tertiary Logo (No Outline)





# ***Color Pallette***

*Primary & Secondary Colors  
Color Combinations and Guidelines*



# Color Palette



**Chaparosa Red**

Web : E11E23  
 RGB : **R**225 **G**030 **B**035 **K** : 0

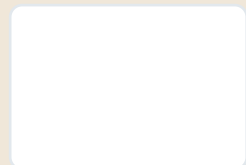
**C** : 6  
**M** : 100  
**Y** : 100  
**K** : 0



**Panther Hot Pink**

Web : E1058C  
 RGB : **R**225 **G**005 **B**140 **K** : 0

**C** : 5  
**M** : 100  
**Y** : 0  
**K** : 0



**White (Paper)**

Web : FFFFFFFF  
 RGB : **R**255 **G**255 **B**255 **K** : 0

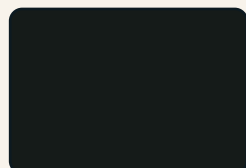
**C** : 0  
**M** : 0  
**Y** : 0  
**K** : 0



**Panther Pink**

Web : DF92B5  
 RGB : **R**223 **G**146 **B**181 **K** : 0

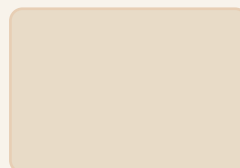
**C** : 9  
**M** : 51  
**Y** : 6  
**K** : 0



**Black (Text)**

Web : 000000  
 RGB : **R**000 **G**000 **B**000 **K** : 100

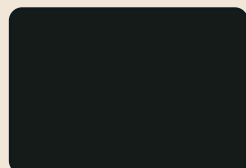
**C** : 0  
**M** : 0  
**Y** : 0  
**K** : 100



**Beige**

Web : E7DAC6  
 RGB : **R**231 **G**218 **B**198 **K** : 10

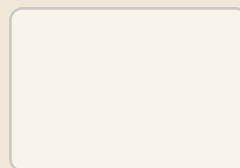
**C** : 0  
**M** : 5  
**Y** : 15  
**K** : 10



**Cool Black**

Web : 000000  
 RGB : **R**000 **G**000 **B**000 **K** : 100

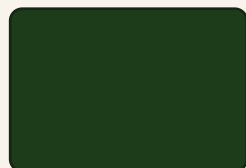
**C** : 15  
**M** : 0  
**Y** : 15  
**K** : 100



**Light Beige**

Web : F6F2EA  
 RGB : **R**246 **G**242 **B**234 **K** : 0

**C** : 2  
**M** : 3  
**Y** : 7  
**K** : 0



**Dark Green**

Web : 1E3C1A  
 RGB : **R**030 **G**060 **B**026 **K** : 59

**C** : 80  
**M** : 48  
**Y** : 97  
**K** : 59



**Dark Gray (Text)**

Web : 3C3C3C  
 RGB : **R**060 **G**060 **B**060 **K** : 51

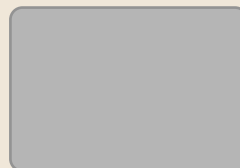
**C** : 68  
**M** : 62  
**Y** : 61  
**K** : 51



**Chaparosa Green**

Web : 228C47  
 RGB : **R**034 **G**140 **B**071 **K** : 7

**C** : 84  
**M** : 21  
**Y** : 96  
**K** : 7



**Gray**

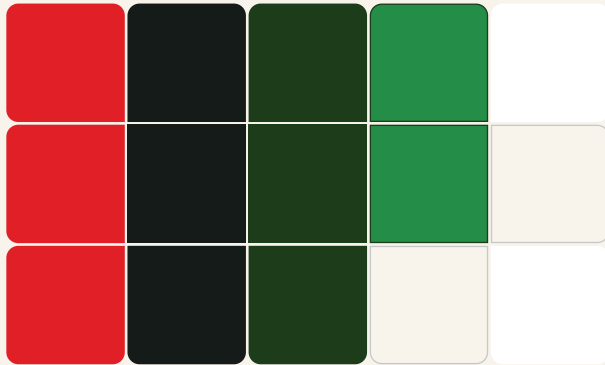
Web : B5B4B5  
 RGB : **R**181 **G**180 **B**181 **K** : 0

