



**FRESNO
MOLD
BUSTERS**

BRAND GUIDE

**& SOCIAL MEDIA
GUIDELINES**

Prepared by J-Walk Media | September 2024

INTRO

FMB Brand Guide

Welcome to the Fresno Mold Busters Brand Guide, a comprehensive resource for maintaining consistency in our messaging and visual identity following our re-brand from Fresno Pure Maintenance. This guide provides essential tools including logo usage, color codes, and social media guidelines to ensure cohesive branding across all platforms, from digital to print.

Re-brand Overview

Fresno Mold Busters offers fast, non-invasive mold remediation, evolving from Fresno Pure Maintenance with a bold, fun new identity inspired by the iconic Ghostbusters. Our re-brand highlights innovation, community health, and customer satisfaction, setting the standard for mold removal in the Central Valley.

By following these guidelines, you'll help ensure our brand remains strong and consistent across all channels.



BRAND GUIDELINES

FMB Brand Guide

- **Primary Logo:** This is the main logo to be used across all brand materials. It should be featured prominently on websites, social media, and print materials.
- **Secondary Logo:** The secondary logo may be used in situations where the primary logo doesn't fit due to size or space limitations. This includes smaller merchandise or digital icons.
- **Symbol:** The symbol can be used independently of the logo for social media avatars, watermarks, or other branding needs that require a minimal design.
- **Secondary Symbol:** This simplified version of the symbol is suitable for subtle branding elements such as internal documents, presentation slides, or backgrounds.

PRIMARY LOGO

FRESNO
MOLD
BUSTERS

SECONDARY LOGO

FRESNO MOLD BUSTERS

SYMBOL



SECONDARY SYMBOL



BRAND GUIDELINES

Logo Dos and Don'ts

- **Do:** Ensure there's sufficient clear space around the logo to maintain its impact and legibility. Use the logo on contrasting backgrounds to make it stand out.
- **Don't:** Stretch, distort, or change the colors of the logo. Avoid placing the logo on backgrounds that compromise its visibility or clarity.

