



# 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.

## 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

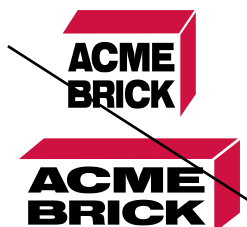
**Futura**  
Suitable substitute font  
family for body text  
and where condensed  
type is needed

## 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 Logos

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

Please email marketing if you need a file.  
**NEW: A REGISTRATION MARK HAS BEEN  
ADDED ® TO THE LOGOS.**



No brick.com



White text  
(transparent for use on any color  
background)



Reverse  
(transparent for use on any color  
background)

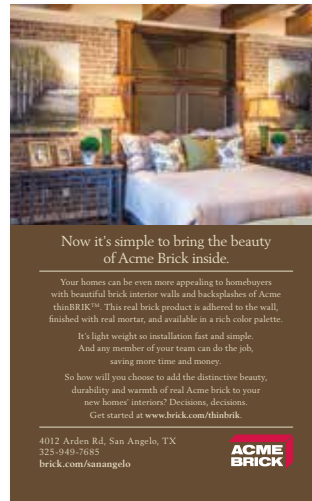
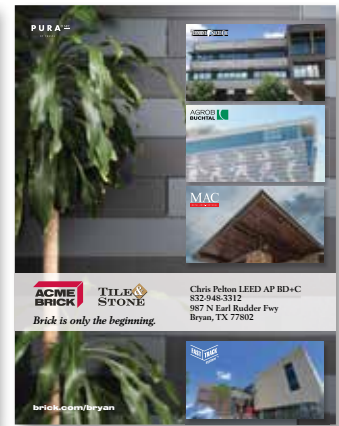
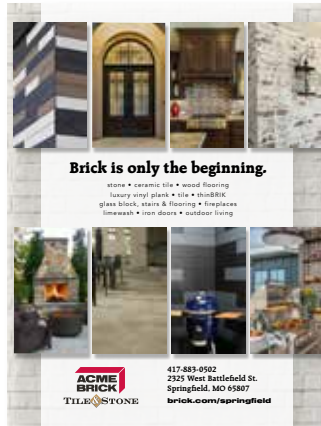
# Secondary Logos

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.

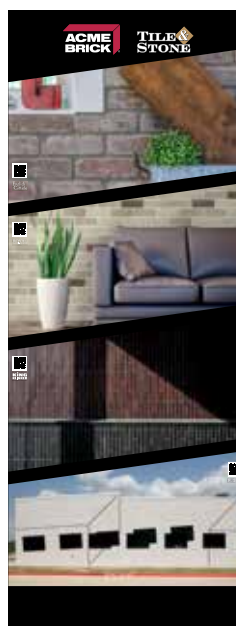
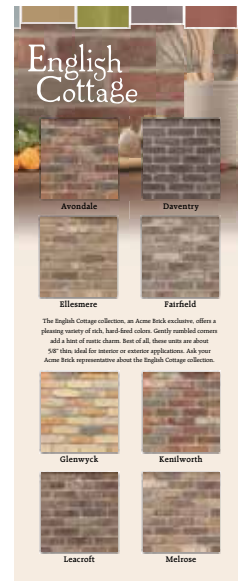


# Banner Stands

While we do not have pop up banner stands on hand, they are a quick turn around time and easy to customize for your location or event.

A banner, stand setup, and shipping typically costs about \$240.

Please allow two weeks to ensure enough time to have it in hand for any events.



# 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.



# Door Decals

Vinyl door decals with our logo, phone number and store hours are an essential item.



**ACME BRICK**  
**TILE & STONE**  
  
(316) 941-3594  
**brick.com/wichita**  
  
Store Hours:  
Monday - Thursday  
7:30 am to 4:30 pm  
  
Friday  
7:30 am to 4:00 pm  
  
Saturday & Sunday  
Closed



## Billboards

Got a local sign you are eyeing? We have more than a few designs already on hand. Also great for fence banners.



