



PROLIFIC

BRAND DESIGN

Service Business Brand Design

Turn Your Brand Into a Growth System That Attracts Better Clients,
Builds Team Buy-In, and Dominates Your Market.

Brands Built From the Inside Out

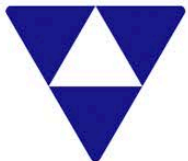
We don't start with graphics. We start with the soul of your business—your identity, belief, and purpose—and build a brand from the inside out that makes you instantly memorable and impossible to ignore.



Incohesive Brand Model

Incohesive Brand Model In Use

Customer Recall Of Incohesive Brand



Cohesive Fractal Brand Model



Cohesive Fractal Brand Model In Use



Customer Recall Of Cohesive Fractal Brand

The Fractal Brand™ System

Built to Clarify, Scale, and Activate Your Brand from the Inside Out.

The most successful brands are cohesive. Every part feels connected. That's what the Fractal Brand System does—aligns your logo, language, layout, and leadership to say one unforgettable thing at every touchpoint.



AFTER ▶



Brand Clarity That Moves the Needle

When Josh from JMK Plumbing originally reached out to us his company was having trouble standing out in the market. After better clarifying and defining the brand, we helped JMK step into a new and exciting brand SPARTAN PLUMBING that **fit their identity and built them a brand foundation to grow from.**

Months after their rebrand Josh reported to us that sales have doubled and their average ticket has gone up over 50%.



Increase Awareness

Increase your brand awareness & visibility in the market. Stop getting missed in a noisy world.



Increase Value

Increase customer & employee perceived value, trust & affinity for your company brand.



Increase Morale

Increase team morale and inspire with clear brand fundamentals & a brand they love to represent.



Increase Efficiency

Increase communication efficiency and the ease in deploying clear & cohesive communication



Increase Revenue

Increased awareness, value, and efficiency gives you increased revenue & profitability





You Can't Market What You Can't Explain

Once you have clarity around your brand foundation, the next step is making sure the market understands it too.

We give you the tools to communicate clearly and consistently across every touchpoint—through design, language, and behavior—so your brand doesn't just look good, it makes sense.

Because if people can't explain you, tell your story, they won't remember you. And if they don't remember you, they can't choose you.

Cohesive, Authentic Branding That Identifies With Your Market

It's not sustainable to try to be what the market wants you to be. You have to be bold, unique, and ahead of the market. We design your brand with the aim to be authentic to you AND identify with your target market. When paired with clear and cohesive communication your brand will stand out as unique and the preferred choice for your target market now and into the future.



PROOF



Illustration Logo Design

Illustrated logos, characters, and mascots can be a great way to stand out and evoke emotion. Neither style logo is better than another in general, however one style likely is best for communicating your unique brand.



Brand Strategy for Service Pros Who Are Done Competing

The service industry is loud, competitive, and full of copycats.

To stand out, you need a brand that doesn't just look better—but feels more aligned, trustworthy, and referable.

We've worked with thousands of contractors and trades—so we know what makes a service brand unforgettable, and how to execute it.



Iconic & Wordmarks

Iconic and wordmark logos can create a high-impact and memorable professional image. Simplicity is the strength of these logo styles. We can help determine which style of logo is best for your brand.

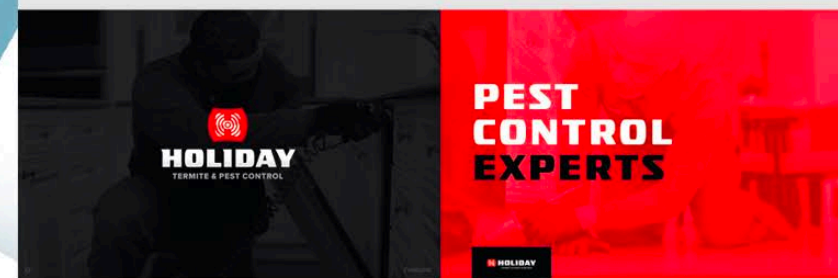




The ProScape™ Mock-Up

The ProScape™ Mock-Up turns your brand into a real-world, ready-to-deploy ecosystem. It shows your team (and the market) exactly how your logo, color, and messaging system work together across every touchpoint—from trucks to tees to social media.

