

Introduction

These guidelines provide a set of rules to help you communicate the Loenbro brand identity clearly and consistently.



Why are these brand guidelines important?

How to use this guide:

- Consult this deck whenever you're creating materials for customers.
- Let the messaging framework inform your content, campaigns, and communications.
- Promote cross-team consistency by relying on shared language and tone.
- Tailor the content for different audiences while preserving the core message.

This guide is your essential reference for expressing our brand clearly and consistently—across every message and every interaction.

LOENBRO
One Partner | Limitless Solutions

Foundation

Brand purpose

Foundation:

- Care About & Invest in Our People
- Provider of Multi-Craft Solutions
- National Platform with a Local Mindset
- Every Customer is a Long-Term Relationship or Partner

Brand Purpose:

Guided by **core values**, grounded in **grit** and a **commitment to excellence**, Loenbro **maintains** and **enhances** the industrial infrastructure that **bettors** our families, customers, and **local** communities.

At Loenbro, our purpose is to build lasting partnerships that stand the test of time. From our beginnings in Montana to our reach across the western United States, we have stayed

true to the traditions that shaped us—integrity, service to others, and care for our people and communities. These values are not just words; they are the principles that guide how we work, how we treat one another, and how we show up for our customers.

We believe a project is more than a task to be completed. It is an opportunity to create trust, demonstrate respect, and deliver excellence in every detail. Our teams approach each job with technical expertise, safety at the forefront, and a commitment to efficiency, but we also bring something more: a people-first mindset rooted in the belief that relationships are as important as results.

Loenbro exists to be more than a contractor—we are a long-term partner. Whether it's Critical Electrical, Mechanical & Structural, Soft Craft &

Fabrication, Underground Maintenance & Installation, or Inspection services, our role extends beyond installation and delivery. We remain present, dependable, and invested in the ongoing success of those we serve.

By living out these enduring traditions of integrity, service, and care, we not only strengthen our customers' confidence but also inspire trust across our communities, our workforce, and our industry. **This is how we honor where we came from, and how we build a future that sets us and our customers apart.**

Brand Messaging Architecture

Turning purpose into performance: a platform for narrative-led engagement and pipeline growth

Simplify	Engage a single construction lifecycle partner for delivery of multi-scope project excellence
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Control	Turn complex, high-stakes work into controlled, dependable outcomes
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Succeed	Ensure project success through trust, accountability, and collaboration
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Why Customers Choose Loenbro	Trust	Accountability	Control
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LOENBRO

The original logo was crafted to reflect the bond between the two brothers, using the "N" as the connective element joining them into one unified mark.

Positioning

Simplify construction

– *Complex (or fast-turn straightforward) projects are where the new One Loenbro integrated model shines—trust, accountability, and control win over cost*

...through a single accountable partner

– *When we take ownership, our clients can trust that the job will get done—safely, on time, and without excuses because you can trust Loenbro as your one true partner (One Loenbro)*

| We simplify construction by taking full ownership of multi-scope project delivery and bringing trust, accountability and control to every relationship.

Manifesto

Many clients in today's construction market are managing **multi-scope, high-stakes** infrastructure work—electrical, mechanical, automation, mission critical and industrial projects where **downtime or errors ripple across entire systems**. Their choices are not about who can do the work but who they can trust to own it completely.

At Loenbro, we believe in creating controlled construction outcomes through trust, accountability, and collaborative, long-term partnerships. This has been our mission since the beginning—and we take great care in carrying out this legacy, every day.

Loenbro exists to be more than a contractor—we are a long-term partner. Whether it's Critical Electrical, Mechanical & Structural, Soft Craft & Inspection, Underground Maintenance & Installation, or Fabrication services, our role extends beyond installation and delivery. We remain present, dependable, and invested in the ongoing success of those we serve.

By living out these enduring traditions of integrity, service, and care, we not only strengthen our customers' confidence but also inspire trust across our communities, our workforce, and our industry. **This is how we honor where we came from, and how we build a future that sets us and our customers apart.**

| Are you ready to access the power
| of limitless solutions?