**C** : 30  
**M** : 24  
**Y** : 24  
**K** : 0

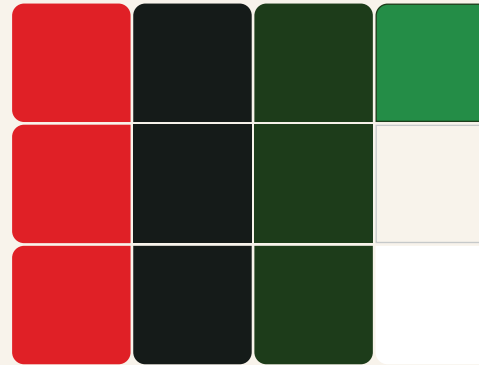


# Color Combinations

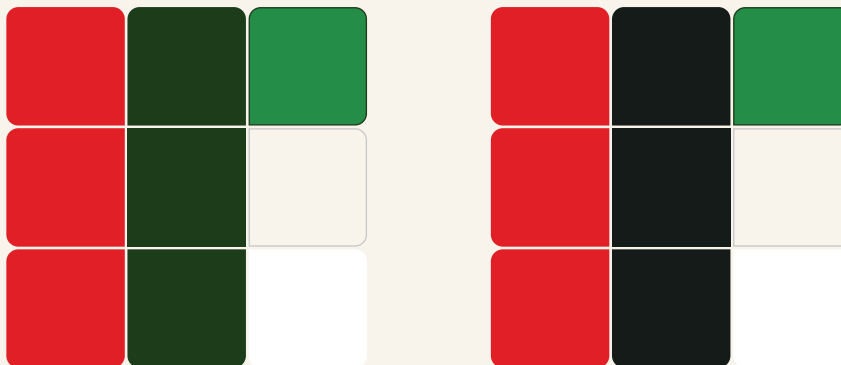
## 5-Tone Palettes



## 4-Tone Palettes



## 3-Tone Palettes



## 2-Tone Palettes



General text often uses neutral colors. In our case, gray. It lets other elements like headers or logos stand out.



## Color Usage Guidelines

Our primary palette consists of black, white, beige, red, and green. These colors offer a simple approach to crafting visually striking designs.

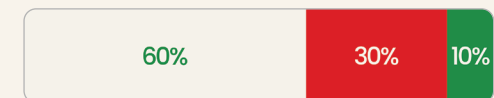
Red is how we represent our brand so it should be in everything we make.

Most things we create should follow a general design rule:

*The 60%, 30%, 10% rule*

Our designs should have a prominent color (~60%), an accent color or (~30%), and a highlighted color or (~10%).

For example:



This is our design language that keeps everything we make simple, but effective.





# *Typography*

*Primary & Secondary Typefaces  
Type Hierarchy & Guidelines*



# Primary Typeface

These fonts are most associated with our brand considering they're used in our logo.

Our primary typeface is meant to familiarize others with our brand and always comes first via its usage in our logo.

These fonts are not good for general text due to their fixed weights.

## Pretoria

**GHAPAROSA**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**abcdefghijklmno pqrstuvwxyz**

## Boucherie Block (Adobe Fonts)

**ROOFING, INC.**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**



**GHAPAROSA**  
ROOFING, INC.



# Secondary Typeface

## Rubik

Our secondary typeface is **Rubik**, a legible, weighted typeface, suitable for any occasion. It is primarily used for general information or generic headers.

Rubik Light

Rubik Regular

Rubik Medium

Rubik SemiBold

Rubik Bold

Rubik ExtraBold

Rubik Black

## Rubik Italic

Use ***Rubik Italic*** to emphasize information.

Rubik Italic should also be used for numerical values (years, percentages, money, etc).

*Rubik Light Italic*

*Rubik (Regular) Italic*

*Rubik Medium Italic*

*Rubik SemiBold Italic*

*Rubik Bold Italic*

*Rubik ExtraBold Italic*

*Rubik Black Italic*



# Typography Hierarchy

Our typography hierarchy is a guide to how text should be structured on a page. Some parts of the hierarchy can be omitted based on the graphic being designed. For example, on a small graphic with limited size for text, you may just need a large heading, subject, and body/paragraph text.

