



Nations Roof | Brand Guidelines

Social Logos
Fonts
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Areas of Focus
Brand Attributes
Social Media Voice Brief
Social Media Short Description
Post Samples & Categories
LinkedIn Social Strategy



Nations Roof | Brand Guidelines

Social Logos



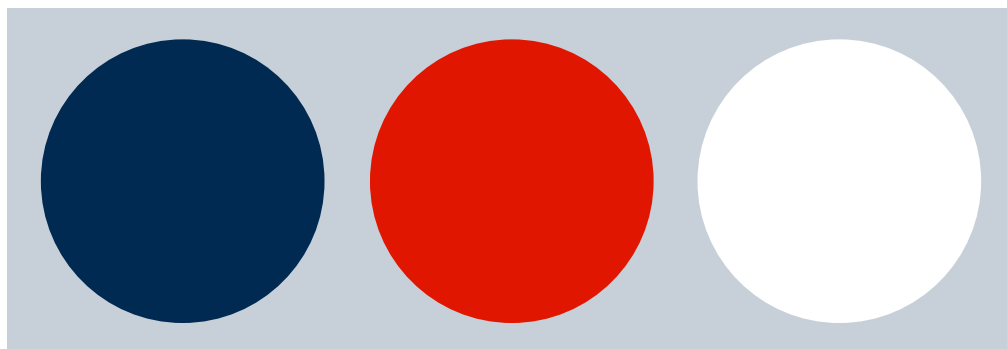
Fonts

Verdana

Tahoma

Arial Black

Brand Colors



Nations Roof | Brand Guidelines

Brand Attributes

Product Attributes:

- Award-winning commercial roofing company
- Preventative maintenance
- Roof replacement
- Roof restoration & repair
- Green roofing systems
- Safety-focused construction projects

Service Attributes:

- 24/7 emergency services
- Online client portal
- Customized solutions
- Safety-first focus for clients
- Dedicated project management teams
- Account managers offered on the local & national level

Areas of Focus

Product Areas of Focus:

- Share our passion for extending the life of clients' roofs through expert repairs
- Feature our construction projects from complete roof replacements to solar & green roofs
- Accentuate our expert client communication & professionalism
- Elevate the fact that we have a dedicated project management team
- Highlight that we offer a single-point-of-contact for every customer

Service Areas of Focus:

- Promote our 24/7 emergency services & online client portal system
- Feature our customized solutions for construction & restoration projects alike
- Celebrate our award-winning company & publicize future accolades
- Highlight our focus on safety & OSHA compliance for employees & clients
- Spotlight our expert team of roofing experts at every level in the company
- Educate our clients on new OSHA regulations & the importance of updating their roofing systems to meet them

Nations Roof | Brand Guidelines

Social Media Voice Brief

At Nations Roof, we believe the building you work in is more than walls and a roof -- it's the site where ideas take root, dreams are realized, and careers grow. That's why we're passionate about making sure your commercial building is a place where employees can flourish under a roof that's leak and damage-free. From large factories and luxury hotel properties with brand names you're sure to know to free-standing retail stores, if it's a commercial space, we'll be there to ensure your roof meets every safety regulation in your industry. Whether you're looking to extend the life of your roof, in need of a full roof replacement, or you're interested in creating a beautiful sustainable space for your employees with our green services, we'll work together to find a customized solution for you. And once we've restored your roof, our work still isn't through. We offer 24/7 emergency services, and with just one call into our National Service Center, we'll have a crew dispatched. Through our online portal, you can communicate with us and stay up-to-date on projects from any device, making us the easy button for site and property managers across the country. While Nations Roof has access to the highest quality manufacturers and industry experts, our local offices around the country and dedicated account managers for each project provide a level of service that's unrivaled by any competitor. When you work with Nations Roof, you're choosing more than an award-winning contractor -- you're choosing honesty, quality, and safety.

