



BRAND

GUIDELINES

BRAND CORE VALUES

Own Every Outcome

We take responsibility from first knock to final rinse. No excuses, no handoffs, just ownership.

Show Up Sharp

We arrive on time, uniformed, prepared, and professional. First impressions aren't optional, they're standard.

Raise the Standard

From ladders to logistics, we improve what we touch — every day, every route, every job.

Protect What Matters

We respect people, property, and reputation.

Discipline Over Hype

We don't chase shortcuts or trends. We win through systems, consistency, and old-school work ethic.



BRAND CORE MISSION

At Patriot Exterior Services, our mission is simple:
To deliver disciplined, professional exterior
cleaning services that customers trust and
operators take pride in, by setting the national
standard for window cleaning and trade excellence.

BRAND PURPOSE

In a culture that tells young people success only
comes from suits and degrees, we exist to prove
otherwise.

Banner & Shield is about more than windows, it's
about bringing back what once made working
trades the backbone of this country: discipline,
ownership, and pride.

We show up clean. We do the job right. We leave
every property better than we found it.

And in doing that, we build more than a brand... we
build a movement. One that raises the standard
and re-establishes the trades as something to
respect, aspire to, and be proud of again.

AT BANNER AND SHIELD,
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PROFESSIONAL EXTERIOR
CLEANING SERVICES THAT
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OPERATORS TAKE PRIDE IN.

BRAND POSITIONING USER PERSONAS

The Residential Homeowner

Age: 30–60

Behavior: Values curb appeal and neighborhood pride; researches services online and

reads reviews; budget-conscious but willing to pay for quality and reliability.

Goal: Maintain and enhance home exterior (driveways, siding, decks) to protect their investment and boost resale value.

The Small Business Owner

Age: 35–55

Behavior: Juggles many hats; looks for vendors who communicate clearly and deliver

on schedule; cares about brand image and first impressions.

Goal: Keep storefronts, parking lots, and exterior signage clean and inviting to attract customers and uphold a professional reputation.

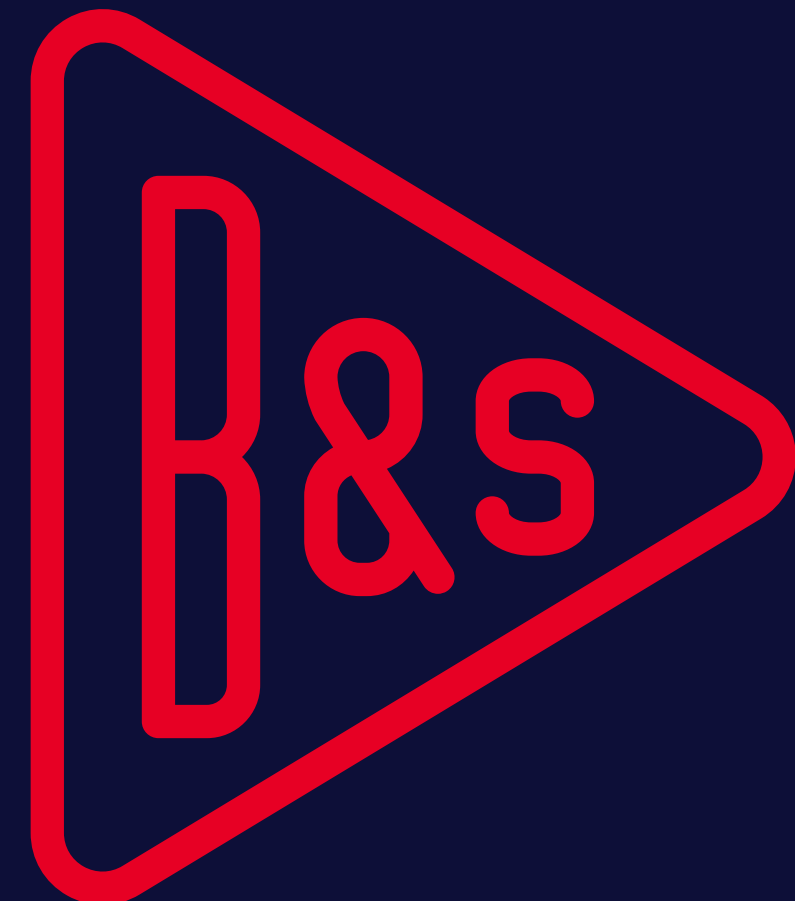
The Property Manager

Age: 28–45

Behavior: Oversees maintenance for multiple residential or mixed-use properties;

organized and process-driven; relies on trusted vendors to handle recurring work orders.