**48px** **H1**  
*Black*

# Large Heading

**30px** **H2**  
*Bold*

## Second Heading

**14px** **H3**  
*Medium*

Standfirst. A short intro/summary for content.

**16px** **H4**  
*Semibold*

### Subject/Topic Header

**12px** **BODY/  
PARAGRAPH**  
*Regular*

General text or expository information intended for use in long-form content like multiple paragraphs of text.

**8px** **CAPTION**  
*Regular*

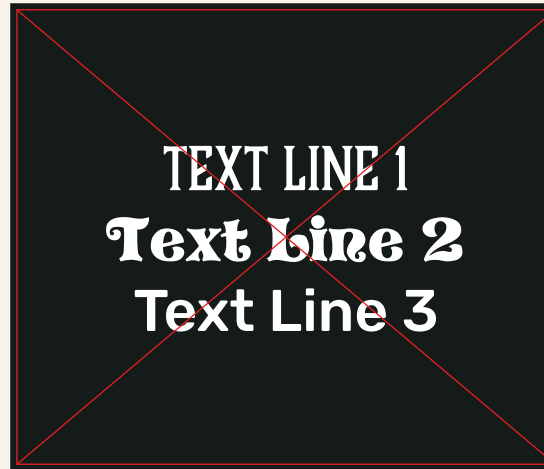
The smallest text. Used for small print disclaimers or photo credits.



# Typography Guidelines / Do Not:



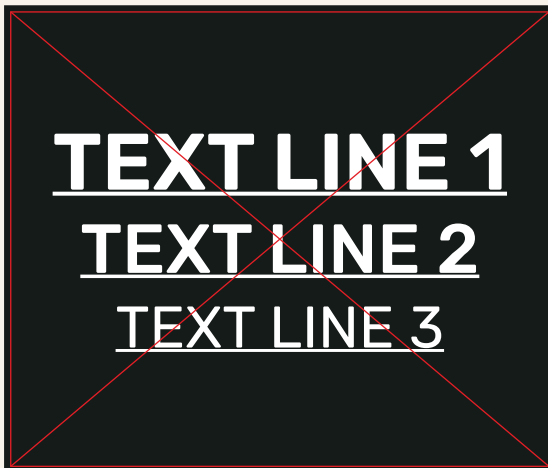
Use unapproved fonts, especially handwritten/decorative fonts



Mix more than 3 fonts



Use low contrast between text and the background



Overuse all caps or underline for emphasis



Bevel or emboss text



Shrink text below its minimum size





# *Photography Style*

*Photography Direction & Guidelines*



# Photography Direction

## Our Goal

### 1. Bright & Clean

Well-lit, sun-filled images that feel clear, warm, and positive.

### 2. Craftsmanship Focused

Show quality installations, clean worksites, equipment details, and professional workmanship.

### 3. Local & Familiar

Homes and landscapes that reflect Southern California communities.

### 4. Simple & Uncluttered

Clean compositions, minimal distractions, and modern, straightforward framing.

### 5. Striking Visuals

Compositions should make people take notice with its use of color and framing.

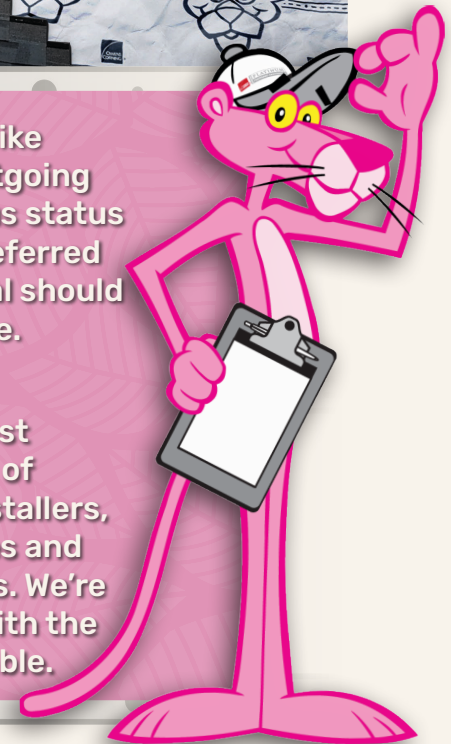


# Owens Corning



Putting Owens Corning products like synthetic underlayment in our outgoing materials relates to our prestigious status as an Owens Corning Platinum Preferred Contractor. Usage of their material should be showcased wherever applicable.

