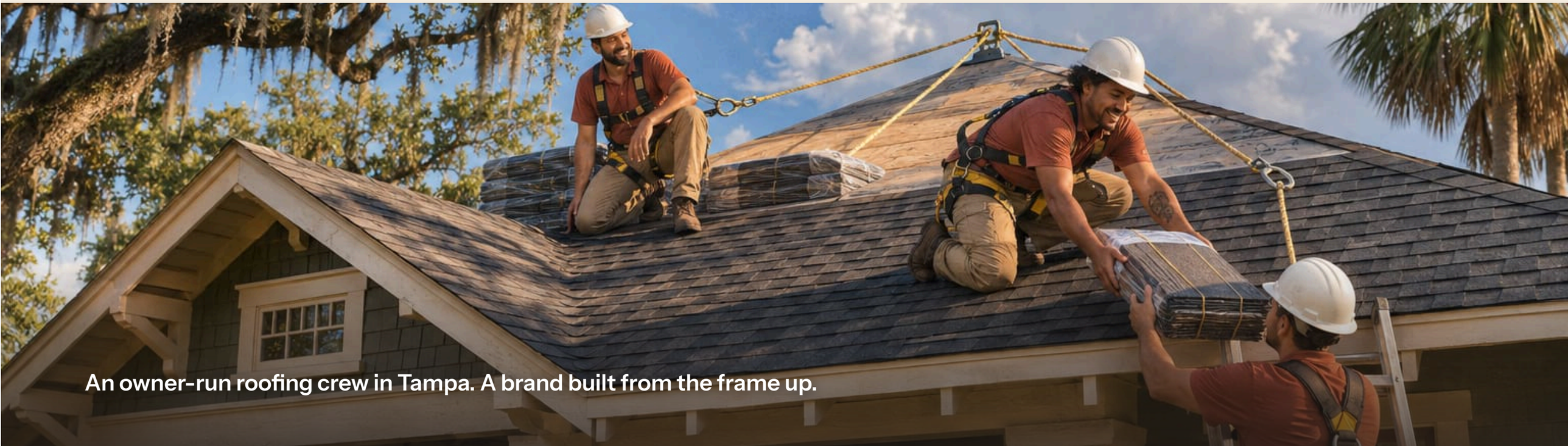
PURLIN
ROOFING CO.

IDENTITY SYSTEM / VERSION 1.0

ROOFS THAT HOLD UP.

PURLIN ROOFING CO. / TAMPA, FLORIDA / NOVEMBER 2026



An owner-run roofing crew in Tampa. A brand built from the frame up.

THE ROOFER DOWN THE STREET.

Purlin re-roofs, repairs and inspects shingle, tile and metal roofs across Tampa. The brand stands for the part of a roof you never see: the frame that carries it, done right, so the part you do see holds up.

01

BUILT FROM THE FRAME UP

Talk decking, straps and underlayment before shingles. Show structure, the crew and the house as it is.

02

NEIGHBORS, NOT A CALL CENTER

Real people with names and sunburns. The same crew start to finish. A phone a person answers.

03

SAY IT PLAIN

Line items, not ranges. What it is, what it costs, when we come. No storm-chaser urgency.

ONE STURDY SIGNATURE.



Use the horizontal signature whenever Purlin is introduced: the truck, the yard sign, the top of the website. A Clay tile with a plain house, then the name in heavy condensed capitals, like lettering on a trailer. It reads from across the street and at 32 px.

A HOUSE ON A TILE. A NAME IN CAPITALS.



THE SYMBOL

Phosphor Icons, "house-simple", fill weight (MIT), used as published. Cream on a Clay tile with a 16% corner radius; the house fills 66% of the tile, optically centered.

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THE WORDMARK

Barlow Condensed ExtraBold 800 for PURLIN at +20 tracking, Barlow Condensed SemiBold 600 for ROOFING CO., tracked to the same width. Converted to outlines, no altered letters.



