



Local Marketing Guide

The Marketing Department at the FWGO is always here to help with any of your local marketing needs. Feel free to ask us if your vendors need something specific.

Do's

Capitalize the "A" and "B"
Acme Brick

Use the logos as provided.
Confused about which to use? ASK US.

Ensure the logo has space around it. A good rule of thumb is to use the width of the top and side bar.

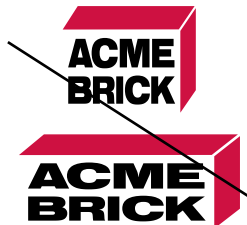
Allow the logo to be as visible as possible.

Dont's

Capitalize the whole word
~~ACME BRICK~~

Make reference to Warner Bros. properties such as the coyote or road runner.

Separate the graphic from the text, resize or rearrange the elements of the logo, or stretch or distort the logo.



Use the Since 1891 logo.



Use the 5 logos together.



Do not make your own website.

Acme House Red



Official Red of Acme Brick
Vendors sometimes need one or more of these codes to be sure they match our brand color.

Pantone: PMS 200C

For digital uses (red green blue):
RGB 186/35/64

For print uses
(cyan magenta yellow & black):
CMYK 0/100/65/15

Acme Fonts

Nimbus Sans Black Extended
Typeface used in the logo

Raleigh Extra Bold
Suitable for Headers and Sub-headers

Berling Roman
Suitable for Body Type

Swis721 Cn BT
Used for captions under images and where space is limited

Futura
Suitable substitute font family for body text and where condensed type is needed

Acme Logos

Logos can come in various file formats depending on the program or the logo usage (e.g. banners, embroidery, etc.)

All file formats at brick.com/logos.



CMYK (print)



RGB (web)



No brick.com



2 color



White text
(transparent for use on any color background)



Reverse
(transparent for use on any color background)

Secondary Logos

Examples of good secondary logos. Don't see the one you want, ask. It may be discontinued for use.



Local Print Ads

We have created many print ads in various sizes that can easily be customized for your sales location. Have something new you want to promote? We can help.

Brick is only the beginning.

stone • ceramic tile • wood flooring
luxury vinyl plank • tile • thinBRIK
glass block, stairs & flooring • fireplace
linework • iron doors • outdoor living

417-883-9592
2325 West Battlefield St.
Springfield, MO 65807
brick.com/springfield

NEW
Real Stone. Real Thin.
STONEBROOK
natural stone veneer

Natural stone had one major drawback: weight. Not anymore! This new natural thin-veneer stone allows you to get the look of traditional full-depth stone with less weight and faster installation.

Our quarry and processing technology have made natural stone more affordable than ever and compatible with non-ferrous metal. Stone also incorporates our in-house urethane quality sealant that includes testing the quarry, leaving stone impervious to the elements and helping compliance with LEED standards.

When you consider longevity, stability, permanence, color and ease of maintenance, the value of natural stone far exceeds its initial cost.

Natural Thin Stone Veneer. Completely Pictured. Stone Acme Brick.

brick.com/stonebrook

PURA=

Chris Peltan LEED AP BD+C
832-948-3312
987 N Earl Rudder Fwy
Bryan, TX 77802

Brick is only the beginning.

brick.com/bryan

ACME BRICK

Stonebrook stone veneer made at Acme Brick's Cherokee Plant in Johnson, gives this home's exterior home.

Acme Brick Company is a proud supporter of the 2019 Parade of Homes.

Acme Brick Company is a longstanding member of the Northeast Arkansas Home Builders Association.

With a modern brick plant in Jonesboro, and three others in Arkansas, we have you covered! Contact your local sales representatives for more information.

870-335-5182
2905 Dan Avenue
Jonesboro, AR 72401
brick.com/jonesboro

Now it's simple to bring the beauty of Acme Brick inside.

Your homes can be even more appealing to homebuyers with beautiful brick interior walls and backslashes of Acme thinBRIK™. This real brick product is adhered to the wall, finished with real mortar, and available in a rich color palette.

It's light weight so installation fast and simple. And any member of your team can do the job, saving more time and money.

So how will you choose to add the distinctive beauty, durability and warmth of real Acme brick to your new homes' interiors? Decisions, decisions. Get started at www.brick.com/thinbrick.