**Here's why that's important:** Owens Corning is the world's largest composite manufacturer. Only 1% of roofers are Platinum Preferred installers, offering strong 50-year warranties and high standard roofing installations. We're proud to protect our customers with the best roofing and warranties available.



Owens Corning's Brand Guide: <https://www.owenscorning.com/en-us/corporate/media-library>



# Photography Guidelines / Do Not:



Edit the contrast on photos to crush its exposure.



Use low resolution photos. Photos must be 1920x1080 or higher.



Increase saturation or vibrancy on photos to make everything pop.



Use messy or cluttered photos.



Use photographs that are not properly exposed.



Use overly grainy or noisy photos.





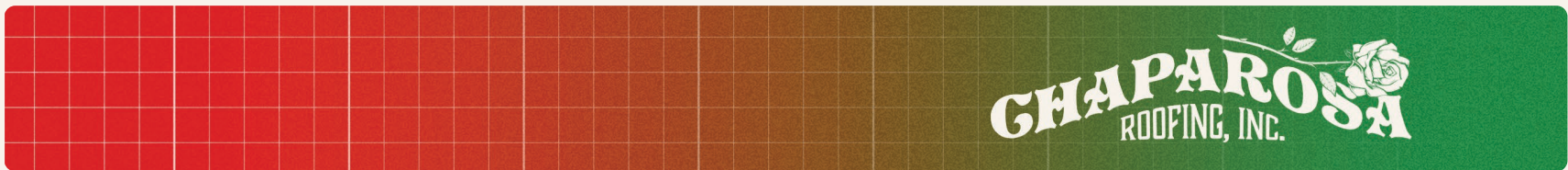
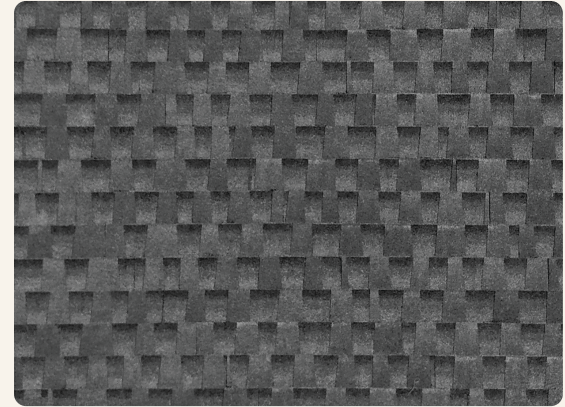
# *Graphic Elements*

*Backgrounds, Patterns, Textures, Grids, Icons,  
Templates, Gradients, Pop-Outs, & Usages.*



# Backgrounds

## Backgrounds



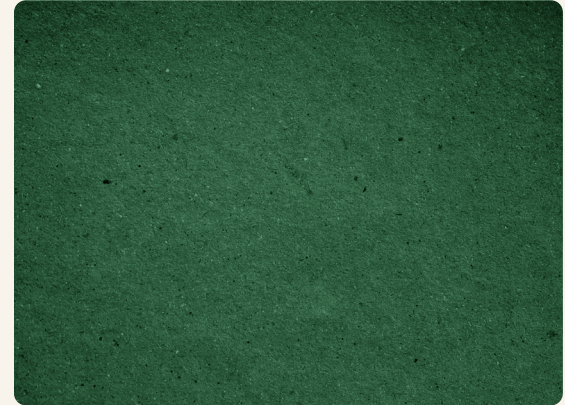
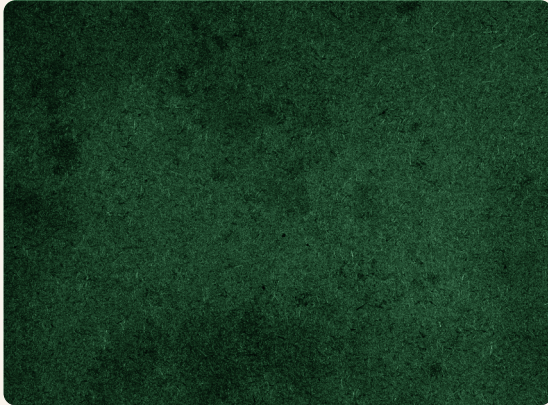
# Patterns

