



PLUMBING • HEATING • AIR



INTRO

These guidelines define the visual and verbal elements that represent KMP — including our name, logo, colors, typography, and overall brand identity. This guide is designed to ensure consistency in how we communicate who we are and what our brand stands for.

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BRAND MISSION

Our mission and hope is that our services have a positive impact on our community and improve the quality of living for all individuals through our commitment to character, hard work and integrity. We believe in our employees' ability to provide a quality service while adhering to the core values set forth by KMP.

BRAND PROMISE

KMP Plumbing, Heating & Air recognizes that all of our customers have very specific needs whether it's a clogged sewer line or the repair of industrial plumbing. We believe that successful projects depend on a healthy working relationship between our office staff and our licensed plumbers & HVAC technicians.

Our goal is to provide outstanding customer service from our first contact with you to satisfactory completion of your project.

BRAND POSITIONING

**Our vision is to be the trusted leader in trade services,
known for delivering exceptional solutions and
unmatched customer care in every situation.**

BRAND VOICE



04

BECAUSE WE VALUE...

- Community
- Family
- Reliability
- Respect
- Honesty

OUR VOICE IS...

- Authentic
- Confident
- Knowledgeable
- Transparent
- Approachable

THIS MEANS OUR COMMUNICATION IS...

- Warm
- Personable
- Responsive
- Educational
- Engaging
- Clear
- Consistent
- Secure
- Trustworthy
- Inclusive

THIS MEANS WE ARE NOT...

- Corporate
- Egotistical
- Generic
- Dishonest
- Gimmicky

TARGET PERSONA



05

HOMEOWNERS WHO VALUE THEIR TIME

TARGET DESCRIPTION:

Busy, high-earning homeowners who prioritize efficiency and reliability. Their home, often 10-15 years old, is a major investment, and they expect top-quality workmanship. Having faced frustrations with home service companies before, they seek professionals who respect their time, communicate clearly, and deliver hassle-free solutions. They value convenience, trust, and expertise to ensure their home remains in top condition.

Age:

40+

Income:

150K+

Home Value:

400K+

Customer Needs:

- My schedule is packed, and I have limited time for appointments.
- I have a family to consider in my household.
- I need a home service company I can trust.
- My home is my most valuable asset, and I rely on your expertise.
- I'm not an expert—please explain things in simple terms.
- I need a dependable home service company but don't have time to research every option.

Insights That Tell The Story:

- Scheduling with home service companies often means long wait times.
- I've dealt with unreliable home service companies before, where the job wasn't done right the first time.

Customer Fears/Frustrations:

- I'm not familiar with home services—how can I be sure you're being honest?
- I want to feel confident that I'm getting the best value for my money.
- Many home service companies seem the same—what makes you stand out?

BRAND VALUES

Principles We Live By

At the heart of our company are the values that guide us every day:

**Integrity & Family | Customer Service Excellence
Expertise & Experience | Community
Commitment | Customer Loyalty**

WHAT WE VALUE

Integrity & Family

As a family-owned business, we build trust through honesty, reliability, and strong relationships.

Customer Service Excellence

We are committed to delivering the highest level of service and care to every client.

Expertise & Experience

With over 35 years experience in the industry and over 15 years in commercial new construction plumbing, our team of masters ensures top-quality work.

Community Commitment

We believe in bringing the best service to the DFW area.

Customer Loyalty

Our goal is to exceed expectations so that once you experience our service, you'll never settle for less.



