Acme Fence
FORT COLLINS, CO

Brand Guidelines

Acme Fence · Version 1.0 · October 2026

Prepared by TTA Web Dev

Our brand

Acme Fence builds sturdy, good-looking fences for Northern Colorado homeowners — on time, on budget, with a crew that cleans up after itself.

Personality

Reliable · Friendly · Local

Contents

Logo · Logo variations · Clear space & minimum size · Misuse · Color · Typography · Voice · Applications

Primary logo



The primary logo is the preferred version. Use it whenever space and background allow. Always use the supplied files; never recreate the logo.

Logo variations

Acme Fence
FORT COLLINS, CO

Full color — light backgrounds

Acme Fence
FORT COLLINS, CO

One-color black — print, fax, engraving

Acme Fence
FORT COLLINS, CO

Reversed white — dark backgrounds, photos



Icon — favicon, social avatar, small spaces

Files: SVG & PDF (vector, any size), PNG (transparent, screen).
Favicon set: .ico, 16, 32, 180, 512 px.

Clear space & minimum size



Clear space: keep space equal to the height of the icon's T on all sides. No text, images or edges inside it.

Minimum size: primary logo 1.25 in wide in print, 120 px on screen. Below that, use the icon (min 16 px).

Logo misuse



Don't stretch or squash



Don't rotate



Don't change colors



Don't add effects



Don't place on low-contrast backgrounds



Don't place on busy patterns

Color palette

Primary
HEX #0B5FFF
RGB 11, 95, 255
CMYK 96, 63, 0, 0

Dark
HEX #1B2430
RGB 27, 36, 48
CMYK 44, 25, 0, 81

Accent
HEX #FFB400
RGB 255, 180, 0
CMYK 0, 29, 100, 0

Light
HEX #F5F7FA
RGB 245, 247, 250
CMYK 2, 1, 0, 2

Usage ratio: about 60% light/neutral, 30% dark, 10% primary + accent. Accessible pairs (WCAG AA): Dark on Light, Primary on White and Dark on Accent for text; never white text on Accent.

Typography

Montserrat

Headings · weights 600, 700

Aa Bb Cc 0123456789

Inter

Body · weights 400, 600

The quick brown fox jumps over the lazy dog. Body text 16 px, line height 1.6.

H1	40 px / bold
H2	28 px / bold
Body	16 px / regular
Fallback	Arial, Helvetica, sans-serif

Both fonts are from Google Fonts under the SIL Open Font License — free for commercial use, print and web.

Voice & tone

We sound

- Plain-spoken and direct
- Warm and neighborly
- Confident about quality

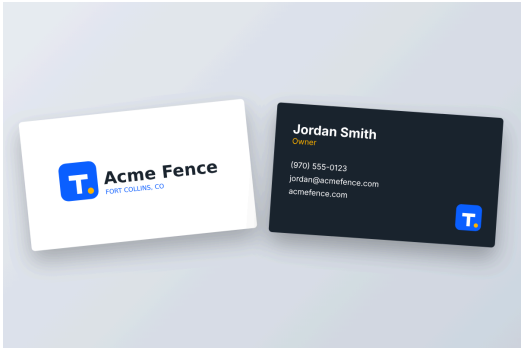
We don't sound

- Salesy or pushy
- Full of jargon
- Cute or jokey

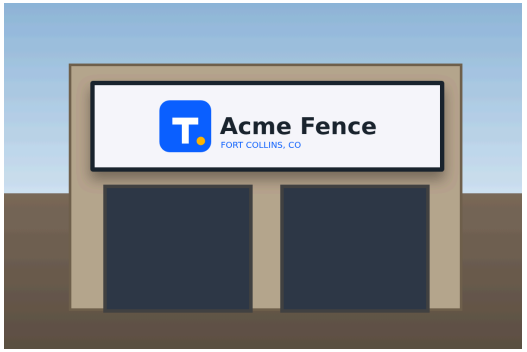
Example

> "We'll give you a straight quote in 24 hours, and we'll leave your yard cleaner than we found it."

Applications



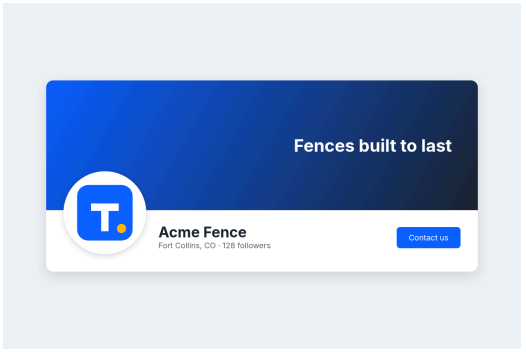
Business card



Storefront sign



Vehicle



Social profile

Files & contact

- /svg — vector logos (color, black, white)
- /pdf — print-ready vector logos
- /png — transparent PNGs, 256–2048 px wide
- /favicon — favicon.ico, 16, 32, 180, 512 + HTML snippet
- /social — profile and cover images
- Business card print file, email signature

All rights to the final logo and brand assets belong to Acme Fence upon final payment.

Questions: TTA Web Dev · wpollak@ttawebdev.com