Goal: Ensure all units' exteriors (walkways, common areas, building facades) are well-maintained to satisfy tenants and minimize vacancy.



WORD IDENTITY NAME

Brand name written

The master logo presents the brand name as 'Banner & Shield,' with both words capitalised and joined by an ampersand. Please mimic this styling in all written communications.

Brand name spoken

When referring to the company verbally, it should be called 'Banner and Shield.'

Brand name root

The name draws from symbols of strength and protection. The banner representing unity and pride, and the shield evoking defence, trust, and service. Together, they reinforce the brand's commitment to safeguarding homes and delivering high standards.

BANNER
& SHIELD
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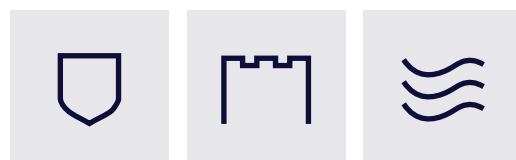
VISUAL IDENTITY LOGO

Master logo

The Banner & Shield logo is the cornerstone of the brand's visual identity, symbolising protection, trust and professional care. Its correct and consistent use is essential to ensure the brand remains strong, credible and instantly recognisable. Any modifications to the logo including alterations in colour, proportions or layout are not permitted unless specified in these guidelines. Please avoid adding taglines, descriptors or decorative elements that compromise the clarity and strength of the logo.

Marque reasoning

The brand marque is built from a bold shield shape evoking protection, service and trust. The top of the shield features subtle castle-like turrets, a nod to home, safety and strength. A dynamic swoosh runs through both the shield and the wordmark, uniting them visually while representing movement, clarity and high standards. The result is a timeless patriotic emblem that reinforces the brand's role in protecting and elevating the homes it serves.

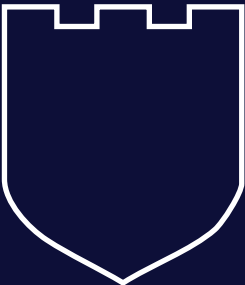


VISUAL IDENTITY COLOR PALETTE

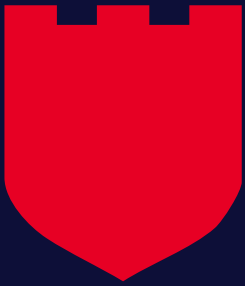
Color reasoning & use

The Banner & Shield brand uses a clean and confident color palette to communicate trust, professionalism and national pride. Deep navy and white form the foundation, creating a crisp and reliable look that feels both classic and strong. Black and white are used for typography and layout to ensure clarity and legibility across all applications.

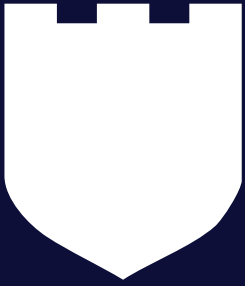
To bring a subtle sense of patriotism, flickers of red are introduced with care. This red white and blue combination nods to American values of service and protection without feeling cliché or overused. The result is a timeless and versatile palette that feels proud without being loud, making it ideal for a brand built on strength, service and integrity.



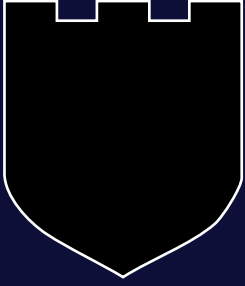
BS Navy
#0d0f38
Background Color



BS Red
#e70024
Brand Accent Color



White
#000000
Background Color & Type



Black
#ffffff
Type

VISUAL IDENTITY TYPOGRAPHY

Typography Hierachy

Banner & Shield uses a strong and dependable type pairing that reflects the brand's bold, protective nature and all-American spirit.

