



BRAND GUIDE

U-FIX-IT APPLIANCE PARTS

We have it, or we'll get it!

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SECTION 01

LOGO

The live site uses one raster lockup: the red U-FIX-IT wordmark with the navy “Appliance Parts” swoosh. It reads on white. On dark rooms, use the white knockout or place the full-color mark on a white plate.



Full color on Paper (primary)



White knockout on Ink



White knockout on Navy

Full color PNG

img/logo.png · 228×114

[DOWNLOAD PNG](#)**White knockout PNG**

img/logo-white.png · 228×114

[DOWNLOAD PNG](#)**Favicon**

img/favicon-192.png · 192×192

[DOWNLOAD PNG](#)

Minimum display width 112px. Clear space: the height of the “U” on all sides. The live logo is only 228px wide: ask U-FIX-IT for a vector (SVG/AI) master before print or large use.

SECTION 02

COLOR PALETTE



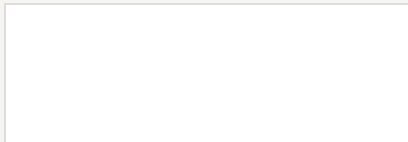
Navy #1C1D76
--navy · chrome,
headings, prices



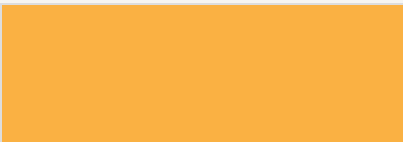
Red #F50A0A
--red · buy buttons,
accents



Ink #000000
--ink · body text



Paper #FFFFFF
--paper · page



Amber #FAB143
live accent, sparingly



Muted #5E5E5E
secondary text

SECTION 03**TYPOGRAPHY****DISPLAY · OSWALD 600 UPPERCASE****WE HAVE IT, OR WE’LL GET IT!****HEADING · OSWALD 500****APPLIANCE PARTS STORE TEXAS****BODY · SOURCE SERIF 4 400**

At U-FIX-IT Appliance Parts, we give away what we know and offer free diagnosis assistance and tech tips in person or over the phone.

STORE UI · SYSTEM SANS

Prices, part numbers, cart and checkout use the system sans for fast, legible commerce text.

SECTION 04

BUTTONS

ADD TO CART**SHOP ALL PARTS****HOW TO CHOOSE**

```
.btn-buy { background:#F50A0A; color:#fff; font:600 1.05rem Oswald; text-transf  
.btn-navy { background:#1C1D76; color:#fff; }  
.btn-ghost{ border:2px solid #1C1D76; color:#1C1D76; background:transparent; }
```

On screen, buttons use Button Red #D90000 (Red darkened for AA contrast on white text). Red is reserved for the action that makes a sale: Add to cart, Checkout, Shop now. One red button per view.

SECTION 05**VOICE & TONE**

Neighborly, expert, straight. U-FIX-IT talks like the person at the parts counter who helps you save money: plain words, real part numbers, no hype.

- Lead with help: “Not sure it’s the right part? Call us, diagnosis is free.”
- Use the house line: “We have it, or we’ll get it!”
- Say what is true: same-day shipping by 3 pm CST on in-stock parts; 1-year replacement warranty unless stated on the receipt.
- Never invent discounts, ratings or countdowns.

SECTION 06**USAGE RULES****DO**

- Full-color logo on white or a white plate
- White knockout on Navy or Ink
- Navy for structure, red for the buy action
- Oswald for headings, real product photos on white

DON'T

- Put the full-color logo straight on navy or red
- Stretch, recolor or upscale the 228px raster
- Paint large areas red
- Use invented reviews, prices or claims