

Browning.

Brand Guidelines.

DECEMBER 2022

Hello Partner.

These guidelines were created to ensure the accurate and consistent application of the Browning brand.

These Brand Guidelines replace all existing guidelines with immediate effect. For all questions relating to these guidelines and Browning marketing collateral, please contact Erin Drake at **edrake@browningrep.com**.

The Logo.

The logo is the primary visual expression of the Browning brand and has been designed to communicate confidence, expertise, focus, reliability, experience, and approachability. The period on the end of the wordmark is an integral part of the logo and represents Browning as the answer to all its clients' needs.

The logo should primarily appear in Browning's signature blue, but may also be applied in black or white as necessary.

The word "Browning" is displayed in a large, bold, blue serif font. The letter "B" is particularly prominent. A horizontal line is positioned directly beneath the wordmark.

WORDMARK, CMYK

Browning.

WORDMARK, PMS

Browning.

WORDMARK, BLACK

Browning.

WORDMARK, WHITE

Improper Usage.

The Browning logo has been carefully designed to reflect Browning's brand personality and should always appear in its original form. To ensure the impact and preserve the integrity of the visual brand, any deviation from the established standard usage should be avoided.

Browning.

DO NOT TILT

Browning.

DO NOT ALTER SPACING

BROWNING.

DO NOT ALTER TYPE



DO NOT ALTER ICON

Browning.

DO NOT DISTORT PROPORTIONS

Browning.

DO NOT USE NON-BRAND COLORS

Browning.

DO NOT OUTLINE

Browning.

DO NOT APPLY EFFECTS

Secondary Elements.

The glyph is a secondary brand element designed to provide a brand presence without having to repeat the logo. It is governed by the same usage rules as the logo and should only be used when the full logo is present elsewhere in the document or where the Browning name is present (eg. social media accounts).

The tagline serves as both a visual brand asset and succinct piece of brand messaging. It can be applied on collateral materials to represent the brand's core message.

B.

GLYPH

Breaking
new
ground.

TAGLINE

Primary Palette.

The Browning visual brand is designed first and foremost to showcase the work. The brand color palette is limited solely to Browning Blue, black, white, and Browning Stone. The Browning Blue is used for the logo, secondary brand elements, headline type, and collateral materials as a signature of the visual brand. Browning Stone is provided as an accent color for limited use.

A Pantone version of Browning Blue is provided for professional printing purposes only and should not be used for desktop printing or any digital application of the Browning brand.



BROWNING BLUE

CMYK: 100, 84, 11, 3

RGB: 25, 70, 141

HEX: 19468D

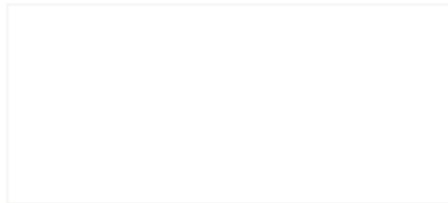


BLACK

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HEX: 000000

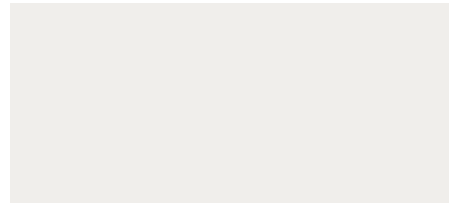


WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: FFFFFFFF



BROWNING STONE

CMYK: 4, 4, 5, 1

RGB: 238, 235, 232

HEX: EEEBE8

NOTE:

In specific cases, Browning Stone may be applied as a solid background field of color, but should not be applied to any copy where it could hinder readability.

For Print Only



PANTONE 7684 C

Secondary Palette.

This secondary palette is provided for use on site maps to identify specific visual elements and for assigning roles in project responsibility matrices. These colors should not be used in primary expressions of the brand.

