



BRAND BOOK

Better Way Roofing

Building better lives through better roofs.

How the brand looks, sounds, and shows up.

Better Way Roofing, LLC

Shipshewana, IN | betterwayroofing.com | (574) 370-8342

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01 Introduction

This is the brand book for Better Way Roofing. It defines how the brand looks, sounds, and shows up everywhere it touches a customer, a vendor, a job site, or a job application.

Use it. Print it. Hand it to anyone who designs, prints, writes, or creates anything with the Better Way name on it. The standard on the truck is the standard in the brand.

WHO WE ARE

Better Way Roofing is a family-owned residential and commercial roofing contractor based in Shipshewana, Indiana. We serve Northern Indiana and Southern Michigan with installation, repair, and replacement work that holds up.

WHAT WE BELIEVE

Building better lives through better roofs. A roof is more than shingles and metal. It is the cover over a family's table, a business owner's livelihood, a community's church. We treat every roof like it matters because it does.

WHERE WE ARE HEADED

30 by 36. \$30 million in revenue, 1,000 roofs a year, 50+ team members, 7,000 families protected over the next ten years. The brand has to scale with the company. That starts here.

HOW TO USE THIS BOOK

- When you build something for Better Way (a business card, a yard sign, a Facebook post, a truck wrap, an email signature), come here first.
- When you write something for Better Way (a website page, a proposal, a job ad, a customer email), use the voice section.
- When in doubt, default to clean, plain-spoken, and on-brand. If you have to ask, ask Lyle or Keith before you publish.

02 Logo

The logo is the BW house mark over the Better Way Roofing wordmark. It is the most recognizable expression of the brand. Treat it with care.

PRIMARY LOCKUP



This is the default logo for almost every use. Navy on white, navy on light backgrounds. Use this version unless contrast or layout makes it impossible.

COLOR VARIANTS

Three approved color treatments. Anything else is wrong.



NAVY ON LIGHT

Default. Use this everywhere unless contrast prevents it.

WHITE ON NAVY

Dark backgrounds, photo overlays, footers.

AMBER ON NAVY

Special use only. Anniversary, premium, signature pieces.

CLEAR SPACE

Always leave breathing room around the logo. The minimum clear space on every side equals the height of the BW house icon. Nothing else, no text, no graphic, no edge of a photo, gets closer than that.

MINIMUM SIZE

- Print: never smaller than 0.75 inches wide.
- Digital: never smaller than 80 pixels wide.

If the logo would render smaller than that, use a wordmark-only treatment or the BW house icon alone.

DON'T DO THESE THINGS



- Don't stretch, squish, or skew the logo.
- Don't recolor it outside the three approved variants.
- Don't add drop shadows, glows, strokes, or outlines.
- Don't place it on a busy photo without a solid background plate.
- Don't rotate it.
- Don't separate the BW icon from the wordmark in the primary lockup, except for approved icon-only uses (favicon, social avatar).

03 Colors

The Better Way palette is a navy and amber system. Navy is the foundation. Amber is the spark. Everything else supports.

Match these hex values exactly. Eyeballing is how brands drift.

PRIMARY

	<p>Better Way Navy</p> <p>HEX #0F2046 RGB 15, 32, 70 CMYK 88, 75, 23, 65</p> <p><i>The foundation. Logo color, headers, primary backgrounds, body anchors. Use this as the dominant color across all materials.</i></p>
	<p>Amber</p> <p>HEX #FDAE53 RGB 253, 174, 83 CMYK 0, 36, 76, 0</p> <p><i>The spark. Buttons, highlights, callouts, key callouts in headlines. Use for emphasis, never as the dominant color.</i></p>

SECONDARY



Deep Rust

HEX #AA431B

RGB 170, 67, 27

CMYK 20, 80, 100, 30

Pairs with Amber for gradients, hover states, secondary callouts. Use for depth in larger compositions.



Sky Blue

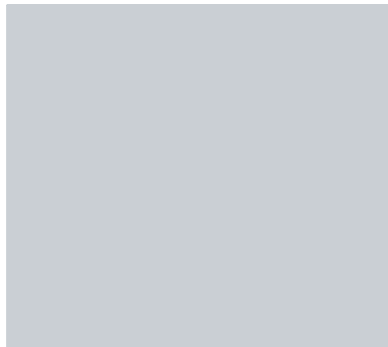
HEX #688FBA

RGB 104, 143, 186

CMYK 53, 27, 8, 0

Tags, badges, secondary highlights, data viz. A softer alternative to Navy when contrast needs to ease up.