LOENBRO

One Partner | Limitless Solutions

Boilerplate & About Us

Boilerplate:

Loenbro is a trusted, long-term construction lifecycle partner to thousands of customers across the U.S. Our service offerings include Critical Electrical, Mechanical & Structural, Soft Crafts, Inspection, Underground Maintenance and Installation, and Fabrication and our vertical market focus spans all industries.

Our expertise lies in simplifying the complex, so that our clients gain clarity & control in construction and maintenance. We do this by taking full ownership on every interaction, delivering multi-scope project excellence, and establishing long-standing relationships with our partners as we enhance and maintain your critical infrastructure.

We have a national presence but a local approach—so that every customer benefits from our capabilities and our care. Through their relationship with us and the One Loenbro model, our customers are able to simplify, control, and succeed in the everyday.

About Us:

Gain clarity and control in construction. You may be managing multi-scope, high-stakes infrastructure work—where downtime or errors ripple across entire systems. Or, you may be running a project where the scope is smaller but the stakes are just as high—and you need a partner you can trust to deliver it safely and on-schedule.

Your choice may not be about who can simply execute the work—but you can trust to own it completely.

Loenbro is the trusted partner to clients throughout the U.S. who need to simplify the complex, explore innovative possibilities through collaboration, and engage with a true lifecycle partner who can enhance and maintain their critical infrastructure over the long-term.

Whether you need critical electrical, mechanical & structural, soft craft, inspection, underground maintenance & installation, or fabrication services, our role extends beyond installation and delivery. We remain present, dependable, and invested in the ongoing success of those we serve.

Engage the One Loenbro team and leverage the power of limitless solutions.

Messaging Pillars

Three key pillars define how Loenbro streamlines construction through a single partnership and allows clients to benefit from limitless solutions:

The Connection
Between Our
Messaging
Pillars + Our
Provided Services



One Partner + One Standard = Zero Excuses

Loenbro provides our clients with a single accountable partner integrating multiple project scopes with end-to-end oversight, equating to reliability via one partner owning all outcomes.



Process + Communication = Clarity in Construction

Loenbro achieves dependable outcomes through process discipline and transparent communication—allowing us to circumvent common construction issues and realize positive outcomes.



Systems, Skills + Synergy = Success

Loenbro's successes are grounded in real performance—our proven systems, top talent, and values-based culture ensure consistency and safety on every project...every time.

Our Values

At Loenbro, we live by unshakeable company values that guide us in all that we do:

L Live with Integrity

We do the right thing and do what we say, in every interaction—and practice stewardship to care for the communities where we live & work.

E Exceed Expectations

We anticipate customer needs, deliver innovative solutions, and dedicate ourselves to creating outcomes that make a real difference.

A Act with Urgency

We take action, adapt seamlessly, and keep projects moving without compromising quality—because our customers' priorities are our priorities.

D Deliver Excellence

We combine our passion for quality, our industry expertise, and our eye for innovation to make excellence our standard.



Voice and Tone

Writing in Our Voice and Tone



Our Brand Voice

- **Confident and knowledgeable:** We speak with authority rooted in our technical expertise and client experience but never come across as arrogant.
- **Straightforward and clear:** We avoid jargon unless it's industry specific and necessary. Our language is precise, practical, and easy to understand.
- **Dependable and professional:** We reflect the reliability of our services by maintaining a steady, composed voice.
- **Approachable and human:** While we communicate in a way that reflects our decades of building trusting client relationships; feels personable and respectful, not cold or mechanical.



Tone Guidelines

Our tone adapts depending on the context, while staying true to our voice:

- **Client proposals and reports** → Professional, detail oriented, and solution focused.
- **Marketing materials** → Confident, engaging, and benefit driven, highlighting how we solve client challenges.
- **Website and digital channels** → Clear, approachable, and informative, balancing technical credibility with accessibility.
- **Internal communications** → Direct, respectful, and collaborative, fostering trust and alignment among employees.

Voice in Action

Strive for clarity, professionalism, and approachability in your verbiage.

Example 1: Marketing Material

→ Before (too technical/jargon-heavy):

“Our industrial solutions utilize advanced mechanical processes to optimize operational throughput.”

→ After (clear, approachable, benefit-driven):

“We deliver reliable solutions that keep your operations running smoothly and efficiently.”

