

THE ROAD
TO A BRAND
BOB'S SEPTIC | 2022 - 2025



Branding is your core promise to whom you will serve, how you make them feel, and the unique way in which you will do it. Marketing is how you deliver this message once you've defined it.



WE. GET. IT. DONE. 515 262 9174 EMAIL US!

CONTACT SEPTIC SERVICES PORTABLE RESTROOMS PREMIUM PRIVIES ABOUT US FINANCING CAREERS



ABOUT US

Bob's Septic and Portable Restrooms, still getting the job done after 62 years. Trust Bob's with Maintenance Contracts, Portable Restrooms, Septic System Installations, Pumping, Time of Transfer, Luxury Restroom Trailers, and So Much More. [Gallery](#)

REGIONS OF SERVICE:

Ames - Des Moines - Davenport
Marshalltown - Newton - Ogalala
Pella - Perry - Winterset

QUICK LINKS

SCHEDULE A SEPTIC TANK PUMPING
QUOTE A SEPTIC INSTALLATION
PORTABLE RESTROOM DELIVERY
MAINTENANCE CONTRACT
REQUEST A TIME OF TRANSFER

View Our Service Map

WHAT PEOPLE SAY ABOUT BOB'S

"Thanks to Bob's Septic, we had no problems with our septic system. Bob's Septic is a great company. Good communication before, during, and after the job. They did a great job at the very least."

ALSO PARTNERING WITH:



BOB'S SEPTIC AND PORTABLE RESTROOM SERVICES

2705 NE 16TH AVENUE DES MOINES, IOWA 50317

FIND US ON GOOGLE 4.4 ★★★★★

FAQ |

QUICK LINKS

SCHEDULE A SEPTIC TANK PUMPING
PORTABLE RESTROOM DELIVERY
MAINTENANCE CONTRACT

QUOTE A SEPTIC INSTALLATION
REQUEST A TIME OF TRANSFER



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SPECIAL NEED? PREMIUM PRIVIES INDEED.

PREMIUM DELIVERY 2000-01

These premium delivery units are designed for long-term use. They are built with heavy-duty materials and feature a variety of amenities, including a built-in toilet, sink, and shower. They are also equipped with a built-in generator and a built-in water pump.

LUXURY RESTROOM TRAILER

These luxury restroom trailers are designed for long-term use. They are built with heavy-duty materials and feature a variety of amenities, including a built-in toilet, sink, and shower. They are also equipped with a built-in generator and a built-in water pump.

RESTROOM TRAILER

These restroom trailers are designed for long-term use. They are built with heavy-duty materials and feature a variety of amenities, including a built-in toilet, sink, and shower. They are also equipped with a built-in generator and a built-in water pump.

RESTROOM TRAILER

These restroom trailers are designed for long-term use. They are built with heavy-duty materials and feature a variety of amenities, including a built-in toilet, sink, and shower. They are also equipped with a built-in generator and a built-in water pump.

BOB'S SEPTIC AND PORTABLE RESTROOM SERVICES

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FAQ |



WEB | HOME, INTERIOR STYLE, MOBILE, POP-UP.

BRAND GUIDE HOW WE. **GET. IT. DONE.**

OUR PHILOSOPHY

WE KEEP THINGS SIMPLE. WE GET IT DONE.
OUR CLIENTS ARE THE FUEL THAT MAKES
THIS COMPANY RUN. WE ARE ALWAYS
FINDING WAYS TO MAKE THEIR EXPERIENCE
WITH US MATTER.

OUR APPLICATION

WE INVEST IN THE RIGHT EQUIPMENT AND STAFF
TO GET THE JOB DONE. WE EMPLOY THE LATEST
TECHNOLOGY AND BEST PRACTICES TO SECURE
OUR PLACE IN THIS INDUSTRY. WE INNOVATE WITH
PRECISION, YEARS OF EXPERIENCE AND HARD WORK.