## Patterns

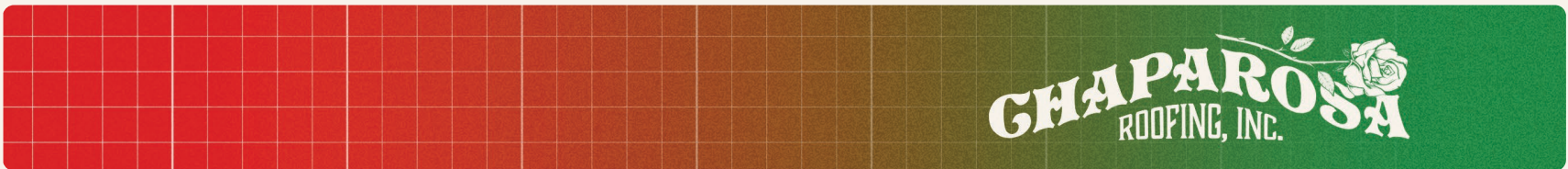
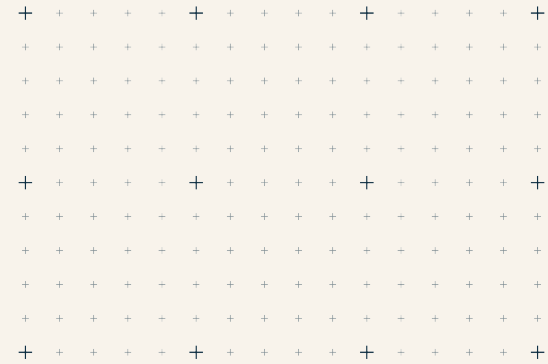
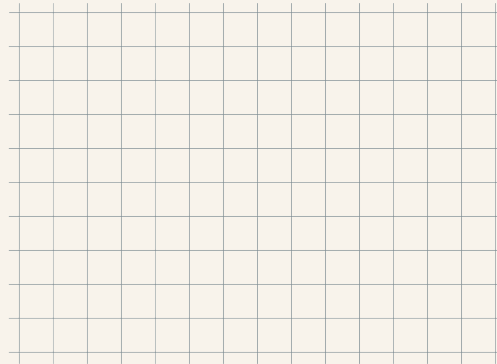
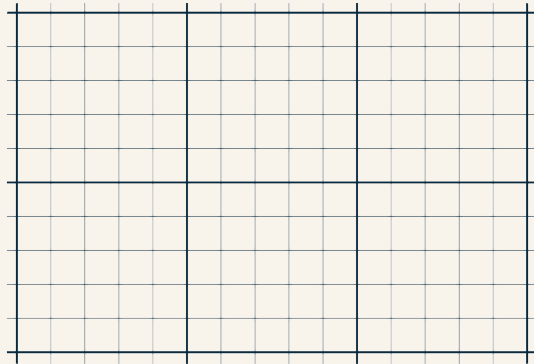


# Textures & Grids

## Textures



## Grids:



# Icons

## Line Art



## In Color



Icons should be minimalistic and contextually appropriate. Limit color to a maximum of 4 colors. Incorporate lighter or darker shades to give icons depth and prevent a flat appearance.



# Design Elements

## Templates & Grids



### Templates & Grids

These templates fit in almost any design.

The key to a good design structure is simplicity.

### Guidelines

600 pixels per inch (standard)

Margins: 0.75 inch / 450 pixels

Gutters: 1/6 inch / 100 pixels

Bleed: 0.25 inch / 150 pixels

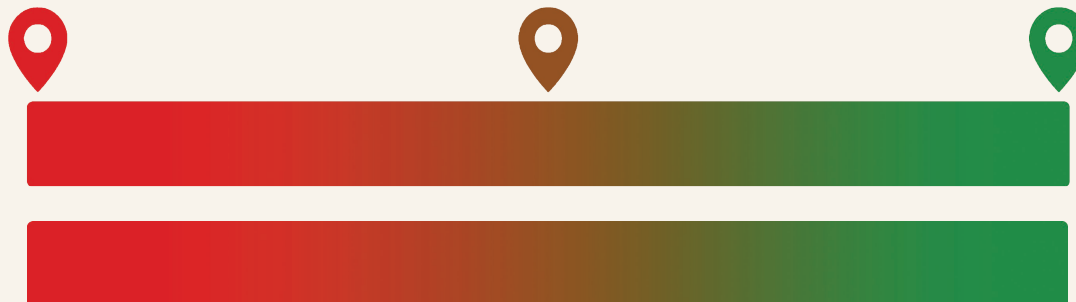
**CHAPAROSA**  
ROOFING, INC.



