



Brand Presentation

Initial Brand Identity



*Welcome to the Ogden Heating & Cooling brand presentation.
This presentation is designed to help bring the
Ogden Heating & Cooling brand to life.*



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Ogden Heating & Cooling

- Strategy
- Visual Overview



Our Goal

The goal of Ogden Heating & Cooling's identity is to create a sense of trust and reliability with our community. Every call should be met on time and with excellent customer service.



Why Do We Exist?

Ogden Heating & Cooling exists to keep our neighbours safe, comfortable, and confident in their home systems. Our goal is honest advice, quality work, and dependable comfort.

How Do We Lead?

We lead by showing up on time, doing the job right, and treating every home with care. Ongoing training helps us maintain high standards of safety and quality.

Who Do We Serve?

We serve local homeowners and small businesses who want a reliable HVAC partner. If you are in our community and value clear, respectful service, you are who we serve.

What Sets Us Apart?

We put trust and service first. We listen, explain your options clearly, and recommend only what you truly need for long-term comfort.

What Do We Stand For?

We stand for trust, integrity, and transparency. That means clear pricing, honest recommendations, and always standing behind our work.

Where Are We Headed?

We are working toward becoming the most trusted local HVAC company. As we grow, we will stay rooted in honesty, reliability, and excellent customer care.

Visual Overview

These visuals will showcase how the Ogden Heating & Cooling brand will come to life in the real world. You will see our logo in use, color palette, typography, and sample applications across print and digital touchpoints. Together, they create a clear, consistent look that feels local, trustworthy, and professional.

You will see how our brand can adapt to different contexts, from service vehicles and uniforms to business cards and signage. Each example is designed to keep Ogden Heating & Cooling instantly recognizable while staying clean, simple, and easy to read.





The Wordmark & Icon

- Wordmark Breakdown
- Visual Breakdown
- Wordmark Variations
- Logo Breakdown
- Visual Breakdown
- Logomark in action



Our Wordmark

Our wordmark is the primary expression of the Ogden Heating & Cooling brand. The bold “OGDEN” conveys strength and reliability, while “HEATING & COOLING” in a classic serif style adds a sense of craftsmanship and care. Together, the combination reflects a local company that is both trustworthy and professional.

OGDEN
HEATING & COOLING



Key Feature 1

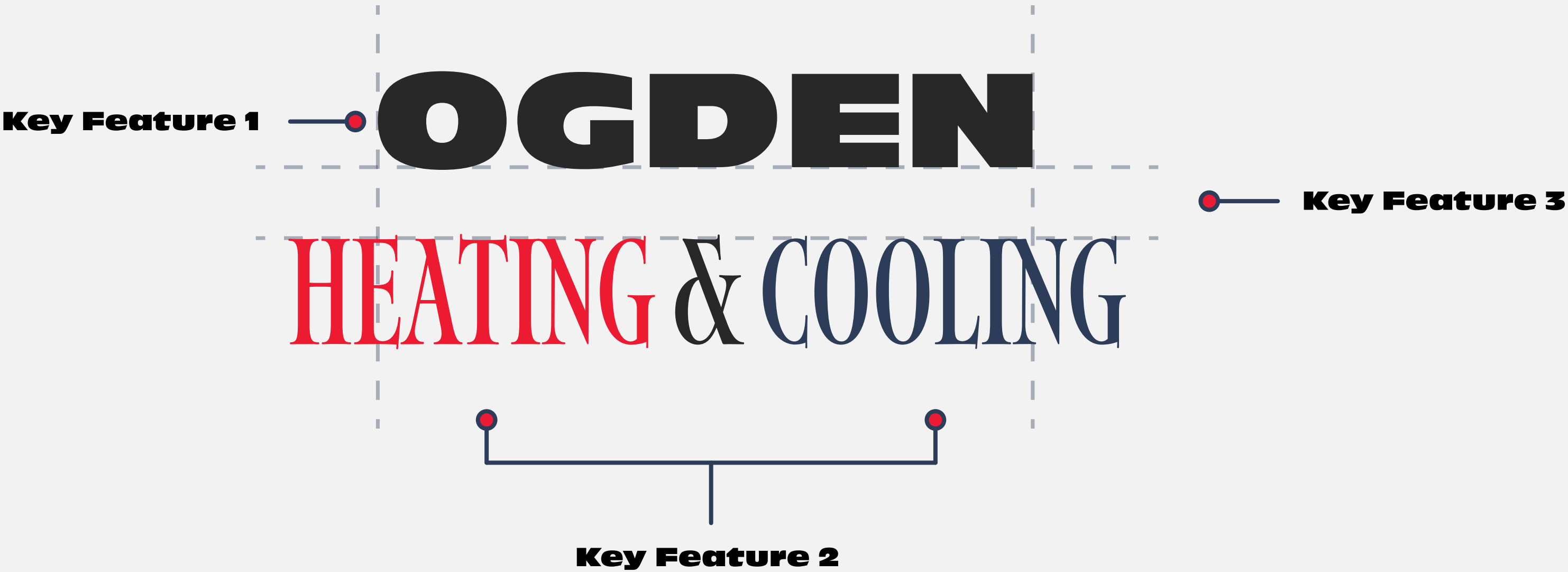
“OGDEN” is capitalized to convey a strong and confident presence. It is emboldened to further emphasize.