ACME  
BRICK  
TILE & STONE  
brick.com/OKC

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



ACME  
BRICK

**NOW HIRING**

brick.com / careers



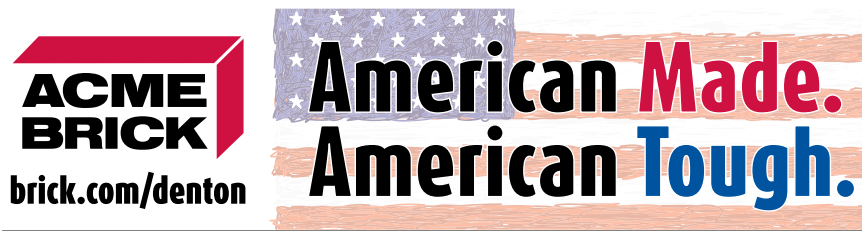
**WORK 4** ACME  
BRICK



ACME  
BRICK  
TILE & STONE


**MORE  
than just brick.**

brick.com/monroe flooring • stone • outdoor living



ACME  
BRICK  
brick.com/denton

**American Made.  
American Tough.**

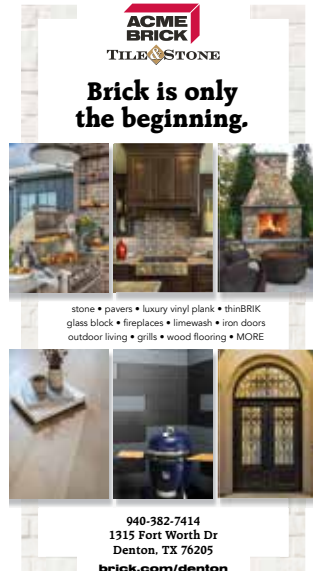


**Oklahoma Made  
For Oklahoma Weather**

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 • limewash • iron doors  
outdoor living • grills • wood flooring • MORE

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



ACME  
BRICK  
brick.com

**TCU**

**OFFICIAL BRICK  
of the  
HORNED FROGS™**



ACME  
BRICK

314-739-0550  
brick.com/STL



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

**FAST TRACK  
system**



*Brick is only  
the Beginning.*

ACME  
BRICK  
TILE & STONE

# Catalog Sheets

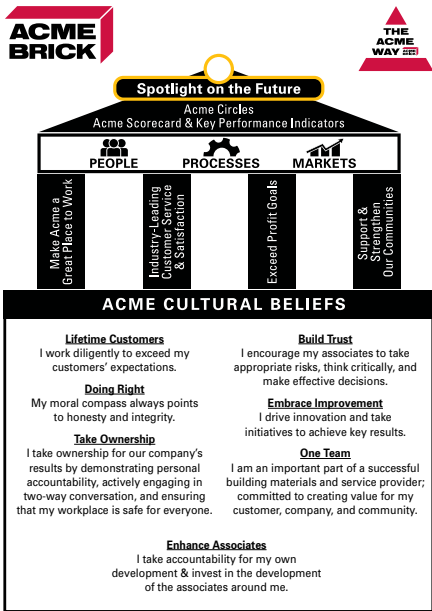
The marketing department keeps up with all current standard residential blends for every plant. Our half and full page sheets can be compiled into custom color selection books for your clients.



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.



