

Brand Guides for 2FL Windows and Siding

Built to Last. Installed with Care.

The visual standard for 2FL. Providing expert window installation, siding replacement, and roofing services to homeowners in Kent, Auburn, and Spokane, WA.

2FL Logo Variations

Core identity lockups preserved in their original 8-square grid geometry.



HORIZONTAL LOCKUP



FULL COLOR (ORIGINAL)



MONOCHROME BLACK



REVERSE WHITE

Color Foundations

The 2FL core legacy colors integrated into the digital system.





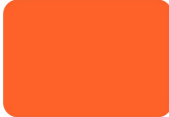
BISCAY BLUE
#153361



COBALT BLUE
#0044A9



CHRISTI GREEN
#62A516



BOLD ORANGE
#FF6229

Typography Scale

Prioritizing Poppins for high-contrast digital readability.



PRIMARY FONT

Poppins

The designated primary font for 2FL. Chosen for its geometric purity and exceptional performance in brand materials.

LIGHT REGULAR **BOLD**

BLACK

BRAND STANDARD

Poppins is the standard for all professional brand presence and print applications within the 2FL ecosystem.

HEADER 01 (DISPLAY)

Built to Last.

HEADER 02 (HEADLINE)

Quality Home Transformations

BODY COPY (LARGE)

2FL focuses on quality workmanship and dependable service. From energy-efficient vinyl windows to durable roofing systems, we deliver results that improve curb appeal, energy efficiency, and long-term protection for your home.

Expert Exterior Remodeling

With years of experience in home improvement, our team ensures every installation meets the highest standards of precision and reliability.





Brand Values

Our core values of quality, dependability, and transparency drive every project from the first estimate to the final walkthrough.



Get a quote from NLD if you want something like this.

WORK WITH US