WHITLOCK
AIR & PLUMBING

WHITLOCK / IDENTITY SYSTEM 1.0

Cool air. Working pipes. Straight price.

WHITLOCK AIR & PLUMBING / PINELLAS COUNTY, FLORIDA / NOVEMBER 2026



Plain name. Straight talk.

Whitlock fixes the two things that make a Pinellas house miserable, the air conditioning and the water, without the drama. It looks and sounds like a well-run family trade business: one name, one bright color, one number.



THE TRUCK YOU WILL SEE

01

Calm, not loud

Say what we know, in order, without alarm. The hot color helps you find us. It never raises the pulse.

02

Price, then the work

Call, a text, the cause and a written price, then the fix. Every touchpoint repeats that order.

03

One truck, two trades

Air and water are one system in a Florida house. One number and one van cover both.

One clear signature.



Use the horizontal signature whenever Whitlock is introduced: the van side, the site header, the top of an estimate. The snowflake tile says AC at a glance, the wide capitals read from across the street, and the trade line sits quietly underneath.

A known icon. A name set well.



WHITLOCK

AIR & PLUMBING

SYMBOL

Phosphor Icons "snowflake", bold weight, MIT license. Used as published, never redrawn, at 70 percent of a lime tile with 22 percent corner radius.

WORDMARK

WHITLOCK in Archivo ExtraBold, width 112, tracking +20. AIR & PLUMBING in Archivo SemiBold, tracked to the same measure.

LOCKUP

Tile height equals the full two-line block. Gap between tile and name: one third of the tile.

The right expression for the space.

WHITLOCK
AIR & PLUMBING

PRIMARY / COLOR

WHITLOCK
AIR & PLUMBING

PRIMARY / REVERSED

WHITLOCK
AIR & PLUMBING

ON LIME / HARBOR TILE

APP ICON

WHITLOCK
AIR & PLUMBING

STACKED

FAVICON

Give the signature room.



X = HALF THE HEIGHT OF THE SNOWFLAKE TILE

CLEAR SPACE

Keep at least X on every side. Measure from the artwork, not the SVG canvas.

SCREEN MINIMUMS

Signature 140 px wide. Tile alone 20 px. Under that, use the favicon.

PRINT AND VEHICLE MINIMUMS

Signature 35 mm wide. Tile 8 mm. Van sides: the signature spans at least half the panel length.

Truck lime. Harbor navy.

Lime

#C6EE3A RGB 198 / 238 / 58

The one hot color. Vans, signs, the hero, the primary button.

Harbor

#10262C RGB 16 / 38 / 44

All text and the mark. Uniforms, the footer, dark sections.

Shell

#F3F0E7 RGB 243 / 240 / 231

The calm ground. Paper, cards, the reversed signature.

Bay

#1E5A60 RGB 30 / 90 / 96

The water side. Shut-off advice, links on Shell, plumbing notes.

Tide

#A9D3D0 RGB 169 / 211 / 208

Soft water tag. Pairs with Lime for Air and Water labels.

Sand

#E4DECF RGB 228 / 222 / 207

Image placeholders, print backs, quiet panels.

Loud where it helps.



WORKING BALANCE: SHELL 34 / LIME 26 / HARBOR 24 / BAY 8 / TIDE 5 / SAND 3

Aa

HARBOR ON LIME
11.7 : 1 / AAA

Aa

HARBOR ON SHELL
13.8 : 1 / AAA

Aa

LIME ON HARBOR
11.7 : 1 / AAA

Aa

BAY ON SHELL
6.9 : 1 / AA

Aa

LIME ON SHELL
1.2 : 1 / NEVER FOR TEXT

Lime is a surface, never a text color on light grounds. Harbor carries every word. Secondary copy on Shell uses Harbor at 75 percent (#4A5D61, 6.1 : 1).

Wide and sturdy. Plain and kind.

Archivo

Aa Bb Cc Dd Ee Ww

0123456789 $ & ?

Wordmark, headlines, prices and phone numbers. ExtraBold at width 112, Black at width 125 for numerals. SIL OFL.

Instrument Sans

Shut off the main first. In most Pinellas homes it's a quarter-turn valve by the house. Then call.