This isn't just design—it's clarity and confidence before you launch. *Included in PROLIFIC package*





Brand Identity Design Packages

The Only Strategy-First Brand Design Firm in Home Services

All packages include an in-depth half day brand clarity strategy call to identify your company’s core belief, key brand opportunities, and more.

Strategy + Logo – get your foundation right

Add wrap & visuals to build recognition

Full brand system, launch-ready

STARTER

BRAND STRATEGY + LOGO

- Brand Clarity Strategy Call**
Market + Competitor Analysis
- 3 Original Logo Designs + Brand Concepts**
Full Brand Design + Library Of Elements:
 - Logo Suite: Primary Logo + Variations
 - Font System Typography Suggestions
 - Color Palette + Guide
 - Custom Branded Pattern / Background
- Brand Guidelines Document**

\$14,990

Perfect for businesses getting brand clarity

PREMIUM

BRAND STRATEGY + LOGO + WRAP DESIGN

EVERYTHING FROM STARTER PACKAGE +

- Vehicle Wrap Design:**
 - Print Ready File Prep
 - Unlimited Reproduction License
 - Support For Your Wrap Company
 - 1 Additional Vehicle Adaptation Included
 - Vehicle Mock-Up for Your Marketing

MOST POPULAR OPTION

\$21,990

Our most popular visual brand package

PROLIFIC

BRAND STRATEGY + LOGO + WRAP DESIGN + VISUAL LAUNCH SYSTEM

EVERYTHING FROM PREMIUM PACKAGE +

- Stationery Design:**
 - Business Card Design
 - Letterhead Design
- Visual Launch System**
 - Brand ProScope™ Mock-up
 - Social Media Launch Pack

\$24,990

A full-scale launch-ready brand system

“For the first time I felt like we had a **real brand** that represented us well — not just a logo.” - Anderson Lock & Safe

Fractal Brand™ Strategy Packages

Clarify your identity. Align your team. Build a brand that drives real growth.

"I could clearly articulate what made us different—and once we had that clarity, it completely changed how we showed up in our marketing, our messaging, and even how we trained our team." — Mayster Heating & Air

Discover the core of your brand

Implement it across your culture & team

Build a dominant, values-led brand operation

CLARIFY

FRACTAL BRAND™ IDENTITY SESSION

- ✓ Half-Day Deep Dive Call
- ✓ Core Belief + Brand Personality + Story Narratives
- ✓ Internal Brand Summary PDF
- ✓ 30-Day Activation Checklist
- ✓ Optional Brand Audit Scoring Sheet

\$4,990

ALIGN

QUARTERLY BRAND IMPLEMENTATION & ACCOUNTABILITY PROGRAM

- ✓ Includes Everything in Clarify Package
- ✓ 4x Quarterly Audits (team & brand scoring system)
- ✓ 4x Quarterly 2-Hour Strategy Calls
- ✓ Custom Implementation Plan Each Quarter
- ✓ New Brand Action/Touchpoint Brainstorming

STRATEGY MEETS SUPPORT

\$19,990

ACTIVATE

IMMERSIVE BRAND ACTIVATION

- ✓ Includes Everything in Align Package
- ✓ Onsite Ride-Alongs with Your Team
- ✓ 2-Day Team Alignment & Leadership Workshop
- ✓ Brand Culture & Hiring Language Guide
- ✓ Executive Strategy Recap Video
- ✓ Full Fractal System Report + Brand Story Library

\$39,990

Already have a brand design? Great! These packages help you maintain momentum and ensure your brand actually gets implemented.