NEUTRALS



UI Gray

HEX #CACFD4

RGB 202, 207, 212

CMYK 5, 3, 2, 17

Borders, dividers, table lines, disabled states, subtle backgrounds.



Charcoal

HEX #494849

RGB 73, 72, 73

CMYK 0, 0, 0, 70

Body copy on light backgrounds. Use this instead of pure black for warmer, more readable type.

THE 60 / 30 / 10 RULE

To keep the brand consistent across every surface, follow this rough split:

- **60% Navy and white.** The foundation. Backgrounds, body copy, structural elements.
- **30% Secondary colors.** Sky Blue, Charcoal, UI Gray. Supporting structure, sections, dividers.
- **10% Amber and Deep Rust.** Highlights, calls to action, the moments that earn attention.

When the amber starts taking up more than 10% of the visual space, something is off.

04 Typography

Better Way uses one typeface for everything: Asap. One font, three weights. The simplicity is the system.

THE FONT

Asap

Asap is a clean, friendly sans-serif. It reads well at every size, on every screen, on every printed surface. Available free at Google Fonts.

WEIGHTS WE USE

- **Bold (700).** Headlines, headers, button labels, anywhere words need to land.
- **SemiBold (600).** Subheads, callouts, emphasized phrases inside body copy.
- **Regular (400).** Body copy, paragraphs, captions, default for everything else.

Skip Light, Italic, ExtraBold, and other weights. Three weights, used consistently, build a stronger brand than ten weights used inconsistently.

TYPE SCALE

Use this scale for documents, web, and print. Sizes flex by medium but the relationships stay the same.

STYLE	EXAMPLE	SIZE & USE
Display	A Better Way	40-72pt Bold. Hero headlines, cover pages, big moments. One per page max.
H1	Section heading	24-32pt Bold. Major section titles. With amber underline.
H2	SUBSECTION	12-14pt Bold, ALL CAPS, +30 tracking. Section dividers within a page.
H3	Inline heading	11-13pt SemiBold. Heading inside flowing copy.
Body	The body copy that does the work.	10-12pt Regular. Default copy, paragraphs, descriptions.
Caption	Small print and labels.	8-9pt Regular. Captions, fine print, footnotes.

TYPE RULES

- Headlines are sentence case or Title Case. ALL CAPS is reserved for short subheads only.
- Body copy is left-aligned. Centered body copy is used only for short hero-style statements.
- Line height for body copy is 1.4 to 1.5. Tight body copy reads cramped on a roofing brochure.
- Don't mix Asap with another typeface in the same piece. If a system requires fallback (email, web), Calibri or Helvetica are acceptable defaults.

05 Voice

How Better Way sounds when it talks to a customer, a homeowner, an insurance adjuster, a job applicant, or a Facebook reader.

THE FOUR WORDS

- **Plain-spoken.** No jargon. No corporate hedging. Talk like a neighbor who happens to know roofs.
- **Honest.** If a roof can be repaired, we say so. If it needs replacement, we explain why. We don't upsell, we don't scare, we don't hide.
- **Local.** Northern Indiana and Southern Michigan. We name the towns. We mention the weather. We sound like we live here because we do.
- **Warm.** Confident without bragging. Friendly without being soft. We treat people the way we'd want our parents treated.

VOICE IN PRACTICE

<p>WE SAY Direct <i>Your shingles are at the end of their life. Here's what we recommend and why.</i></p>	<p>WE DON'T Vague <i>It is important to note that, leveraging our holistic approach, we can help optimize your roofing solution.</i></p>
<p>WE SAY Plain <i>We'll be on site Tuesday at 7 AM. Should take two days. We'll clean up every nail before we leave.</i></p>	<p>WE DON'T Stuffy <i>Our crew will commence the project Tuesday morning, with a projected duration of 48 hours, followed by comprehensive site remediation.</i></p>
<p>WE SAY Local <i>After last week's ice storm, we're seeing a lot of shingle lift across LaGrange County. If you noticed anything off, we're free to come look.</i></p>	<p>WE DON'T Generic <i>Recent inclement weather events may have caused damage to your residential roofing system. Contact us today!</i></p>

WORDS WE USE

- Roof, crew, job site, walkthrough, estimate, repair, replacement.
- We, you, your home, your roof, your family, your business.
- Honest, careful, on time, cleaned up, done right.