Example 2: Client Proposal

→ Before (overly general/casual):

“We think this plan could be beneficial for all.”

→ After (professional, confident):

“This plan provides a proven path to improving efficiency and reducing downtime for your team.”

Example 3: Sales Interview Material

→ Before (salesy/exaggerated):

“We’re the best industrial services company in the U.S. - and have the projects to prove it!”

→ After (credible, trustworthy):

“Clients across industries trust us to deliver safe, dependable services that meet critical needs.”



Do's & Don'ts



Do emphasize reliability, safety, and expertise.



Do use active voice and concise sentences.



Do highlight client outcomes and value.



Don't use overly casual slang or humor that undermines professionalism.



Don't overwhelm with technical jargon that alienates non specialist readers.



Don't adopt a salesy or exaggerated tone – credibility comes first.

Design Elements

Logo and Tagline

Loenbro challenges the status quo. Where others see obstacles, we see opportunities to innovate. “**One Partner | Limitless Solutions**” positions us as a forward-thinking partner – whether through adopting cutting-edge technologies, redefining safety standards, or bringing a people-first approach to industrial services.

The logo may only be paired with the approved tagline. It should not be altered or recreated to include state or city names, departmental identifiers, or any company divisions or groups.



Primary Color Palette

Our brand colors are designed to be bold and should always be used at 100% strength—without tints or transparency—when applied to the primary wordmark and stripes. Accent colors and background colors may be used in tint variations of the primary palette, following the incremental percentages shown below.



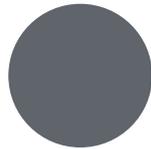
Loenbro Blue

CMYK 100 / 80 / 33 / 20
RGB 19 / 64 / 106
13406a



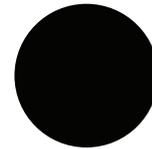
Loenbro Red

CMYK 24 / 95 / 100 / 21
RGB 160 / 42 / 33
a02a21



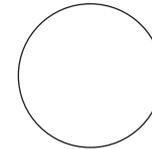
Loenbro Gray

CMYK 64 / 53 / 47 / 19
RGB 96 / 101 / 107
60656b



Loenbro Black

CMYK 75 / 68 / 67 / 90
RGB 0 / 0 / 0
000000



Loenbro White

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
ffffff



PANTONE®
4154 C



PANTONE®
7628 C

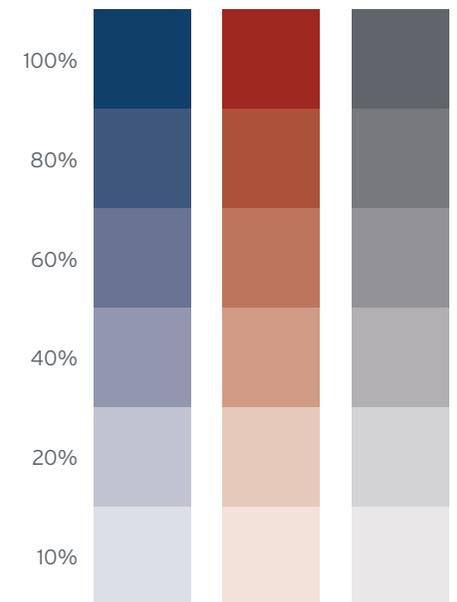


PANTONE®
Cool Gray 10 C



PANTONE®
Black 6 C

Primary Color Tints



Primary Gradients



Secondary color palette

Our secondary brand colors are intended to function as accent tones. Backgrounds may use tinted variations of the primary palette, following the incremental percentages shown below. These secondary colors should never replace the primary colors, nor should they be used within the logo or branding stripes.



