



## LAAC Roofing Services

The existing logo, rebuilt as clean vector artwork and delivered as a complete asset library for web, print, social, signage, embroidery and vehicle graphics. The design is unchanged — only its construction, alignment and output quality.

# Primary logos

02

The stacked lockup is the primary signature — use it wherever there is room. The horizontal lockup is for wide, shallow spaces: website headers, email signatures, vehicle door panels and sign bands. Both are supplied for light and dark grounds.



Stacked · full colour · light ground  
LAAC-primary-stacked-fullcolor.svg



Stacked · reversed · dark ground  
LAAC-primary-stacked-ondark.svg



Horizontal · full colour  
LAAC-primary-horizontal-fullcolor.svg



Horizontal · reversed  
LAAC-primary-horizontal-ondark.svg

**What changed in the remaster.** Every edge is now a true vector outline: straight roof planes are dead straight, window panes are true rectangles, letter contours are smoothed, and the roof, LAAC, ROOFING and SERVICES blocks are centred on one shared vertical axis. Proportions, spacing rhythm and colour are the same as the supplied artwork.

# Logo components

03

Each part of the logo is supplied as its own file so it can be used on its own where the full lockup will not read: stamps, favicons, embroidery, stitched caps, small print and social avatars.



**Roof icon** — the full house/roof graphic. Stamps, watermarks, sign returns.



**Square mark** — the gable, chimney and window from the right of the same roof, cropped square for favicons and avatars.

**LAAC**  
R O O F I N G  
S E R V I C E S

**Wordmark, stacked** — full wording, no icon. Documents, proposals, footers.

**LAAC** R O O F I N G  
S E R V I C E S  
**LAAC**

**Wordmark, horizontal** and the **LAAC lettermark** — narrow bands, uniform tape, tail-gate graphics.

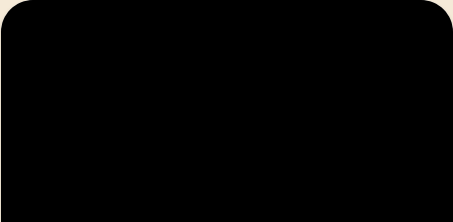


Favicon package built from the square mark: 16, 32, 48, 64, 192, 512, a 180 Apple touch icon, a red maskable tile, *favicon.ico* and the manifest.

Two brand colours, read straight off the supplied artwork, plus three neutrals for backgrounds and secondary text. Pantone references are the closest published match and should be confirmed against a physical guide before a print or vinyl run.



**LAAC Red**  
HEX #E52410  
RGB 229 · 36 · 16  
CMYK 0 · 90 · 100 · 0  
PANTONE 485 C (closest)



**Ink Black**  
HEX #000000  
RGB 0 · 0 · 0  
CMYK 0 · 0 · 0 · 100  
PANTONE Black 6 C



**Paper White**  
HEX #FFFFFF  
RGB 255 · 255 · 255  
CMYK 0 · 0 · 0 · 0  
No ink — knock out

## SUPPORTING NEUTRALS



**Slate**  
#151515 · 21 21 21  
Dark grounds



**Grey**  
#6E6E6E · 110 110 110  
Secondary text



**Mist**  
#EDEDED · 237 237 237  
Rules, panel fills

**Print note.** The CMYK build above is tuned for a vivid press red rather than a literal conversion of the screen value (a straight conversion gives 0 · 84 · 93 · 10 and prints muddy). For vinyl, signage and embroidery, match to the Pantone reference rather than the CMYK build. Red is never used for the roof graphic or the small type; it belongs to the LAAC lettering only.

The logo itself is now outlined artwork — no font is needed to reproduce it, and it must never be re-typed. These are the closest matches to the original lettering, for occasions where the type has to be extended (a strapline, a phone number set in the same voice).

## LOGOTYPE — LAAC

LAAC

A high-contrast Didone serif, letterspaced wide. Closest matches: **Bodoni Moda** (free, Google Fonts), Bodoni MT Bold, or Playfair Display as a softer substitute. Tracking in the original is roughly 0.09 em.

## SUPPORTING — ROOFING / SERVICES

LAAC ROOFING  
SERVICES

A geometric single-storey sans, very widely tracked. Closest matches: **Century Gothic**, or **Questrial / Poppins Light** as free equivalents. Tracking is roughly 0.42 em on ROOFING and 0.50 em on SERVICES.

## RECOMMENDED FOR DOCUMENTS AND WEB

### Roofing done properly, first time

Headline — Poppins SemiBold, 28–48 px, tracking 0.02 em

Body copy stays quiet and even: one weight, generous line height, no letterspacing. Set headings in the geometric sans to echo the ROOFING lettering, and reserve the Didone serif for the logo alone so the lettermark keeps its authority.

Body — Figtree or Poppins Regular, 15–17 px, line height 1.6

SECTION LABELS — TRACKED CAPS, 0.34 EM



Clear space on all four sides equals **the cap height of ROOFING** (about 10% of the logo's width). Nothing — type, photography, sign trim, panel edges — enters that band. Give it more where you can; the rounded, open feel of the mark depends on air.

## MINIMUM SIZES

Stacked lockup **140 px / 38 mm wide**

Horizontal lockup **200 px / 55 mm wide**

Roof icon **32 px / 10 mm wide**

Square mark **16 px / 6 mm**

## AT SMALL SIZES



Below the stacked minimum, drop the wording and use the square mark. Below 24 px, use the square mark only.

**Embroidery and signage.** For stitched work, use the black or white single-colour files and hold a minimum of 45 mm across the stacked lockup — the hairline serifs on LAAC will not survive smaller. For cut vinyl and channel letters, supply the vector PDF or EPS, never a PNG.



White and near-white — full colour



Light neutrals — full colour



Black and dark grounds — reversed

NEVER



Stretch or squash it



Recolour the lettering



Rotate or tilt it



Add shadows, glows or bevels



Place full colour on mid or busy grounds



Crowd it or crop the clear space

Also never: re-type the wording in a live font, redraw the roof, outline the letters, box the logo in a shape it was not supplied in, or use the low-resolution original raster artwork. Every use starts from a file in this package.

## 01 Primary Logos

Stacked and horizontal lockups, full colour and reversed. SVG plus transparent PNG at 512 / 1024 / 2048 px wide.

## 02 Icon Only

Roof icon and square mark in full colour, black, white and red. SVG plus transparent PNG.

## 03 Wordmarks

Stacked and horizontal wordmarks and the LAAC lettermark, in colour, black and white.

## 04 Black and White

Single-colour versions of every lockup for stamps, faxes, embroidery digitising and one-colour print.

## 05 Favicon Package

favicon.ico (16/32/48), PNGs at 16–512, 180 px Apple touch icon, maskable tile, site.webmanifest and the head markup to paste in.

## 06 Social Media

1000 × 1000 profile images (white, black, red), 1500 × 500 banners and 1200 × 630 sharing cards.

## 07 Print Files

Vector PDF, EPS and PDF-compatible AI for every lockup, plus 3000 px JPG and 300 dpi PNG for placement.

## 08 Brand Guide

This document, as an editable page and as a print-ready PDF.



**LAAC**  
R O O F I N G  
S E R V I C E S

Send the vector files to any printer, signwriter or embroiderer — they contain no fonts and no raster data, so they scale from a business card to a billboard without loss.