

BRANDING GUIDELINES 2023

A circular logo with a dark blue background and white text. The text reads "Brown's" in a large, white, cursive script font, and "SHOEFIT CO." in a smaller, white, sans-serif font below it.

Brown's
SHOEFIT CO.

With you every step

BROWN'S BLUE

PANTONE (PMS): 281C

CMYK: 100, 90, 31, 35

RGB: 25, 41, 87

HEX: #1D2A57

CMYK: 90, 90, 90, 90

RGB: 0, 0, 0

HEX: #000

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255,

HEX: #FFF

CORE BROWN'S SHOE FIT CO. LOGOS

These are the approved logos to be used in any marketing materials where Brown's is being represented as a whole. They are a vital part of keeping the Brown's identity consistent and recognizable.



EXCLUSION ZONE

The exclusion zone of a logo refers to the area in which no other elements should exist. There are a few exceptions to this rule, but the examples above are a great set of guidelines.

The exclusions zone for the Brown's Shoe Fit Co. logos and icon is equal to half the height of the "B" in Brown's.



BROWN'S SHOE FIT CO. ICON

This icon is an alternative to the Brown's logo to be used sparingly in appropriate situations. A good example would be using this as a favicon for your website.

BROWN'S SHOE FIT CO. CITY LOGOS

Any BSFC logo that is paired with a city will be standardized, with the same shape, color, and font for each location. These individualized logos can help establish a store as part of it's home town's identity, while still keeping true to our branding standards. These store/city logos can be found on the marketing website or made upon request.



LOGO COLOR ALTERNATIVES

There will be times when the blue logo cannot be used on a specific color or image. There may also be a need for ads without color. Black and white are appropriate color alternatives, and are also available for the city logo designs.



LOGO MISUSE

Editing the Brown's logo harms our brand identity and causes confusion and a lack of cohesion. Under absolutely no circumstances should the Brown's Shoe Fit Co. logo be misused in these ways.



NO

Do not rotate the logo.



NO

Do not change the color of the logo for regular use.



NO

Do not warp the logo in any way.



NO

Do not change the font.



NO

Do not place a different shape behind the logo. Perfect circles only.*



NO

Do not add effects to the logo.



NO

Do not use "Brown's" without "Shoe Fit Co."

OK

You may use other colors for the logo if it is for a special occasion. Please check with the marketing department. This example shows a promotion for a school in the school's colors.



*The exception to this rule is metal signs for store locations.

BROWN'S SHOE FIT CO. TYPOGRAPHY

We have established 9 primary fonts and 3 secondary fonts to be used in Brown's marketing pieces. This streamlines our messaging, creates a stronger visual identity, and makes Brown's advertising cohesive and recognizable. These are the approved fonts that meet our branding standards. If you would like recommendations for appropriate and effective uses of these fonts, please contact the marketing department.

News Gothic BT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The quick brown fox jumped over the lazy dog.

Clarika Pro

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The quick brown fox jumped over the lazy dog.

Kinta

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The quick brown fox jumped over the lazy dog.

BOSTON SKYLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Addington CF

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The quick brown fox jumped over the lazy dog.

Wild Mango

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The quick brown fox jumped over the lazy dog.

Roustel

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The quick brown fox jumped over the lazy dog.

Ernest & Emily

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The quick brown fox jumped over the lazy dog.

Chelsie Hilton

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The quick brown fox jumped over the lazy dog.

BEBAS NEUE

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

HYPERNAVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Recline

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
The quick brown fox jumped over the lazy dog.

BROWN'S SHOE FIT CO. SLOGAN

With you every step: our dedication of hard work, trust, and excellence to our customers. This slogan should appear on most Brown's marketing pieces, helping to establish our message and branding elements.

Font: *Clarika Pro Geometric - Medium Italic*

Colors: *Brown's Blue, Black, or White*

Placement: *Under the Brown's logo*

Spacing: *To line up with the bottom of the exclusion zone (half the height of the "B" in Brown's)*



The marketing team has these logos prepared for your use. They can be found on the marketing site.

THE LIFESTYLE APPROACH

Our choice to prioritize lifestyles in our marketing comes from the desire to meet the customer where they live - to understand their story, their goals, and their footwear needs. Lifestyle images project that understanding, and show our customers that we are ready to send them off on their next work day, vacation, morning run, or adventure in comfort and style.