# Design Elements

## Gradient

Gradients offer smooth transitions from one hue to another and can make a flat, boring photo or background pop.



## Pop Out

Pop-Outs are a great way to make images stand out.

It makes page designs feel unique and highlights a subject.

With a splash of color on the back layer, pop-outs can follow our color scheme while still showcasing our photography style.



# Graphic Elements In Action

## Visual Flair

A little visual flair goes a long way.

Graphic elements should be kept in mind across all of our materials because it helps us to make strong, and memorable graphics, unique to our brand.

Not everything requires all of these elements.

Designs should draw attention without feeling cluttered.

## Usages



**CHAPAROSA**  
ROOFING, INC.  
ROOFING SINCE 1969

SHINGLES • TPO • HOT-MOP  
COATING • TILE • GUTTERS

50 Year Material Warranty  
25 Year Workmanship Warranty  
Backed By Owens Corning  
Transferable Warranty  
Boost Your Home Value

**WINNER**  
Best of the Desert

**2025**  
THE OFFICIAL  
COMMUNITY'S  
**CHOICE**  
AWARDS  
Best of the Desert

**TRUSTED**  
Platinum Preferred  
Contractor with  
Owens Corning

OWENS  
CORNING

ROOFING  
**PLATINUM**  
PREFERRED CONTRACTOR

**Flexible Financing**  
Roof Now, Pay Later

**Choose Us For A Reroof**  
55 Years of Excellence

**SCHEDULE A FREE INSPECTION**  
**(760) 456-8168**  
24/7 EMERGENCY REPAIRS  
**CHAPAROSA.COM** Lic. #874120



ROOFING SINCE 1969  
**CHAPAROSA**  
ROOFING, INC.

**Quality Above All.**

CHAPAROSA  
ROOFING, INC.

**WE GOT YOU COVERED!**

ROOFING SINCE 1969

SHINGLES • TPO • HOT-MOP • COATING • TILE • GUTTERS

ROOFING SINCE 1969  
**CHAPAROSA**  
ROOFING, INC.

**TRANSFERABLE WARRANTIES:**  
50-Year Material Coverage &  
25-Year Workmanship Warranty

**TRUSTED**  
Platinum Preferred  
Contractor with  
Owens Corning

OWENS  
CORNING

ROOFING  
**PLATINUM**  
PREFERRED CONTRACTOR

**WINNER**  
Best of the Desert

**2025**  
THE OFFICIAL  
COMMUNITY'S  
**CHOICE**  
AWARDS  
Best of the Desert

**SCHEDULE A FREE INSPECTION**  
**(760) 456-8168**  
24/7 EMERGENCY REPAIRS  
**CHAPAROSA.COM** Lic. #874120





# *Brand Voice*

*Values, Personality, Audience,  
Messaging, & Guidelines*



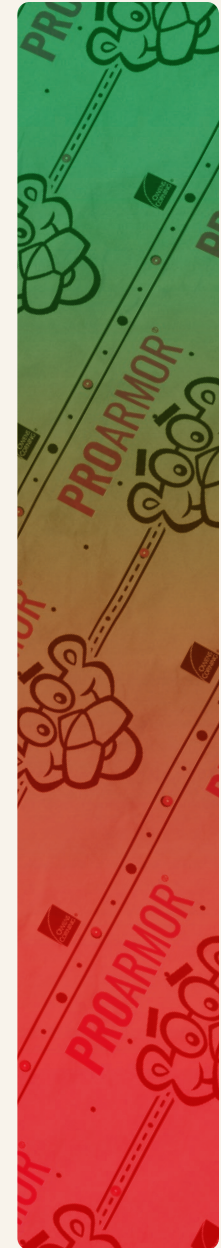
# Mission & Values

## Mission

Protect High Desert homes and families by delivering elite, long-lasting roofing systems installed to the highest standards – backed by decades of proven integrity and certification excellence.

