

BRAND GUIDELINES

BRAND BOOK

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01 - ABOUT US

Mission & Vision

MISSION STATEMENT

Built for the Boots on the Roof.

To empower commercial roofing contractors with a unified, purpose-built platform that streamlines every part of their business — from first lead to final invoice — eliminating tech bloat and giving teams the tools to work smarter, move faster, and grow with confidence.

VISION STATEMENT

The Operating System for Commercial Roofing.

To become the essential platform that connects every department of a commercial roofing business — centralizing operations, enabling real-time collaboration, and setting a new standard for what roofing software can do.

OUR CORE PURPOSE

Transformation, sustainability, and improving quality of life. We don't just build great software — we build momentum for better businesses. By giving roofers one connected platform, we free them to focus on what matters: the work, the team, and the customer.

02 - BRAND IDENTITY

Core Values



WALK IN THE BOOTS

We work like we wear the toolbelt. True solutions come from understanding the job from the ground up — not from a boardroom. Every feature, every update, every decision is made with the roofer in mind.



A BETTER WAY

We believe there is always a smarter path. We never rebuild the old way when a faster, more efficient approach exists. Our team's job is to find it — and deliver it.



NO STATUS QUO

Comfort zones are for couches. We challenge assumptions, rethink processes, and rebuild what isn't working — every single day. Complacency is not in our vocabulary.



RADICAL SUPPORT

We've got your back, front, and both sides. Real progress only happens when no one is left behind. Our support team is fast, human, and genuinely invested in your success.



MAKE IT HAPPEN

Our customers have jobs to run and deadlines to hit. We do everything in our power to deliver — on time, on spec, and on all cylinders. No excuses, no hand-wringing.



INNOVATION

We constantly evolve to meet the real-world needs of the field. From mobile-first tools to automated workflows, we bring modern technology to an industry that deserves it.

03 - BRAND IDENTITY

Tone & Voice

PERSONALITY TRAIT 01

Professional, Not Corporate

Clear, confident, and jargon-free. We're authoritative enough to be taken seriously, but approachable enough that a roofing contractor on a job site doesn't feel like they're reading a software manual.

PERSONALITY TRAIT 02

Supportive, Not Preachy

We guide, we don't dictate. Our language empowers users to make decisions — we provide the tools and the confidence, not a lecture. Helpful without being patronizing.

PERSONALITY TRAIT 03

Forward-Thinking

Confident and optimistic — especially around technology, efficiency, and what's possible. We speak to where the industry is going, not just where it's been.

PERSONALITY TRAIT 04

Direct & Action-Oriented

Short sentences. Strong verbs. We say what we mean. Our customers are busy people who need answers fast — we respect that. No fluff, no filler.

02 - BRAND IDENTITY

Tone & Voice

WRITE LIKE THIS

- ✓ Track leads, close deals, and invoice faster — all in one place.
- ✓ Up and running in days, not months.
- ✓ Your crew, your schedule, your control.
- ✓ Built by people who understand the roofing industry.
- ✓ No recurring annual fees. Cancel anytime.
- ✓ Real support from real people — fast.

AVOID THIS

- ✗ Leverage our synergistic platform to optimize cross-functional workflows.
- ✗ Our paradigm-shifting solution disrupts legacy systems.
- ✗ Utilizing our enterprise-grade SaaS offering to drive ROI.
- ✗ Experience the future of project management today!
- ✗ We are passionate about delivering value to stakeholders.
- ✗ Our best-in-class solution is designed to empower your team.

04 - BRAND IDENTITY

Messaging & Boilerplate

THE ONE-LINER

All-in-one software built for commercial roofers.

Use this as the lead line everywhere — website hero, ad headlines, pitch decks, trade-show banners. Pair it with the tagline **Centralize. Collaborate. Connect.** when a supporting line is needed.

VALUE PROPOSITION

Use in sales decks & landing pages

Centerpoint Connect replaces the stack of CRMs, estimating tools, dispatch systems, and portals roofing contractors juggle — \$1,500–\$2,000+ a month of disconnected software — with one platform built for commercial roofing, from lead to invoice.

