



KPIC MAINTENANCE
SERVICES
INC.
| AN FWS COMPANY

KPIC BRAND STRATEGY 2025

Clarifying Identity. Elevating Position. Aligning with Reality.

1 OVERVIEW

This brand strategy defines KPIC's updated identity in alignment with its operational maturity and role within the FWS Group. Previously positioned as a reliable, supportive maintenance contractor, KPIC was informally aligned with the Caregiver and Sage archetypes. Messaging centered around safety, mentorship, and trust.

However, as the company continues to take on increasingly complex shutdowns, retrofits, and high-pressure industrial work, this framing no longer matches how KPIC actually performs or how clients experience the service. This strategy formally repositions KPIC as a Hero, Ruler, and Sage brand, reflecting its capacity to act decisively, lead with structure, and advise with experience.

This direction brings cohesion across all client-facing touchpoints including proposals, marketing, social content, site visuals, and internal documentation. It also strengthens KPIC's position within the broader FWS brand architecture.



2

BRAND ARCHETYPE: HERO / RULER / SAGE

HERO

The Hero archetype represents KPIC's role in mission-critical field execution. Teams are called in when operations are at risk, timelines are tight, and performance matters. KPIC consistently delivers under pressure with precision, speed, and resolve.

KEY TRAITS:

Action

Resilience

Focus

Execution

Courage



2

BRAND ARCHETYPE: HERO / RULER / SAGE

RULER

The Ruler archetype captures KPIC's disciplined approach to planning, safety, and compliance. The company operates with clear processes, repeatable systems, and high expectations. Much of this structure originates from its connection to FWS and its emphasis on quality control and integrated execution.

KEY TRAITS:

Leadership

Structure

Control

Governance

Accountability



2

BRAND ARCHETYPE: HERO / RULER / SAGE

SAGE

The Sage archetype reflects KPIC's ability to guide decision-making, reduce uncertainty, and contribute technical insight. KPIC is often consulted before scopes are finalized and remains a steady, informed partner throughout execution.

KEY TRAITS:

Insight

Experience

Clarity

Strategy

Guidance



2

BRAND ARCHETYPE: HERO / RULER / SAGE

COMBINED POSITIONING

KPIC is a performance-driven field partner backed by structured systems and strategic knowledge. The company acts with purpose, leads with confidence, and brings clarity to complex challenges. It is not only a team that delivers results. It is a team that understands how and why the work needs to be done.



3 MESSAGING TONE AND LANGUAGE

OUR POSITIONING PHRASE

***PERFORMANCE
UNDER PRESSURE***



This line reinforces KPIC's reputation for decisive field execution while signaling its deep understanding of industrial systems and planning.

3 MESSAGING TONE AND LANGUAGE

BRAND VOICE



✓ CONFIDENCE WITHOUT ARROGANCE

✓ CLEAR AND DIRECT

✓ TECHNICAL AND THOUGHTFUL

✓ SERIOUS ABOUT STANDARDS AND
OUTCOMES

3 MESSAGING TONE AND LANGUAGE

LANGUAGE GUIDELINES



✓ USE ACTIVE PHRASING AND STRONG VERBS

✓ SPEAK TO RESULTS AND DECISION-MAKING, NOT JUST ACTIVITY

✓ REINFORCE PERFORMANCE, PLANNING, AND EXPERTISE

✓ AVOID CASUAL OR OVERLY EMOTIONAL LANGUAGE

3 MESSAGING TONE AND LANGUAGE

EXAMPLE MESSAGING LINES



✓ WHEN FAILURE IS NOT AN OPTION, KPIC GETS IT DONE

✓ BUILT FOR PRESSURE, TRUSTED TO PERFORM

✓ WE SOLVE THE PROBLEMS OTHERS AVOID

✓ INSIGHT DRIVES EVERY MOVE WE MAKE

✓ INFORMED BY EXPERIENCE, EXECUTED WITH PRECISION

4

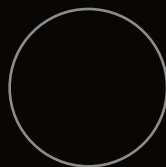
VISUAL DIRECTION

BRAND COLORS (KPIC)