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

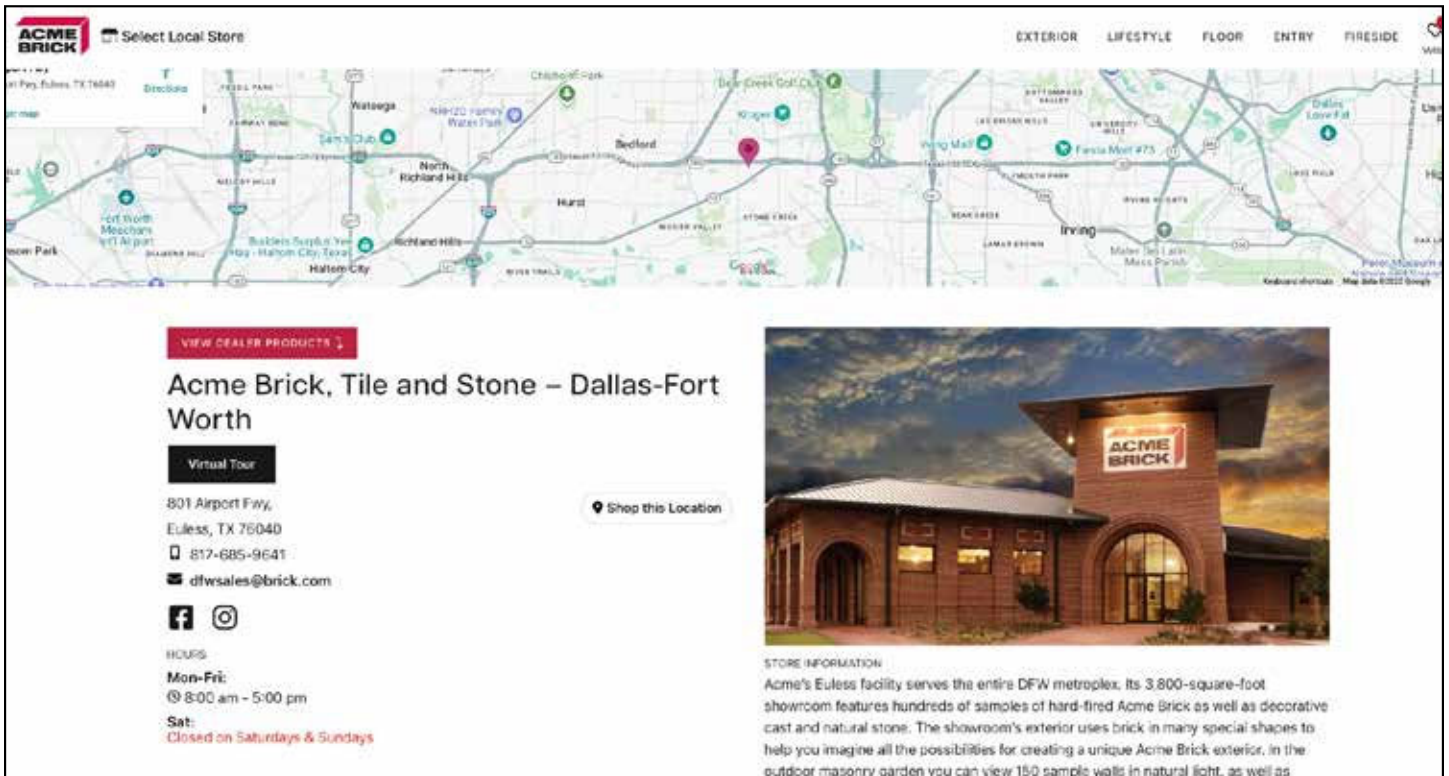
# Misc.

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.





# The NEW Brick.com



ACME BRICK Select Local Store

VIEW DEALER PRODUCTS

Acme Brick, Tile and Stone – Dallas-Fort Worth

Virtual Tour

801 Airport Fwy,  
Euless, TX 76040  
817-685-9641  
dfwsales@brick.com

Facebook Instagram

HOURS  
Mon-Fri:  
8:00 am - 5:00 pm  
Sat:  
Closed on Saturdays & Sundays

Shop this Location

STORE INFORMATION  
Acme's Euless facility serves the entire DFW metroplex. Its 3,800-square-foot showroom features hundreds of samples of hard-fired Acme Brick as well as decorative cast and natural stone. The showroom's exterior uses brick in many special shapes to help you imagine all the possibilities for creating a unique Acme Brick exterior. In the outdoor masonry garden you can view 150 sample walls in natural light, as well as

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 location's page. Give us images and info. Have a special or want to update your text? Just email.

Custom lineup of the products available at your location is in the works.

Be sure to keep us up to date when products are retired, replace, or new ones now available!