LOCKUP: TILE HEIGHT = WORDMARK BLOCK HEIGHT. GAP = 28% OF THE TILE.

THE RIGHT SIGNATURE FOR THE SURFACE.

PURLIN
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PRIMARY / TAR AND CLAY

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PRIMARY / REVERSED

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ON CLAY / TAR TILE

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STACKED

APP ICON / FAVICON



BADGE / CAPS, DECALS, SEALS

GIVE IT ROOM TO STAND.



X = HALF THE HEIGHT OF THE TILE

CLEAR SPACE

Keep at least X clear on every side. Measure from the visible artwork, not the file edge.

SCREEN MINIMUMS

Signature: 120 px wide. Mark alone: 24 px tall. Use the favicon file at 16 to 32 px.



Print: signature 30 mm wide, mark 9 mm tall. Go bigger for embroidery and vinyl.

TILE, TAR AND STUCCO.

CLAY

#B5452B RGB 181 / 69 / 43

The brand color. The tile, buttons, the one thing to notice.

TAR

#1F1A17 RGB 31 / 26 / 23

Ink, trucks, dark bands.

PLANK

#F4ECDF RGB 244 / 236 / 223

The ground. Stucco cream, never pure white.

SAWDUST

#E7D9C2 RGB 231 / 217 / 194

Second surface for bands and tiles.

HARD HAT

#F2B134 RGB 242 / 177 / 52

Small accents on Tar only. Labels, focus rings.

GALVANIZED

#8F948F RGB 143 / 148 / 143

Metal details, dividers on dark.

BAY

#2C4F5A RGB 44 / 79 / 90

Rare cool relief, storm and water topics.

Clay is Tampa's barrel tile. Tar is the shingle and the truck. Plank is the stucco wall.

MOSTLY PLANK. ONE LOUD ROOF.

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ROOFS THAT HOLD UP.

BOOK A FREE ROOF INSPECTION

PLANK 62

TAR 20

CLAY 10

WORKING BALANCE

Light grounds, deliberate Tar bands, Clay where the eye should land. Hard Hat stays small.

CHECKED PAIRINGS (WCAG)

Tar on Plank 14.7. Plank on Tar 14.7. Plank on Clay 4.65. Clay on Plank 4.65. Hard Hat on Tar 9.1. Tar on Clay 3.2, large type only.

TRAILER LETTERING AND A KIND VOICE.

BARLOW CONDENSED

AaBbCcDdEeFfGg 0123456789

ExtraBold 800 for display, always capitals, tight. Bold 700 for buttons and labels, tracked wide. SIL Open Font License.

Instrument Sans

The owner walks every roof before we write a price, and the same crew stays on your house from tear-off to the last ridge cap.

“Come up the ladder if you like.”

Regular 400 / Italic / Medium 500 / Semibold 600

WORDMARK

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Use the outlined artwork so spacing stays exact.

BIG, THEN PLAIN.

DISPLAY / 96 TO 172

ROOFS THAT HOLD UP.

HEADING / 40 TO 84

SIX STEPS. NO SURPRISES.

SUBHEAD / 24 TO 30

STANDING-SEAM METAL

BODY / 16 TO 21

Panels on concealed clips, no exposed fasteners. Aluminum near salt water.

DETAIL / 13 TO 16

ROOFING CONTRACTOR · TAMPA, FLORIDA

PLAIN. STEADY. A LITTLE PROUD.

MATERIAL LANDS ON THE DRIVEWAY, NOT THE LAWN.

Say what we do, in the order it happens, with the details a homeowner can check. Trade words get explained once, then used.

INTRODUCE

OWNER-RUN ROOFING CREW IN TAMPA.

Lead with who shows up.

EXPLAIN

ROTTEN DECKING PRICED PER SHEET, UP FRONT.

Numbers and nouns, not adjectives.

REASSURE

A PERSON ANSWERS THE OFFICE PHONE.

