

GOANNA TV MOUNTING

TV mounting and installation | by Souza Hub

Brand Identity			
Official name	Goanna TV Mounting	Promise	Stable, neat, vertical wall-mount installations.
Mascot	Goanna	Rationale	Vertical climbing strength, heavy-load stability, and powerful claw grip scaling the walls.

Visual Language	
Pattern	Stud grids, wall plates, anchor points, brackets, and measured installation guides.
Service cue	Show stability, wall grip, neat installation, cable concealment, and load confidence.

Mascot Assets	
	
Approved mascot	Favicon / icon candidate

Color Palette				
Primary		Terracotta	#C65A2E	Main identity: expressive word, key CTAs, dividers, mascot color, and recognition accents.
Dark		Slate	#3F4A4A	Primary text, outlines, navigation, footer text, diagrams, and high-contrast single-color use.
Light		Wall neutral	#F2EFE8	Quiet backgrounds, covers, email sections, and cards where contrast remains strong.
Accent		Copper	#A44A2A	Sparing emphasis: badges, alerts, icons, highlights, pattern details, and callouts.
Neutral		Plaster	#FAF8F3	Support surfaces, secondary panels, table backgrounds, separators, and low-emphasis UI.

Typography			
Expressive	Rokkitt Bold	Weight 700	Brand personality word in the split wordmark and selective brand-led headlines.
Practical	Red Hat Display Bold	Weight 700	Service/category word, clear labels, CTA text, and practical headings.
Body	Source Sans 3	Regular / Semibold	Paragraphs, proposals, emails, web UI, and longer guidance copy.
Technical	IBM Plex Mono	Regular / Semibold	Asset labels, file names, specs, status tags, and technical annotations.

Usage Guidance	
Website	Lead with neat mounted TV outcomes, wall types, bracket options, and installation confidence.
Documents	Use terracotta for installation steps, wall diagrams, and checklist headings.

Flyers / social	Show before/after mounting clarity and practical booking details.
Email	Keep email practical: wall type, TV size, bracket, cable needs, and appointment details.
Favicon / icon	Use the compact goanna mark crop only if legs and silhouette remain readable.

Restrictions	
Rule	Do not use old generated logo mockups or active placeholder logo files.
Rule	Do not use Inter or Inter Tight for production wordmarks.
Rule	Do not use cartoon mascots, mascot jokes, gradients, scenery, shadows, or O'Reilly-like cover layouts.
Rule	Do not use goanna compact assets with missing or merged legs.
Rule	Do not overdecorate around the wall-mounting message.
Rule	Depict the goanna in a flat, vertical climbing posture.
Rule	Show strong claws gripping the climbing surface.
Rule	Keep body lines clean, sturdy, and well-proportioned.