



2175 NW 86th Street Suite 10
Clive, IA 50325

(515) 981-3838
www.heartlandroofingandsiding.com

HEARTLAND HAS HAD A GLOW UP: WE'VE REBRANDED!

We are so excited to share some news with our Heartland fans – we have given our brand a face lift! After nearly a year of soul searching and hard work, we are excited to finally unveil our new look. We hope you love it as much as we do.

WHY THE CHANGE?

We have come a long way since Heartland was founded almost a decade ago.

Our company has experienced tremendous growth. We have always been driven by an overpowering vision to change the industry. As individuals and as a company, we have learned a lot along the way, and felt that our former logo, images, and colors didn't fully represent who we are anymore. We needed to show the world who we truly are, and with that came some changes.

Our previous visual identity was too predictable. We are committed to changing the home exteriors industry, and because of that, we cannot go along with the status quo.

Additionally, our name has changed to properly reflect how we do business. Previously Heartland Roofing, Siding and Windows – we are now Heartland Roofing, Siding, and Solar. While windows are still in our repertoire, we are shifting our focus to include solar options for our customers. This is a whole new frontier that we believe can serve our customers in a bigger way.

OUR GOAL & INSPIRATION

A lot of love went into our rebrand.

As a company, we emphasize the importance of our values, and we thought that our visual design should be an extension of these strong-held beliefs.

Heartland is bold. We treat everyone we encounter like our family, with integrity, and we are always innovating to improve. Our new design uses bold colors and clean lines that are consistent and easily readable. Our straightforward visual identity is no frills, and no fluff. We are straight shooters here at Heartland, and we won't make it difficult to find information or ask us questions.

WHAT DOES THIS REBRAND MEAN FOR OUR CUSTOMERS?

WHAT ISN'T CHANGING:

We're the same team, delivering an exceptional customer experience to our customers. Our commitment to improvement, integrity, and trustworthy values has never been stronger. We are committed to continue to uphold these values with the communities we serve.

WHAT IS CHANGING:

Our new look and feel reflects how we've grown, and our dedication to our customers and to ourselves. We are the same great people, just with a fresh new look!