PROPER USAGE



IMPROPER USAGE

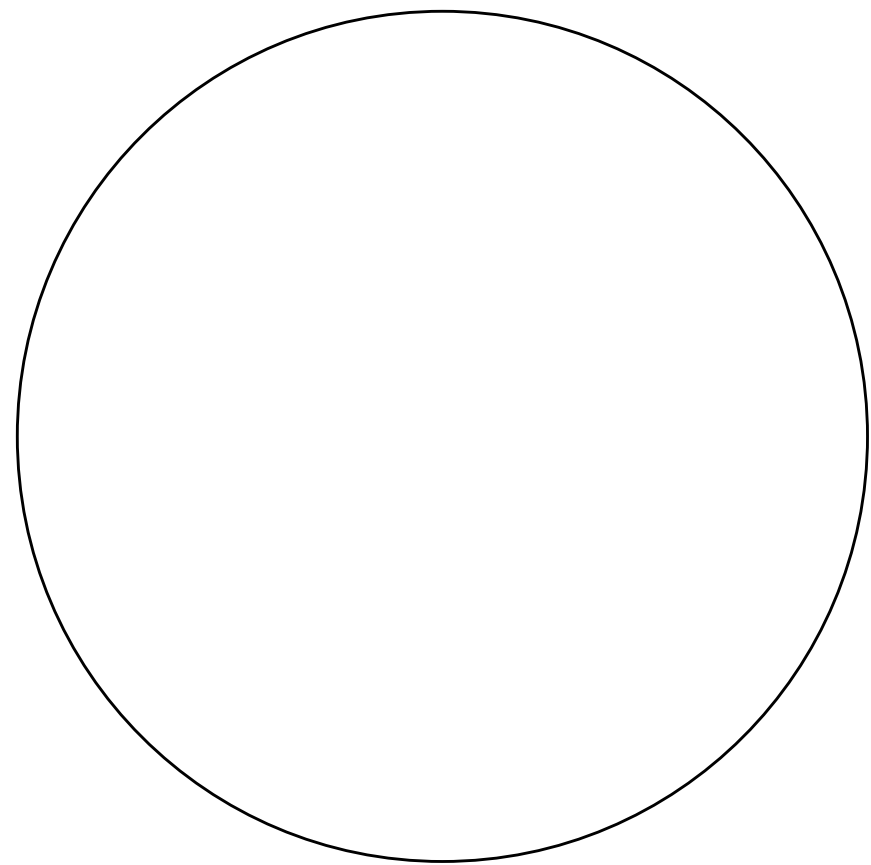
FRESNO
MOLD
BUSTERS

BRAND GUIDELINES

Color Codes

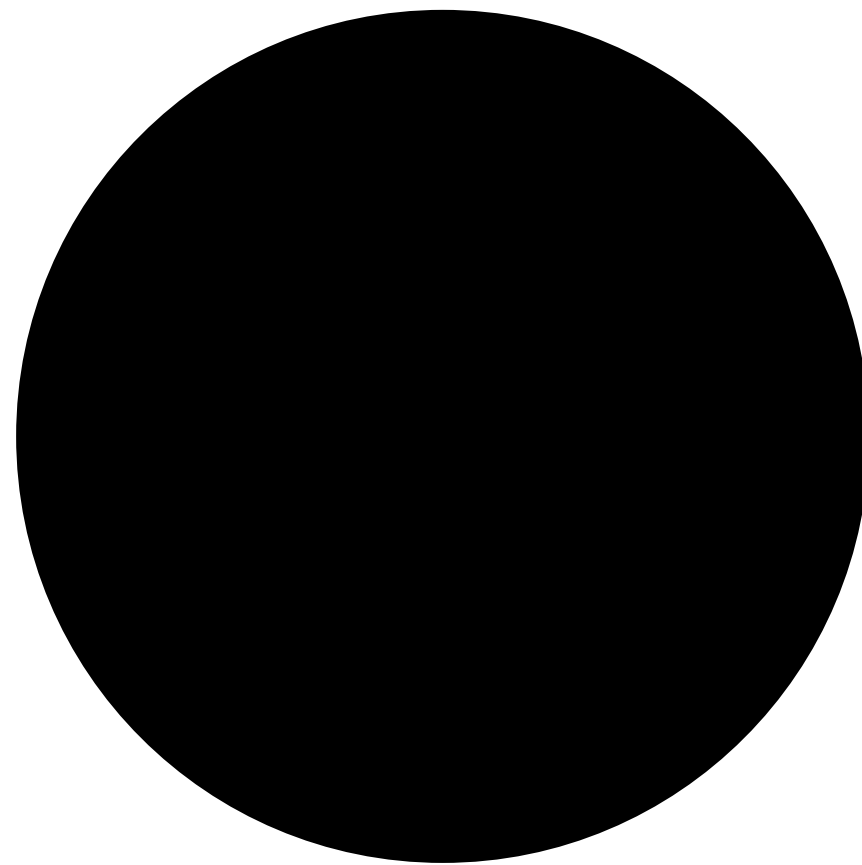
- To maintain brand consistency, use the following colors for both digital and print media:

WHITE



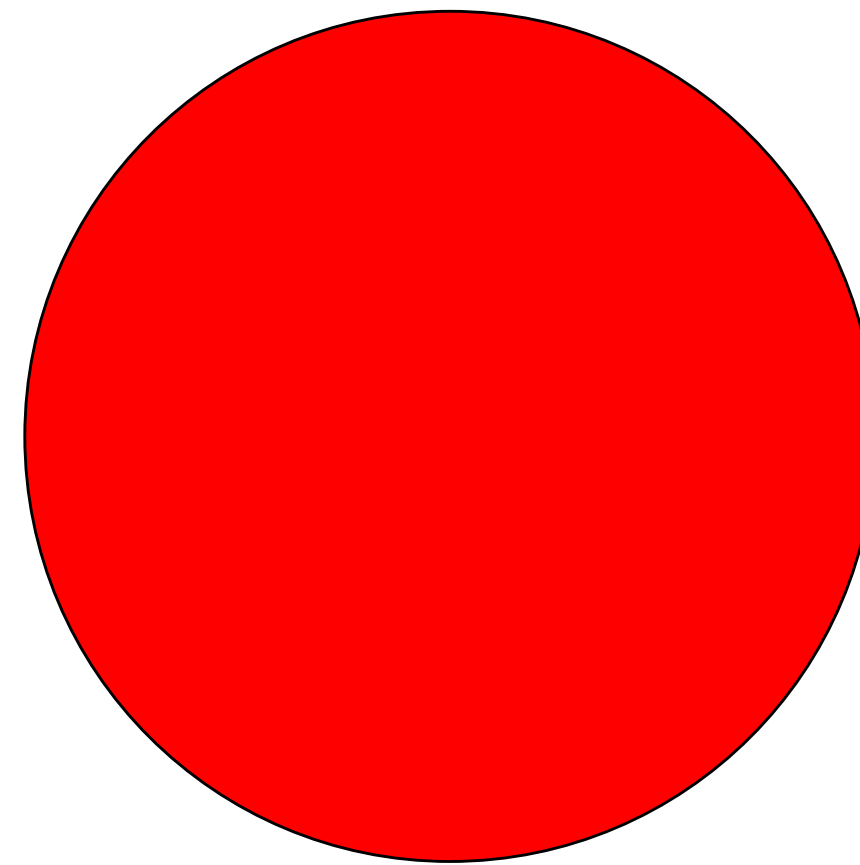
Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)