4012 Ardren Rd, San Angelo, TX
325-947-7985
brick.com/sanangelo

ACME BRICK

Brick is only the beginning.

Consult your local Representative, Craig Rowan. You'll love Acme Brick. We will, too. Acme Brick. www.acmebrick.com • 811-374-6936

brick.com/savannah

Temperatures are cooling off. Time to take it outside.

ACME BRICK
JULIE STONE

Just add sun.

ACME BRICK
TILE & STONE

Brick is just the beginning. Our office in Pensacola, along with two other locations in Tallahassee, cover all of Northwest Florida's brick, tile, stone, and outdoor living needs. Make sure your patio is ready for summer fun. Contact your local sales office for more information.

185 Larkin Street
Pensacola, FL 32509
850-434-0162
brick.com/pensacola

2860 W Thurgate Street
Tallahassee, FL 32303
904-775-0106
brick.com/TFS

601 Capital Circle NE
Tallahassee, FL 32304
904-531-0720
brick.com/FTO

ACME BRICK

Apply in Person or Call (870) 935-5182
brick.com/careers

We're Hiring!

Looking for Manufacturing Exposure & Experience? Join the Acme Brick Family at the Jonesboro Plant.

Part-Time Packager Positions Available

Earn up to \$21.00 per hour
11 am - 5pm

Learn how brick is made. Check for defects. Package brick for delivery.

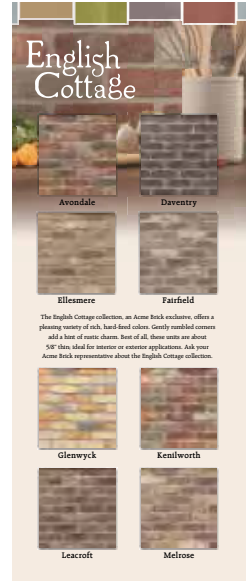
Brick is only the beginning.

ACME BRICK

3020 W. Front St. in Midland
432-699-5017
brick.com/midland

Banner Stands

We are always happy to loan out one or more of our existing set of banner stand displays. Or have us create custom artwork for a banner, made for your location. A banner, stand setup, and shipping typically costs about \$240.



What's garnet, gray, burgundy, or brown... and green all over?

From the earth,



Feather Flags

Custom outdoor feather flags are a great way to grab attention of local traffic. Prices are around \$150 each.

Kits are 8 feet tall (other sizes available) and come with case and poles.



Billboards

Got a local sign you are eyeing? We have more than a few designs already on hand.

ACME BRICK
TILE & STONE
brick.com/OKC

**American Made.
American Tested.
American Tough.**

ACME BRICK **NOW HIRING**
brick.com/careers

WORK 4 ACME BRICK

ACME BRICK
TILE & STONE **MORE**
than just brick.
brick.com/monroe flooring • stone • outdoor living

ACME BRICK
brick.com/denton

**American Made.
American Tough.**

**Oklahoma Made
For Oklahoma Weather**

ACME BRICK TILE & STONE
brick.com/OKC

Online Ads

Gif and Static online ads can be created for you. Or ask about local targeted Facebook or social media ads.

ACME BRICK
TILE & STONE

Brick is only the beginning.

stone • pavers • luxury vinyl plank • thinBRICK
glass block • fireplaces • timewash • iron doors
outdoor living • grills • wood flooring • MORE

940-382-7414
1315 Fort Worth Dr
Denton, TX 76205
brick.com/denton

ACME BRICK TCU
brick.com

OFFICIAL BRICK
of the
HORNFROGS™

ACME BRICK
314-739-0550
brick.com/STL

Fast Track system
Put your project on the Fast Track.
sealed & rainscreen walls

Brick is only the Beginning.

ACME BRICK
TILE & STONE

Catalog Sheets

The marketing department keeps up with all current standard residential blends for every plant. Our half and full page sheets can be compiled into custom color selection books for your clients.



Please note: these are not available in print.

Signage

Marketing can provide large format graphics for location signage. Whether hanging a vinyl poster in your plant or warehouse, new hours for your front door, even to outdoor banners to hang on fences. We've got you covered.

ACME CULTURAL BELIEFS

Lifetime Customers
I work diligently to exceed my customers' expectations.

Doing Right
My moral compass always points to honesty and integrity.

Take Ownership
I take ownership for our company's results by demonstrating personal accountability, actively engaging in two-way conversation, and ensuring that my workplace is safe for everyone.