WORDS WE DON'T USE

- Leverage, holistic, synergy, optimize, solutions provider.
- Best-in-class, world-class, industry-leading, cutting-edge.
- Em dashes anywhere. Use commas, periods, or "to" instead.
- Exclamation points everywhere. One per page is plenty.

THE TAGLINE

Building better lives through better roofs.

Use it on the cover of proposals, in email signatures, at the bottom of yard signs, and anywhere a closing thought belongs. Don't modify it. Don't shorten it. Don't cleverly reword it. The tagline is the tagline.

06 Core Values

The five core values are the brand's spine. Every hire, every fire, every customer interaction, every job site decision runs through them. They are not a poster in the break room. They are the standard.

1. BETTER WAY, ALWAYS

The name on the truck is the standard on the roof. Hungry to learn, quick to adapt, never satisfied with good enough. We grow through every roof, every challenge, every season.

2. MEASURE TWICE

Precision isn't a preference, it's who we are. Every cut, every seam, every detail gets our full attention. Our name is on every roof and we never forget it.

3. DO THE RIGHT THING. PERIOD.

Honest when it's hard. Empathetic when it matters. We keep our word, we own our mistakes, and we treat every home like it's ours. If it's not right, we make it right.

4. ALL IN, EVERY DAY

Full effort, positive attitude, no coasting. We don't wait to be motivated. We bring the energy that lifts the crew and sets the pace. You'll know we're here by how we show up.

5. HUMBLY CONFIDENT

No egos. We lead like Jesus: serve first, stand tall second. We step up without hesitation but we're never above any task or any teammate. Respect is built, not demanded. We earn it daily.

A NOTE ON VALUES

These values were locked through a full-day Vision Building session. They aren't suggestions and they aren't a wish list. They are the standard the company hires to, fires by, and grows around. Don't reword them in marketing copy. Use them as written.

07 Application

How the brand shows up in real life. These aren't exhaustive specs. They're defaults. When in doubt, follow these. When the situation calls for something different, get sign-off before you publish.

BUSINESS CARDS

- Front: Logo (navy on white) top left, name and title in Asap Bold navy, contact info in Asap Regular charcoal.
- Back: Solid navy with the BW house icon centered in amber. Or the tagline in white Asap SemiBold, centered.
- Stock: Matte or satin finish. No glossy, no plastic, no metallic.

TRUCKS AND SIGNAGE

- Truck wraps: Navy base. White logo. Amber stripe accent. Phone number and website in white Asap Bold large enough to read from across a parking lot.
- Yard signs: Navy background, white logo, white tagline, amber accent line. (574) 370-8342 in large Asap Bold.
- Job site signs: Same as yard signs. Don't leave a sign up after the job is done. The site goes back to the homeowner clean.

EMAIL SIGNATURE

Use this template. Don't add quotes, scripture verses, or stock images.

Lyle Lehman

Founder | Better Way Roofing

(574) 370-8342 | betterwayroofing.com

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SOCIAL MEDIA

- Profile picture: BW house icon on solid navy. Same across Facebook, Instagram, Google, LinkedIn.
- Cover image: Real job site photo with the logo in white in the bottom right corner.
- Posts: Real photos of real work. Real customers, real crew, real homes. No stock photos. Captions follow voice rules.

PROPOSALS AND CONTRACTS

- Cover page: Logo top left, navy and amber accents, customer name and project address in Asap Bold.
- Body: Asap Regular 11pt, Charcoal text, navy section headings.
- Signature page: Clean, professional, no clip art, no decorative borders.

APPAREL

- Crew shirts: Navy shirt, BW logo embroidered in amber on the left chest. Last name on the back in white block letters if requested by the team member.
- Hats: Navy with embroidered BW house icon in amber. Or white with navy embroidery.
- Hoodies: Navy. Same logo placement.

08 Quick Reference

Print this page. Tape it next to your monitor. Hand it to vendors. The whole brand on one page.

<p>COLORS</p> <p>Navy #0F2046 Amber #FDAE53 Deep Rust #AA431B Sky Blue #688FBA UI Gray #CACFD4 Charcoal #494849</p> <p>TYPE</p> <p>Family Asap Weights Bold, SemiBold, Regular Source Google Fonts (free)</p>	<p>VOICE</p> <p><i>Plain-spoken. Honest. Local. Warm.</i></p> <p>TAGLINE</p> <p><i>Building better lives through better roofs.</i></p> <p>VALUES</p> <ol style="list-style-type: none"> 1. Better Way, Always 2. Measure Twice 3. Do the Right Thing. Period. 4. All In, Every Day 5. Humbly Confident
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