

OUR 2018 CORPORATE LOGO

The Meaning of our 2018 Grease Guard LLC Logo

Our 2018 introduction of the NEW Grease Guard LLC corporate logo was more than a decision to bring something new to our company. Our logo redefines our organization to reflect the people, beliefs, and passions we hold to be vital to our business.



- A** This series of progressively larger blue rectangles represents our customers and employees, the people who make our products and services worth our time and energy. It represents the growth of our customers and employees as well as the company's efforts we invest to ensure our growth path is beneficial for the employee, the customer, and the company. This part of the image can be seen as the face a corporate building, representing that we put this respect of people at the front of our company core beliefs and values. It can also be seen as the face of our products and services, growing with our customers and employees over time.
- B** This series of progressively larger black rectangles represents our product and services and their growth over time. Since the invention of the Grease Guard™ Rooftop Defense System™, our product and service lines have continued to grow to this very day. This image can be seen to depict multiple layers of products and services expanding over time to form the depth and structure of a corporate building.
- C** The two crescent semi circles (blue and black) represent our understanding that businesses and people alike are built from top down and bottom up relationships. These relationships must be cultivated and support the people, products and services, and the customers. By embracing these key aspects, we are able to elevate our company with the passion and concern needed to truly make a difference for every person we interact with.
- D** The placement of the characters in GREASE GUARD were carefully chosen. By putting "Grease" above "Guard" we are acknowledging the intelligence, hard work, & endurance it takes to keep our customers protected. We also show our company name stacked to represent an almost militant dedication to keeping our products and services working as designed for our customers in all parts of the United States of America.
- E** The two colors of the logo each represent something different. The blue signifies the creativity and intelligence building our future. It symbolizes trust, wisdom, strength, and loyalty. The black signifies our professionalism and our desire to lead. It symbolizes power, elegance, discipline, and sophistication.