Enhance Associates
I take accountability for my own development & invest in the development of the associates around me.

Build Trust
I encourage my associates to take appropriate risks, think critically, and make effective decisions.

Embrace Improvement
I drive innovation and take initiatives to achieve key results.

One Team
I am an important part of a successful building materials and service provider, committed to creating value for my customer, company, and community.

ACME BRICK

BUSINESS HOURS

Monday - Friday
7:30 am - 3:30 pm
Closed Weekends

ACME BRICK

TILE & STONE

713-681-4651
brick.com/houston

ACME BRICK

NOW HIRING

Apply in Person or brick.com/jobs

Contact Matt Fels to approve signage layouts from local vendors if your signage is being updated.

Misc.

We can help with any around the office projects you may have. Need to relabel sample boards? Or send out a postcard announcing an open house? How about a flyer for your local yard sale? Stickers? T-shirt art? We've got you covered.



Brick.com Local Pages

Every sales location has its own page on brick.com:

[brick.com/\[sales office city\]](http://brick.com/[sales office city])



We can edit and update your locations page. Give us images and info. Have a special or want to update your text?

Just email.

Please note: Creation of web pages other than through the Marketing Department is prohibited.

*Bottom line:
NO non-marketing web pages.*

ACME BRICK, TILE AND STONE





Acme Brick, Tile and Stone
256-878-7177
5623 Hwy 431 S
Albertville, AL 35950
United States

Website: <http://brick.com/albertville>

Acme's Albertville location proudly serves the Sand Mountain region of North Alabama. This location features a brick and stone showroom as well as a separate tile showroom. We inventory masonry tools as well as all your brick and tile accessories. There are hundreds of brick samples to choose from with more than 10 manufacturers available to pick from.

Brick color selection appears below. For a list of other products we carry, scroll all the way down or [tap here](#).

AVAILABLE PRODUCTS AT THIS LOCATION

OTHER PRODUCTS

BRICK

Glazed brick - Belden
Monogrammed pavers - Aztec - [Link](#)

CONCRETE MASONRY UNITS

Burnished concrete units - Trenwith
Standard concrete units

FIREPLACE

Chimney caps - Superior Clay, European Copper
Chimney flues - Superior Clay
Fireplace accessories - Vestal
Fireplace surrounds
Isokern-Earthcore - Isokern - [Link](#)
Prefabricated fireplaces - FireRock - [Link](#)

FLOORING

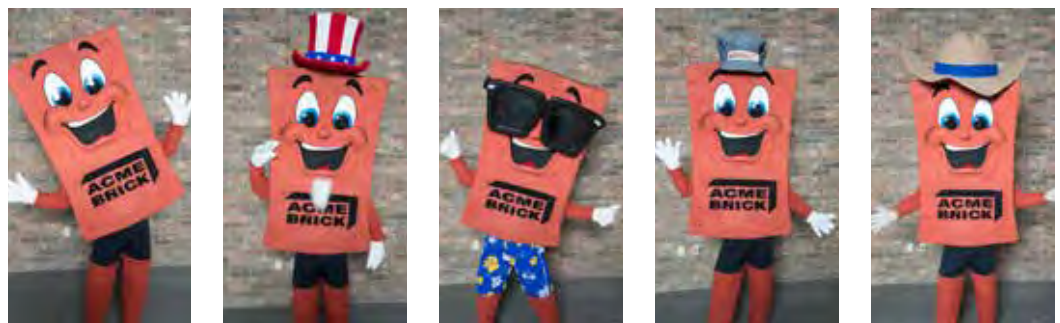
Ceramic/porcelain tile - Bodrosians, Cedar, Cefina, Del Conca, EFG, Florim, Iva, Imola, Inter ceramic, Iris, Mediterranean, MSI, Panaris, Ragno - [Link](#)
Glass tile - Maniscalco, Florim, Alys Edwards
Hardwood floors - Shaw, Southern Hardwood - [Link](#)
Laminate floors - Shaw - [Link](#)

We have added a section to your local page for any other products your office may carry.

Be sure to keep us up to date, should this list grow or change.

