



# **CAROLINA BRICK CO.**

**EST. 1939**

## **CAROLINA BRICK COMPANY**

Style & Usage Guide



SYMBOL

TAGLINE



SHORT



ICON

The Carolina Brick Company logo symbol is meant to be presented as one entity, tagline included.

The tagline is required in most circumstances unless the logo as a whole is presented smaller than 3" in width or in certain digital media situations.

The Carolina Brick Company logo should never be presented smaller than 1.5" x 1.0".

The height of the "Carolina" lettering should be used for scaled spacing around the logo.

The short version or the icon version of the logo may be used in situations when needed also.



When on a dark background, this version of the Carolina Brick Company logo should be used. The coloring is reversed to white to allow the logo to be seen clearly.

# Fonts

Use the following type hierarchy as a guide. Adhering to these font styles will ensure a consistent style across all print and digital communications.

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## **MONTSERRAT BLACK**

MAIN HEADER FONT  
ALL CAPS | TRACKING: 2

## *Georgia Bold Italic*

SECONDARY HEADER FONT  
ALL CAPS | TRACKING: 1.5

## **Montserrat**

TEXT FONT  
PROPER CAPS | TRACKING: 0

# Color Scheme

Consistent use of our color scheme will help build visibility and recognition. Across applications, every effort should be made to use the full-color logo.

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PANTONE 173 C  
CMYK: 11, 87, 97, 2  
RGB: 212, 71, 42  
WEB: #D4472A



PANTONE 2955 C  
CMYK: 98, 78, 40, 30  
RGB: 19, 58, 91  
WEB: #133A5B



GREY (ACCENT)  
CMYK: 73, 60, 53, 26  
RGB: 79, 84, 91  
#4F545B



WHITE  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
#FFFFFF