



# Brand Standards

March 2021

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## INTRODUCTION

A key to enhancing the visibility and reputation of Brady is a consistent and reliable approach to our communications. It creates a recognizable and memorable presence for the company in the minds of our target audience.

Each department will have varied needs when communicating with people outside of the organization. We must be careful to consider the overall brand messages and missions of the company. This guide outlines how to use the foundational elements of the Brady brand to achieve our goals and while clearly communicating that each department of the company is part of a professional organization.

The new identity standards establish a foundation for developing materials for your use but may not address every situation that may arise. We encourage you to contact the Marketing Department with specific questions and request for assistance.

### **How to Use this Guide**

The most common form of graphic identity is use of a consistent logo, type style and color(s). For a graphic identity to function effectively and consistently, it should be applied on any item used to represent Brady.

All of the brand elements that are included herein are a guide for producing company materials. The success of the identity program depends on faithful adherence to the guidelines. The logo, tagline and colors provided should not to be altered in any fashion.

*Your brand  
is the single  
most important  
investment you  
can make in  
your business*

*-Steve Forbes*

## ABOUT BRADY

Brady is headquartered in Greensboro, North Carolina with locations in Raleigh, Durham, Fayetteville, and Wilmington. Founded in 1962 by Chairman Don Brady, the company remains a family owned enterprise, today employing over 420 associates.

Brady works with building owners, facility managers, developers, architects, engineers and contractors providing sustainable, comprehensive building solutions for commercial and industrial facilities. Brady provides customers with a diverse range of HVAC and building solutions including building automation, energy conservation, green design, performance contracts, access controls, security, mechanical systems, parts and supplies, as well as world-class technical support. Brady is an authorized franchise of the Trane Company.

## COMPANY NAME

The official communicative name of the organization is Brady. Use it in all company communications except where our legal name may be required. Items that may require use of the legal name include:

- Invoices
- Checks
- Purchase orders
- Papers filed with government agencies or offices
- Documents requiring the signature of an officer of the corporation

## BRADY PURPOSE STATEMENT

*Caring for each other, our customers and our communities.*

## CORE VALUES



### Safety First

Everything we do relies on the safety of our Associates. We recognize, assess, and manage risk so that we are safe while we work with each other and our subcontractors, for our customers, and in our communities



### Continuous Improvement

All individuals and aspects of our business can continuously improve.



### Business Minded

We are empowered and accountable for making decisions that support the operational and financial goals of the business.



### People-Centered

We treat our fellow associates, customers, partners, and suppliers with mutual respect and value their perspectives and contributions.



### Customer Focused

We are driven by delivering value to our customers.



### Team Oriented

We are team players who draw on the experience and skillsets of all stakeholders when solving problems or implementing process improvements.

## COMPANY COLORS

Brady Blue is the primary color of all Brady symbols. Our color is as important to the identification program as the logo itself. To ensure consistency the organization has chosen PMS 2995 as the official color referred to as Brady Blue.

## PRIMARY COLORS

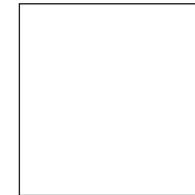
Brady Blue, black, and white are considered the organization's primary color palette.



Pantone 2995  
RGB: R:0 G:153 B:216  
CMYK: C:100 M:9 Y:0 K:6  
HTML:#0099D8



Black  
RGB: R:0 G:0 B:0  
CMYK: C:0 M:0 Y:0 K:100  
HTML: #000000



White  
RGB: R:255 G:255 B:255  
CMYK: C:0 M:0 Y:0 K:0  
HTML: #FFFFFF

## SECONDARY COLORS

Along with the primary colors, we have a group of secondary colors approved for use as accent colors in company materials. The secondary colors **should not** be used with the company logo or tagline.



Pantone Cool Grey 9  
RGB: R:116 G:118 B:120  
CMYK: C:29 M:23 Y:16 K:51  
HTML:#747678



Pantone Cool Grey 3  
RGB: R:201 G:202 B:200  
CMYK: C:8 M:5 Y:6 K:13  
HTML:#C9CAC8



Pantone Cool Grey 11  
RGB: R:77 G:79 B:83  
CMYK: C:48 M:36 Y:24 K:66  
HTML:#4D4F53



Pantone 294 C  
RGB: R:6 G:69 B:108  
CMYK: C:100 M:75 Y:34 K:20  
HTML:#06456c

## COMPANY SYMBOLS

The purpose of a company symbol is to help build visual identity in the minds of constituents through a uniform and recurrent presentation. Brady associates can use approved symbols as detailed in this document for official company applications.

Our symbols give proprietary identification to the company; therefore, usage is restricted to recognized entities of the company. Personal use of the official company logo is prohibited, and permission for said usage will not be granted.