Not sure where to start? Book a free 15-minute strategy consult and get clarity fast: ProlificBrandDesign.com/Call







**CLIMATE
EXPERTS**
HEATING & AIR





RGB# ED1C29
C0 M100 Y95 K0



RGB# 27292D
C74 M67 Y60 K65



RGB# A1A4A7
C39 M30 Y29 K0



RGB# FFFF
C0 M0 Y0 K0

THE SIMPLEST WAY
TO BUY FLOORING

IN THE COMFORT OF YOUR HOME

There is no better way to choose your flooring
then seeing and feeling it in your own home.

SCHEDULE A DESIGN CONSULTATION ►



THE SIMPLEST WAY
TO BUY FLOORING

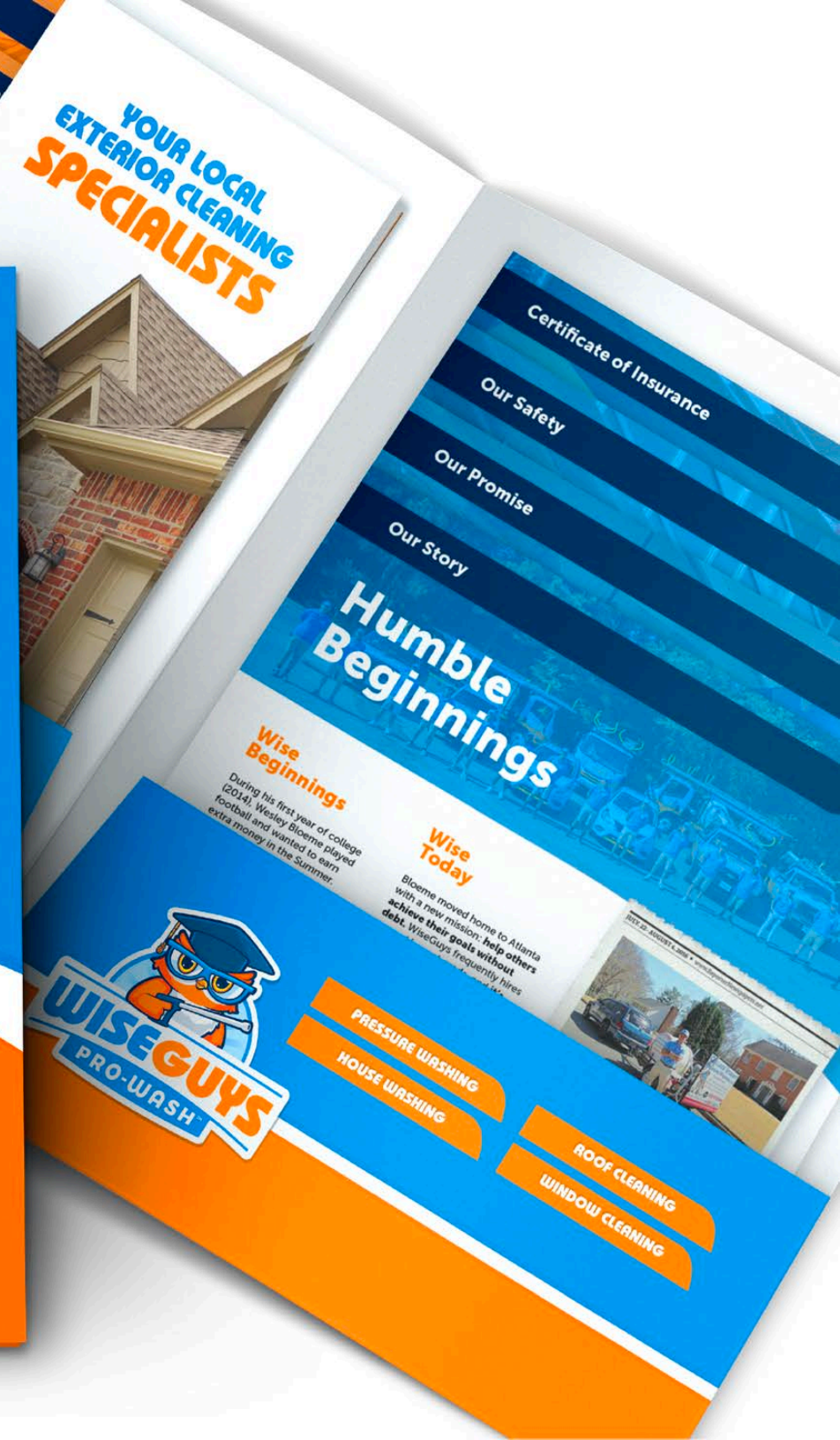
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PROLIFIC