BROWN'S SHOE FIT CO. SHOPS

Our five shops act as a framing device that can bring Brown's to the forefront of marketing campaigns, customer interactions, and buying decisions. We use the shops to showcase products and brands through a Brown's lens.

PUTTING IT ALL TOGETHER

Shown here are examples of our branding strategies in action. Our chosen brand elements create a distinct, cohesive look that customers will come to associate with Brown's Shoe Fit Co. Our identity is our responsibility to create and maintain, and we want to show our customers our absolute best.



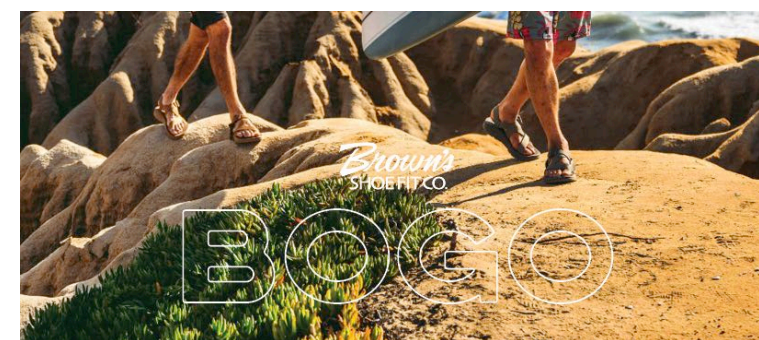
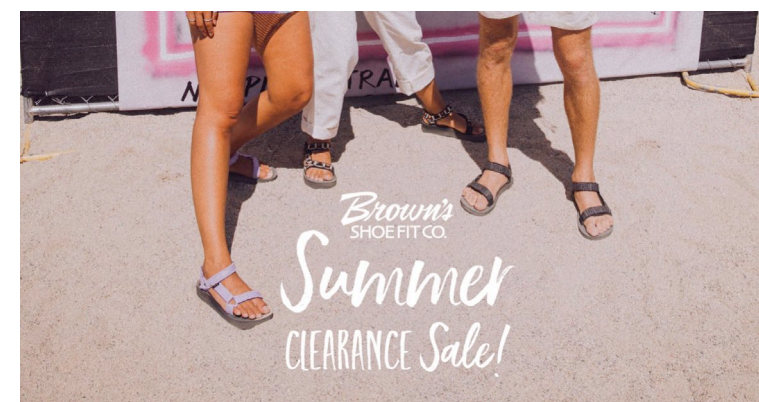
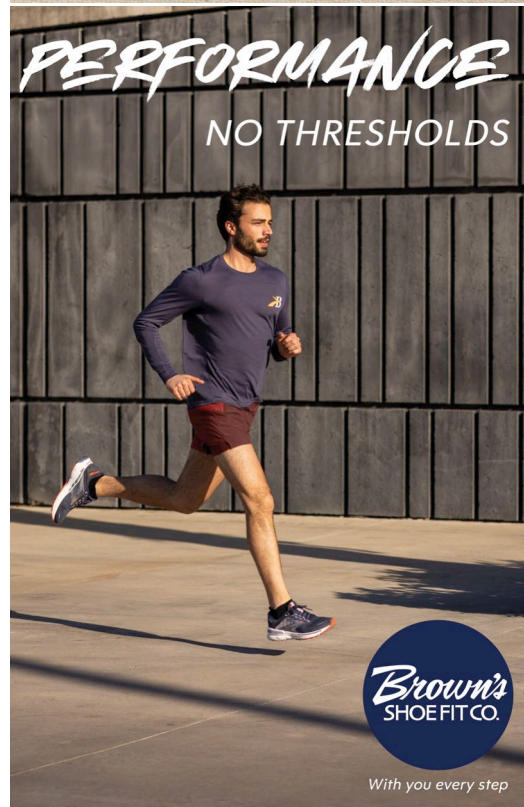
\$10 off

Select sandals regularly priced \$70 or more.

\$15 off

Select sandals regularly priced \$110 or more.

Birkenstock excluded. Other exclusions may apply, see store for details.



RED WING
SHOES

Timberland PRO

RED WING
SHOES

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Brown's
SHOEFIT CO.

With you every step