Dark Blue

BROWNING BLUE
CMYK: 100, 84, 11, 3
RGB: 25, 70, 141
HEX: 19468D

Medium Blue

MULTIFAMILY
CMYK: 67, 32, 0, 0
RGB: 82, 148, 207
HEX: 5294CF

Light Blue

WATER
CMYK: 24, 6, 0, 0
RGB: 188, 218, 243
HEX: BCDAF3

Dark Grey

CMYK: 67, 60, 58, 43
RGB: 69, 69, 70
HEX: 454546

Medium Grey

CONCRETE
CMYK: 46, 38, 39, 3
RGB: 143, 143, 143
HEX: 8F8F8F

Light Grey

BUILDING COMPLETED
CMYK: 4, 4, 5, 1
RGB: 238, 235, 232
HEX: EEEBE8

Dark Green

CMYK: 78, 33, 100, 22
RGB: 60, 112, 54
HEX: 3C7136

Medium Green

GRASS HIGH
CMYK: 59, 14, 89, 1
RGB: 118, 170, 82
HEX: 76AA52

Light Green

GRASS LOW
CMYK: 32, 0, 54, 0
RGB: 180, 217, 148
HEX: B4D994

Dark Yellow

CMYK: 23, 44, 100, 3
RGB: 195, 143, 44
HEX: C38F2C

Medium Yellow

RETAIL SPACE - AVAILABLE
CMYK: 6, 34, 89, 0
RGB: 237, 173, 58
HEX: EDAD3A

Light Yellow

RETAIL SPACE - FUTURE/LEASED
CMYK: 0, 12, 43, 0
RGB: 255, 224, 159
HEX: FFE09F

Dark Orange

CMYK: 18, 80, 100, 7
RGB: 192, 81, 39
HEX: C05127

Medium Orange

BULK/WAREHOUSE - AVAILABLE
CMYK: 4, 32, 90, 0
RGB: 234, 126, 53
HEX: EA7E35

Light Orange

BULK/WAREHOUSE - FUTURE/LEASED
CMYK: 0, 29, 36, 0
RGB: 251, 191, 157
HEX: FBBF9D

Dark Red

CMYK: 24, 100, 100, 20
RGB: 161, 29, 33
HEX: A11D21

Medium Red

LAND - AVAILABLE
CMYK: 6, 86, 72, 0
RGB: 226, 74, 74
HEX: E24A4A

Light Red

LAND - FUTURE
CMYK: 0, 37, 18, 0
RGB: 248, 178, 179
HEX: F8B2B3

Dark Purple

CMYK: 85, 100, 16, 8
RGB: 79, 42, 120
HEX: 4F2A78

Medium Purple

CMYK: 54, 71, 0, 0
RGB: 134, 97, 169
HEX: 8661A9

Light Purple

CMYK: 15, 25, 0, 0
RGB: 219, 191, 255
HEX: DBBFFF

Brand Typography.

Avenir is the sole brand typeface of Browning, chosen for its clarity and flexibility. The relatively high x-height ensures easy readability at small sizes, while the open counter-spaces of the capital letters guarantee legibility in headlines.

Though a full complement of weights are available, the primary weights used are outlined here, selected to compliment one another and maintain clear typographic hierarchy.

Paragraph Styles

The Proposal Template is built with preset paragraph styles for ease-of-use and to ensure consistency. They are labeled by their function, typeface, weight, and size to help easily identify the proper style when building or editing a document. These styles should be adhered to in all cases.

TITLE LEVEL 1: Avenir Light 72pt

TITLE LEVEL 2: Avenir Light 48pt

TITLE LEVEL 3: Avenir Light 14pt

SUBTITLE: Avenir Black 8pt

COPY: Avenir Roman 9pt

BULLET LIST: Avenir Roman 9pt

DISCLAIMER/ATTRIBUTION: Avenir Roman 6pt

Character Styles

Occasionally, a specific type style needs to be applied within a paragraph style (generally for emphasis). Character styles accomplish this without having to edit the paragraph style within which they are utilized. They are labeled descriptive of style.

TITLE LEVEL 3 BOLD: Bold

SUBTITLE BLUE: Blue

SUBTITLE BLACK: Black

COPY BOLD: Bold

COPY ITALIC: Italic

BULLET: 6pt

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