## Don't forget about Brick Boy

Bring a little Acme Brick fun to your next event.

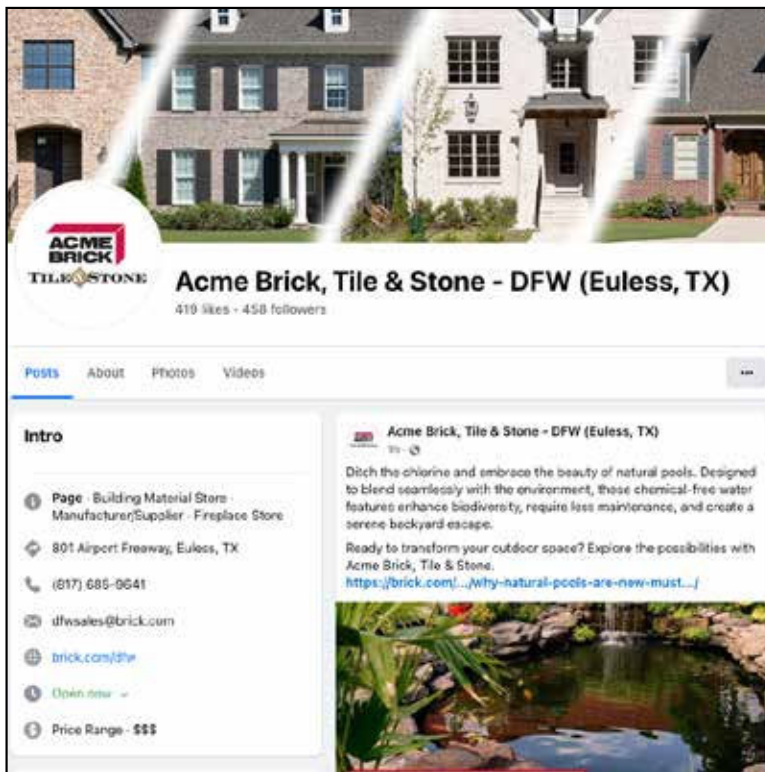
You find the talent, we ship the costume.



## Social Media - Facebook

Per our Facebook Marketing strategy initiated in May 2020:

- The creation of any new Facebook pages must be approved by FWGO Marketing team. The creation of Plant location Facebook pages is prohibited.
  - Location page name will include your respective office: e.g. “Acme Brick, Tile & Stone – DFW”
  - We encourage the use of our Acme Brick, Tile & Stone logo to be used as the profile picture for your location page.
  - Ensure your location page’s cover photo is relevant (e.g., product related image, elevation image, image of location, etc). Be sure to update it periodically.
  - Marketing will publish a minimum of two posts per week. And sales offices are encouraged to generate posts as often as they like.
- Posts generated by sales offices should be written in a consistent writing style.
  - Only post Acme Brick related content (e.g., new product announcements, promotions, etc.)
  - No personal, political, religious posts allowed etc



- If Messaging is enabled for your location's Facebook page, ensure the Point of Contact (POC) for your location monitors and replies to all message inquiries within 48 hours.
- Delete posts, as needed, that include discontinued products.

*Please contact marketing with any questions or concerns.*

## Promos & Specialty Items

The Marketing page of the intranet has links to order any items for distribution. To view promo items follow this link: <https://acmebrick.sharepoint.com/intranet/marketing/Specialty%20Items/Forms/Thumbnails.aspx>

*This is just a small sample  
of what you can order.*



To **order** promo items go to the Marketing page on the intranet, under helpful documents. <https://acmebrick.sharepoint.com/intranet/marketing/layouts/15/Doc.aspx?sourcedoc=%7B3B210AFD-3782-43E0-824B-C43703BCDF7E%7D&file=SpecialtyItemsOrderForm.xls>