Key Feature 2

“HEATING” and “COOLING” are in their respective colours, showing a clear and consistant tone.

Key Feature 3

Each element is centered to convey organization and professionalism.





*Wordmark
Variations*

Our wordmark has two main variations: a horizontal lockup and a stacked version. Both use the same typography and proportions so the Ogden Heating & Cooling name always feels consistent and recognizable.

Use the horizontal version for a well-tailored fit on wherever there is enough width, such as vehicles, signage, and website headers. The stacked version is reserved for tighter spaces, like social media posts or small print areas, where a more compact mark is needed.



1x



1/2x





Our Logo

Our logo combines our wordmark with a friendly, hard-working technician to represent the people behind Ogden Heating & Cooling. The illustration, paired with our bold typography and signature red and navy palette, reflects reliability, craftsmanship, and approachable service. This full logo is the most complete expression of our brand and should be used whenever there is enough space and detail can be clearly seen.





Key Feature 1

This badge logo is designed to fit comfortably on uniforms and other merchandise. It is recognizable and clean, while looking approachable and professional.

Key Feature 2

The phone number is added for a clear form of communication, no matter the location.

Key Feature 3

The character created can be used in several different colourways, making it easily adaptable in any scenario.



Logo Variations

This slide presents the approved logo variations used within the Ogden Heating & Cooling brand. Each version is designed for clarity and flexibility, ensuring the logo remains strong and recognizable in any setting. The main mark features the full illustration and wordmark, ideal for primary communication and customer facing materials. Simplified versions focus on the character illustration for smaller placements where detail needs to stay clear.

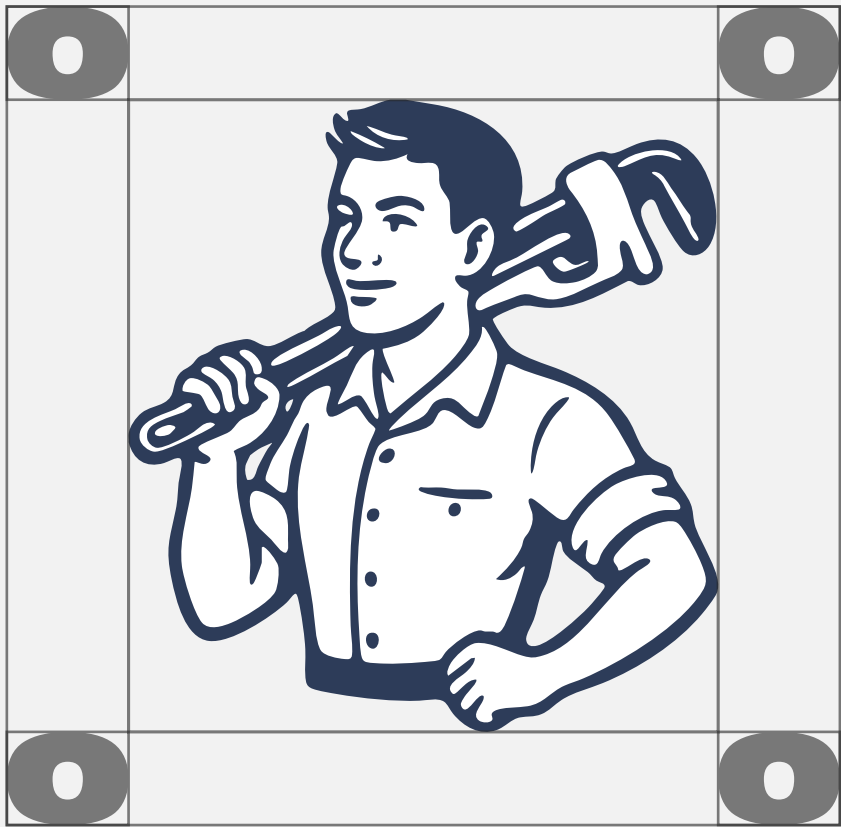
The layout also highlights spacing guidelines that protect the logo’s visibility and keep every application clean and consistent. Together, these variations create a reliable system that supports the brand across all aspects.