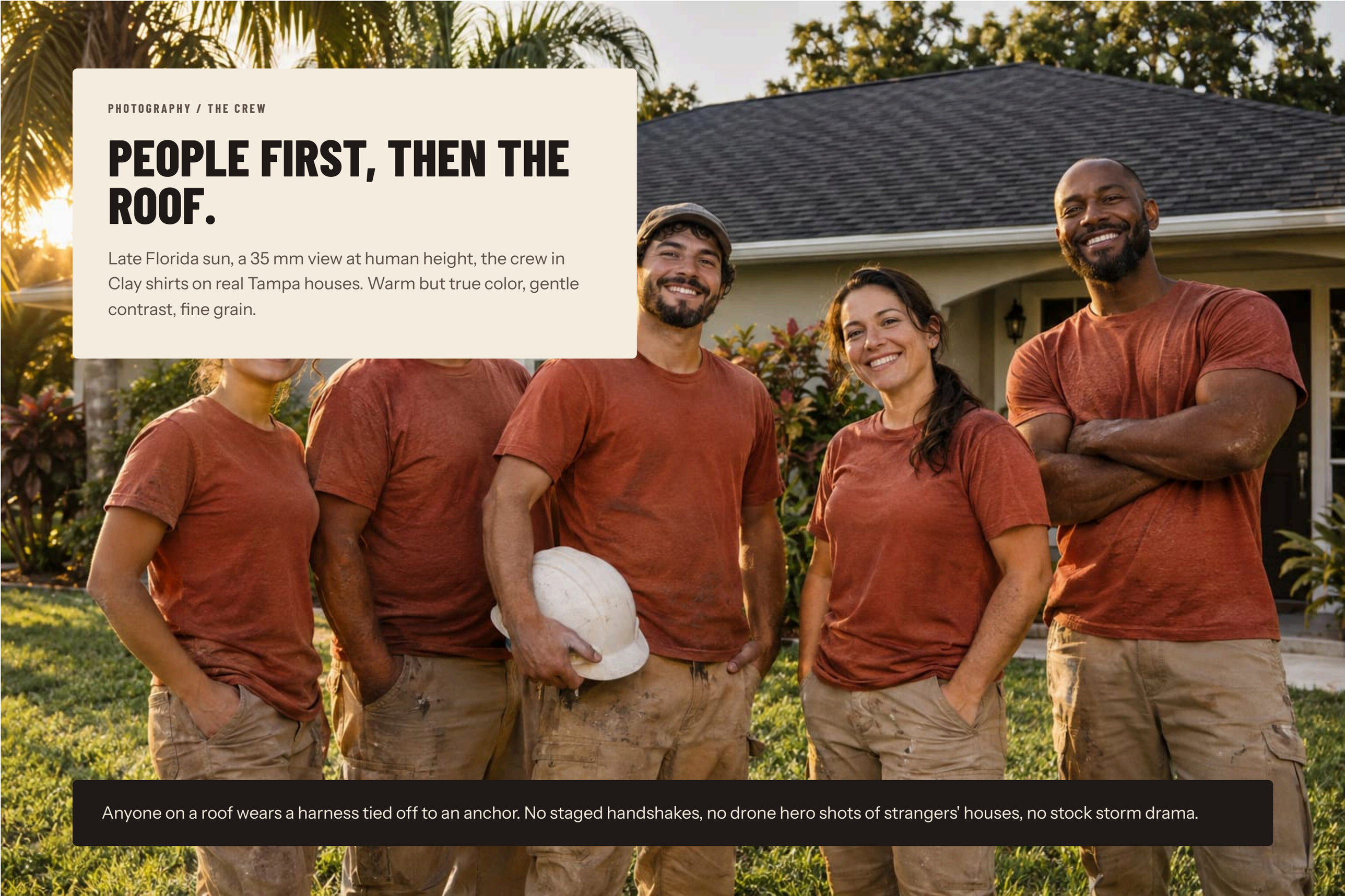
Calm after a storm. No urgency, no fear.

