

FRASER HEATING & COOLING

DESIGN PROTOTYPE

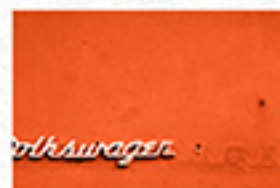


LOGOTYPE CONCEPT

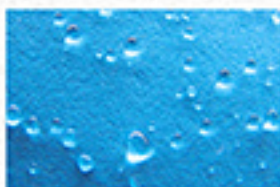
The design of the logo centered around achieving two fundamental goals. To convey at first glance a recognizable symbol for the company and to offer a visual distinction that sets Fraser Heating & Cooling apart from the rest of the competition. The hand lettered script for the upper portion was created to convey a more personable and approachable feel to the logo. The unique shape to the letterforms draws the eye in and brings to focus the contrasting colors of the much bolder "Heating" and "Cooling" that rests below. There is a harmony created between the much larger "Fraser" and the vibrance of the color in "Heating" and "Cooling" that creates a memorable icon for the Fraser Heating & Cooling brand.

Fraser
HEATING + COOLING

PANTONE 166C

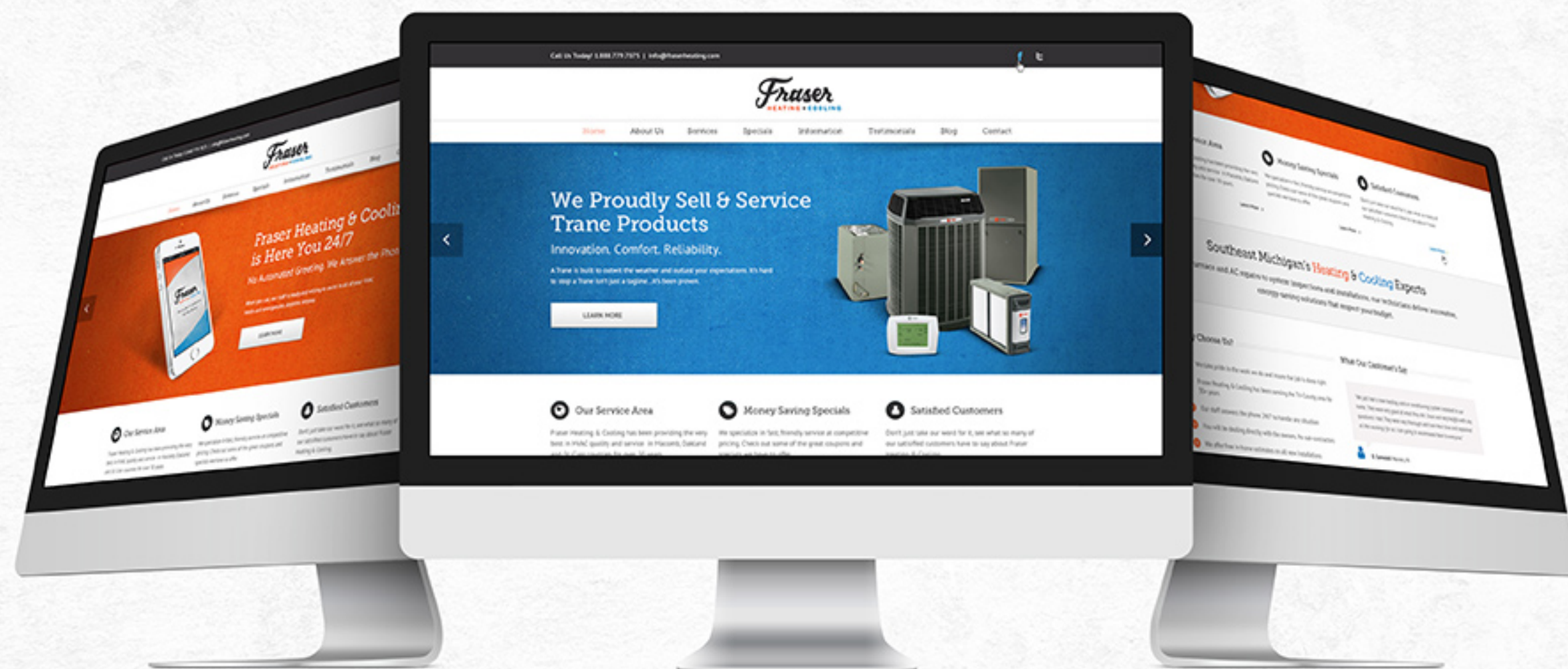


PANTONE 7460C

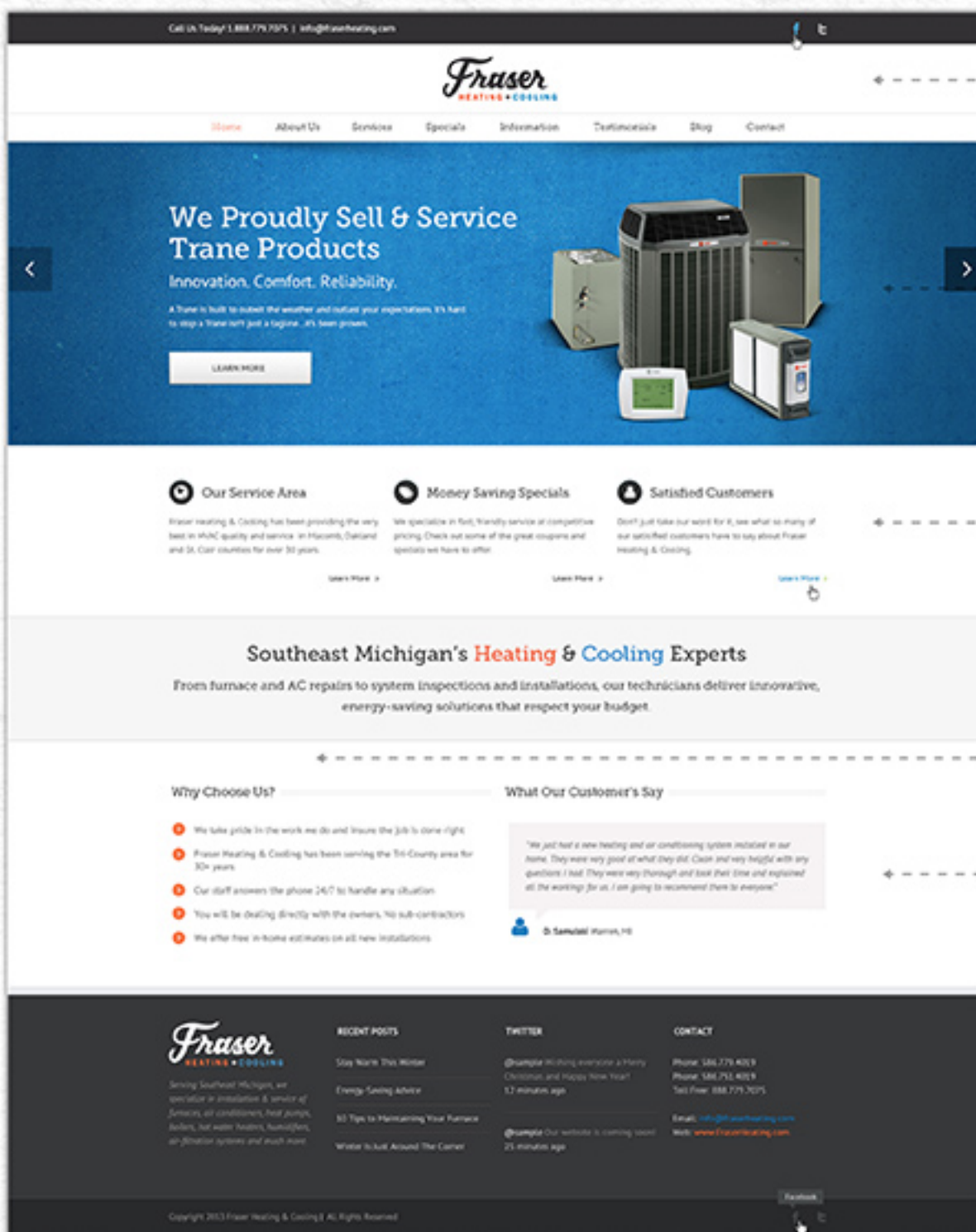


Fraser
HEATING + COOLING





www.FraserHeating.com



ELEMENTS OF THE WEBSITE

HEADER/NAVIGATION

Logo, Navigation, Phone Number, Email, Facebook, Twitter

FOCAL POINT/CALL TO ACTION

Animated Attention Grabber Reinforcing Fraser Heating & Cooling's standards of service & commitment to the customer
Will play along with the Trane Products Animation

THREE COLUMN LINKS

Service Area, Coupons/Specials, Testimonials

WHY FRASER HEATING & COOLING?