04 - BRAND IDENTITY

Messaging & Boilerplate

BOILERPLATE – SHORT

~35 words • directories, bios, footers

Centerpoint Connect is the all-in-one platform built for commercial roofing contractors. From lead to invoice, it connects sales, service, production, and client communication in one system — replacing the tech bloot of disconnected tools.

BOILERPLATE – LONG

~80 words • press, about pages, proposals

Centerpoint Connect is purpose-built software for commercial roofing contractors. It unifies sales and estimating, service management, production tracking, and a client portal in a single platform — eliminating the cost and confusion of stitching together separate tools. With a preloaded commercial roofing price book and minimal setup, teams are up and running in days, not months. No recurring annual fees, cancel anytime. Trusted by more than 250 roofing contractors across North America. Centralize. Collaborate. Connect.

WHO WE SERVE (ICP)

Keeps targeting consistent

Commercial roofing contractors – not residential. Two profiles: teams outgrowing generic or stitched-together software, and teams still running on whiteboards, paperwork, and text threads. Both want one system that fits how roofing actually works.

NAMING & USAGE

Reference rules

Use the full name **Centerpoint Connect** on first reference; **Centerpoint** is fine thereafter. Avoid the abbreviation "CPC" in customer-facing copy. The four product areas are **Sales & Estimating**, **Service Management**, **Production Management**, and **Client Portal** — capitalize them as proper module names.

05 - VISUAL IDENTITY

The Logo

**THE MARK**

Two interlocking "C" forms — a bold Centerpoint Blue C opening right and a Signal Gray C opening left — crossed by a fine centre line and node. It reads as connection and a single point of control. It should always appear with the wordmark unless used as the standalone badge in clearly branded contexts (app icons, favicons, embroidery).

MINIMUM SIZE

To preserve legibility, the full logo should never appear smaller than 1 inch (72pt) wide in print, or 120px wide in digital formats. The standalone badge/icon may be used at smaller sizes where the full logo would become illegible.

CLEARSPACE

Maintain clear space around the logo equal to the height of the captain "C" in "Centerpoint" on all sides. This ensures the logo is never crowded and retains its visual impact across all applications.

BACKGROUND USAGE

Use the full-colour logo on white or light backgrounds. Use the white (reversed) version on dark, busy, or photographic backgrounds. Never place the full-colour logo on a coloured background without prior approval.

05 - VISUAL IDENTITY

The Logo

LOGO VERSIONS



PRIMARY

Main Logo

Badge left, name stacked beside it. The default — use wherever horizontal space allows: site headers, letterhead, business cards, signatures, footers.



ALTERNATIVE 01

Secondary — Horizontal

Badge with the name on a single line. Use in wide, short spaces — email headers, web nav bars, banners, and horizontal sign strips.



ALTERNATIVE 02

Secondary — Stacked

Badge centered above the name. Use in square or vertical spaces — social avatars, app splash screens, signage, and merchandise.

The logo is approved in three lockups. The main logo is the default; the **secondary horizontal** and **secondary stacked** versions are alternates for wide or square spaces. These are the full logo (mark + name) — distinct from the standalone wordmark and badge shown below. Never recreate, re-space, or re-letter any version.

05 - VISUAL IDENTITY

The Logo

LOGO ELEMENTS

Supporting elements, used on their own only when the full logo isn't suitable.



Centerpoint
Connect

ELEMENT**Wordmark**

Name only, no badge. Use where the mark already appears nearby, or in contexts where the icon would be redundant.

**ELEMENT****Badge / Icon**

Mark only. Use for app icons, favicons, avatars, embroidery, and small sizes where the full logo would be illegal.