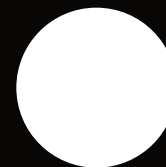
#E64B22

Industrial orange for energy and visibility



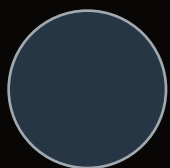
#000000

Charcoal and black for strength and structure



#FFFFFF

White for simplicity and space



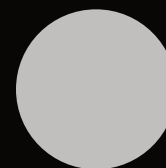
#273746

A deep navy accent for contrast and subtle sophistication.



#475463

Steel gray for clarity and technical control



#BFBFBF

A soft gray for balance, neutrality, and clean minimalism.

4 VISUAL DIRECTION

TYPOGRAPHY

- Structured sans-serif font, such as Gotham
- All caps for headers to convey strength
- Light weights for supporting text
- Maintain clean hierarchy and balance

FONT FAMILY

GOTHAM

HEADER

GOTHAM BLACK ITALIC ALL CAPS

***MAINTAIN **PEAK** FACILITY
PERFORMANCE WITH KPIC***

SUBHEADER

GOTHAM MEDIUM ITALIC ALL CAPS

***7 DAYS A WEEK, 24 HOURS A DAY, KPIC OFFERS
SAFE, EASY AND EFFICIENT MAINTENANCE AND
REPAIR SOLUTIONS.***

4

VISUAL DIRECTION

TYPOGRAPHY

BLOCKS HEADER

GOTHAM BOLD ITALIC ALL CAPS

WHAT WE DO

TAGLINE

GOTHAM LIGHT ALL CAPS

SMALL PROJECTS

PARAGRAPHS

GOTHAM LIGHT

Our expertise shines in upgrading facilities across a wide range of commercial and industrial sectors, ensuring your operations are current and future-ready. From the initial planning stages to the final implementation, our tailored upgrade services are designed to enhance efficiency and productivity.

- Alternative Font

FONT FAMILY

ARIAL

4

VISUAL DIRECTION

TYPOGRAPHY

HEADER

ARIAL BLACK ITALIC ALL CAPS

***MAINTAIN **PEAK** FACILITY
PERFORMANCE WITH KPIC***

SUBHEADER

ARIAL ITALIC ALL CAPS

*7 DAYS A WEEK, 24 HOURS A DAY, KPIC OFFERS SAFE,
EASY AND EFFICIENT MAINTENANCE AND REPAIR
SOLUTIONS.*

BLOCKS HEADER

ARIAL BOLD ITALIC ALL CAPS

WHAT WE DO

TAGLINE

ARIAL REGULAR ALL CAPS

SMALL PROJECTS

4

VISUAL DIRECTION

TYPOGRAPHY

PARAGRAPHS

ARIAL REGULAR

Our expertise shines in upgrading facilities across a wide range of commercial and industrial sectors, ensuring your operations are current and future-ready. From the initial planning stages to the final implementation, our tailored upgrade services are designed to enhance efficiency and productivity.

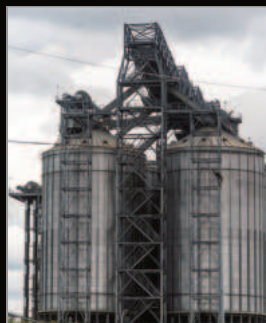
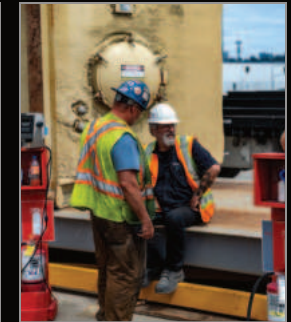


4

VISUAL DIRECTION

PHOTOGRAPHY AND IMAGERY

- Real-world industrial environments
- Team coordination, equipment operation, problem-solving
- High contrast, strong composition, minimal staging
- Avoid stock photos and abstract visuals