Brady's symbols include logos for Brady, Brady Integrated Security, and Brady Parts as well as the company tagline. The logos are a trademark of the Brady organization. All departments and associates are prohibited from using individually designed or created logos or marks for identity or brand purposes. The approved company logo should be used in all cases where identity or brand are needed.

This document also contains links to partner guidelines on the usage of partner brands on our materials. The specifications and guidelines should be followed in order to protect the integrity of the these companies while telling the Brady story.

Approved electronic files for all company symbols are available for us in the Marketing Library.

## LOGO OPTIONS

As the primary identity mark for the company, the Brady logo is to be used on all publications or printed materials that are distributed for public viewing. This includes but is not limited to letterhead, business cards, envelopes, marketing materials, proposals and presentations.

### Brady Blue

The Brady Blue logo is the standard logo that should be used whenever possible.



### Black and White

Black and white logo options are available for times when the Brady Blue logo cannot be used according to the brand guidelines or logo application.



## ADDITIONAL COMPANY LOGOS

The Brady Parts logo should be used as the primary logo in instances where Brady Parts is the main focus. The Brady Integrated Security logo should be used as the primary logo in instances where the security business is the main focus.

### Brady Blue

The Brady Blue logos are the standard for logos both Brady Parts and Brady Integrated Security and should be used whenever possible.



### Black

Black logo options are available for times when these logos cannot be used according to the brand guidelines or logo application.



## TAGLINE OPTIONS

The approved Brady tagline is “Your Comfort. Our Promise.” This tagline should be used as an image instead of typed text to be consistent with the Brand standards.

### Brady Blue

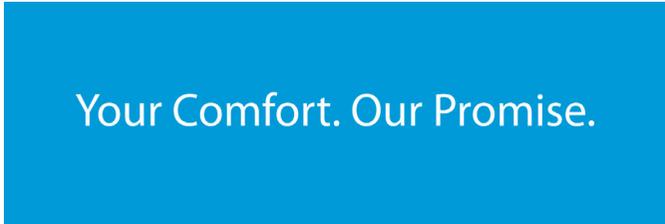
The Brady Blue tagline is the standard tagline and should be used whenever possible.

Your Comfort. Our Promise.

### Black and White

Black and white tagline options are available for use when the Brady Blue tagline cannot be used according to brand guidelines or logo application.

Your Comfort. Our Promise.



Your Comfort. Our Promise.

## SYMBOL TREATMENTS

When considering how to use company symbols correctly it can be helpful to visualize what not to do. **These are examples of what not to do apply to all company symbols referenced in this document.** Please direct any questions on symbol treatments to the Marketing Department.

<p>Do not add to or delete any part of the symbol. The Brady ball may not be used separately as a brand element</p>		<p>Do not fill the symbol with an additional color. For the Brady logo the ball must remain clear to show the background color of the document.</p>	
<p>Do not use the logo in an unauthorized color.</p>		<p>Do not screen or repeat the logo as a pattern or background.</p>	
<p>Do not embellish the logo with or change graphical elements.</p>		<p>Do not alter the proportions of the logo.</p>	
<p>Do not recreate the logo smaller than 1.75" inches wide.</p>		<p>Do not put any text, graphics or other elements within .25" around all sides of the logo.</p>	

## PRIMARY FONT

Fonts can play a critical role in expressing a concept and unifying a brand. They can be loud or quiet depending on the weight, stroke, size, and form of the font design. In an effort to unify our branded design, we recommend using only the primary font, Arial, in Brady documents.

## Font Colors

The following colors are approved font colors for documents created outside of the Marketing Department.

Brady Blue and Black are appropriate for headlines, subheads and body copy. Cool Grey 9 is only approved for body copy and subheads.



Brady Blue



Black



Cool Grey 9

# Arial

Regular

AaBbCcDdEeFfGgHhIiJjKlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Italic

*AaBbCcDdEeFfGgHhIiJjKlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

Bold

**AaBbCcDdEeFfGgHhIiJjKlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

## Typography

Setting a hierarchy style for our contents helps make copy easy to browse for the reader. It brings focus to our content and produces an attractive design to our messages. We create our hierarchy through variations in font type positions, weight, size, capitalization, and color. Request assistance with your typography from the marketing team.

**This is a headline**

Arial Bold 32 pt

This is a sub-headline

Arial 22 pt

**DETAIL HEADER**

Arial Bold 14 pt

**DETAIL SUB-HEADER**

Arial Bold 10 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Arial Bold 12 pt

## Commonly Used Links

[Trane Brand Standards](#)

[Brady Symbol Files](#)

[Digital Stationery](#)

[Ordering Business Cards](#)

[Email Signature Template](#)

[PowerPoint Templates](#)

[Proposal Templates](#)

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