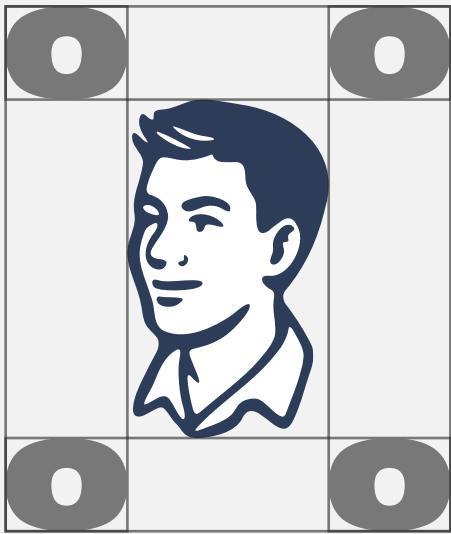
1x



1/2x



1/2x





Colour Selections

- Colour pairings
- Pantone
- Colour Packaging
- Colour in Use

Colour Swatch

This slide presents the full Ogden Heating & Cooling colour palette in a clean, structured layout. Each colour block includes digital and print values, making the system easy to use and consistent across all brand touchpoints. The palette blends bold and dependable tones that reflect the company’s focus on trust and professional service. Cooling Navy communicates stability and confidence. Heating Red brings a sense of warmth and friendliness. Charcoal and Light Grey offer balance and clarity. Black and White provide contrast and ensure the brand remains easy to read in any application.

Cooling Navy

Hex: #2d3c59
RGB: 45, 60, 89
CMYK: 88.14, 75.87, 41.09, 31.85

Heating Red

Hex: #ed1b33
RGB: 237, 27, 51
CMYK: 0.38, 99.48, 85.51, 0.05

Charcoal

Hex: #282828
RGB: 40, 40, 40
CMYK: 70.82, 64.77, 63.76, 67.73

Black

Hex: #000000
RGB: 0, 0, 0
CMYK: 74.94, 67.92, 67.05, 90.15

Light Grey

White

Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0

Hex: #f2f2f2
RGB: 242, 242, 242
CMYK: 3.71, 2.46, 2.46, 0



Pantone

This slide highlights the primary brand colour, Insignia Blue. The spacious layout and deep blue background create a calm and reassuring atmosphere, reinforcing the company’s commitment to dependable service and customer comfort. By anchoring the brand with a strong Pantone standard, this page communicates precision and consistency across all print and digital materials, helping build long term recognition and trust.



19-4028 TCX
Insignia Blue



Colour Packaging



Packing in Action

This slide shows the Ogden Heating & Cooling brand applied in a real world context. The letterhead mockup highlights how the logo, type, and layout work together to create a clear and trustworthy presentation. The design feels organized and dependable, reinforcing the company's focus on professionalism and customer care. Seeing the brand in use helps demonstrate how the identity carries through everyday materials with consistency.





Typography choices

- Primary Type
- Secondary Type
- Type in Use



Primary Type

This slide introduces the main typeface used throughout the Ogden Heating and Cooling brand. Antique Olive Nord is presented as a strong and confident choice that reflects reliability and professionalism. Its bold forms improve readability in both digital and print settings, creating a consistent voice across all communication. The layout demonstrates how the typeface performs in headlines, subheads, and supporting text, ensuring a dependable foundation for the brand.

Antique Olive Nord D by Adobe Fonts

AaBbCc

**The quick, brown fox
jumped over the lazy dog.**

Antique Olive Nord D Regular

**abcdefghijklmnopno
pqrstuvwxyzABC
DEFGHIJKLMNOP
QRSTUVWXYZ1234
567890!@#\$%^&*()?**

Antique Olive Nord D Regular Italic

***abcdefghijklmnopno
pqrstuvwxyzABC
DEFGHIJKLMNOP
QRSTUVWXYZ1234
567890!@#\$%^&*()?***



Secondary Type

This slide showcases the secondary font, Cortado, which adds a handwritten touch that feels friendly and personal. It supports the brand by bringing a sense of warmth to customer focused messaging, while still keeping communication clear. The examples highlight how Cortado pairs with the primary font to create a balanced system that feels both trustworthy and approachable.

Cortado by Adobe Fonts

AaBbCc

*The quick, brown fox
jumped over the lazy dog.*

Cortado Regular

abcdefghijklmnopqrstuv

wxyzABCDEFGHIJKL

MNOPQRSTUVWXYZ12

34567890!@#\$%^&()?*



Other Types

This slide presents additional supporting typefaces that appear in select applications. Map Roman and Abril Text add flexibility for situations that require a specific tone, such as labels, forms, or more traditional layouts. These fonts complement the main system without distracting from brand consistency. By offering a small, well structured set of options, the brand remains clear, dependable, and easy to implement across all materials.

MAP ROMAN BY ADOBE FONTS

AABBCC

MAP ROMAN COMPRESSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ1234567890!@#\$%
^&*()?

Abril Text by Adobe Fonts

AaBbCc

Abril Text Regular

abcdefghijklmnopq
rstuvwxyzABCDEF
GHIJKLMNOPQRS
TUVWXYZ1234567
890!@#\$%^&*()?



Brand In **Action**

- Identity in Use Examples



ELLIOT OGDEN
Founder & CEO

T: (613) 485-3233
M: elliotogden@ogdenhc.com
W: ogdenheatingcooling.com



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Founder & CEO

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W: ogdenheatingcooling.com









OGDEN
HEATING
&
COOLING
(613) 485-3233





Thank You

INFO: benogdencreative@gmail.com
www.benogdencreative.com
613-859-0592