5

CONTENT THEMES

MISSION-CRITICAL EXECUT

Capture KPIC's ability to re
effectively to shutdowns ar



PLANNING PLUS PERFORMANCE

Show how technical planning supports precise field
results

5

CONTENT THEMES

EXPERTISE IN ACTION

Highlight certifications, training, and cross-discipline knowledge



STRUCTURE AND STANDARDS

Reinforce discipline in safety, scheduling, and project flow

5

CONTENT THEMES

THE FWS CONNECTION

Position KPIC as the executive
FWS' integrated delivery r





6 STRATEGIC GOALS

1

POSITION KPIC AS A TRUSTED INDUSTRIAL EXECUTION PARTNER

Shift perception from contractor to intelligent, high-performance operator

2

ALIGN KPIC WITH FWS' LARGER BRAND SYSTEM

Ensure shared standards in tone, visual language, and positioning

3

SUPPORT BUSINESS DEVELOPMENT IN SHUTDOWNS AND RETROFITS

Attract clients facing operational risk or needing reliable field leadership

4

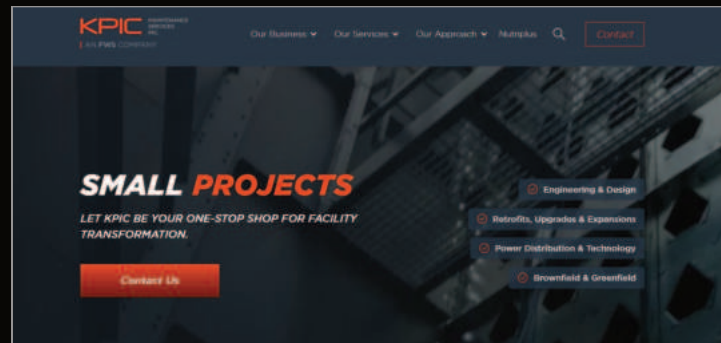
RECRUIT EXPERIENCED TRADESPEOPLE AND PROJECT LEADERS

Emphasize KPIC's performance-first culture and opportunities for skilled professionals