05 - VISUAL IDENTITY

The Logo

MAIN LOGO VARIATIONS - LIGHT BACKGROUNDS



FULL COLOUR



DARK GREY



BLACK



GREYSCALE

MAIN LOGO VARIATIONS - DARK BACKGROUNDS



COLOUR ON DARK



GREY ON DARK



WHITE REVERSED

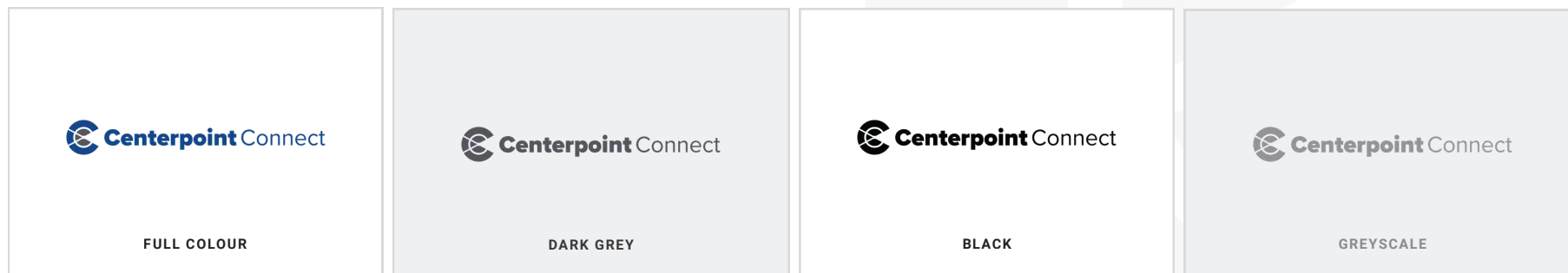


GHOST / WATERMARK

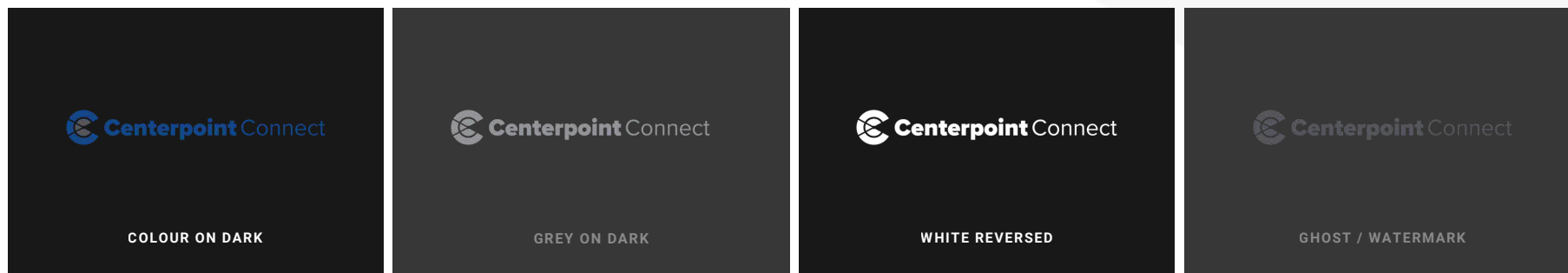
05 - VISUAL IDENTITY

The Logo

HORIZONTAL LOGO VARIATIONS - LIGHT BACKGROUNDS



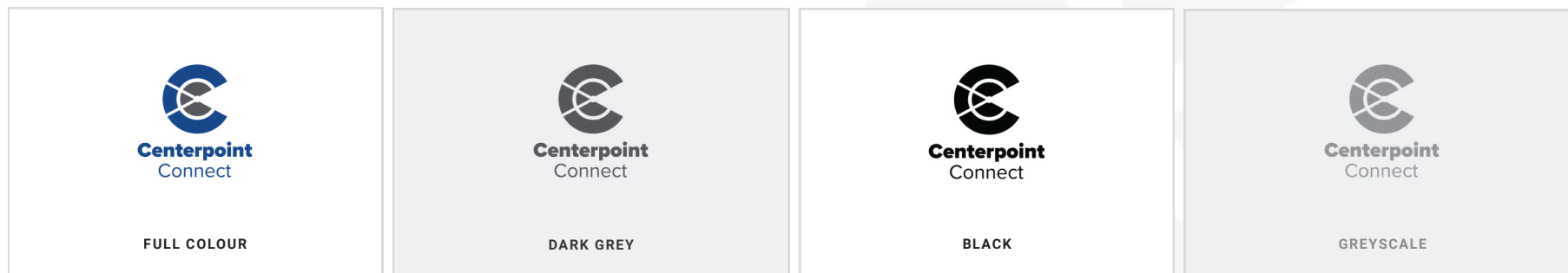
HORIZONTAL LOGO VARIATIONS - DARK BACKGROUNDS



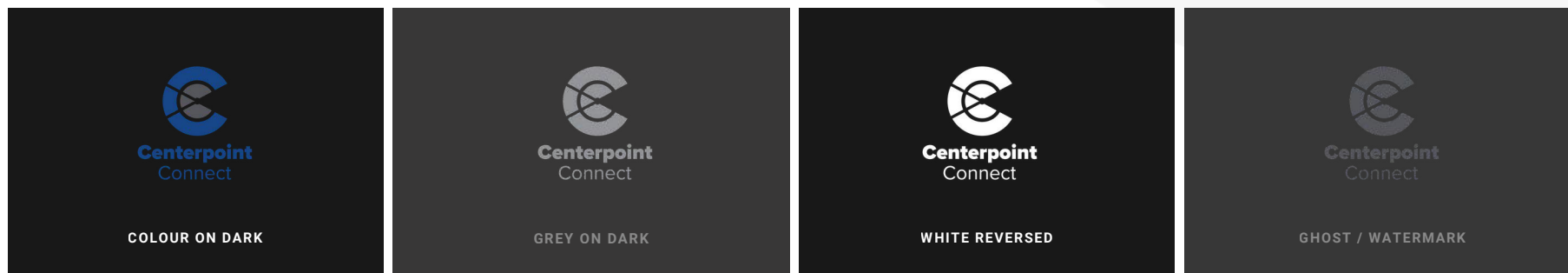
05 - VISUAL IDENTITY

The Logo

STACKED LOGO VARIATIONS - LIGHT BACKGROUNDS



STACKED LOGO VARIATIONS - DARK BACKGROUNDS



05 - VISUAL IDENTITY

The Logo



✘ Do not stretch, skew, or distort the logo proportions



✘ Do not recolour the logo outside of approved variations



✘ Do not add shadows

06 - VISUAL IDENTITY

Colour Selection

PRIMARY COLOURS

**CENTREPOINT BLUE**

Trust • Professionalism • Stability

#1B4587

RGB 27, 69, 135

CMYK 100, 83, 17, 5

Pantone 287 C

The primary brand colour. Used for the logo mark, primary headings, key UI elements, and all dominant brand applications. Always the first colour to reach for.

**SIGNAL GRAY**

Balance • Neutrality • Structure

#55565C

RGB 85, 86, 92

CMYK 66, 57, 51, 28

Pantone 431 C

A modern, grounded grey for structural elements – logo wordmark secondary text, backgrounds, borders, and secondary UI components.

**ACCENT ORANGE**

Energy • Action • Focus

#FFA726

RGB 255, 167, 38

CMYK 0, 48, 94, 0

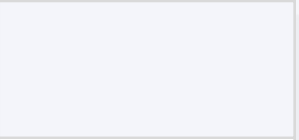
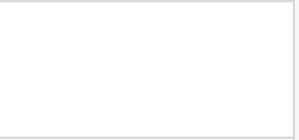
Pantone 137 C

The brand's energising accent. Used strategically for CTAs, highlights, callout labels, and UI emphasis. Never use as a background for large areas.