**THE WISE
CHOICE
IN GARAGE
FLOOR COATINGS**

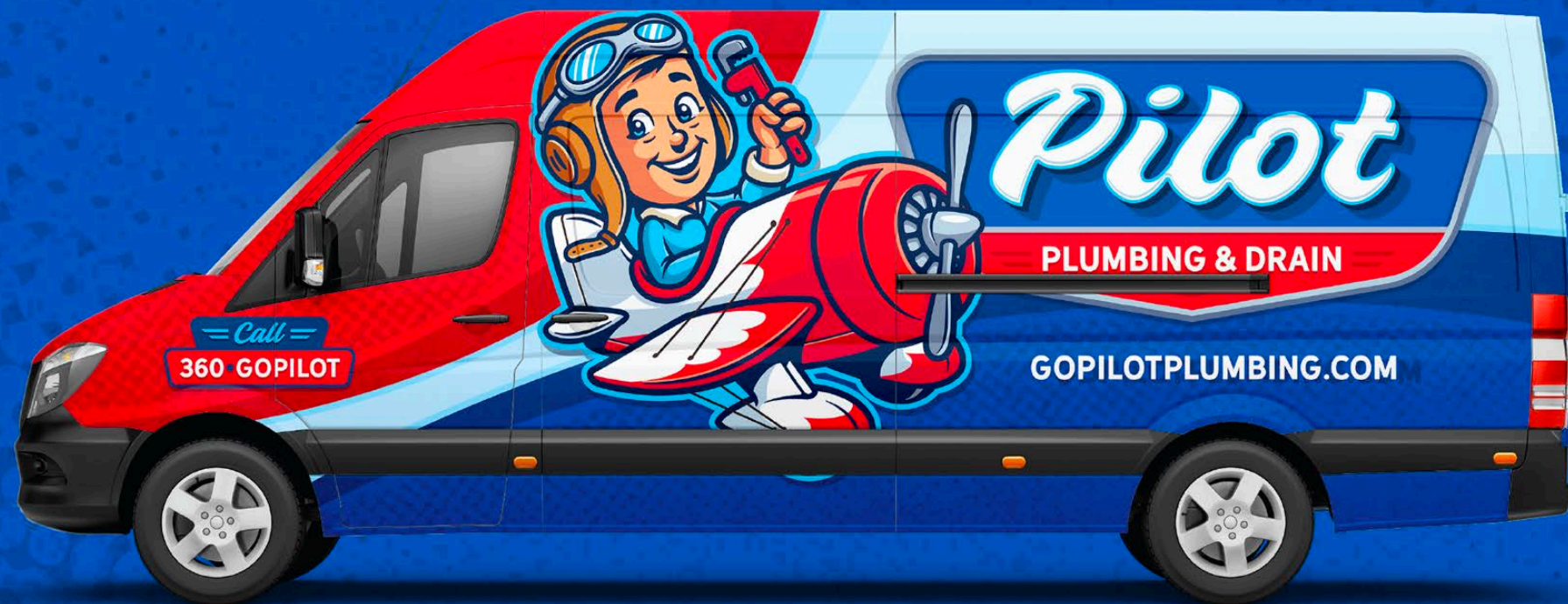




**ASPEN
MOUNTAIN**
PLUMBING

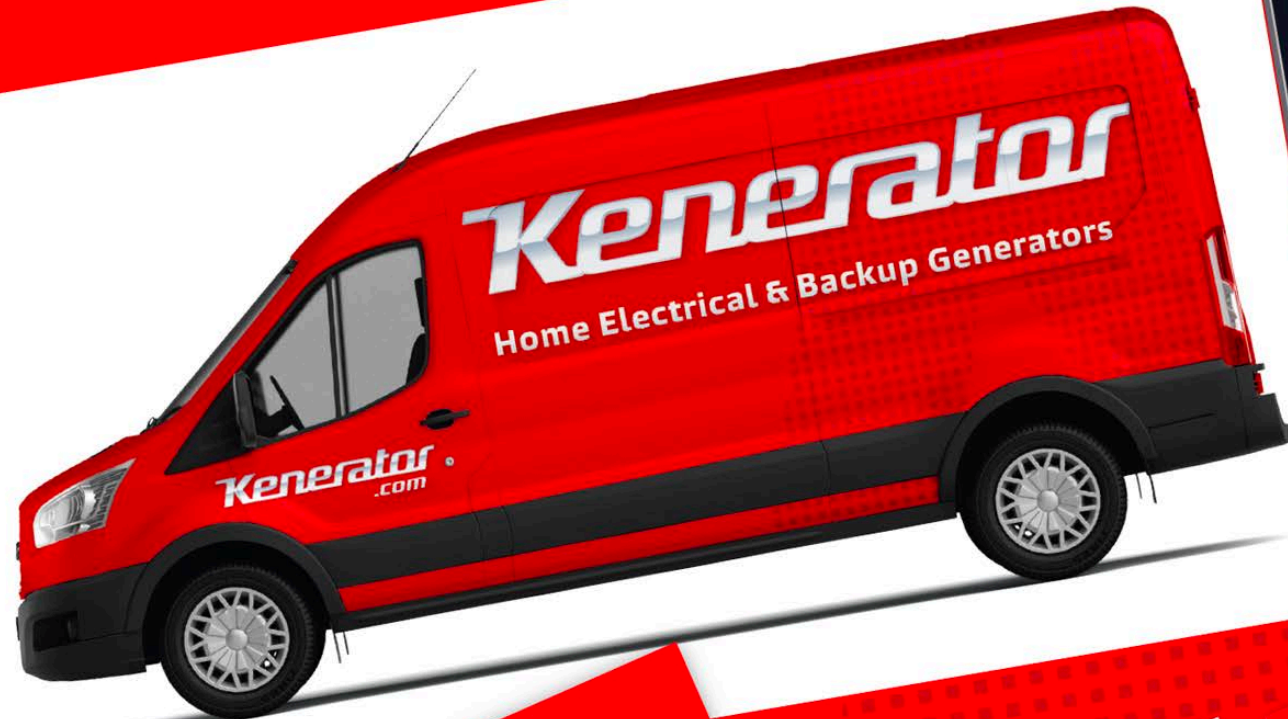








Kenerator



Kenerator

Kenerator

Ken Goodrich
OWNER

Kenerator.com

Kenerator

Home Electrical & Backup Generators





BELUGA
HEATING • AIR • ELECTRICAL



Billy Dean
OWNER

347.472.1086
billy@belugahvac.com

BelugaHVAC.com




Buzzline
ROOFING





Tusker
ROOFING