GEIST MONO / A1 RUNNING, BLOWING WARM

3:25PM / WRITTEN PRICE / $89 VISIT

Instrument Sans for reading. Geist Mono for labels, codes, times and readings: the instrument voice. Both SIL OFL.

WORDMARK

WHITLOCK
AIR & PLUMBING

Set in Archivo and converted to paths. Use the artwork, never retype it.

Scale does the shouting.

DISPLAY / 96 TO 120

Cool air. Working pipes.

HEADING / 44 TO 70

What's the house doing?

PRICE / BLACK 125

$189 A YEAR, ONE SYSTEM

BODY / 16 TO 20

A person answers, your tech texts before they arrive, and you see a written price before anything gets fixed.

DETAIL / 12 TO 14

03 / HOW A VISIT GOES / 3:25PM

Plain. Specific. Unhurried.

AC out? We'll get the house cool again.

Short sentences, local nouns (hall closet, slab, cast iron, July afternoon), numbers that help a decision. We describe what we do. We never claim an outcome we have not measured.

REASSURE

Shut off the main first. Then call.

Not: "Don't panic! Our emergency heroes are standing by 24/7!"

EXPLAIN

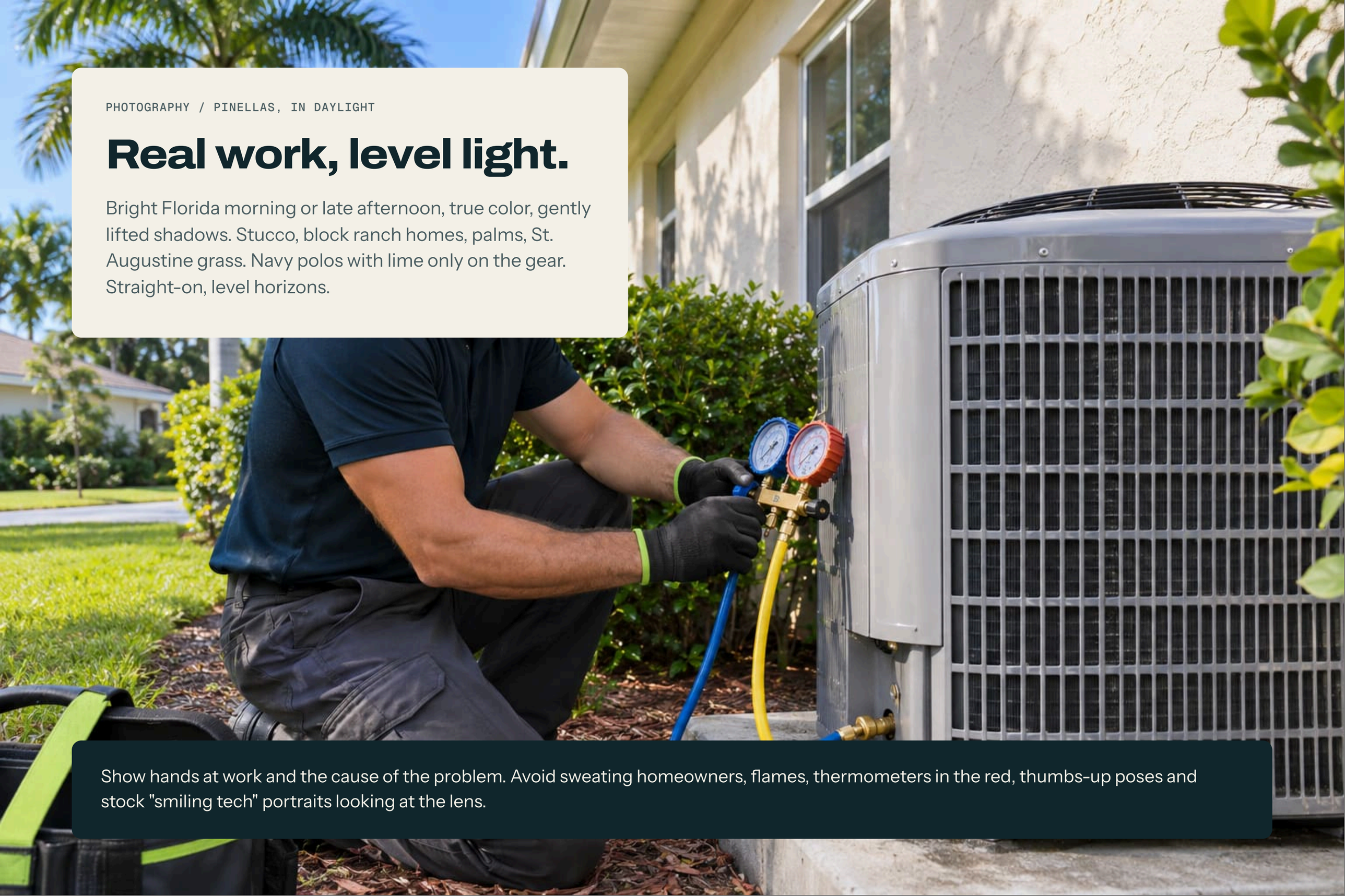
The $89 visit covers the diagnosis either way.

