



BRAND GUIDE LINE





BRAND OVERVIEW

Brown's Concrete is a trusted manufacturer and supplier of premium concrete and hardscape products, proudly serving contractors, dealers, and homeowners across Ontario since 1907. Built on a foundation of quality, reliability, and industry expertise, the company offers a wide range of landscape and masonry solutions designed for both durability and style.

From pavers and retaining walls to fire pit kits and outdoor living products, Brown's Concrete is committed to helping customers create strong, lasting, and visually inspiring spaces. The brand reflects craftsmanship, dependable service, and a strong connection to the communities and professionals it supports.

PRIMARY LOGO LOGO USAGE

The primary logo should be used in most applications and represents the brand at its strongest.



SECONDARY LOGO LOGO USAGE

Alternate logo formats may be used where space or layout requires flexibility, while maintaining consistency.



LOGO DO'S AND DON'TS

DO'S



DON'TS



DON'T STRETCH THE LOGO



DON'T CHANGE THE PROPORTIONS BETWEEN THE SYMBOL AND LOGOTYPE



DON'T USE NON-APPROVED COLOURS



DON'T REARRANGE THE LOGO ELEMENTS

TYPOGRAPHY

Ad

HEADER

FORMA DJR BANNER

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

1234567890

AA

SUB HEADER

FLOOD STD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

1234567890

Aa

BODY

ROBOTO - REGULAR

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

1234567890

COLOUR PALETTE



BLACK

RGB - 0, 0, 0
CMYK - 0, 0, 0, 100
HEX - #000000

YELLOW

RGB - 250, 166, 59
CMYK - 0, 40, 87, 0
HEX - #FAA63B

WHITE

RGB - 255, 255, 255
CMYK - 0, 0, 0, 0
HEX - #FFFFFF

BRAND IN ACTION



APPAREL STYLE

At Brown's Concrete, apparel is more than branded clothing—it's an opportunity to build identity, strengthen partnerships, and showcase professionalism on and off the job site. We work closely with our customers to create apparel solutions that reflect both the Brown's brand and their own identity.



CONTACT & RESOURCES

BRAND CONTACT

For approvals, assets, or questions, connect with the Brown's Concrete team at marketing@brownsconcrete.com

ASSET LIBRARY

→ [Logo files](#)

→ [Product imagery](#)

HERE TO WORK TOGETHER

LET'S GET CREATIVE

At Brown's Concrete, we believe strong brands are built through strong partnerships. Whether it's apparel, marketing, or co-branded materials, we're here to work alongside you to create something that feels intentional, professional, and true to both brands.

We don't just supply products—we collaborate, problem-solve, and bring ideas to life.

Megan Favero, *Graphic Design and Marketing Associate*
Nick Lang, *Director of Sales and Marketing*