

PASCAL HOME SERVICES · BRAND GUIDELINES

Your home, on autopilot.

Fix anything with Pascal.



 Pascal

PRIMARY PROMISE

Your home, on autopilot.

SUPPORTING LINE

Fix anything with Pascal.

Use as copy—not as part of the logo.

NAME

Pascal

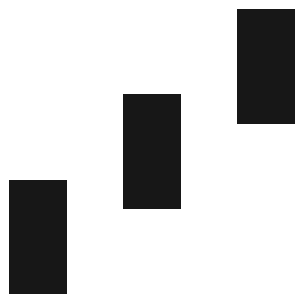
Title case. No comma. No descriptor inside the artwork.

CHARACTER

Calm. Exact. Capable.

White space carries the system. The identity never needs decoration.

LOGO SHAPE



100 × 100 SVG

LOGO WITH TEXT



498 × 100 SVG

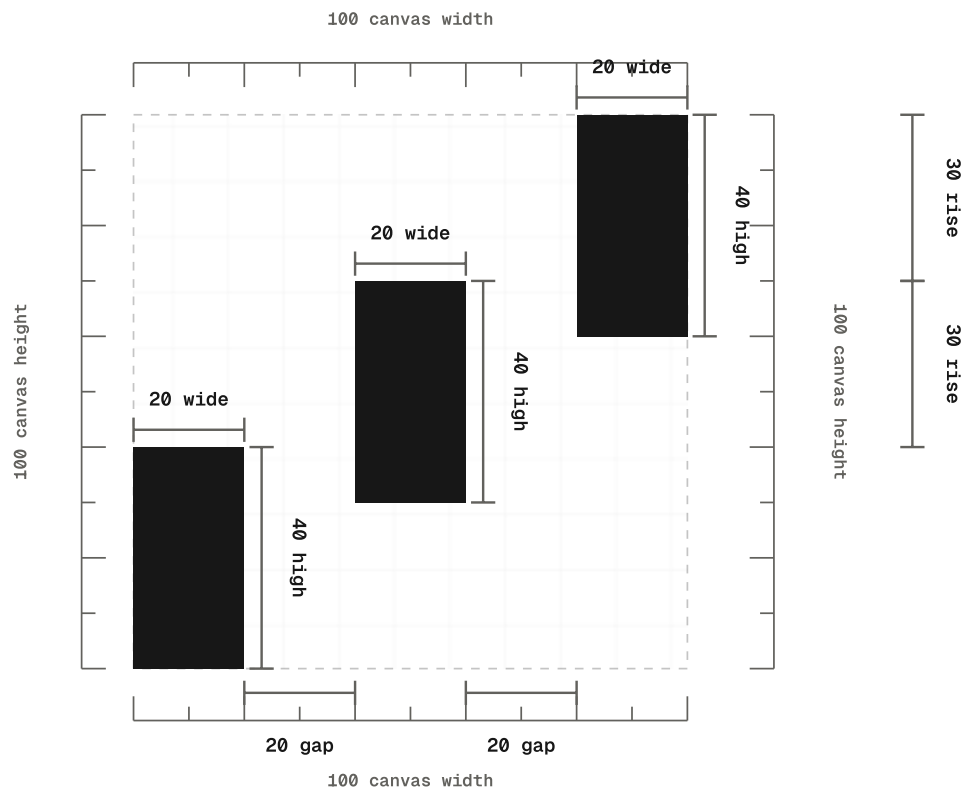
TEXT ONLY



360 × 100 SVG

Use the supplied SVG artwork at its original proportion. Never rebuild the wordmark with live type.

Logo dimensions and measurements



Canvas

100 × 100

X positions

0 · 40 · 80

Each gap

20

Radius

0

Each bar

20 × 40

Top positions

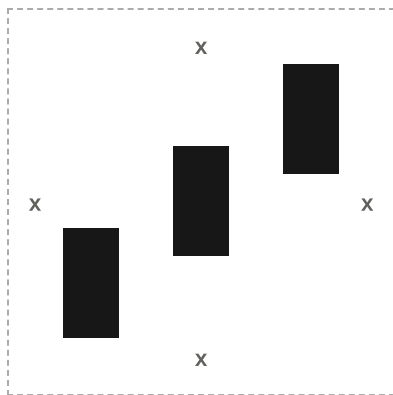
60 · 30 · 0

Each rise

30

Elevation

0



Clear space

Keep one bar width clear on every side.