Not: "Unbeatable prices, guaranteed!"

RESPECT

We'll show you which it is before you decide.

Not: "Trust us, you need a new system."



PHOTOGRAPHY / PINELLAS, IN DAYLIGHT

Real work, level light.

Bright Florida morning or late afternoon, true color, gently lifted shadows. Stucco, block ranch homes, palms, St. Augustine grass. Navy polos with lime only on the gear. Straight-on, level horizons.

Show hands at work and the cause of the problem. Avoid sweating homeowners, flames, thermometers in the red, thumbs-up poses and stock "smiling tech" portraits looking at the lens.

Real houses. Real work.









Quiet motion, clear icons.

PRIMARY BUTTON / LIT LIME PLATE

Get a time window →

Book a visit

INTERFACE ICONS / PHOSPHOR, BOLD AND FILL



INTERFACE

Content rises 14 px and unblurs over 800 ms, staggered 90 ms. Buttons carry a sheen on hover. The services band drifts slowly and pauses on hover.

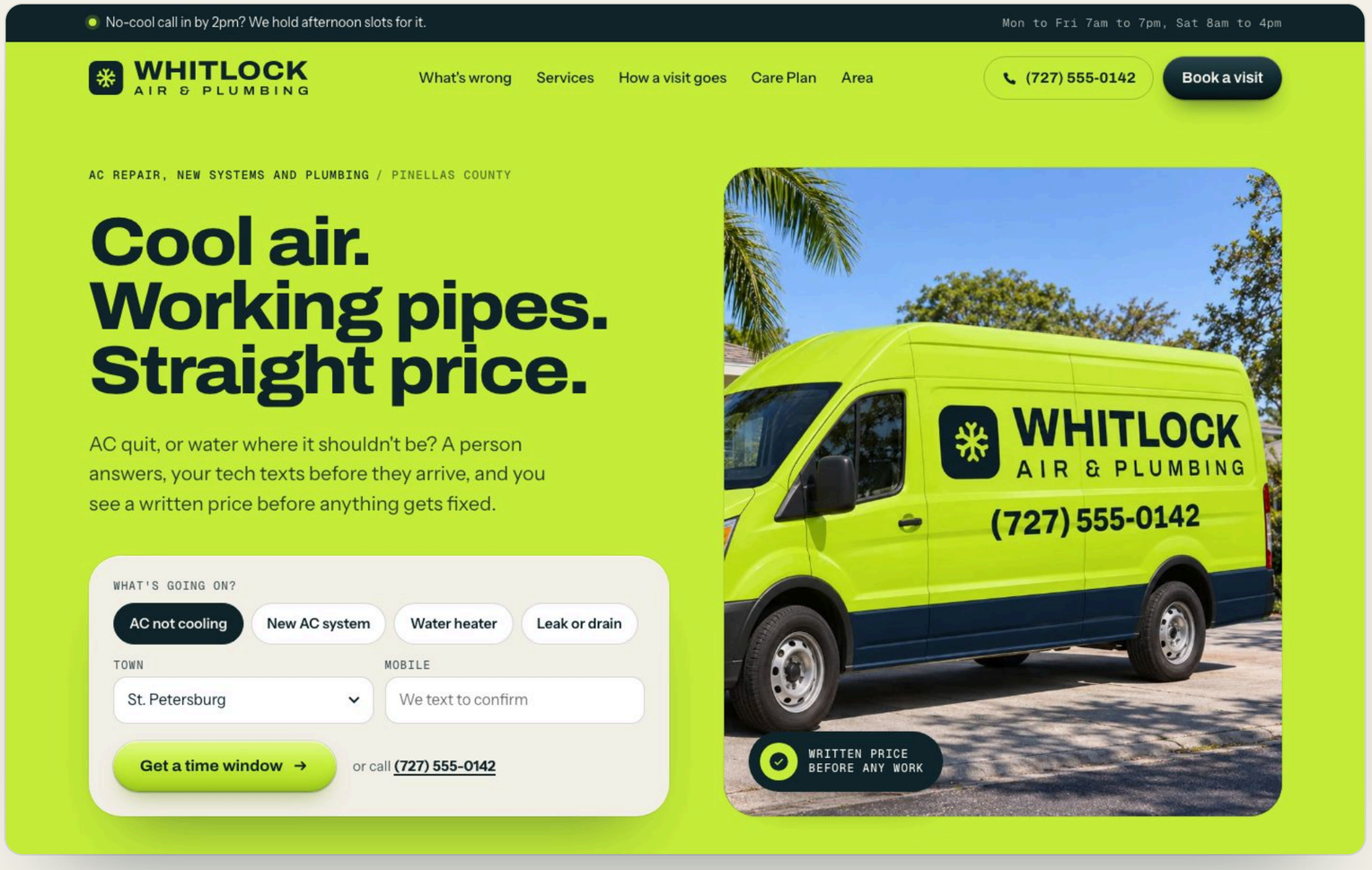
RESPECT

All motion sits behind prefers-reduced-motion. The page is complete without it.

ON THE PHONE

A sticky call bar: the number and Book, 52 px tall, always in reach.

The brand books the visit.





DESKTOP 1440
PHONE 390

Hero, symptom check, two trades, the visit, the crew, the Care Plan, area, questions, close.

Lime owns the first screen. The booking module sits in the hero, the phone number never leaves the screen, and the van carries the lockup into the photography.



Seen from a block away.

A full Lime wrap with a Harbor rocker stripe. The lockup runs large along the side with the Harbor tile, the number sits under it. No slogans, no clip art.

PRODUCTION STARTING POINT

Cast wrap film, Lime matched to a physical swatch under daylight. Signature at least half the panel length, centered on the wheelbase.



The name on the chest.