Proscape™
MOCK-UP

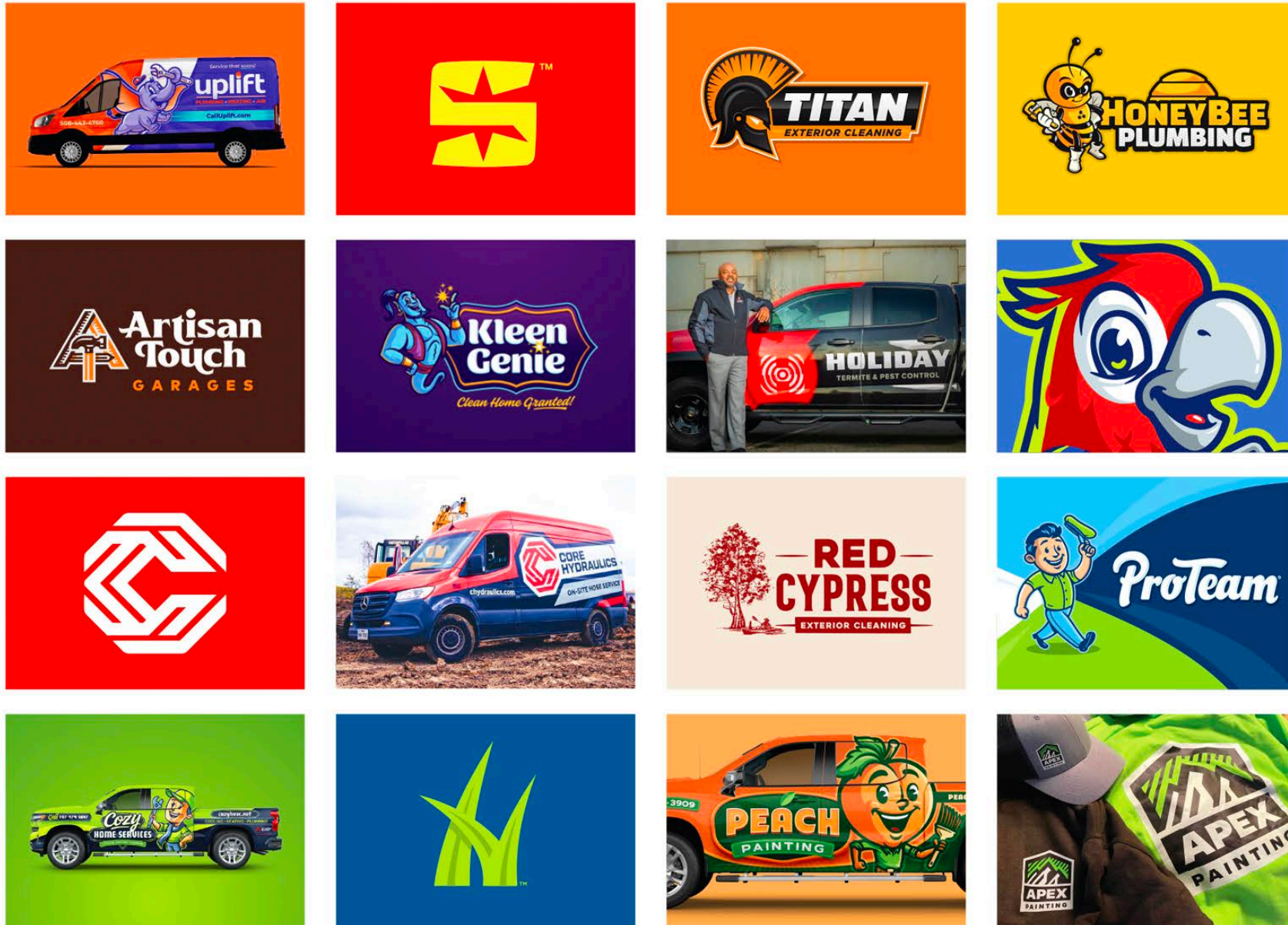
**YOUR PROLIFIC
BRAND LANDSCAPE**

Logos / Typefaces / Colors / Patterns
Images / Backgrounds / Mock-Ups





Will You Have The Next Prolific Brand?



Get The Free Fractal Brand Identity™ E-book

- Create a unique brand that stands out
- Become known for something in your market
- Resonate with the best clients and team

Download free at:
ProlificBrandDesign.com

Text or Email "Quote" to:
630.923.5388
sales@prolificbranddesign.com

Fractal Brand

Fractal Brand Identity™ System
BRAND FUNDAMENTALS WORKSHEET

Systematically Build Your Brand From The Inside Out

PROLIFIC
BRAND DESIGN

PROLIFIC

IT'S TIME TO MAKE YOUR BRAND **PROLIFIC**

LET'S CHAT!

CALL OR EMAIL TO SET UP A TIME THAT'S BEST FOR YOU

OFFICE 630.923.5388

EMAIL SALES@PROLIFICBRANDDSIGN.COM



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