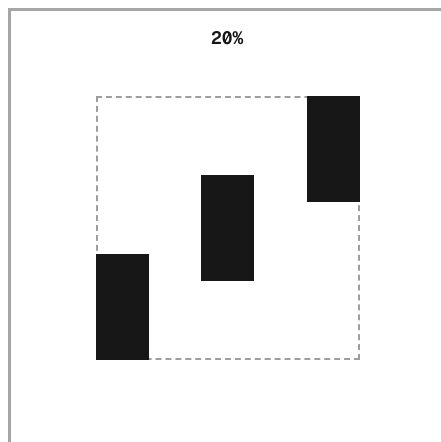
Lockup spacing

The supplied symbol-to-wordmark gap is 38 units, or 1.9x.

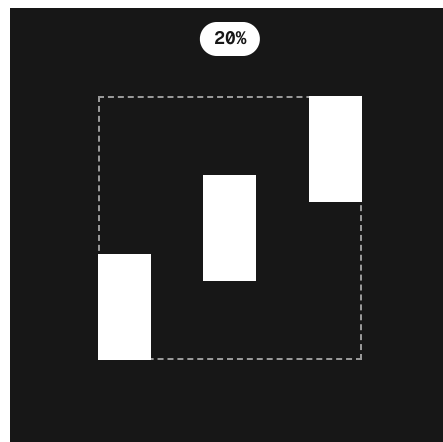
Use Supplied SVG artwork at its native proportion.

Color Pascal ink #171717 on white. Never recolor the core logo.

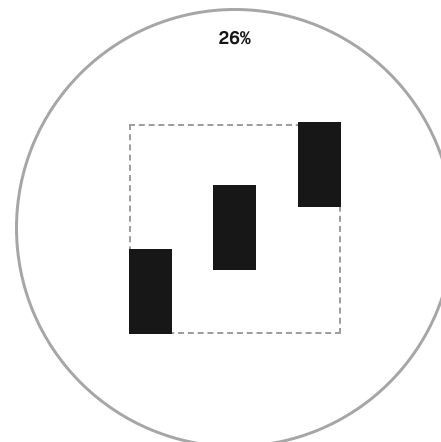
Avoid Stretching, PASCAL, a comma, or a descriptor inside the artwork.

**Square on white**

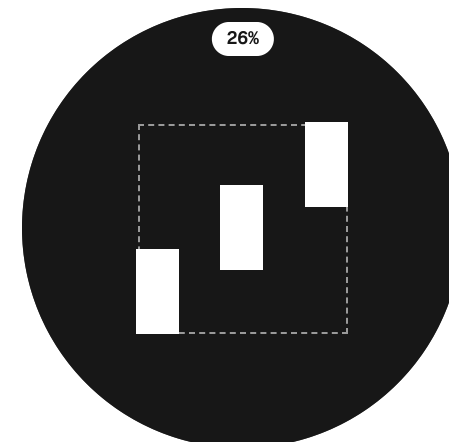
20% padding

**Square reversed**

20% padding

**Round on white**

26% optical padding

**Round reversed**

26% optical padding

Every profile master is 1024 × 1024. Square artwork uses a 614-pixel symbol; round artwork uses a 492-pixel symbol to preserve more optical breathing room.

PRIMARY MARKETING PAIR

Your home, on autopilot.

One trusted team for every major system in your home.

Preventive visits, priority support, and a clear record of what your home needs next.

Poppins makes the promise distinctive. Barlow keeps the supporting message compact and readable.