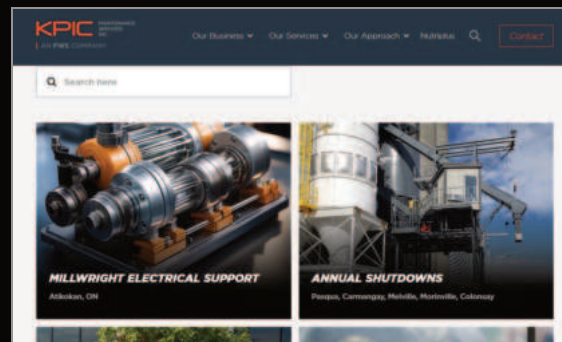
7 APPLICATION GUIDELINES

WEBSITE

CLEARLY DEFINE SERVICES INCLUDING SHUTDOWNS, SITE SUPPORT, AND MAINTENANCE



INCLUDE TECHNICAL CASE STUDIES AND REAL PERFORMANCE METRICS

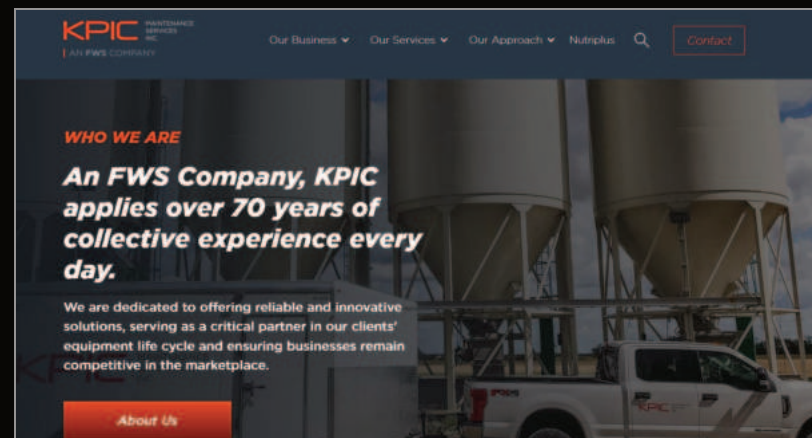
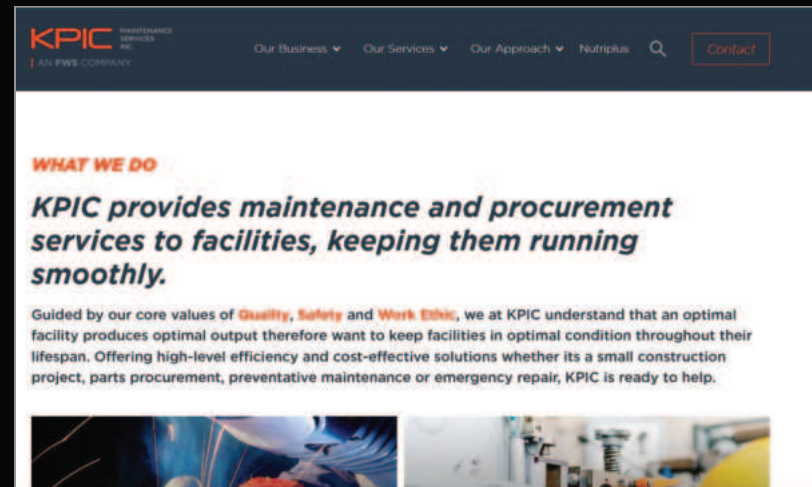


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APPLICATION GUIDELINES

WEBSITE

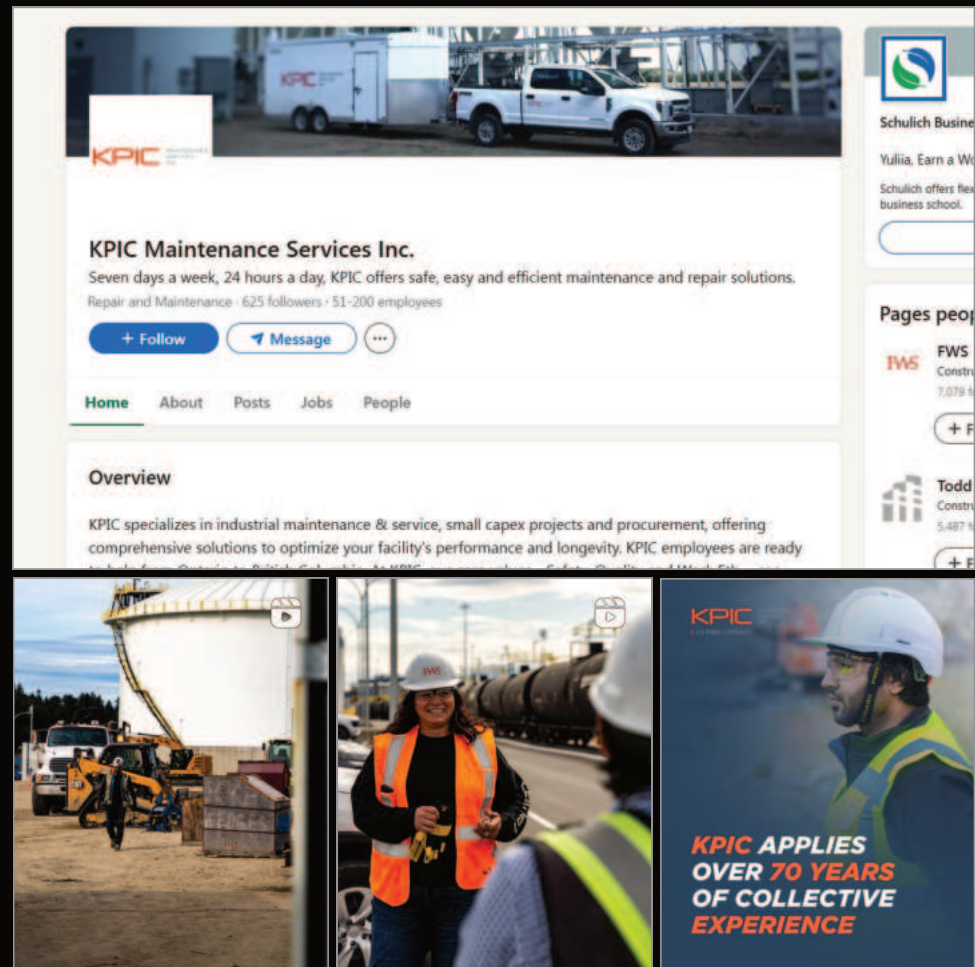
INTEGRATE FWS-STYLE VISUAL DISCIPLINE WHILE PRESERVING KPIC'S ACTION-FOCUSED TONE