Oswald Bold is used for headlines. Its tall, condensed letterforms project strength, authority, and clarity—ideal for a brand built on trust, protection, and service.

Open Sans is used for body copy. Its clean, modern design makes it highly legible across print and digital platforms, helping maintain a professional, approachable tone.

Together, these fonts create a confident and accessible voice for the brand, supporting clear communication while reinforcing its sense of strength and reliability.

WE DON'T JUST CLEAN.
WE PROTECT.

We started Banner & Shield with one mission: to raise the standard for exterior cleaning. Because too often, property owners are left choosing between cheap, careless service or overpriced, overpromising contractors. We knew it didn't have to be that way.

VISUAL IDENTITY PHOTOGRAPHY

Image direction

Banner & Shield imagery should feel clean, confident, and trustworthy. Focus on well-kept homes, clear results, and a sense of pride in service.

Photos should be bright and professional, with subtle nods to patriotism like flags, American homes, or red, white, and blue accents. Every image should reflect the brand's values: protection, care, and pride.



BRAND VOICE

Professional. Confident. Quietly Elite.

- Speaks with clarity and conviction — never hype.
- Sounds like a seasoned field operator — not a flashy salesman.
- Straight talk, high standards — no B.S., just B + S.
- Balanced: firm but friendly, practical but proud.
- Clean, clear, and direct — just like how we work.

BRAND TONE

Disciplined: Every word is intentional, reflecting pride in our work.

“We don’t rush. We get it right the first time.”

Trustworthy: We earn trust with professionalism, not pressure.

“You’ll know what to expect, and when to expect it.”

Respectful: We treat every property and person with care.

“We arrive on time, clean up after ourselves, and respect your space.”

Empowering: We uplift the trades, our team, and our clients.

“This work matters — and so does how we do it.”



