



## OUR VISION

• **professional** • **friendly** • **high quality** • **honest** •

### Mission Statement:

To serve our community as a team, provide first-time solutions, and continue the tradition of taking pride in our work.

### Business Essential/Imperative:

To deliver incomparable quality, value, and service.

### Tagline:

Trusted service since 1929.

### Goals:

Market leadership in Orange County  
Fiscal growth (increase revenue by 30%)  
Relationship nourishment  
Call center development  
Service excellence

### Strategy:

Identify opportunities and leverage strengths  
Invest in customer relationship and local marketing  
Continuous education for technicians and team  
Symbiotic cross-functional operations

## VALUES

• integrity • safety • teamwork • knowledge •

### Internal mission:

Hard work, passion, and excellence built us up. Working smarter moves us forward. None of us are above rolling up our sleeves to get things done. Pride in our work shows in the smallest details. We build relationships. We care about the people we collaborate with and it shows in our actions. We keep our promises. Protecting each other through best practices integrated into everything we do.

## AUDIENCE

**85% commercial | 15% residential**

### Commercial Industries:

Industrial Manufacturing  
Government Organizations, Departments, & Buildings  
Automotive  
Food & Beverage  
Real Estate Management  
Medical & Laboratories  
Academic Institutions

### Residential:

Customers who have highly technical or specialty equipment  
Customers that value trust over cost

### Competitive Advantage:

Highly skilled, continually educated union tradesmen  
Speedy response times & considerate customer service  
Tailored solutions for each unique problem  
Transparent pricing (rather than flat rate)  
Family-owned, small business

## BRAND



### Colors:

ORANGE

Pantone 1505 C

c0m50y100k0

BLUE

Pantone 281 C

C100m50y30k60

### Fonts:

Montserrat (sans)

Source Sans Pro (sans)

Abhaya Libre Extra Bold (serif)