7 APPLICATION GUIDELINES

SOCIAL MEDIA

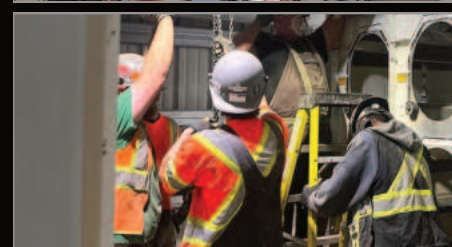
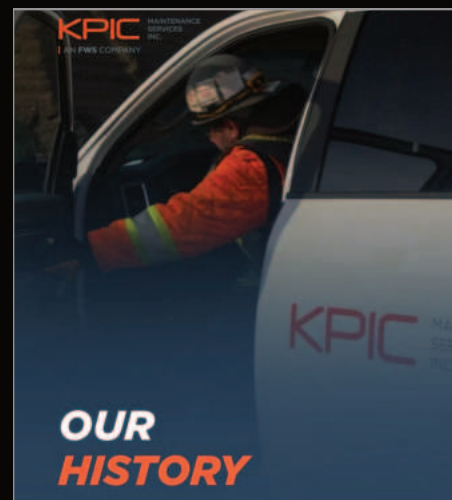
PRIORITIZE LINKEDIN FOR CLIENT AND RECRUITING VISIBILITY



7 APPLICATION GUIDELINES

SOCIAL MEDIA

USE REAL PROJECT PHOTOGRAPHY
AND JOB-SITE UPDATES



7 APPLICATION GUIDELINES

SOCIAL MEDIA

FOCUS MESSAGING ON EXECUTION,
RELIABILITY, AND FIELD EXPERTISE



7 APPLICATION GUIDELINES

VIDEO

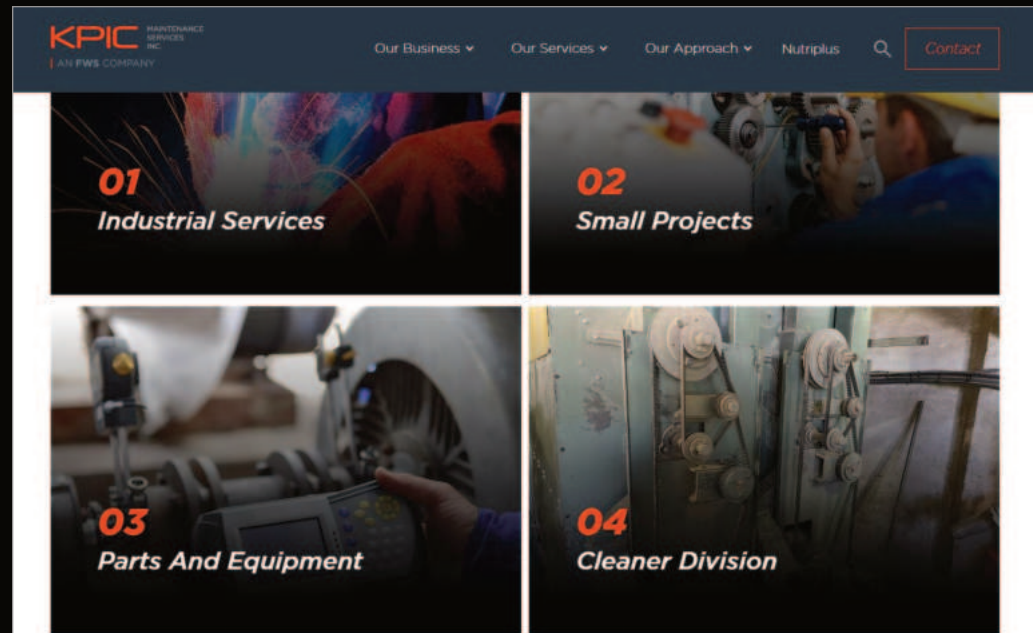
- Feature field stories, technical breakdowns, and shutdown timelines
- Balance visual storytelling with factual clarity
- Use real voices and avoid scripted or promotional styles