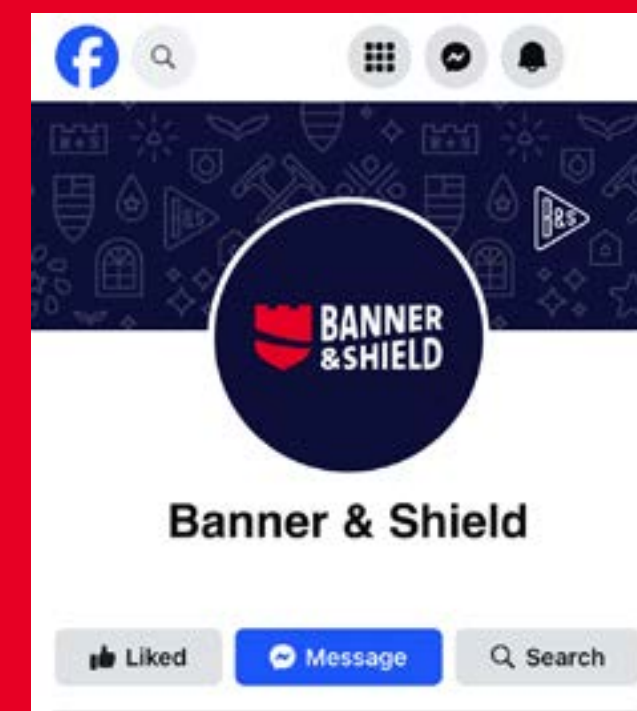
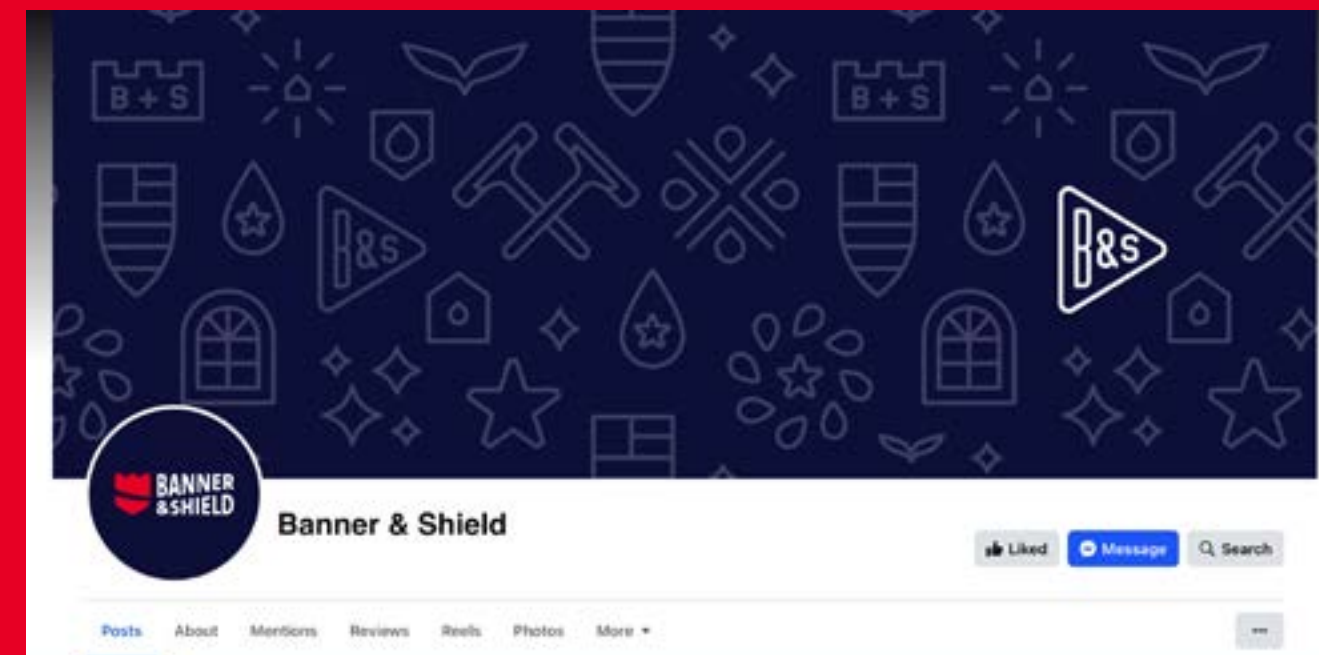
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PROFESSIONALLY
DELIVERED.”**