06 - VISUAL IDENTITY

Colour Selection

SECONDARY / SUPPORT COLOURS

					
Accent Blue #00AEEF	Charcoal Black #1A1A1A	Slate Grey #3A3A3A	Ash Grey #A3A3A3	Off White #F4F5FA	White #FFFFFF

ACCESSIBILITY NOTE

Text and icon colours must always meet **WCAG AA contrast requirements** (minimum 4.5:1 for body text, 3:1 for large text and UI components). Never place white text on Accent Orange, or light grey on white. When in doubt, use Charcoal Black on light backgrounds and White on dark. **Accent Blue (#00AEEF)** is reserved for in-app UI states, links, and interactive highlights — not for print or large files.

07 - VISUAL IDENTITY

Typography

PRIMARY TYPEFACE

Proxima Nova

Headings, subheadings, wordmark, UI labels, display text

Licensed via Adobe Fonts — it cannot be embedded through Google Fonts. Add your Adobe Fonts (Typekit) kit to render it on web; until then this page falls back to Montserrat, the closest free substitute.

Aa

BLACK / 900

Aa

BOLD / 700

Aa

SEMIBOLD / 500

Aa

REGULAR / 400

Aa

LIGHT / 300

SECONDARY TYPEFACE

Roboto

Body copy, captions, footer text, UI body elements, data tables

Aa

BOLD / 700

Aa

REGULAR / 400

Aa

LIGHT / 300

06 - VISUAL IDENTITY

Typography

TYPE SCALE & SPACING

Cover / Display Heading

Proxima Nova Black

Brand Guidelines

Size: 52–100px
Weight: 900
Kerning: -40
Leading: 85%

Section Heading

Proxima Nova Black

Core Values

Size: 36–56px
Weight: 900
Kerning: -40
Leading: 88%

Sub-heading

Proxima Nova Bold

Walk in the Boots

Size: 18–24px
Weight: 700
Kerning: -20
Leading: 90%

Body Copy

Roboto Regular

We believe there's always a better way — so we never settle. Faster, more efficient tools are what our customers deserve, and it's what our team delivers.

Size: 14px
Weight: 400
Kerning: -20
Leading: Auto

06 - VISUAL IDENTITY

Typography

TYPE SCALE & SPACING

Label / Caption

Roboto Bold

VISUAL IDENTITY

Size: 10–12px

Weight: 700

Kerning: +150

ALLCAPS

Footer / Small Info

Roboto Regular

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Size: 10–12px

Weight: 400

Kerning: –20

Leading: 85%

08 - VISUAL IDENTITY

Iconography

Line Style

Outlined, not filled. Icons are drawn as strokes so they sit lightly beside text and UI without competing with the logo.

Stroke Weight

Consistent 2px stroke on a 24px grid (scale proportionally). Never mix weights within a set.

Corners & Caps

Rounded caps and joins, ~2px corner radius. Friendly and modern, matching the wordmark's geometry.

Colour

Centerpoint Blue by default; Signal Gray for inactive states; Accent Blue only for an active or interactive icon. Never multicolour.



ROOFING



ESTIMATES



SCHEDULE



PHOTOS



REPORTING



SAFETY



ROOFING



ESTIMATES



SCHEDULE



PHOTOS



REPORTING



SAFETY

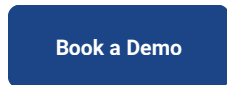
09 - VISUAL IDENTITY

UI Components

BUTTONS

Primary for the main action on a screen, secondary for alternatives, accent sparingly for a single high-emphasis CTA. One primary button per view.

PRIMARY • DEFAULT



PRIMARY • HOVER



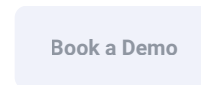
SECONDARY



ACCENT CTA



DISABLED



FORM FIELD

Labels in Robotolo Bold above the field. Focus state uses Accent Blue with a soft glow — the one place Accent Blue leads.

