

1. Large Banner – 4' x 6'

Target Audience: Commercial Customers

The large banner should focus primarily on our **commercial pest control services**, with a strong emphasis on **bed bug control and risk management**.

Primary Commercial Markets

We work with:

- Hotels and lodging facilities
- Assisted living and retirement communities
- Senior living facilities
- Banks
- Commercial offices
- Storage facilities
- Other commercial and multi-unit properties

Commercial Services

We provide comprehensive pest management solutions, including:

- **Bed Bug Control & Risk Management**
- **General Commercial Pest Control**
- **Rodent Control**
- **Fly Management & Maintenance**
- Ongoing preventative pest management

Key Message

We want to communicate that we are a **trusted pest management partner for businesses**, particularly when it comes to **bed bug prevention, control, and risk management**.

The banner should convey professionalism, reliability, experience, and our ability to effectively manage pest issues in commercial environments while minimizing disruption and protecting the customer's reputation.

A supporting message such as:

“Locally Owned & Operated | Serving Our Community Since 2017”

could be incorporated into the design.

2. Smaller Banners – Residential Services

We would like **3–4 smaller banners** that, when displayed together, create a cohesive picture of our residential pest control services.

These banners should have a consistent design and branding so they look like a coordinated set, while each banner can highlight a specific service or group of services.

Residential Services to Highlight

General Pest Control

- Comprehensive pest control for common household insects
- Prevention and treatment for a variety of indoor and outdoor pests

Gopher & Vole Control

- Gopher treatment and control
- Vole treatment and control
- Protection of residential properties from nuisance and damaging pests

Mouse Control

- Mouse removal and control
- Prevention and exclusion solutions
- Protection of homes from recurring rodent problems

Overall Residential Message

The residential banners should give homeowners a quick, clear understanding that we provide **complete pest control solutions for the home**, from common insects to rodents and nuisance pests.

We also want homeowners to recognize that they are choosing an **established local family business that has been serving the community since 2017**.

The overall look should be **friendly, professional, trustworthy, and approachable**, with strong visuals and minimal text. Each banner should be visually appealing on its own while also looking cohesive when placed side-by-side.

Overall Design Direction

For the entire banner set, we would like:

- Consistent company branding, colors, and fonts
- Strong, easy-to-read headlines
- Minimal text with clear messaging
- Professional photography or high-quality pest-related imagery
- Prominent company name and contact information
- A design that is easy to understand quickly, even from a distance
- A professional appearance that builds trust and communicates expertise
- A consistent “**Locally Owned & Operated – Serving Our Community Since 2017**” message across the banner set

Overall Goal

The **large 4' x 6' banner** should attract commercial customers and emphasize our expertise in **bed bug control, risk management, and commercial pest management**.

The **3–4 smaller residential banners** should work together to showcase the range of pest control services we offer homeowners, including **general pest control, gopher and vole control, and mouse control**.

Across the entire set, we want customers to understand that they are dealing with an **experienced, professional, locally owned and operated family business that has been serving the community since 2017**.