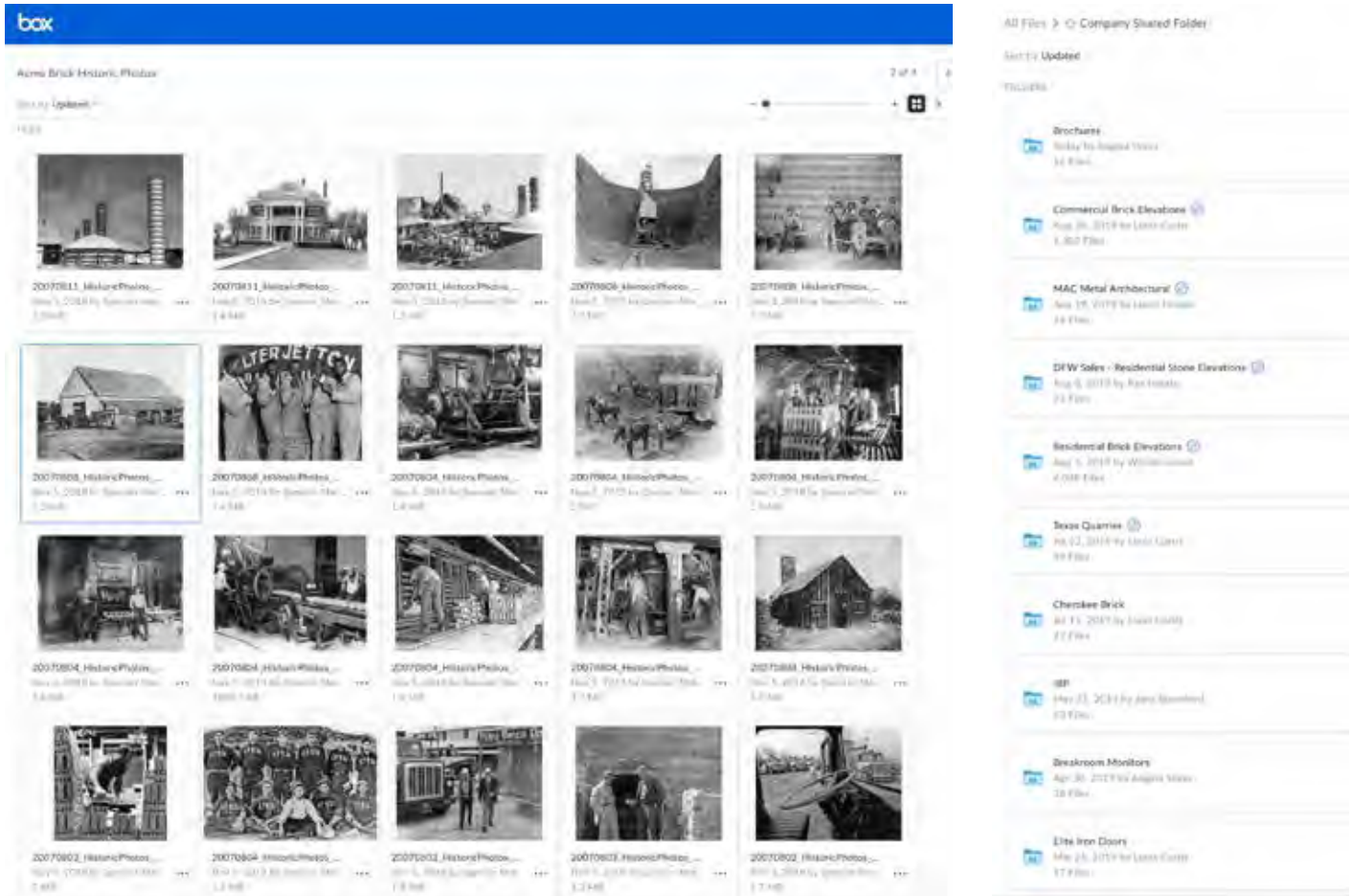
Don't forget about
Brick Boy

Bring a little Acme Brick fun to your next event. You find the talent, we ship the costume.



Be sure to visit **acmebrick.box.com**

Our Company Shared Folder is full of assets, including digital versions of literature, brick elevations, historic photos and more.



historic photos link: acmebrick.box.com/s/dr8of8qjh5jl7kjlbe0j7vwos0vtacgc

Your Marketing Team

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Sherrye Hatcher, Marketing Coordinator,
Specialty Items, & Literature Requests
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Acme 1002401, phone 817-390-2401

Contact us!