AVOID "seamless experience", "act now", "industry-leading", stars and claims we cannot show.

PHOTOGRAPHY / THE CREW

PEOPLE FIRST, THEN THE ROOF.

Late Florida sun, a 35 mm view at human height, the crew in Clay shirts on real Tampa houses. Warm but true color, gentle contrast, fine grain.



Anyone on a roof wears a harness tied off to an anchor. No staged handshakes, no drone hero shots of strangers' houses, no stock storm drama.

THE WORK, THE PEOPLE, THE PLACE.













LIGHT
Golden hour, side light, long shadows.

LENS
35 mm, eye or ladder height.

SUBJECT
Hands, materials, the crew, the house.

PLACE
Oaks, palms, bungalows, barrel tile.

EVERY PHOTO IS A TILE.



THE PHOTO TILE

Photos take the logo's rounded square corners. Portraits sit on a Clay tile offset down and left, the way the house sits on its tile.

THE SMALL SQUARE

A small Clay square with soft corners marks labels, lists and separators. One per idea.

INTERFACE MOTION

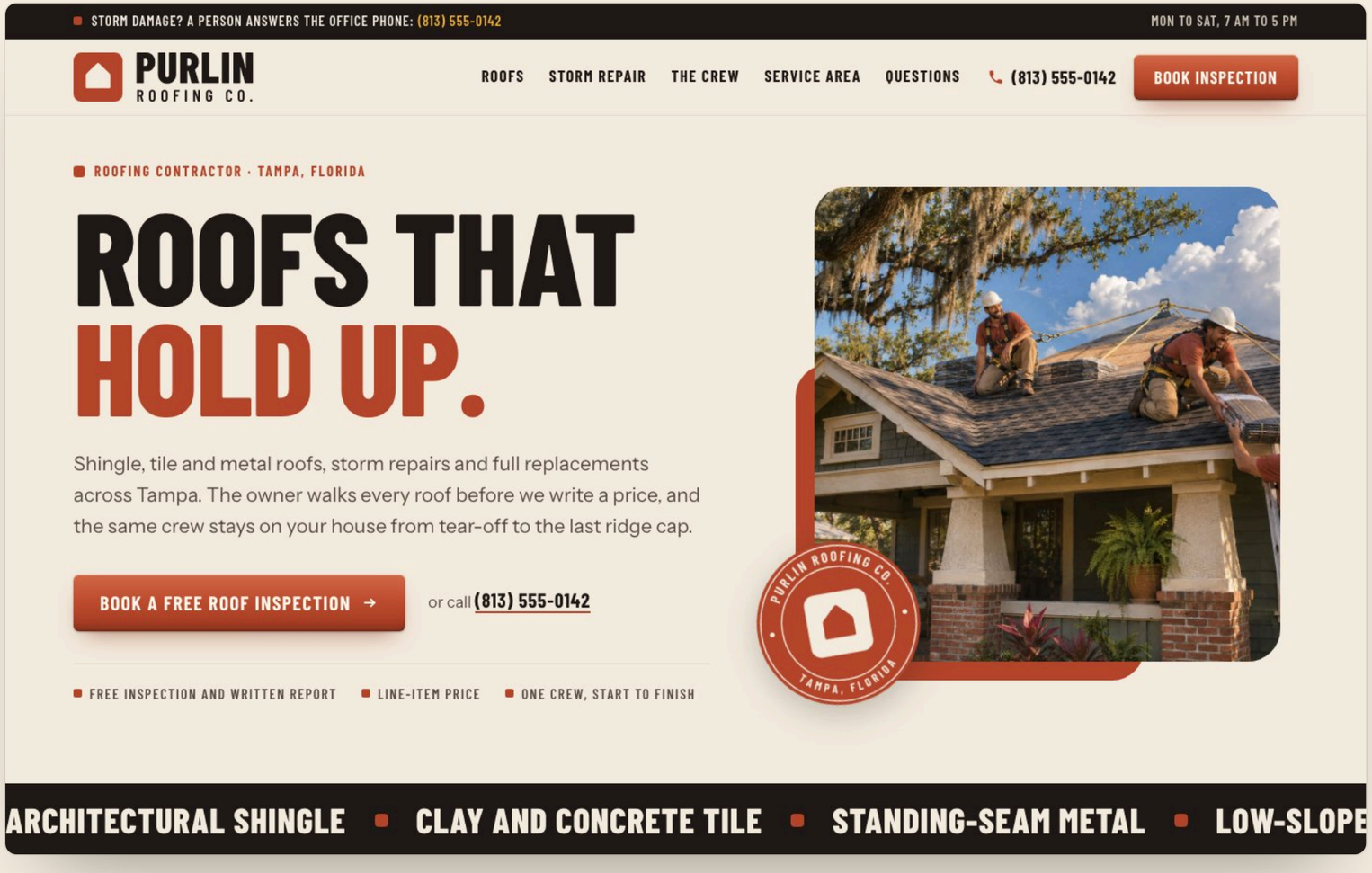
Headlines and photos rise 14 px and sharpen over 800 ms, staggered 90 ms. Buttons are lit Clay plates with a sheen that crosses on hover.

