



NEPA-PRO

PROPERTY CARE · SINCE 1987

Brand Guidelines

VERSION 1.0 · APRIL 2026

How to use the NEPA-PRO brand correctly across digital, print, social, and partner contexts.

Mission & voice

MISSION

We answer the phone.

NEPA-PRO is the property care team Northeast Pennsylvania families trust to be there — through six recessions, two pandemics, and at least 38 winters. Family-owned. Veteran-led. Local.

VOICE & TONE

How we talk

DIRECT

We don't pad. "Frozen pipes are the #1 reason for emergency calls."

KNOWLEDGEABLE

We know the trade. We use the right words. We respect the reader.

DRYLY FUNNY

Occasionally. "Skip these and you'll be calling someone (probably us)."

TRUSTWORTHY

We don't oversell. We tell people when not to hire us.

LOCAL

NEPA homes, NEPA winters, Route 6, Lackawanna County — we're from here.

The mark



NEPA-PRO

PROPERTY CARE · SINCE 1987

Primary lockup — use this version whenever space allows. The mark and wordmark live together.



Mark only — favicon, app icon

NEPA-PRO

Wordmark — narrow horizontal spaces



Inverse — dark backgrounds

DON'TS

- ✗ Don't change the colors of the mark or wordmark
- ✗ Don't stretch, rotate, or distort the logo
- ✗ Don't place the logo on busy backgrounds without contrast
- ✗ Don't recreate the mark — always use approved files

Color system

 <p>Navy 900</p> <p>#07172E</p>	 <p>Navy 800</p> <p>#0B1F3A</p>	 <p>Navy 700</p> <p>#11305A</p>	 <p>Amber 500</p> <p>#FF7A1A</p>	 <p>Amber 600</p> <p>#E8651A</p>
Primary surface	Brand surface	Secondary surface	Primary action	Pressed states
 <p>Amber 100</p> <p>#FFE9D6</p>	 <p>Ink</p> <p>#0B1F3A</p>	 <p>Ink 3</p> <p>#5C6A82</p>	 <p>BG</p> <p>#F5F6F9</p>	 <p>Hairline</p> <p>#E0E3EB</p>
Warm tint	Body text	Muted text	Page background	Dividers

Type system

PRIMARY TYPEFACE

iOS / SF Pro System Stack

-apple-system, BlinkMacSystemFont, SF Pro Text, SF Pro Display, Helvetica Neue, sans-serif

Display

56pt · Hero headlines only

H1 / Page Title

36pt · Section titles

H2 / Subhead

24pt · Subsection headings

H3 / Card Title

18pt · Card and list headers

Body

14pt · Default reading text

Body Small

11pt · Compact text, captions

Eyebrow

9pt · All-caps, letter-spaced labels



NEPA-PRO

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Things we say. Things we don't.

DO

"We answer the phone."

"Property care, on subscription."

"Your Home's Autopilot."

"Since 1987."

"NEPA winters break things differently."

DON'T

"Synergistic property solutions."

"Industry-leading service."

"Best-in-class."

"Innovative." "Disruptive." "Premium."

Anything that sounds like a press release.

Questions about brand usage?

Email service@nepa-pro.com · Always happy to review.