OUR LOGOS



+



+



PPP
GLOBAL
SOLUTIONS

OUR COLORS



R:0 G:0 B:0



R:82 G:110 B:151



R:104 G:166 B:103



R:255 G:255 B:255



R:235 G:157 B:14



R:107 G:54 B:105

OUR FONT PROXIMA NOVA

Aa LIGHT
Aa REGULAR
Aa BOLD
Aa BLACK

**BOB'S
SEPTIC**
OUR STYLE

OUR TONE

READY.

OUR SOCIALS



**BOB'S
SEPTIC**

SEPTIC TANK AND PORTABLE RESTROOM SERVICES

2785 NE 46th Ave. Des Moines
IA 50317 . bobsseptic.com

john@effluentinc.com

515 331 0030 O 515 720 7913 C

**JOHN
PHILLIP DAVIS**
CREATIVE
DIRECTOR

**SO YA GOT
THE CARD.
NOW WHAT?
LET'S FIND OUT.**



SWAG | BAGS, MAILERS, GOODIES.



MOBILE APP.



SELECTED SOCIAL MEDIA POSTS.



SELECTED SOCIAL MEDIA POSTS.



FILTERED MAGAZINE | COVERS.



FILTERED MAGAZINE | INTERIOR PAGES.



PAGE TWO
SNUGGLE YOUR
SEPTIC

PAGE THREE
EMPLOYEE SPOTLIGHT

PAGE FIVE / SIX
BOB'S BISTRO
LOVE ME TENDER
GRILLED PORK
TENDERLOIN

PAGE SEVEN / EIGHT
LOOKING BACK TO
MOVE FORWARD
2024 IOWA STATE FAIR

PAGE TWELVE
FEATURE VIDEO
"RAD REVIEWS"



LOOKING BACK TO MOVE FORWARD

As we once again near the IOWA STATE FAIR,
we take a brief look back to 2022 with photographs
we took while at the event. Part of this effort was to
document how important and vital this cultural event
is to the fabric of Iowa. This 2024 Iowa State Fair is
AUGUST 8-18, 2024.



PAGE TWO
DIG INTO SPRING

PAGE THREE
EMPLOYEE SPOTLIGHT

PAGE FIVE / SIX
BOB'S BISTRO
STRAWBERRY HUSBAND

PAGE SEVEN / EIGHT
HOLDING THE REINS OF
HONOR AND TRADITION
National Junior High
Final Rides

PAGE NINE
FEATURE VIDEO "WEST"



SNUGGLE YOUR SEPTIC

IMPORTANT TIPS FOR YOUR
SEPTIC SYSTEM THIS SUMMER

**LANDSCAPES SAFE
FOR SEPTIC SYSTEMS**
Get your green thumb out for a little
tough love. Trees, shrubs and other
landscaping items can hurt your septic system.

**AVOID DRIVING OVER
YOUR SEPTIC TANK**
When looking for a place to park your car,
do not drive over the tank. It is also not a
good idea to drive over the tank while it is
being installed or while it is being tested.

**SUMMER PARTIES AND
SEPTIC SYSTEMS**
Use your septic tank responsibly.
Remember to flush your toilet and
avoid pouring any chemicals or
other liquids down the drain.

**THINGS TO AVOID FLUSHING
IN YOUR SEPTIC SYSTEM**
Grease, oil, do not use a septic system
that is not a septic system. Avoiding the
use of harsh chemicals, such as
bleach, is also important. Avoid
flushing any other items down the drain.

**BE KIND TO YOUR
SEPTIC SYSTEM**
Enjoy your summer with a septic system
that is in good condition. The great part
is that it is a septic system. The great part
is that it is a septic system. The great part
is that it is a septic system.

FILTERED MAGAZINE | INTERIOR PAGES.



LOVE ME TENDER

This pork tenderloin is a tender, juicy, and flavorful addition to any barbecue low-fest. Take the leap and drag out that grill for this beauty. As they say, when the grill is a rockin', don't come a knockin'. Better yet, we'll let you in if you bring the napkins!



HUNGARIAN MUSHROOM SOUP

FALL BACK INTO FUN.

BONE CHILLING FUN.

Do you dare to enter the haunted forest? Covering this event for the second consecutive year, we here at Bob's Bistro invite you to test your will with this haunted forest trail. Come find out what's about. An event where even ghosts need to think hard about attending. All in good fun, this event will leave you and test your senses and make you feel alive again.