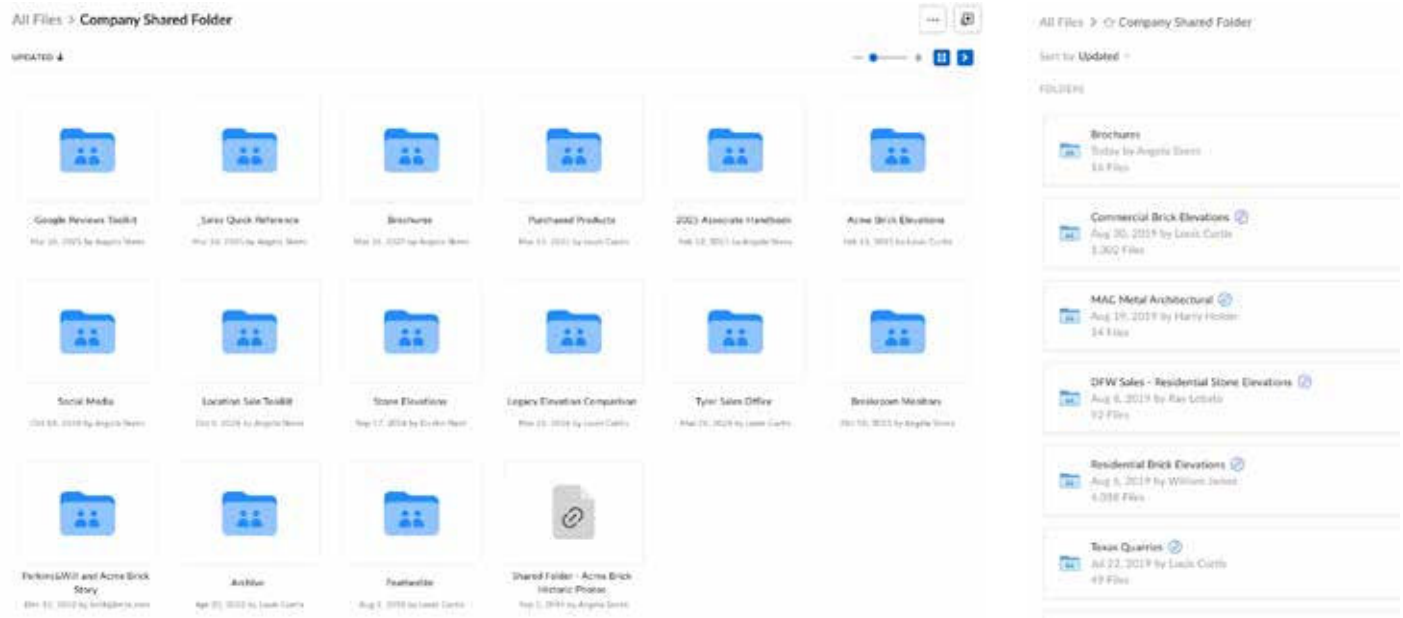
To **order** Acme apparel follow this link  
to multiple forms:

<https://acmebrick.sharepoint.com/intranet/market-ing/Portal%20Documents/Forms/Company%20Apparel.aspx>



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.



## Your Marketing Team

Britt Stokes, Director of Marketing  
britt@brick.com  
Acme 1001540, phone 817-390-1540

Matt Fels, Assistant Director of Marketing  
brick.com Webmaster  
mfels@brick.com  
Acme 1001541, phone 817-390-1541

Angela Skees, Graphic Designer  
askees@brick.com  
Acme 1001549, phone 817-390-1549

Katie Deaton, Social Media Manager  
kdeaton@brick.com  
Acme 1001543, phone 817-390-1543

Amra Druzanovic, Community Manager  
adrudanovi@brick.com  
Acme 1008204 phone 817-390-8204

Spencer Martinez, Photographer  
smartinez@brick.com  
Acme 1001546, phone 817-390-1546

Lou Curtis, Photographer  
lcurtis@brick.com  
Acme 1001542, phone 817-390-1542

Sherrye Hatcher, Marketing Coordinator,  
Specialty Items, & Literature Requests  
shatcher@brick.com  
Acme 1002401, phone 817-390-2401

Contact us!