Social Media Short Description (255 character count max)

Whatever your commercial roofing needs -- from roof replacements to emergency leak repairs, we've got you covered. When you go with Nations Roof, you're not just choosing an award-winning contractor -- you're choosing honesty, quality, and safety.

Nations Roof | Brand Guidelines: Social Media Post Samples

Post One: Feel Good



Caption:

As the destination company for the country's most sought after talent, the smiles just come naturally for our crew.

Post Three: Business Highlight



Caption:

From sunrise to sunset, we don't skip the small details that make a big difference in extending the life of your roof.

Post Two: Testimonial



Caption:

When it comes to satisfying our customers, there's no height we won't reach. We bet you've got a story of your own that's waiting to be told: <http://bit.ly/NationsRoofReviews>

Post Four: Service Highlight



Caption:

We don't stop at covering what matters most -- with our green services, we'll transform your roof into a beautiful space where form meets function.

Nations Roof | Brand Guidelines:

Social Media Post Categories

Feel Good

This category puts a smile on consumers' faces through humor, sentimentality, or inspiration. It's a simple way to keep followers entertained and continuously engaged with your page. And ultimately, you at top-of-mind when they need a service you provide.

Testimonial

One thing will never change about consumer habits: The importance of word-of-mouth. Testimonial posts are a great way to show consumers you've got the receipts to back your worth, and branded backgrounds add a nice eye-catching pop for a viewer.

Business Highlight

Followers want to know why you offer something they can't get anywhere else. This category shows them why your company is the one to go with above all others, what makes you unique, and why you love what you do. This category can house a wide range of posts, from announcing office happenings and charity events to advertising seasonal deals and specials.

Service Highlight

Service highlights are posts that speak specifically about a service your company provides. These posts are meant to build awareness around the value you can offer to consumers, keeping you at top-of-mind next time they need something related to your business vertical. Periodically, these posts will contain a specific call-to-action.

Employer Highlight

These posts can range from straightforward posts that advertise job openings, to content that displays your company's internal culture, charitable initiatives, and career growth opportunities.

Nations Roof | Brand Guidelines:

LinkedIn Social Strategy

LinkedIn Brand Attributes

- Destination employer for all roles within the company
- Inclusive & diverse of all races and genders
- A proud member of National Women in Roofing
- Clear-cut paths for career growth & new opportunities
- Focused on employee safety
- Personalized training & mentorship for roles at every level

LinkedIn Areas of Focus

- Position Nations Roof as the destination company for employees looking to break into the national roofing sphere
- Build awareness of our clear-cut paths for career growth
- Craft content that features our tight-knit team culture across all departments
- Create posts that engage Spanish-speaking employees & applicants
- Highlight our focus on in-depth training & mentorship for all new roles
- Share content & blogs from other trusted organizations & magazines

Sample Post



Caption:

You're going places -- we've got the ladders to get you there. Take your career to new heights and check out our open roles today: <http://bit.ly/NationsRoofCareers>

Nations Roof | Brand Guidelines: LinkedIn Social Strategy

Sample Post: Spanish-Speaking Version



Caption:

Estás yendo a lugares, tenemos las escaleras para llevarte allí.
Lleve su carrera a nuevas alturas y vea nuestros roles abiertos
hoy: <http://bit.ly/NationsRoofCareers>

LinkedIn Bio/Description

At Nations Roof, we believe the building you work in is more than walls and a roof -- it's the site where ideas take root, dreams are realized, and careers grow. That's why we're passionate about making sure your commercial building is a place where employees can flourish under a roof that's leak and damage-free. We take that same passion for employees into our own workplace culture, making us the company for roofing experts looking to break into the national roofing sphere. We offer peer-to-peer mentorship, clear-cut paths for career growth, and a tight-knit team culture that makes Nations Roof feel like home. When you work for us in any role, you can feel secure knowing we're invested in your professional development, not just in getting the job done.