HUNGARIAN MUSHROOM SOUP

COVER STORY A LOOK BACK



THEY'RE BACON US CRAZY.

LOOKIN' BACK IS BACON: OUR HEART MELT. Back in May of 2023, Bob's Bistro went to work to support the Blue Ribbon Bacon Festival. What we found there was not so much a surprise, but a celebration. We often hear that energy at an event that reaches people in a place where excitement lives. Here's a mere slice of the taste we found there.





VIDEO.



ANIMATION & MOTION GRAPHICS.



PHOTOGRAPHY | LIVE EVENTS.



PHOTOGRAPHY | LIVE EVENTS.



PROFESSIONAL

515 262 9174



PROFESSIONAL SEPTIC SERVICES FOR BUSINESS.

KEEP YOUR BUSINESS **F.I.T.T.**

SOME OF OUR SERVICES

- COMMERCIAL PIT PUMPING
- CAMERA INSPECTIONS AND LINE JETTING
- GREASE INTERCEPTOR PUMPING
- NATURAL DISASTER RESPONSE
- SEPTIC SYSTEM PUMPING
- SEPTIC SYSTEM REPAIRS
- SEPTIC SERVICE CONTRACT
- TIME OF TRANSFER INSPECTION



www.bobssept



BOB'S SEPTIC
F.I.T.T.
FIRST INSPECT, THEN TREAT

515 262 9174

ARE YOU F.I.T.T.?

BELIEVE US, WE WANNA TELL YA. READY?

WHAT IS F.I.T.T.?

F.I.T.T. is basically how it sounds. Is your Septic System fit? Let's find out. Our experienced and knowledgeable technicians can inspect your system to determine the best path forward. Call today to schedule an inspection to determine the best solution for your Septic System needs.

OUR SERVICE CONTRACTS
MAKE CENTS AND WILL
SAVE YOU DOLLARS.

SOME OF WHAT'S INCLUDED IN OUR CONTRACTS:

- MONITORING, SCHEDULING, COST OF INSPECTIONS, AND TESTING REQUIREMENTS.
- LABOR CHARGES FOR ROUTINE INSPECTIONS AND SAMPLINGS ARE COVERED.
- FILTER FLUSH.
- ALARM CALL SUPPORT.

SEE WHAT WE'VE BEEN UP TO.



www.bobsseptic.com



FITT PROGRAM | SERVICE CONTRACT CAMPAIGN ASSETS.

DO YOU HAVE OUR F.I.T.T.
PROGRAM BUT **NEED**
A LITTLE MORE?

INTRODUCING

FITT
+plus



ADDITIONAL SEPTIC SERVICES THAT **ADD VALUE**
TO YOUR CURRENT F.I.T.T. MEMBERSHIP.

 BOBSSEPTIC.COM/FITTPLUS
515 262 9174



DO YOU HAVE OUR F.I.T.T. PROGRAM
BUT **NEED A LITTLE MORE?**

INTRODUCING

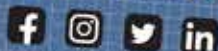
FITT
.BITS

ADDITIONAL SEPTIC SERVICES
THAT **ADD VALUE** TO YOUR CURRENT
F.I.T.T. MEMBERSHIP.



BOBSSEPTIC.COM/FITTBITS

515 262 9174



www.bobsseptic.com

BOB'S SEPTIC

SEPTIC TANK AND RESTROOM

515 262-9174
2785 NE 46th Ave
Des Moines, IA 50317

ESTIMATE DATE: MAY, 31 2024
EXPIRES: JUNE 15, 2024

CLIENT INFORMATION:

CROUCH, JAMES

2028 SE Browns Woods Lane,
West Des Moines, IA 50265
sethcrouch1@gmail.com

★ FINANCING AVAILABLE TO QUALIFYING
CLIENTS UPON APPROVAL.

DESCRIPTION: COON



INCLUSIONS:

TOTAL AMOUNT OF CONTRACT IS DUE BEFORE WORK CAN BEGIN.
ALL ELECTRICAL WORK TO BE COMPLETED BY OTHERS.