“NO B.S, JUST B+S. “

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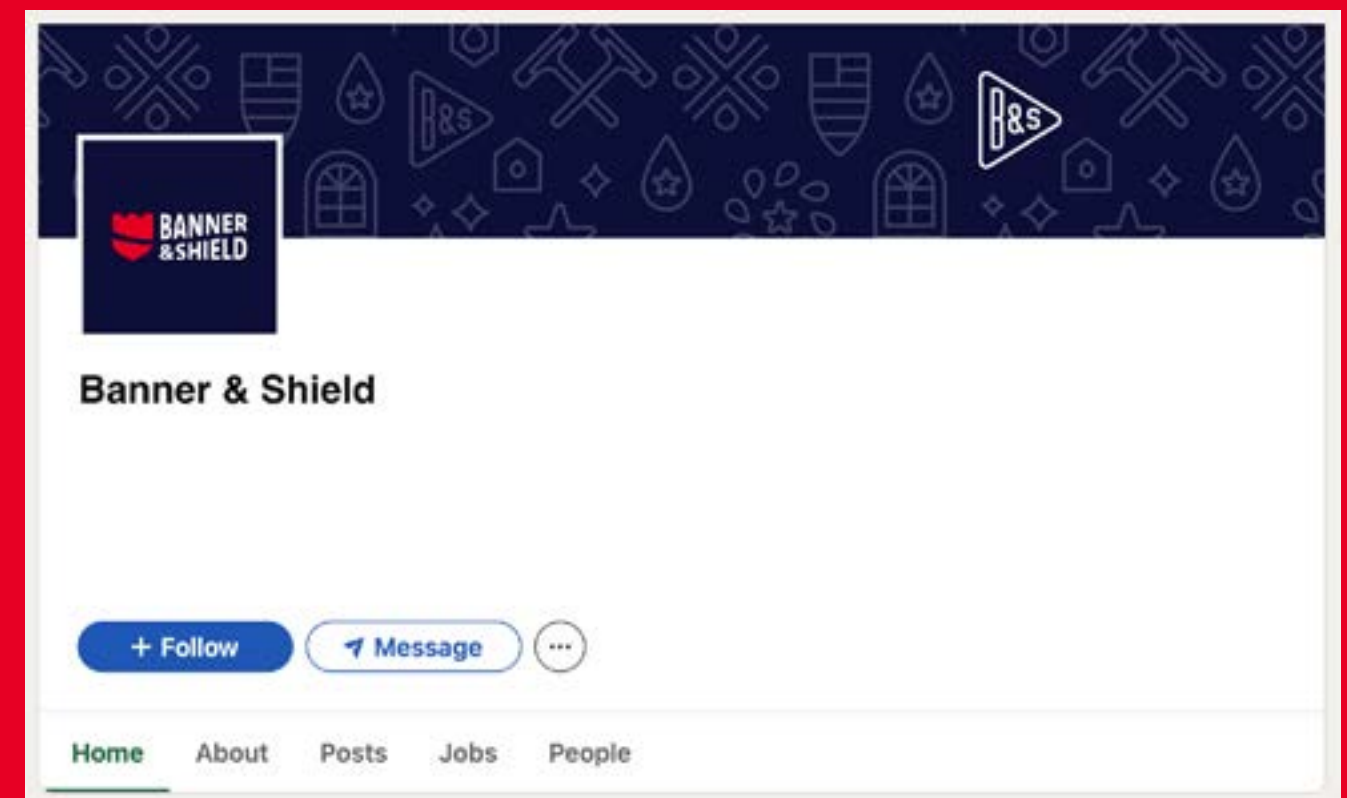
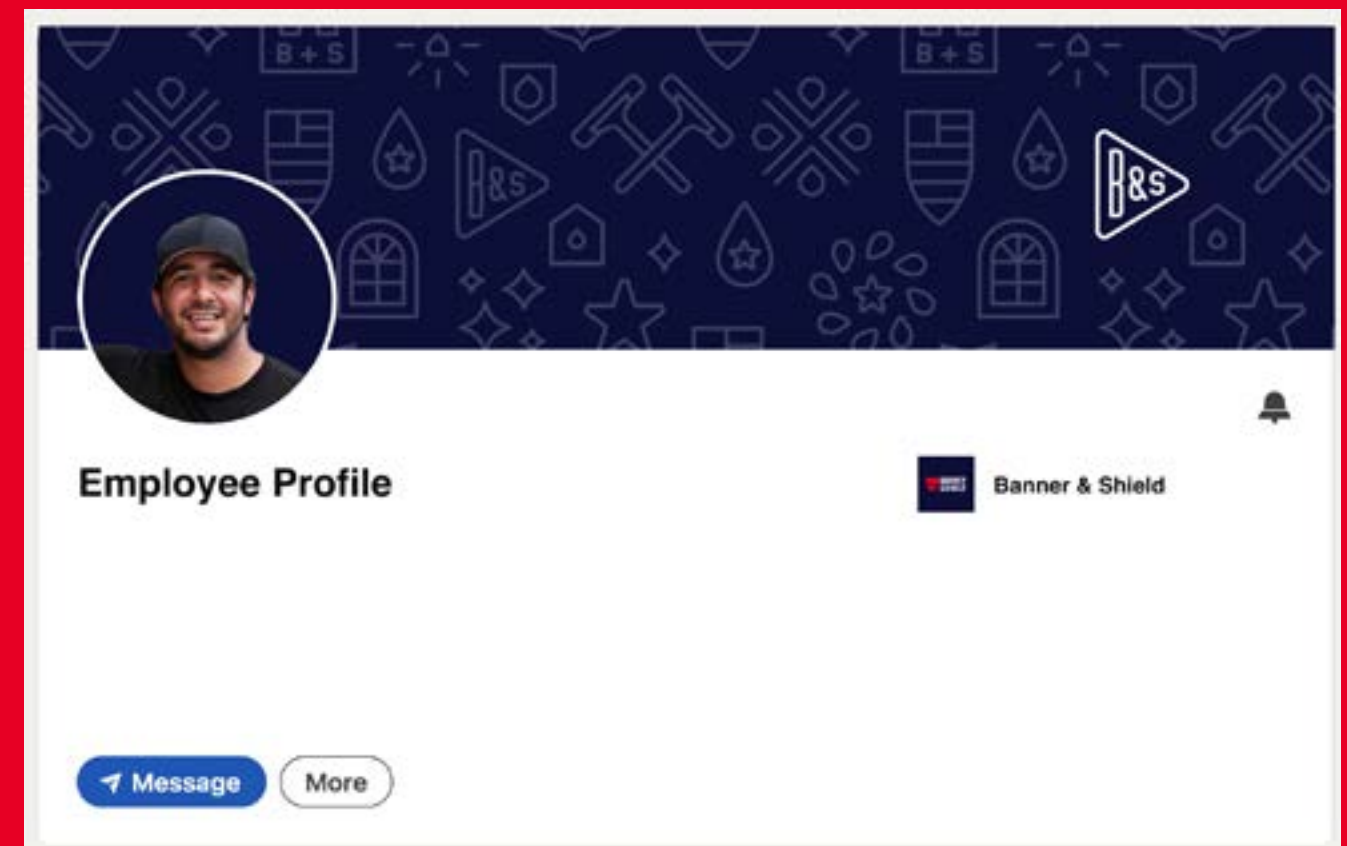
SOCIAL MEDIA FACEBOOK





