



STYLE GUIDE

STACKED LOGO



Secondary Logo Colorway for light colored backgrounds



Tertiary Logo Colorway for colored backgrounds



Primary Logo Colorway - For use on light backgrounds



White Colorway for single color applications on dark backgrounds



Black Colorway for single color applications on dark backgrounds

HORIZONTAL LOGO

Staked in Community
SKAGIT
P L U M B I N G

Secondary Logo Colorway for colored backgrounds

Staked in Community
SKAGIT
P L U M B I N G

Tertiary Logo Colorway for dark colored backgrounds

Staked in Community
SKAGIT
P L U M B I N G

Primary Logo Colorway - For use on light backgrounds

Staked in Community
SKAGIT
P L U M B I N G

White Colorway for single color applications on dark backgrounds

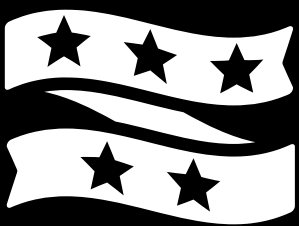
Staked in Community
SKAGIT
P L U M B I N G

Black Colorway for single color applications on dark backgrounds

ICON & BADGE



Primary Logo Colorway - For use on light backgrounds



White Colorway for single color applications on dark backgrounds



Black Colorway for single color applications on dark backgrounds

MASCOT



Full Color Mascot



White Colorway for single color applications on dark backgrounds



Black Colorway for single color applications on dark backgrounds

COLOR PALETTE



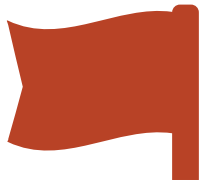
SKAGIT SUNRISE

C: 0% M: 74% Y: 99% K: 0%

R: 241 G: 102 B: 35

HEX: #FF671F

PANTONE: 165 C



RUSTY SIGNS

HEX: #B84226



TRUSTING TANGERINE

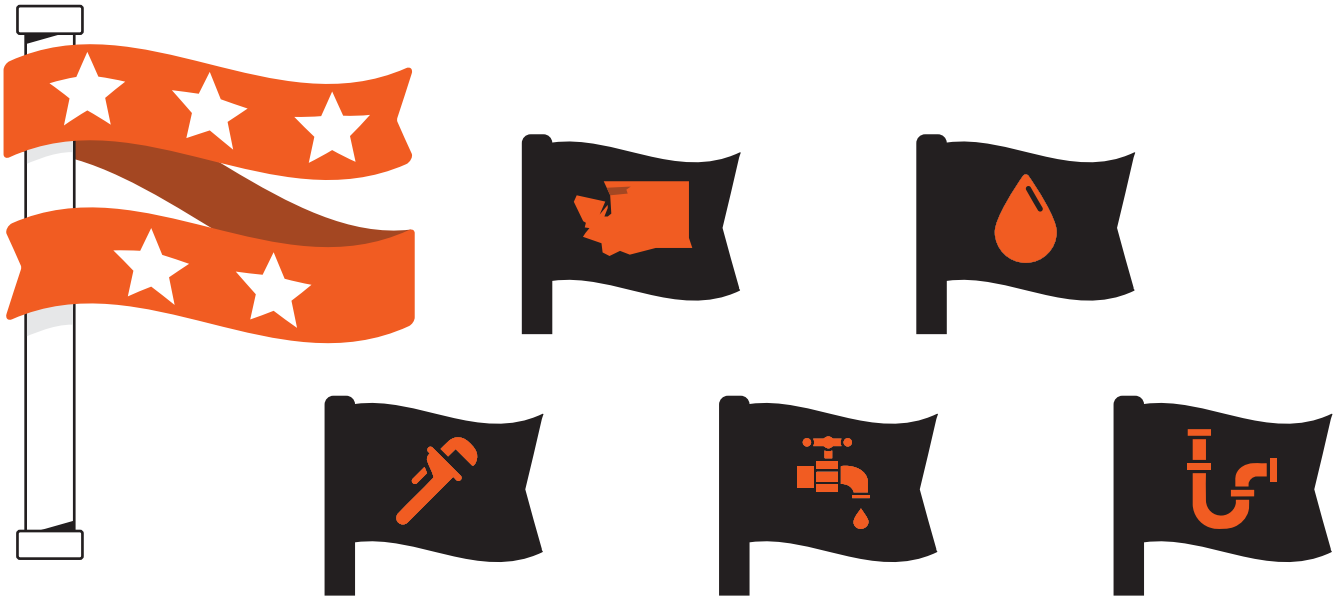
HEX: #F7933D



COOL CHARCOAL

HEX: #3B3B3C

OTHER ASSETS



BRAND FONTS

ROADHAWK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$%#

- To be used for titles and special cases
- Mixed case lettering should be used

Amsterdam Traveling

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$%#

- To be used for titles and special cases
- Mixed case lettering should be used primarily, although capitals are acceptable

Korolev Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$%#

- To be used for heading or subheading text
- Mixed case lettering should be used

FONT SAMPLE

Roadhawk Bold // 32 pt.

Amsterdam Traveling // 21 pt.

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SKAGIT PLUMBING IS THERE WHEN YOU NEED IT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit

Korolev Medium // 9 pt.



Staked in Community

S

SERVICE FIRST

We always put people before pipes. Our community and customers come first, every time.

T

TAKE OWNERSHIP

We do what we say — and then some. No excuses, just results.

A

ACT WITH INTEGRITY

We do what's right, even when no one's watching. Trust is everything.

K

KEEP IT FUN

Plumbing's serious, but we're not stiff. We always bring positivity.

E

ELEVATE EVERY DAY

We chase progress, not perfection. Growth is the goal.

D

DRIVEN BY COMMUNITY

Skagit county made us. We give back, show up, and stay loyal.



Staked
IN COMMUNITY

VEHICLE WRAP



STATIONARY





lemon seed
MARKETING