TOTAL: 14,275.00

I UNDERSTAND THE TERMS OF SERVICE,
ANY AND ALL WARRANTY COVERAGE, AND
AGREE TO PAY THIS AMOUNT.

SIGNATURE: _____

SEPTIC TANK OPTIONS SPECIFICATIONS



COON POLYETHYLENE

ONE-PIECE
PLASTIC
CONSTRUCTION

SIZES AVAILABLE
500, 1,000, 1,500
GALLON TANKS

AVAILABLE IN
SINGLE OR
DOUBLE
COMPARTMENTS

MORE INFO
TO BE ADDED.

MORE INFO
TO BE ADDED.

MORE INFO
TO BE ADDED.



ROTH POLY MATERIAL

LOW-PROFILE

LIGHTWEIGHT VS.
CONCRETE

HEAVYWEIGHT VS.
POLY

CORROSION
RESISTANT

ENVIRONMENTALLY
SOUND

RUGGED
CONSTRUCTION

MORE INFO
TO BE ADDED.

MORE INFO
TO BE ADDED.



INDIANOLA PRE-CAST CONCRETE

SINGLE TO MULTIPLE
CHAMBERS
AVAILABLE

500-2000
GALLON TANKS

PREMIER
TECH-ECHO-FLO
ALTERNATIVE
CONCRETE OPTIONS

UP TO 6-BEDROOM
TANK CAPACITY
AVAILABLE

MORE INFO
TO BE ADDED.

MORE INFO
TO BE ADDED.



BOBSSEPTIC.COM

2785 NE 46TH AVENUE, DES MOINES, IOWA, 50317

DID YOU KNOW
GOOD THINGS
COME IN THREE'S?



SEPTIC SYSTEM
FOR AS LOW AS
162.36 mo

TIME OF TRANSFER
INSPECTION
FOR AS LOW AS
11.46 mo



JOIN OUR
EMAIL LIST

BOB'S SEPTIC IS PLEASED TO ANNOUNCE
THREE NEW FINANCE OPTIONS THAT EMPOWER
AND ENABLE OUR CLIENTS TO ACHIEVE GOALS
THAT ADD VALUE AND ASSIST GROWTH.

- TIME OF TRANSFER INSPECTION
- NEW SEPTIC SYSTEM INSTALL
- SEPTIC SYSTEM REPAIR
- SEPTIC TANK PUMPING

*FINANCING PROVIDED THROUGH A GOLDMAN SACHS COMPANY
subject to credit approval. Financing for the GreenCity® consumer loan program
is provided by Rural Opportunity Lenders, GreenCity® is a registered trademark of
GreenCity LLC, a subsidiary of Goldman Sachs Bank USA, NMLS #191003.
Loans originated by Goldman Sachs are issued by Goldman Sachs Bank USA,
S&F Lake City Branch, NMLS #2200133. www.mortgagecustomers.org

**BOB'S
SEPTIC**
SEPTIC TANK AND PORTABLE RESTROOM
CALL 515 262 9174



REALTORS
IS IT TIME FOR A
TIME
OF TRANSFER?
(ToT)



VIEW THE Q

BOB'S SEPTIC IS A TRUSTED OPTION FOR
REALTORS LOOKING FOR HELP WITH
TIME OF TRANSFER INSPECTIONS.

- TIME OF TRANSFER INSPECTION
- NEW SEPTIC SYSTEM INSTALL
- SEPTIC SYSTEM REPAIR
- SEPTIC TANK PUMPING

**BOB'S
SEPTIC**
515 262 9174

FINANCING | CAMPAIGN MAILERS.



PREPARED FOR THAT SPECIAL DAY. NEXT STOP, FOREVER.