## What We Stand For

- **Integrity First:** Honest, transparent, and customer-first. We always do the right thing.
- **Customer Empowerment:** Education is key to feeling confident in your investment. We give our customers peace of mind through education and communication.
- **Excellence in Craftsmanship:** Expert design, quality materials, and lasting performance.
- **Community Commitment:** We've built lasting relationships with customers by serving our local community since 1969.
- **Roof with Purpose:** We recommend roofing materials and give advice only when it adds real value to customers without gimmicks.



# Brand Personality

## Chaparosa Roofing is

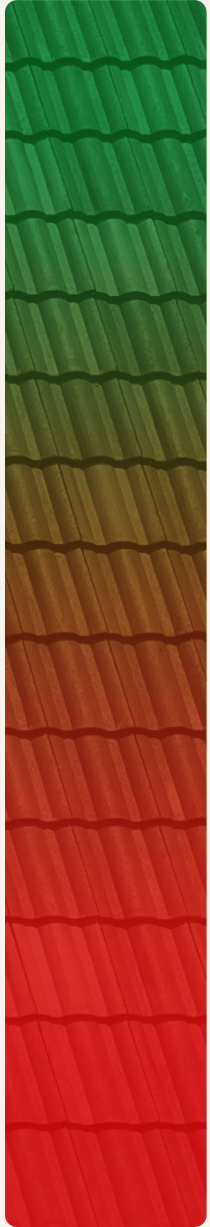
knowledgeable, confident, and approachable. Professional expertise with the warmth of a trusted neighbor. Our voice embodies a team that's serious about quality, yet down-to-earth and always easy to work with.

## Target Audiences

1. Homeowners in the High Desert and surrounding regions who:
  - Are experiencing roof damage or know it's about time to replace their roof
  - Value their property and what's inside
  - Appreciate quality, longevity, and great service over cheap options
  - Want a trustworthy and committed, local roofing company

## Psychographics

- Protective about their property investments
- Value longevity over quick fixes
- Fear being taken advantage of & want peace of mind
- Prefer established, local companies.



# Tone & Messaging

## Tone of Voice

- **Friendly Guidance:** We're approachable but professional.
- **Educational:** We offer expert advice and simplify roofing solutions & warranties without dumbing it down.
- **Local, Not Small-Time:** We're rooted in our community and we plan on being around for the next repair or reroof, offering high quality roofing services.

## Key Messaging

- **Legacy & Longevity:** "Over 55 years in business & multi-time Best of the Desert winner!"
- **Elite Certification:** "Not all roofers are created equal... We're in the top 1% of roofers nationwide as an Owens Corning Platinum Preferred Contractor."
- **Trust & Expertise:** "Licensed and insured with 55+ years of experience, backed by strong warranties and transparent roofing quotes."
- **Quality Installations:** "Our highly trained roofing teams ensure proper installation using long-term materials."
- **Appropriate Pricing:** "We won't be your cheapest quote, nor your most expensive because we value installing high-quality materials that still won't break the bank."



# Brand Voice Guidelines

## Use:

- Clear, direct sentences
- Everyday language (no jargon)
- Empowering and positive phrasing
- Short, impactful statements

## Avoid:

- Overly technical or corporate wording
- Fear based or negative messaging
- Passive voice “It happened” vs. “We did it”
- Long winding paragraphs

## Brand Voice In Action

- **Ad Copy:**

*“Your roof protects everything underneath it. That’s not a place to gamble. 55+ years strong, Chaparosa Roofing is your go to roofing experts.”*

- **Website Headline**

*“High Desert Roofing Done Right – Backed by 55+ Years of Proven Experience.”*

- **Social Media**

*“Not all roofing contractors are created equal. Owens Corning awards Platinum Preferred status to only the top 1% of roofing companies nationwide. Chaparosa Roofing is the only contractor in the High Desert with that distinction.”*

- **Customer Email**

*“We’ve identified the current condition of your roof and outlined the options available to you. Our goal is simple: provide you with clear information so you can make the right decision for your home and your budget.”*