Loenbro Sea Green
CMYK 90 / 53 / 64 / 49
RGB 10 / 65 / 63
0a413f



PANTONE®
3308 C



Loenbro Yellow
CMYK 6 / 36 / 98 / 0
RGB 237 / 169 / 36
eda924



PANTONE®
4008 C



Loenbro Brown
CMYK 30 / 44 / 50 / 30
RGB 138 / 110 / 95
8a6e5f



PANTONE®
7615 C

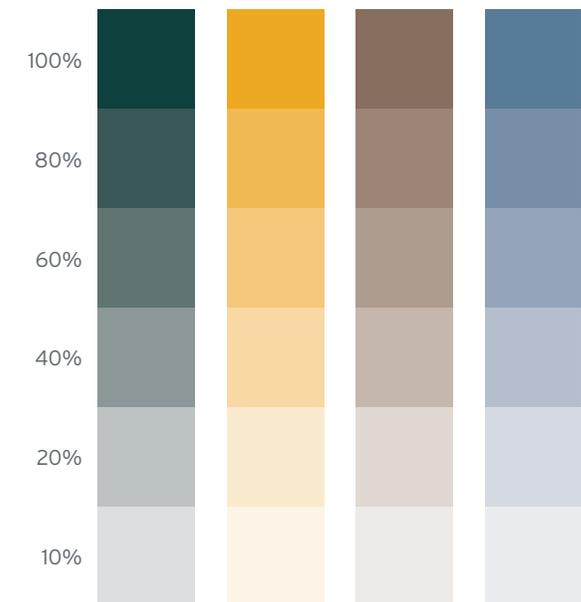


Loenbro Slate Blue
CMYK 70 / 46 / 27 / 3
RGB 90 / 123 / 152
5a7b98



PANTONE®
5415 C

Secondary Color Tints



Logo Color Options

Using our brand incorrectly or inconsistently weakens its impact. By following these guidelines, we help strengthen and protect the brand, ensuring our logo is applied consistently across all communications.

Our Wordmark

LOENBRO

The single-color logo may be reproduced using any of Loenbro's approved primary colors for one-color applications. While all options are permitted, the primary version should always be the "Loenbro Blue" logo. The additional color variations are considered secondary and should be used only when appropriate or necessary.