Harbor pique polos with the reversed lockup: a Lime tile with a Harbor snowflake, the name in Shell thread. Lime only on the gear.

PRODUCTION STARTING POINT

Left chest, 85 to 95 mm wide. Digitize from the vector master. Keep the snowflake arms open; test thread spread on a stitch-out first.



The tile, alone.

A Harbor six-panel cap with the Lime snowflake tile as a patch, no words. On a truck-colored tile it reads as Whitlock from across a driveway.

PRODUCTION STARTING POINT

Front panel, 50 mm square woven or embroidered patch. Lime ground, Harbor snowflake.



Left on the lawn.

A Lime sign with the Harbor-tile lockup and the number. It goes in straight, it comes out when the job is done.

PRODUCTION STARTING POINT

24 x 18 in corrugated plastic, one ink on Lime stock, H-stake. Number set in Archivo Black, width 112.



Where the next tech looks first.

The stacked lockup goes on the air handler after every Care Plan visit, so the next person to open the closet knows who to call.

PRODUCTION STARTING POINT

90 x 70 mm rounded vinyl, outdoor laminate, permanent adhesive rated for warm closets and attics.



The price, in writing.

The written estimate is the brand promise on paper. Signature top left, plain columns, one signature line.

PRODUCTION STARTING POINT

Letter size, uncoated 100 gsm, Harbor plus the Lime tile. The same layout renders as the text-message estimate.

WHITLOCK
AIR & PLUMBING

Ready to roll.

One name, one symbol, one hot color, one calm voice. Keep them consistent and the van does the rest.

LOGOS / BRAND/LOGO

10 vector masters, all type as paths

Color, on Lime, reversed, stacked

Tile, app icon, favicon

TYPE + COLOR

Archivo, Instrument Sans, Geist Mono

SIL OFL, licenses in fonts/

Six named colors, checked

PHOTOGRAPHY

10 site photographs

6 brand applications

Prompts listed in CREDITS.md