Brief explanation why Fraser Heating & Cooling is the right choice for the potential customer

TESTIMONIALS

Display of an actual testimonial from a real customer

FOOTER

Contains a brief description about the company, a blog feed, twitter feed, and contact information as well as more social media links

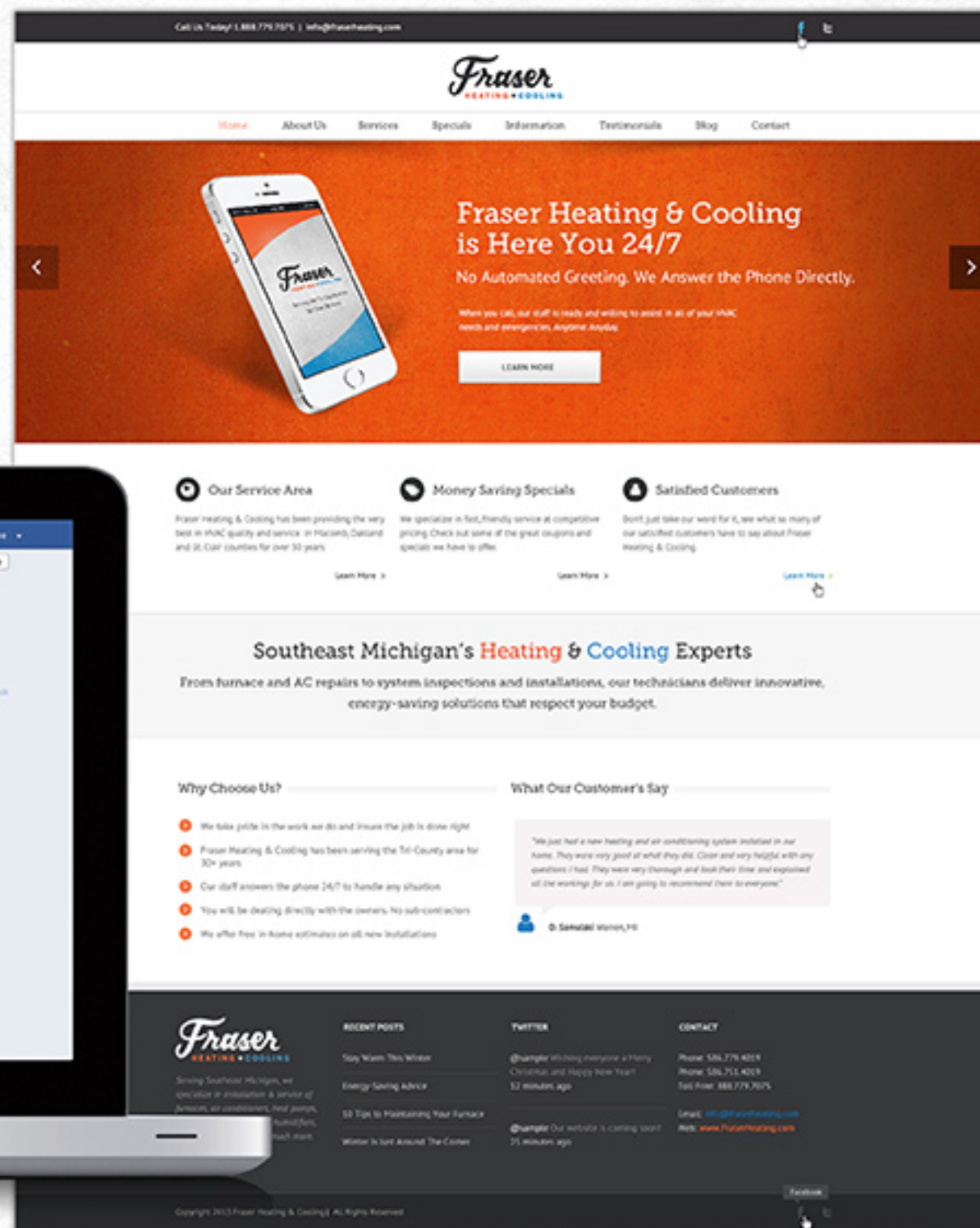
ELEMENTS OF THE WEBSITE

FOCAL POINT/CALL TO ACTION

Animated Attention Grabber Reinforcing Fraser Heating & Cooling's standards of service & commitment to the customer

Will play along with the Trane Products Animation

Brand New Facebook Page



Fraser

HEATING + COOLING

WWW.FRASERHEATING.COM