Company Name

Default field

Company Name

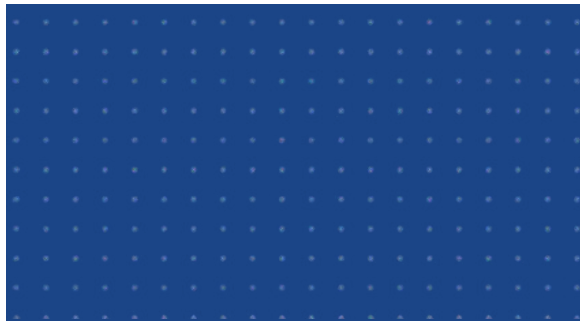
Focus state — Accent Blue

LINKS & ACCESSIBILITY

In-product links use [Accent Blue with an underline](#). All interactive elements must meet WCAG AA — 4.5:1 for text, 3:1 for UI components and focus indicators. Never rely on colour alone to signal state.

10 - VISUAL IDENTITY

Graphic Elements

**Halftime Dot Texture**

Fine dot grid used in corners and edges of dark panels. Keep at low opacity (10–20%); never tile across an entire active content area.

**Ghost Mark / Watermark**

The oversized badge, cropped and faded into a background. Use at 5–10% opacity behind headings or on cover pages — decorative only, never as a functioning logo.

**Diagonal Gradient Accent**

An angled gradient Accent Orange/Charcoal/Blue for covers and section breaks. Use one per layout, anchored to an edge — a moment of energy, not a repeating pattern.

Three supporting devices give the brand texture and depth. They are always background elements — subtle, low-contrast, and never competing with the logo or copy.

11 - VISUAL IDENTITY

Photography

SUBJECT MATTER

Photography should reflect the real world of commercial roofing — people at work, on job sites, using the platform in authentic field conditions.

- Commercial rooftop environments and job site contexts
- Roofers and project managers using tablets/phones
- Before/after shots showing project progress
- Team collaboration and on-site communication
- Product UI shown in context (on device screens)

VISUAL STYLE

Photography should feel grounded, honest, and professional — not stock photo generic. The look should be confident and modern.

- High contrast with slightly cool, desaturated tones
- Blue tint overlays to maintain colour consistency
- Sharp, well-lit; avoid blurr or overly filtered images
- Real people, real jobs — not staged or overly corporate
- Cityscape/commercial building backgrounds when available

COLOUR TREATMENT

When images are used as section backgrounds, apply a semi transparent Centerpoint Blue overlay at 40–70% opacity to maintain brand consistency and ensure text legibility.

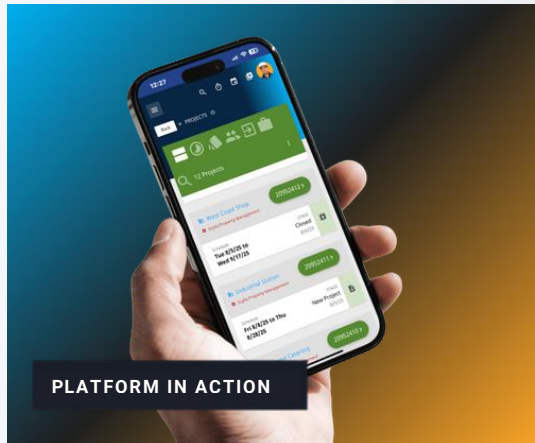
- Hero images: Blue overlay at 55–65%
- Background images: overlay at 70–80%
- UI app screenshots: no overlay, light or dark background only
- Avoid warm-toned photography on dark brand backgrounds

WHAT TO AVOID

- Generic stock imagery of people in suits shaking hands
- Residential roofing (CPC serves commercial contractors only)
- Heavily filtered or Instagram-style edits
- Images that look staged, posed, or artificial
- Photos with competing brand logos or signage visible
- Low-resolution images below 150 DPI for print

11 - VISUAL IDENTITY

Photography



Photography sourcing: Prefer original or client-provided photography from real job sites and teams. When using stock, source from Shutterstock, Getty, or Unsplash – filter for authentic commercial construction and roofing imagery. Always check for model releases before use in paid advertising.