BRAND ETHOS



**Dependable, Genuine,
Friendly, Diligent, &
Efficient**

07

BRAND DESIGN

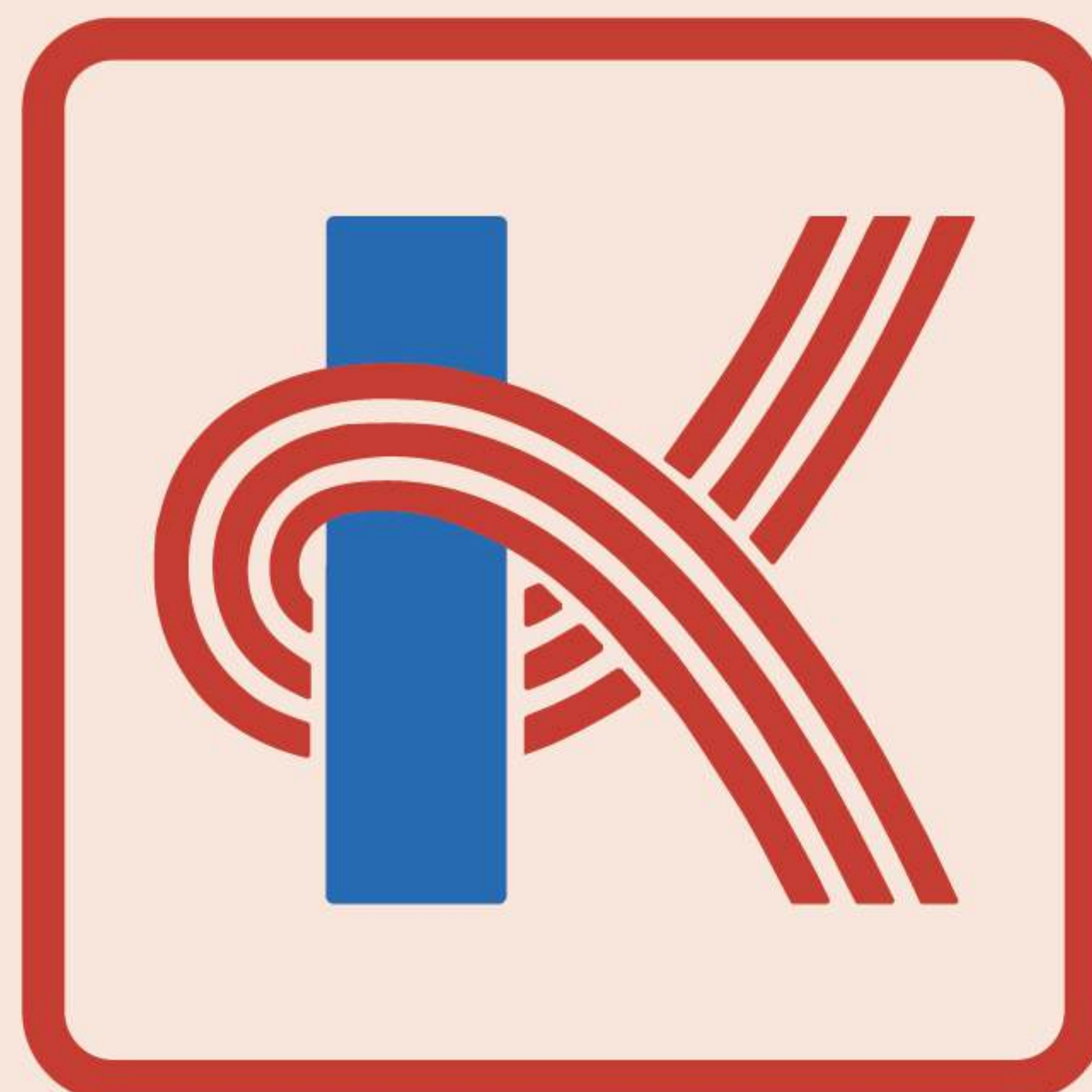
VISUAL ASPECT...

- **Logo**
- **Typography**
- **Colors**

PRIMARY LOGO



ICON



LOGO DO'S & DON'TS



PLUMBING · HEATING · AIR

Always keep at least 0.5" margin around the logo.



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Do not ever squish the logo in any way.



PLUMBING · HEATING · AIR

Do not switch the colors

TYPOGRAPHY

Aa

Montserrat

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz**

1234567890!/?<>:;”\$%*

HEX 1d6aaf
RGB 29 - 106 - 175
HSB 207 - 83 - 68
CMYK 89 - 59 - 3 - 0

HEX 84b1d5
RGB 132 - 177 - 213
HSB 206 - 37 - 83
CMYK 52 - 16 - 4 - 0

HEX b14538
RGB 177 - 69 - 56
HSB 5 - 68 - 69
CMYK 18 - 91 - 91 - 7

HEX efe2d7
RGB 239 - 226 - 215
HSB 26 - 9 - 93
CMYK 4 - 11 - 13 - 0

