

Voice Tone

Plain-spoken, heritage-grounded, built for builders, confident without bravado, systems-thinking, accountable first-person plural.

Do

“175+ years of quality, innovation and customer commitment.”
“Most companies make products. We deliver system solutions.”

Don’t

Empty superlatives (“industry-leading”) Future-speak (“the future of flow”) Adspeak verbs (“unlock, empower, supercharge”) Use the retired *Building connections that last* tagline.

Logo/Usage

Several logo versions ensure legibility and brand consistency. Use the full-color version on solid white or very light backgrounds (10% black tint or lighter), and the reversed or white version on solid darker backgrounds.



*can be placed over the darkest blue at a large scale only

Verbal Identity

Master Signature	Tagline	Elevator Pitch
Reliable by Name. Reliable by Design.™	Built for Those Who Build.™	When the Built World Depends on It, Choose Reliable Safety & Flow Corporation.
Use in body copy, boilerplate, press releases, annual reports, executive correspondence, and investor materials. Never place near or beneath the logo.	Marketing & packaging, collateral, trade show, and customer-facing materials. Placed near (never locked to) the logo. Title Case, Barlow Regular.	Brand's verbal call to action. Use to open/close sales conversations, anchor hero headlines, and land the final slide before Q&A. Always Title Case.

Typography

Brand font - We use these everywhere we control the rendering/production: website, print collateral, video, social graphics, branded PDFs.

Barlow - The Barlow Superfamily is a clean, modern sans-serif offering a range of widths and weights. The Condensed width adds visual impact to headers and sub headers, while the normal width keeps body copy easy to read. It’s available in both Google fonts and Adobe fonts.

Headers

Barlow Condensed - ExtraBold

Subheaders

Barlow Condensed - Bold

Body Copy

Barlow

Aa

Aa

Aa

Microsoft Office Safe Font: Calibri - Available on any device with Microsoft Office installed (Windows or Mac), for anything where we DON’T control the users execution: powerpoint, word documents, excel, email body copy, email signatures.

Brand Colors

Primary Colors - The main brand anchors, drawn directly from the logo, that take visual dominance over all other colors. Use tints sparingly as softer, more neutral supporting colors. The darker blue shade should be reserved for instances where stronger contrast is needed, particularly against orange text or design elements, while ensuring the primary colors remain visually dominant. Gradients add depth and improve text readability when used as subtle overlays or backgrounds.

Navy HEX#: 004173 RGB: 0/65/115 CMYK: 100/61/0/43 PMS: 541 C		Light Blue HEX#: 2576bb RGB: 37/118/187 CMYK: 82/36/0/0 PMS: 2173 C		Gray HEX#: a7a9ac RGB: 167/169/172 CMYK: 33/24/20/2 PMS: Cool Gray 6 C	
Shade HEX#: 002A49		RGB: 0/65/115 CMYK: 100/53/0/72		Tint 1	55%
				Tint 2	15%

Secondary Color - A color that supports the primary colors, used to highlight key elements (like a word in a title, or accent bars) without overpowering the primary colors.

Orange
HEX#: f05a23
RGB: 240/90/35
CMYK: 0/68/96/0
PMS: 165 C

Accent Colors - Colors used sparingly in graphs and complex illustrations that need additional variety. Always paired with the primary and secondary colors, never used alone, and never visually dominant over them.

HEX#: eb1e23
RGB: 235/30/35
CMYK: 1/99/98/0

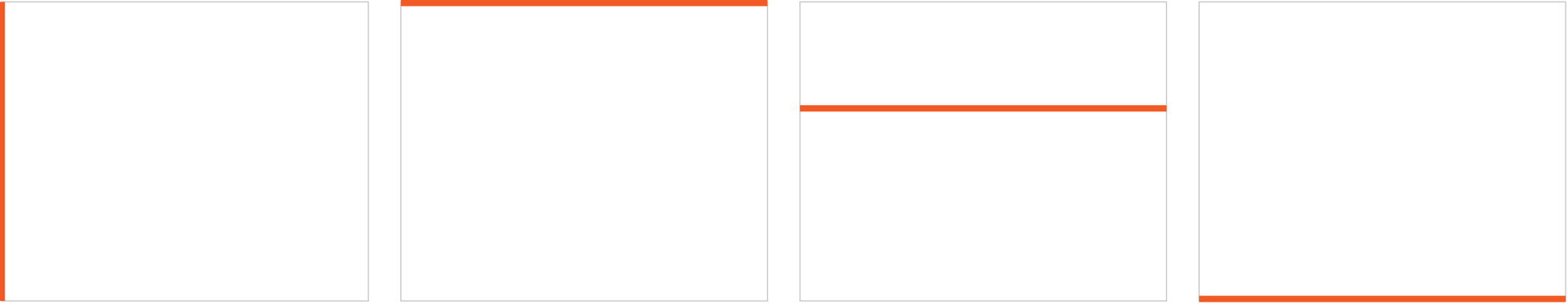
HEX#: fa961e
RGB: 248/150/34
CMYK: 0/48/97/0

HEX#: ffcd05
RGB: 255/205/5
CMYK: 0/18/100/0

HEX#: 231f20
RGB: 35/31/32
CMYK: 70/67/64/74
PMS: 419C

Recognizable Graphic Elements

Accent bar - The accent bar is a thin, single-color rule used to add visual structure and brand presence without competing with content. It appears vertically along the edge of layouts (as a sidebar accent) or horizontally as a divider between sections, typically in the brand's primary orange or navy. Use it to frame key content blocks, separate sections, or draw the eye toward important elements like headlines and calls to action. Below are different layout examples:



Angle Graphic - Inspired by the logo, the angle graphic conveys forward and upward motion throughout our communications. The graphic can be used as a solid, gradient or at a reduced opacity. Always use it at a 30-degree angle. Angles should take up no more than 20% of the space. The examples below show different treatment options.

