



# ROOST

HOME SERVICES



primary logo



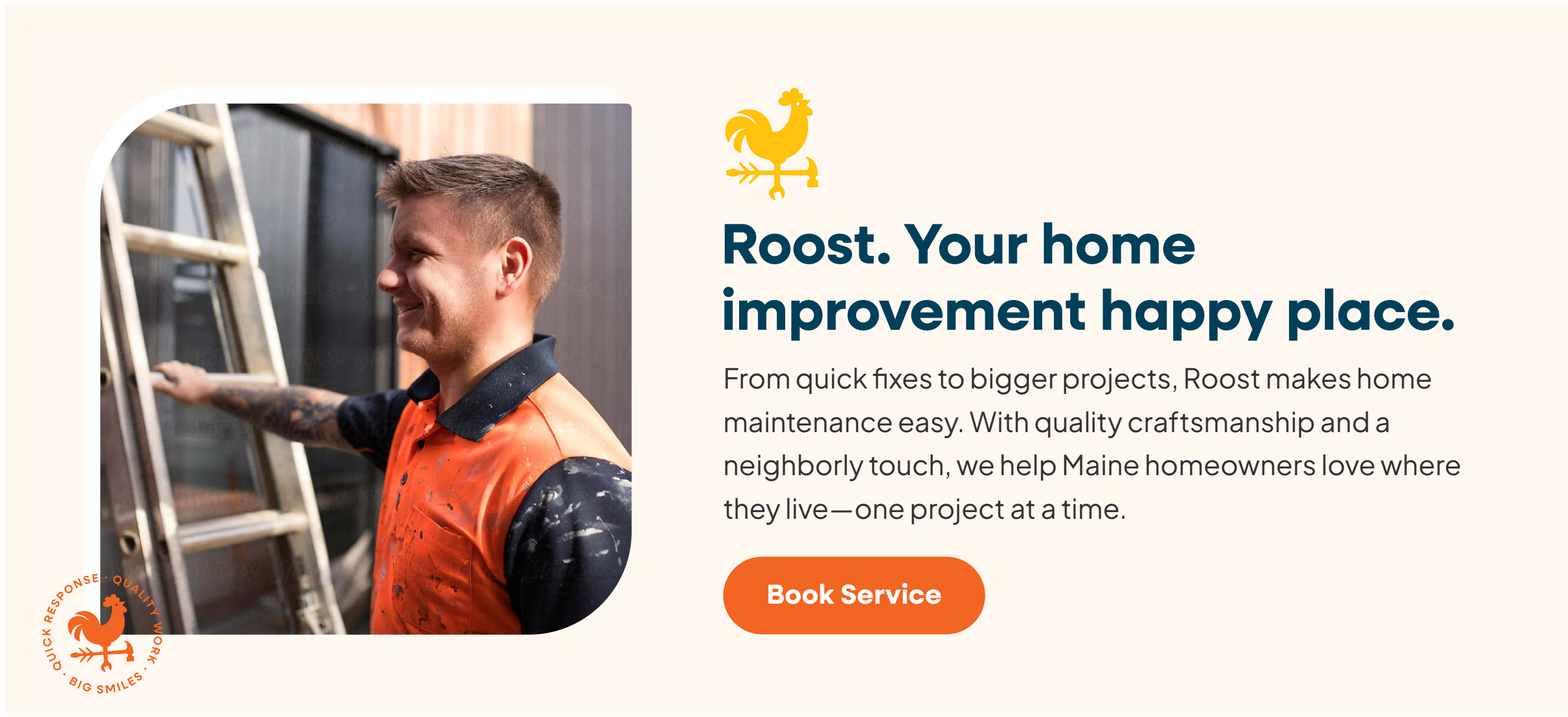
alternate logos



business card design



website text + image block



iconography





social story ads



Roost Home Services  
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A **new way** to tackle  
your to-do list.




Lloyd Marshall, Contractor  
North Yarmouth, ME



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Small project?  
Big smiles. Always.




Ben and Jackson, Contractors  
Falmouth, ME



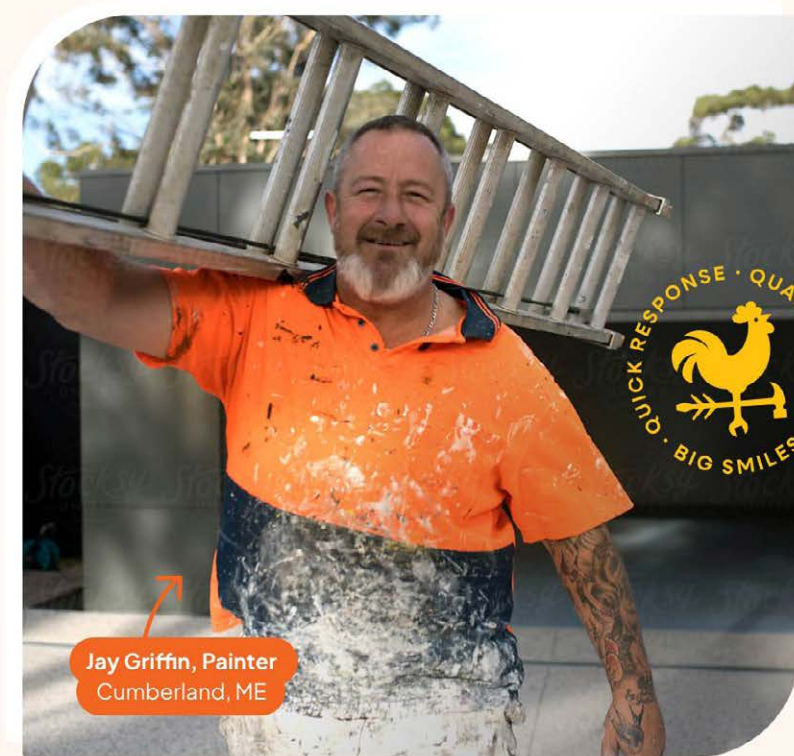
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Your **finished project**  
is just a call away.



Jay Griffin, Painter  
Cumberland, ME



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hat patch



yard sign





color and logo variations



## 2025 Broderson Award Submission for Freelance Logo and Marks

# Roost Home Services Brand Identity

**designed by Devon Naylor**

Roost set out to bring clarity, quality, and peace of mind to the often chaotic world of home repair—especially for busy, high-end homeowners in Southern Maine. With a curated network of skilled tradespeople and a single point of contact, Roost makes it easy to manage everything from window rot to deck repairs with clear estimates, responsive communication, and real progress updates.

The identity needed to feel professional yet warm—trustworthy without being dry. The resulting brand system strikes that balance through a confident color palette, friendly type, and a distinctive mark that combines a rooster and tools—symbolizing both dependability and craft. From logomark to messaging, every detail was designed to help Roost stand out in a crowded category and signal a new, more enjoyable way to get things done around the house.