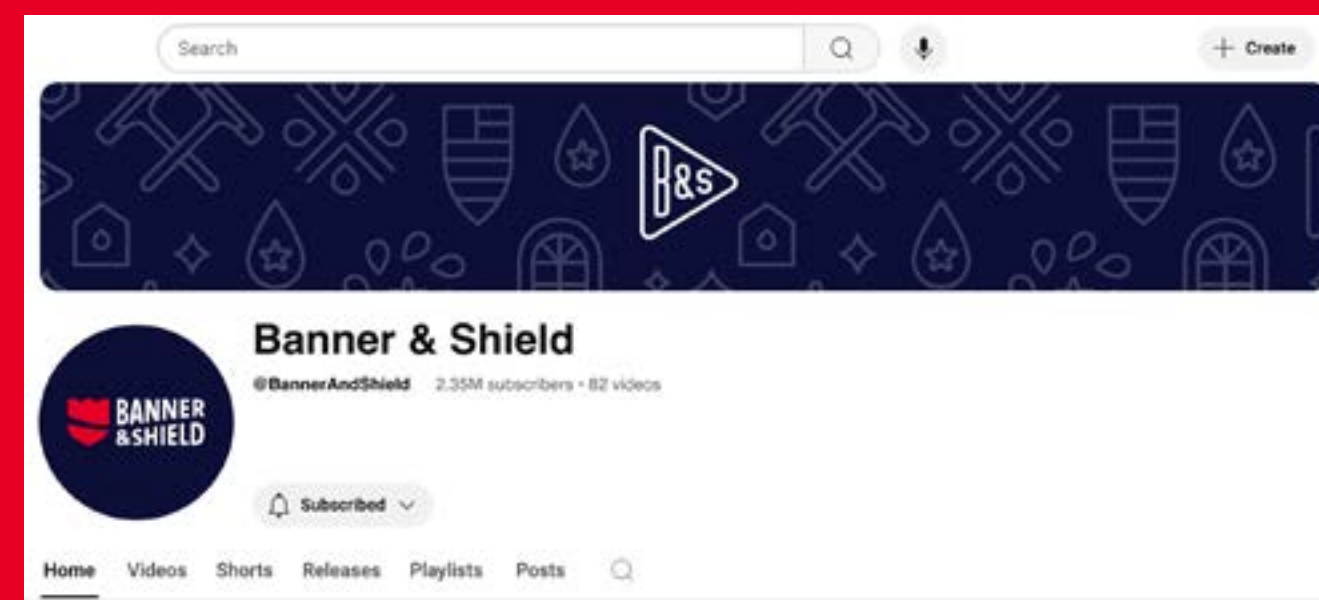
SOCIAL MEDIA

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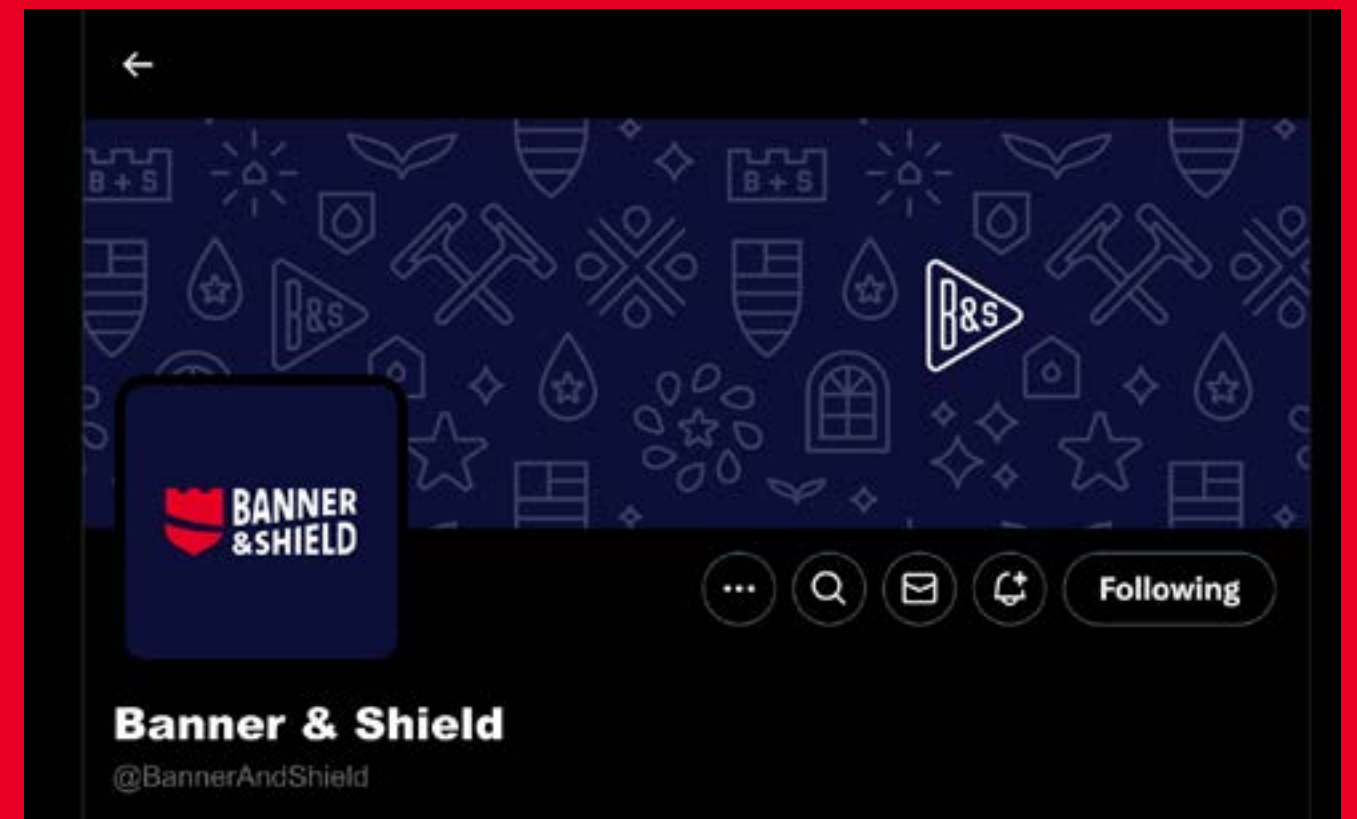
SOCIAL MEDIA YOUTUBE