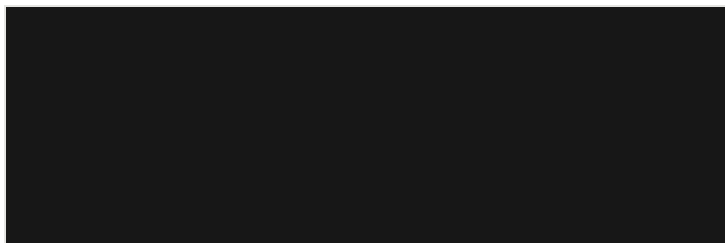
SECONDARY SYSTEM PAIR

Thursday, September 24

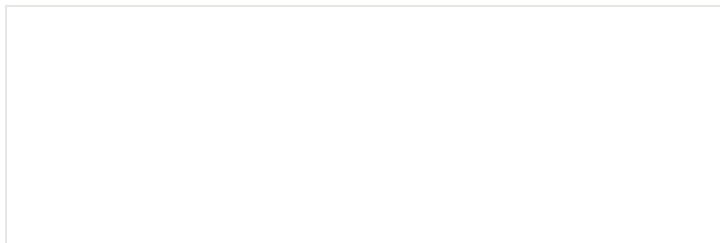
Your technician will review the HVAC system, plumbing, and roof.

08:30 AM · VISIT_024

Geist is an interface alternative. Geist Mono is limited to technical values.

**Pascal ink**

#171717

**White**

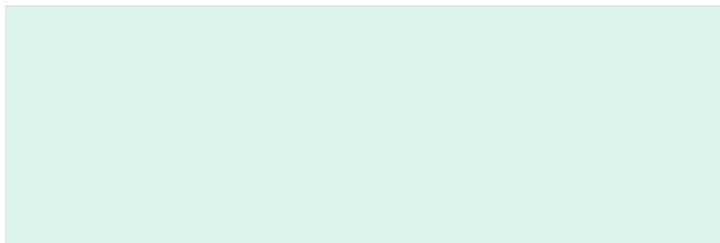
#FFFFFF

**Quiet gray**

#62615D

**Approval green**

#047857

**Approval tint**

#DBF5EC

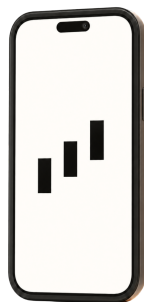
**Service orange**

#F26A2E

White is the standard ground. Ink defines the identity. Orange appears once, where attention matters.



Home visits



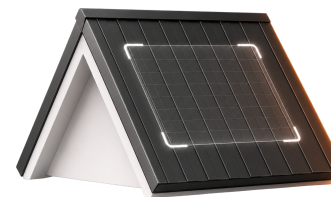
Digital vault



HVAC



Plumbing



Roofing



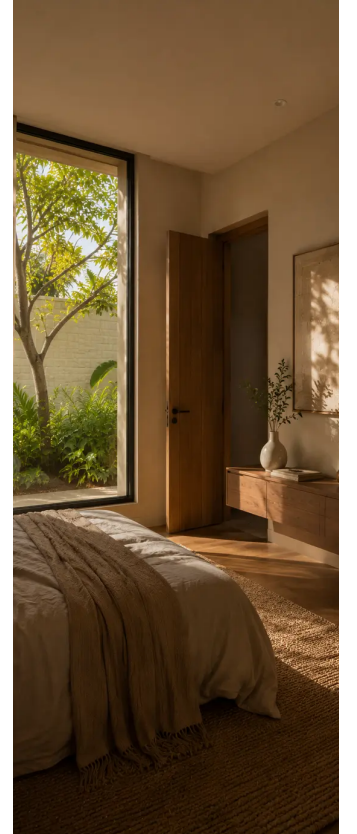
Storm support

One complete object

White studio

12-16% breathing room

One subtle orange edge light



Use the supplied image masters directly. Preserve their native aspect ratios and complete subjects.

**One membership.
Every home system.**









Pest control
 HVAC
 Plumbing
 Roofing
 Storm support



**Scan to see how
Pascal works**
No contract · Cancel anytime
pascal.app/home-services

Plans from
\$89/month

**Schedule your free
home protection review.**

Licensed & Insured

NAME _____

CONTACT

Membership brochure

Sales flyer

Rectangle flag



BRAND GUIDELINES AND PRODUCTION ASSETS

Everything in one place.

pascal.app/brand

Logo kit

Typography and color rules

Icons and imagery

Brochure, flyer, and flag artwork

Markdown, JSON, and identity ZIP