12 - VISUAL IDENTITY

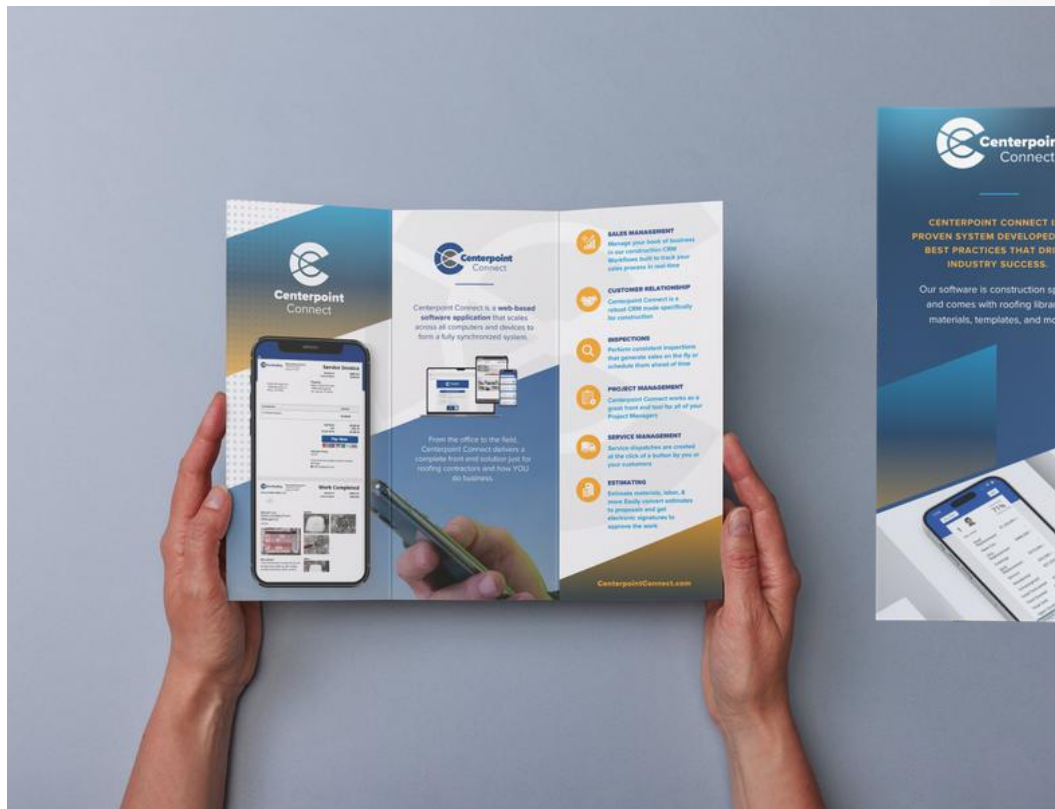
Brand Application



BUSINESS CARD — FRONT & BACK

12 - VISUAL IDENTITY

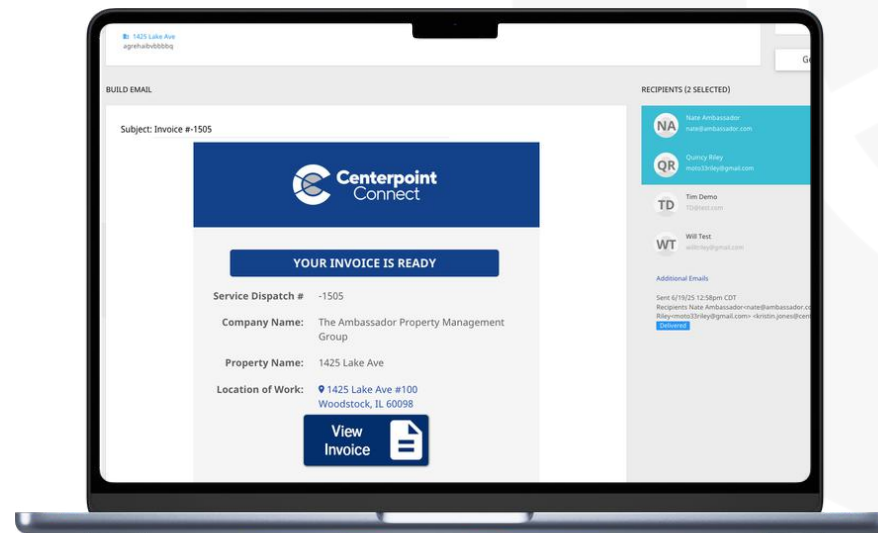
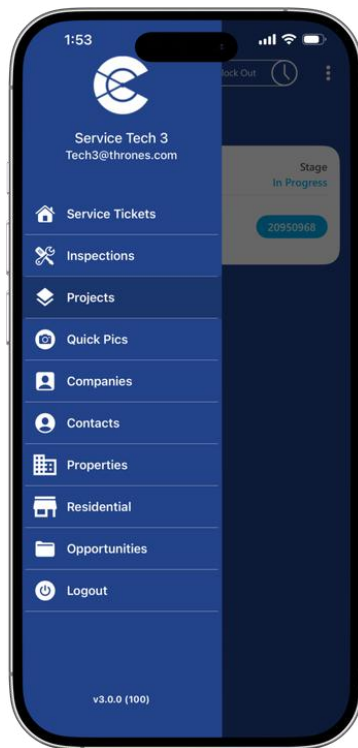
Brand Application



TRIFOLD BROCHURE

12 - VISUAL IDENTITY

Brand Application



USER INTERFACE

12 - VISUAL IDENTITY

Brand Application



POLO SHIRTS

12 - VISUAL IDENTITY

Brand Application



POLO SHIRTS

12 - VISUAL IDENTITY

Brand Application



T-SHIRTS

12 - VISUAL IDENTITY

Brand Application



HATS

12 - VISUAL IDENTITY

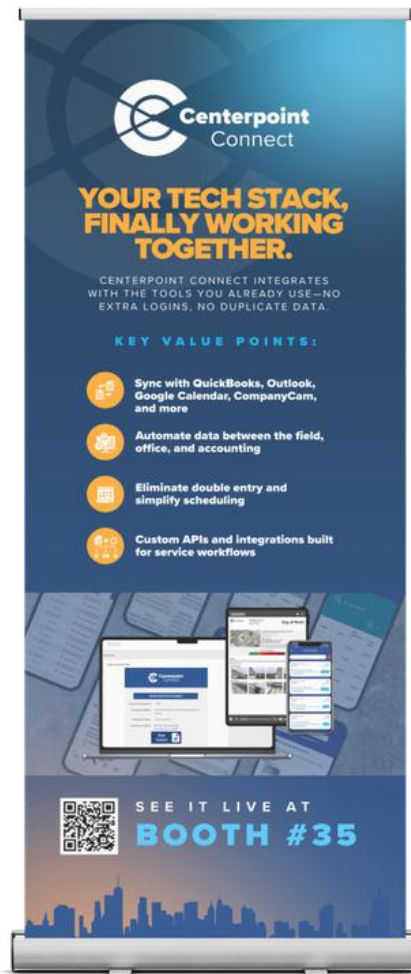
Brand Application



SNAP BACK HATS

12 - VISUAL IDENTITY

Brand Application



PULL UP BANNERS

12 - VISUAL IDENTITY

Brand Application

PRINT MATERIALS

All print pieces — brochures, trade show materials, proposals — should use the full-colour logo on white or the reversed white logo on the brand blue. Use a minimum of 300 DPI for all raster images and embed all fonts before sending to print.

DIGITAL / SCREEN

Use PNG or SVG logo formats for all screen applications. Minimum logo display size is 120px wide. For the app and web UI, follow WCAG AA contrast standards at all times. Font stack — Display: Proxima Nova → Montserrat → Arial. Body: Roboto → Arial.

BRANDED MERCHANDISE

For embroidery and screen printing on apparel and swag, use the badge/icon mark or the horizontal secondary logo. White on navy is the preferred colour combination. Request embroidery files from the design team.



Centralize. Collaborate. Connect.

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