BLACK



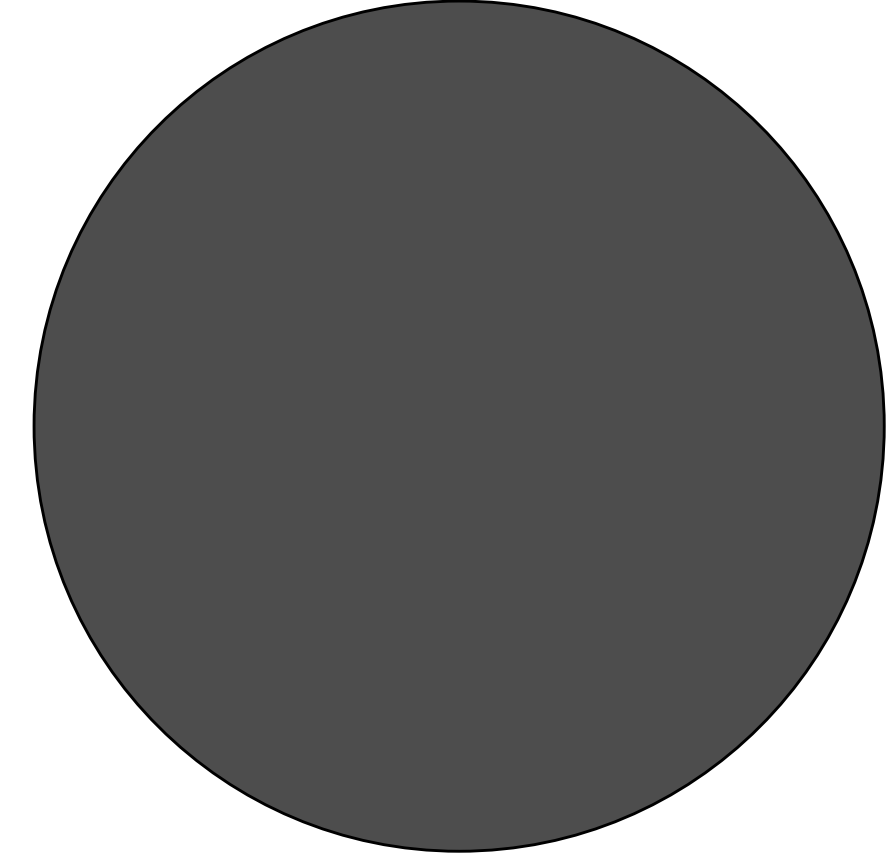
Hex: #000000
RGB: (0, 0, 0)
CMYK: (0, 0, 0, 100)

RED



Hex: #FF0000
RGB: (255, 0, 0)
CMYK: (0, 100, 100, 0)

CHARCOAL




Hex: #4D4D4D
RGB: (77, 77, 77)
CMYK: (0, 0, 0, 70)

BRAND GUIDELINES

Fonts

- To maintain brand consistency, use the following Fonts for both digital and print media:

DECORATIVE FONT

GHST BUSTERS

COPY FONT

MONTSERRAT REGULAR

MONTSERRAT MEDIUM

MONTSERRAT BOLD

MONTSERRAT BLACK

BRAND GUIDELINES

Logo Use Cases

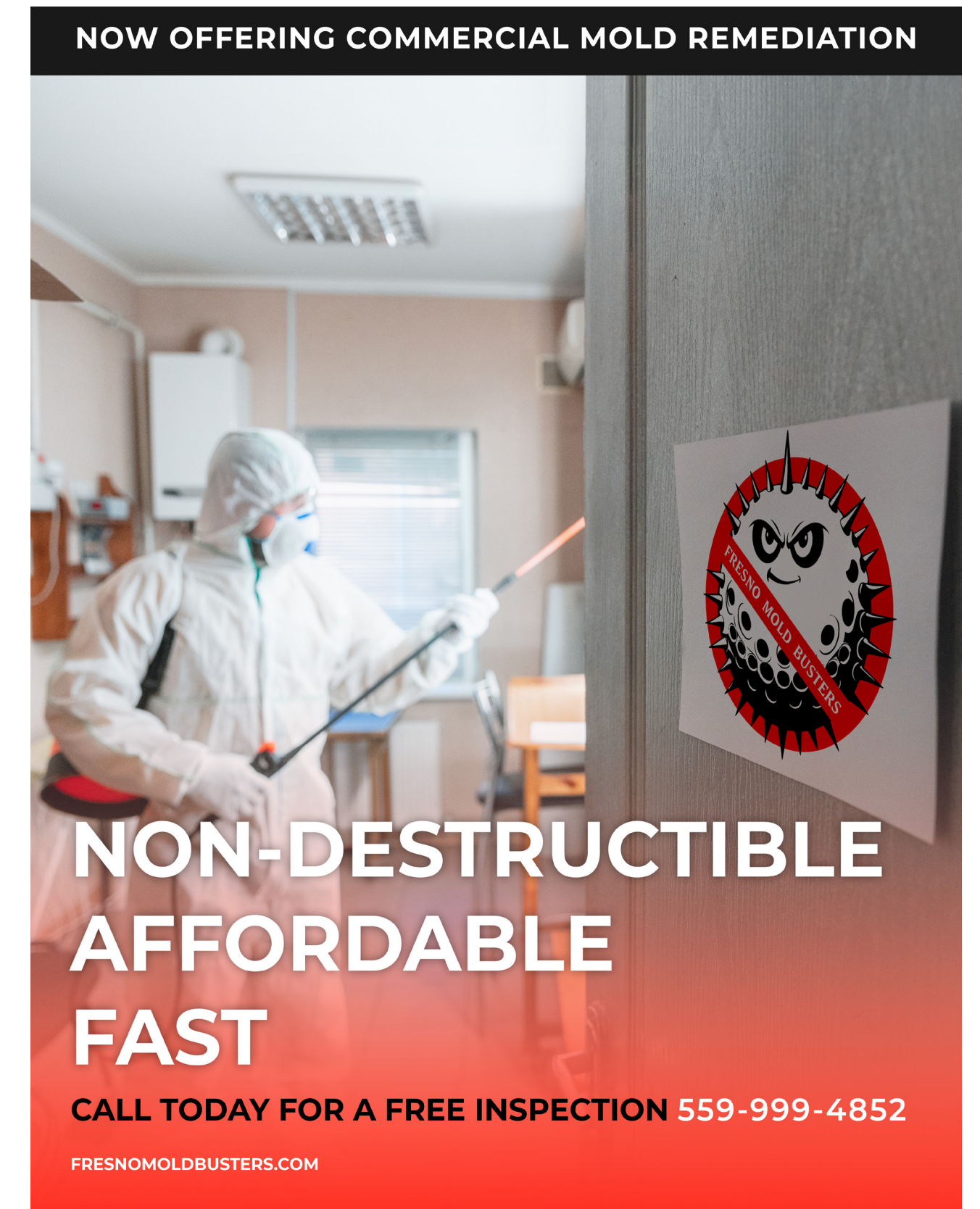


SOCIAL MEDIA GUIDELINES

- Use the primary logo for profile pictures and cover images where possible.
- Ensure all posts, stories, and digital content reflect the brand's primary colors and maintain visual consistency.
- Incorporate the symbol for watermarks or on smaller visual assets like profile icons, stickers, or buttons.
- Use engaging captions that align with the brand's voice, maintaining a professional and approachable tone.



PROFILE LAYOUT



FLYER

CONCLUSION

Thank you for contributing to the success of Fresno Mold Busters. By using this brand guide, you're helping us deliver a unified message and maintain the integrity of our rebrand. Together, we'll continue to provide exceptional service and build lasting trust with our community.