RESTRAINT

Content enters once. The trades band scrolls slowly. Under reduced motion, everything is simply there.

BOOK INSPECTION

THE BRAND, ON THE PHONE.





COMPOSITION

Headline left, tiled photo right, booking in the first screen.

PHONE

A sticky Call and Book bar. Every tap target 44 px or more.



PARKED OUT FRONT, ALL WEEK.

The truck is the biggest sign we own. Tar body, the reversed signature large on the trailer, the phone number under it.

PRODUCTION STARTING POINT

Cast vinyl on Tar paint. Trailer signature 1.6 m wide, door 450 mm. Print a full-size proof and check it from the curb.



CLAY SHIRTS. YOU CAN FIND US ON THE ROOF.

Every crew member wears Clay. The signature sits small on the chest, the mark alone on the hard hat.

PRODUCTION STARTING POINT

Heavy cotton in Clay, Plank ink, 90 mm chest signature. Hard hat: 40 mm tile, pad print, two colors.



YOUR NEIGHBORS WILL ASK.

A Plank sign in the lawn while the crew works. The signature, one line, the phone. Nothing else.

PRODUCTION STARTING POINT

18 x 24 in. corrugated sign on an H-stake, two colors on Plank. Keep the phone at least 60 mm tall.



THE PRICE, ON THE KITCHEN TABLE.

The written price, the photos and the report go home in a Clay folder. Easy to find in a drawer when the adjuster calls.

PRODUCTION STARTING POINT

9 x 12 in. pocket folder, uncoated 14 pt stock, Clay flood with Plank and Tar. Request a press proof for the Clay.



A BADGE WORTH WEARING.

The round badge belongs on caps, decals and seals. Tar twill, Plank and Clay thread.

PRODUCTION STARTING POINT

55 mm embroidered badge, digitized from the vector. Keep the ring text at 5 mm cap height or more.



READY WHEN THE WIND STOPS.

Tarps, sandbags and rope live in a labeled kit on every truck. The case carries the reversed lockup.

PRODUCTION STARTING POINT

Hard case decal in Plank vinyl, 300 mm wide. Stencil the phone on rolled tarps with a one-color screen.

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READY TO BUILD WITH.

One identity, sturdy enough to sit on a trailer and simple enough to stitch on a cap. Keep the tile square, keep Clay for what matters, and say it plain.

LOGOS

Horizontal, stacked, mark, badge

Tar, reversed, on clay, mono

SVG masters, PNG references

TYPE AND COLOR

Barlow Condensed + Instrument Sans

SIL Open Font License

Seven named colors

APPLICATIONS

Ten photography directions

Six application photographs

Prompts and production notes