



LOGO GUIDELINES

OCTOBER 2025



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BRAND LOGO



DOWNLOAD BRAND ASSETS

PRIMARY LOGO

The Nations Roof logo is an instantly recognizable brand element that works across all media and should be represented consistently throughout our product and marketing efforts.

The Nations Roof logo consists of two components: the logomark and the logotype. It is important the logo always appears with both components.

Digital files of the Nations Roof logo have been created in a variety of configurations, colors and file formats. Always use these logo files without alteration.



COLOR VARIATIONS

The Nations Roof logo has been created in a variety of color formats to accommodate both print and screen applications.

FULL-COLOR

The full color logo is the preferred version of the Nations Roof logo. This version of the logo should be used in all high visibility marketing opportunities such as websites, brochures, business cards, etc, and should be use on a white background.

WHITE WITH RED STAR

The white with red star logo should ONLY be used on a solid Nations Roof Blue background or the approved NR Blue to Sky Blue gradient. It is reserved for stand-alone applications, such as end pages or closing screens

BLACK & WHITE

The black & white version of the logo should ONLY be used as an exception in cases where the logo must be presented in black on light background or white on dark background.

FULL
COLOR



WHITE WITH
RED STAR



BLACK &
WHITE



LOGO VARIATIONS

The Roofing Solutions Company” logo variation reinforces Nations Roof’s position as a trusted, full-service commercial roofing partner — highlighting our ability to provide complete solutions from maintenance and repairs to replacements and emergency response. It conveys what we do at a glance, especially for audiences encountering the brand in the field or on the road.

This version is primarily intended for fleet vehicles, equipment, and select promotional items, where the tagline helps clarify our services in a quick visual impression. Across digital platforms, collateral, and signage, the primary Nations Roof logo (without tagline) should be used to maintain a clean, consistent brand presence.

WITH
SLOGAN



HORIZONTAL
LOGO



CLEAR SPACE & MINIMUM SIZE

The area that surrounds the logo is an important aspect of its use. A minimum clear space around the logo eliminates visual clutter that might impede its legibility and effectiveness.

The clear space is equal to the width or height of the "O" in "ROOF". This area of isolation ensures that headlines, text or other visual elements do not encroach on the logo and it retains a strong presence wherever it appears. Where possible, allow more space around the logo.

MINIMUM SIZE

To ensure the logo maintains its visual impact, do not go any smaller than 1".

CLEAR SPACE



MINIMUM SIZE



LOGO MISUSE

When using our logo, do not alter it or use it in a way that impacts negatively on the recognition of the brand.

The Nations Roof logo should not be tweaked, twisted or turned. Please do not remove elements or apply special effects like drop shadows, bevels, 3D or other treatments. Do not use at low resolution. Do not place the logo on busy or colorful backgrounds that hinder its clarity and legibility.

The Nations Roof logo should only be reproduced as it is supplied.



Do not apply outlines



Do not add dropshadows



Do not add special effects



Do not add gradations



Do not change the colors



Do not skew, rotate, or stretch



Do not change orientation



Do not add elements



Do not swap the colors



Do not restrict in a shape



Do not fill with textures/patterns



Do not place on a busy background



Do not change size relationship



Do not change the typeface

LOGO COLLECTION

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PROGRAM LOGO

RoofCare represents Nations Roof's promise of proactive partnership — not just service. The logo signals our commitment to helping property teams protect one of their largest assets through ongoing inspections, documented maintenance, and warranty compliance. It stands for prevention over reaction: a visual reminder that planned care costs less than emergency repairs and extends the life of every roof we manage.

As part of Nations Roof's full-lifecycle approach, RoofCare connects customers to predictable costs, fewer disruptions, and greater peace of mind. Whether supporting a single facility or a nationwide portfolio, it reflects the same values at the heart of our brand — National Coverage. Local Service. Trusted Results.™

PRIMARY



WITH
TAGLINE



COLOR PALETTE

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CORE COLOR PALETTE

NATIONS ROOF BLUE

Core brand color for headlines and main graphics

NATIONS ROOF RED

Secondary primary color; adds energy and patriotism

DEEP SKY BLUE

Brightens gradients and adds contrast to the primary blue

COOL SLATE

Soft, muted support for overlays and backgrounds

STEEL BLUE GRAY

Adds subtle depth to blue gradients

PRIMARY

Nations Roof Blue	Nations Roof Red
HEX #00467F	HEX #CC132C
RGB 0,70,127	RGB 204,19,44
CMYK 100,68,7,28	CMYK 13,100,93,4

SECONDARY/GRADIENT SUPPORT

Deep Sky Blue	Cool Slate	Steel Blue Gray
HEX #0075C4	HEX #5A6A7C	HEX #8DA3B2
RGB 0,117,196	RGB 90,106,124	RGB 141,163,178
CMYK 85,50,0,0	CMYK 69,52,38,12	CMYK 47,28,23,1



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