THE BUG MAN BRAND GUIDE

ONE-PAGE BRAND STANDARDS · V1.0

LOGO

Stacked logo on Cream or Night. Icon mark for avatars, hats & truck doors. Clear space equals one goggle lens on every side. Don't stretch the goggles, recolor the hazard ring or let an ant anywhere near the wordmark. They will try.

COLOR PALETTE

Night #14140F	Olive #3E4A1E	Moss #6B7A2A	Hazard #FFCC00
Cream #F7F3E3	Khaki #D8CFA8	Signal Red #E23D28	

TYPOGRAPHY

HEADLINES · ARCHIVO BLACK

HE LOOKS.
THEY LEAVE.

SUBHEADS & BUTTONS · ARCHIVO EXTRABOLD

He bugs the bugs so they don't bug you.

ACCENTS · PERMANENT MARKER

LEASE'S UP, BUDDY.

BODY · ARCHIVO

Ants, roaches, spiders, termites, mice, bed bugs and wasps, handled with family-safe treatments, upfront prices and a very long stare.

THE CREW



DOUG

The Bug Man. Owner, inspector, professional starer. Big heart, bigger goggles.



THE GOGGLES

Senior Inspector. 20/20 bug vision. Hasn't blinked since 2009.

VOICE: CONFIDENT, NEVER CREEPY

Lead with a bold main hook, then a smaller pun or idiom. Bugs are the villains and the punchline, always. Customers are the heroes. We never shame a messy kitchen, and we never show anything gross.

BIG BUGGY EYES. BIGGER CONFIDENCE.
Main tagline

HE BUGS THE BUGS SO THEY DON'T BUG YOU.
Promise line

I SEE YOU.
Doug, to every roach, ever

LEASE'S UP, BUDDY.
Doug's signature line

SLEEP TIGHT.
Sign-off on every invoice

Do: one pun per headline, cast the bugs as cartoon villains, keep it family-friendly.

Don't: gross-out photos, scare tactics, fake reviews, or jokes at a customer's expense.

Mission
A bug-free home for every family in town, with honest prices and treatments that are safe for kids and pets.