**BOB'S
SEPTIC** | 515 262 9174
PORTABLE RESTROOMS
FOR SPECIAL EVENTS



515.262.9174
24HRS

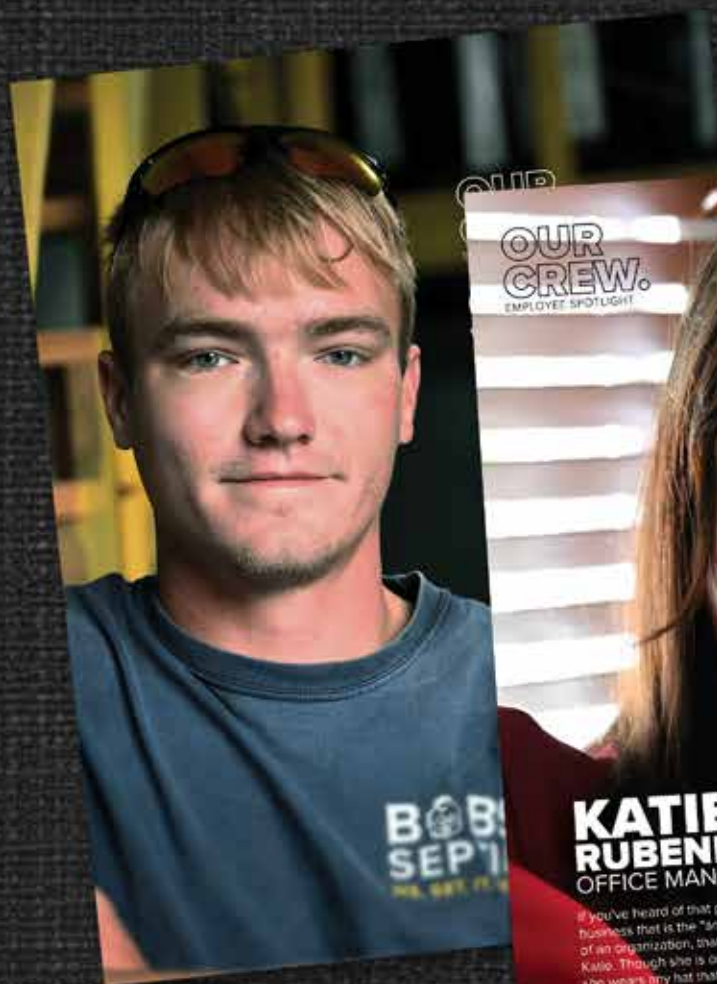
BOB'S
SEPTIC
PROVIDED

bobsseptic.com
WE GET IT DONE.

**WE ALSO HAVE CUSTOM WEDDING
TRAILERS FOR THAT SPECIAL DAY.**

**BOB'S
SEPTIC** | 515 262 9174

PRINT ADS.



**KATIE
RUBENKING**
OFFICE MANAGER

If you've heard of that person in any business that is the "anchor" or "hub" of an organization, that would be Katie. Though she is our office manager, she wears any hat that comes along. Often referred to as the "voice of the company", Katie's friendly and informed voice can be heard at the other end of most calls that Bob's receives.



**JENN
CHARLSON**
CUSTOMER CARE
REPRESENTATIVE

Jenn is a member of our customer care team. A very vital part of the Bob's team, Jenn is the voice of the company. The next time you have a call with a problem on your line, odds are you probably just talked to Jenn. Our CCR's help us deal with the most important thing to us and that's our customers. Pretty cool right?

EMPLOYEE PHOTOGRAPHY.



BOB'S SHELTERS

STORM SHELTERS

PROTECT WHAT YOU CARE ABOUT

GUARD AGAINST EXTREME WEATHER CONDITIONS OR PROTECT WHAT YOU CARE ABOUT MOST WITH OUR AFFORDABLE SHELTERS.

FINANCE YOURS TODAY!

AS LOW AS
\$95_{MO}
BASED ON LOAN FOR 10,000 FOR 100 MONTHS



PROTECT
WHAT YOU
CARE ABOUT

BOB'S SHELTERS



PROTECT WHAT YOU CARE ABOUT.

BOB'S SHELTERS

BOB'S SHELTERS | BOB'S SEPTIC SUBSIDIARY CREATIVE START.



PPP GLOBAL | BOB'S SEPTIC SUBSIDIARY CREATIVE START.



VIDEO GAME | PRINT AD AND SCREEN CAPTURE.



DESIGN, COPY, AND CREATIVE DIRECTION.
JOHN PHILLIP DAVIS