7 APPLICATION GUIDELINES

SALES AND BUSINESS DEVELOPMENT

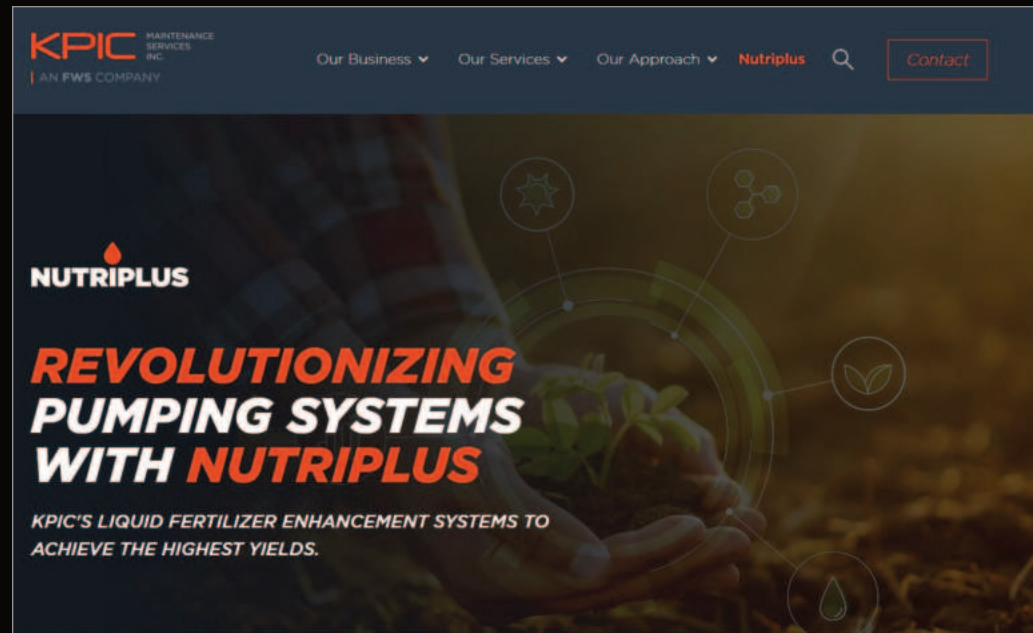
- Use bold, structured messaging with clear service benefits
- Provide field-focused proof points and planning frameworks
- Highlight integration with FWS and alignment on quality, safety, and schedule



7 APPLICATION GUIDELINES

INTERNAL COLLATERAL

- Apply consistent brand tone in onboarding, training, and recruitment
- Maintain visual coherence across safety documentation, uniforms, and internal signage



8

OVERVIEW

KPIC is not a support contractor. It is a high-performance field partner that delivers under pressure, operates with structure, and leads with experience. This brand strategy positions KPIC as a Hero, Ruler, and Sage—capable of taking action, enforcing standards, and guiding decisions.

Backed by the intelligence and systems of FWS, KPIC offers clients a rare combination of speed, discipline, and strategic depth. This strategy ensures that every touchpoint reinforces KPIC's role as a decisive, trusted leader in complex industrial work.