SOCIAL MEDIA

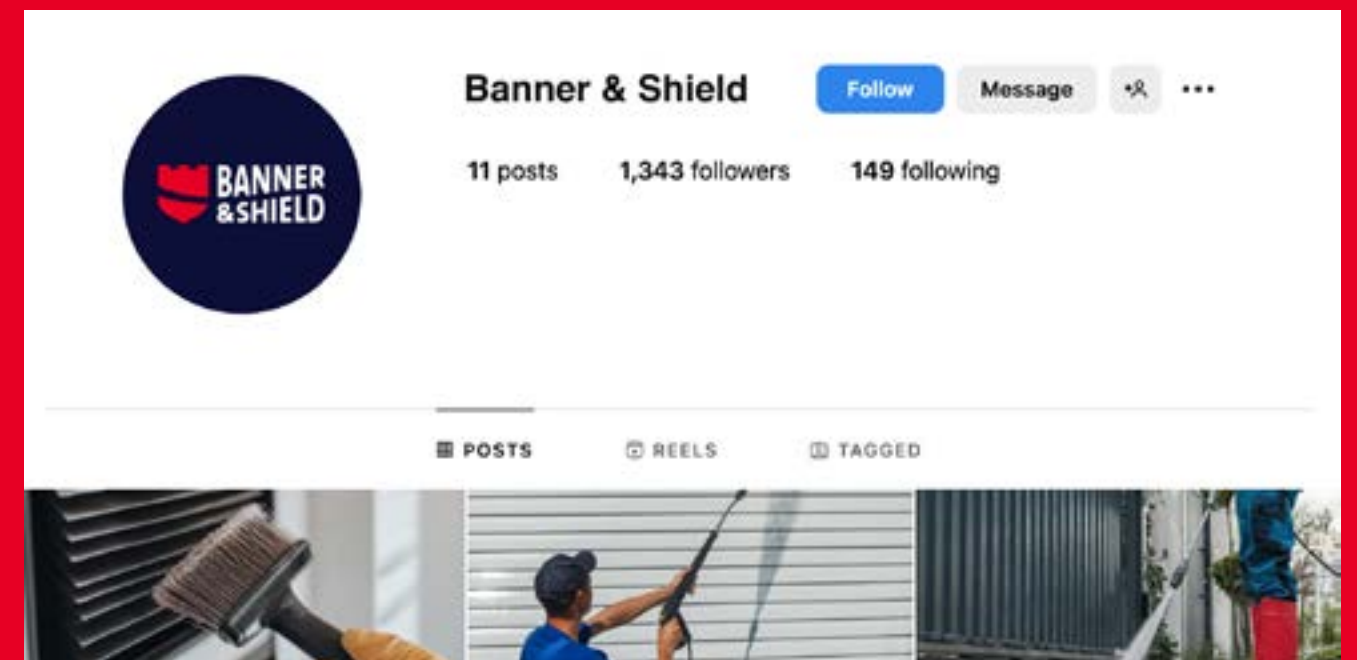
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SOCIAL MEDIA

INSTAGRAM





SOCIAL MEDIA

TIKTOK



APPLICATION CONCEPTS

Brand name written

Here is a concept showcasing how the brand can be used. However, a more detailed brief will be necessary to ensure the final design is intentional, accurate, and fully aligned with the brand's objectives. This will help guide the development of the design into its final, refined form.



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NOTE:

The apparel concepts include a graphic that is a purposeful variation of the master logo. This design choice is intended to complement the logo and expand the brand toolkit without diminishing the integrity of the master logo. It allows for playful use of scale and layout while maintaining brand consistency.



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