LOENBRO

LOENBRO

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LOENBRO

LOENBRO

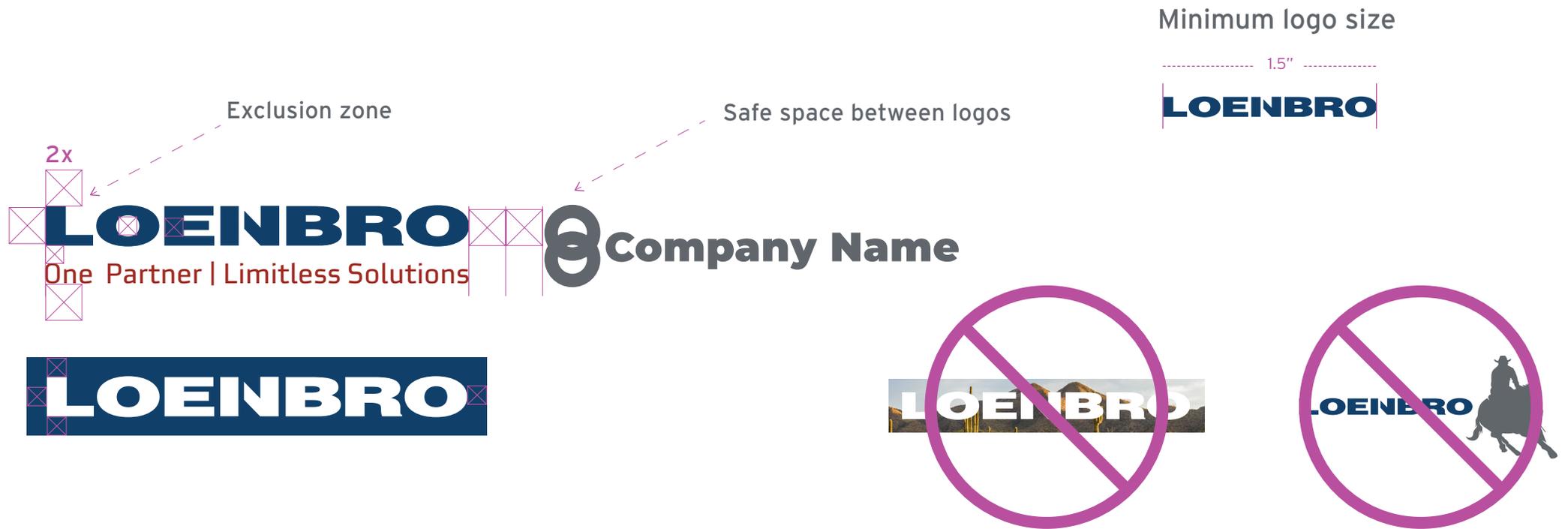
LOENBRO

Wordmark and Logotype Lockup

When using our logo, a consistent set of rules must be followed regarding size, color, clear space, and proportions. To ensure maximum prominence, legibility, and brand consistency, the logo must always be surrounded by an area of clear space. This clear space—also referred to as the exclusion zone—must remain free of any other graphic elements, including text, imagery, or patterns that could compete with or diminish the logo.

The exclusion zone represents the minimum amount of space required. More space should be added whenever possible to maintain clarity and visual impact.

A minimum logo size is also required to ensure readability across all applications, particularly in smaller formats such as business cards, digital ads, mobile displays, and other scaled-down uses.



Typography

Use sentence case for all text including headlines, subheadings, etc., and for all body applications or larger volumes of text. This ensures better legibility when reading. Sentence case is a capitalization style in which only the first word of a sentence and proper nouns are capitalized, with the rest of the words in lowercase.

Primary headline font

The Utility Pro font is clean and simple and reflects the Loenbro brand. The Utility Pro font cannot be shared out internally or externally.

The quick brown fox
jumps over the lazy dog.
abcdefghijklmn
opqrstuvwxyz
1234567890
#\$%&

Utility Pro Light

The quick brown fox
jumps over the lazy dog.
abcdefghijklmn
opqrstuvwxyz
1234567890
#\$%&

Utility Pro Regular

Typography

Use sentence case for all text including headlines, subheadings, etc., and for all body applications or larger volumes of text. This ensures better legibility when reading. Sentence case is a capitalization style in which only the first word of a sentence and proper nouns are capitalized, with the rest of the words in lowercase.

Primary body copy font

The Interstate font is clean, simple, and aligns well with the Loenbro brand. It also offers multiple condensed and regular weights, providing flexibility across applications. Interstate is a licensed font available through Adobe Creative Cloud or can be commercially licensed directly through Frere-Jones Type LLC.

Inter is an open-licensed Google font that can serve as a substitute, though it doesn't offer the same variety of weights or condensed versions as Interstate.

The quick brown fox
jumps over the lazy dog.

abcdefghijklmn

opqrstuvwxyz

1234567890

#\$%&

Interstate Light

The quick brown fox
jumps over the lazy dog.

abcdefghijklmn

opqrstuvwxyz

1234567890

#\$%&

Interstate Regular

**The quick brown fox
jumps over the lazy dog.**

abcdefghijklmn

opqrstuvwxyz

1234567890

#\$%&

Interstate Bold

The quick brown fox
jumps over the lazy dog.

abcdefghijklmn

opqrstuvwxyz

1234567890

#\$%&

Inter Light

**The quick brown fox
jumps over the lazy dog.**

abcdefghijklmn

opqrstuvwxyz

1234567890

#\$%&

Inter Medium

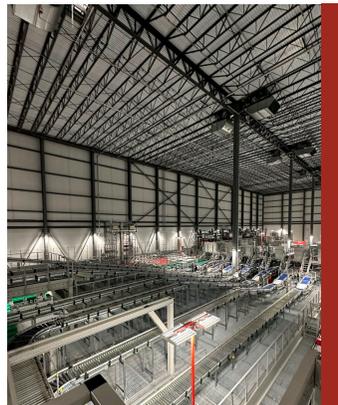
Loenbro stripes

The Loenbro stripes should be used as branded accent elements. The “Loenbro Red” stripe serves as the primary version, while the secondary “Loenbro Gray” stripe should always align with the height of the primary stripe. The gradient background is intended to showcase the “Loenbro” wordmark, highlighting it as the focal point through the use of a lighter gradient.

Gray 1/2 size of Red Stripe



Gray 1/2 size of Red Stripe



Images may be used with or without stripes. Stripes are intended to draw attention to imagery or provide a decorative brand element. Stripes may only be used in the primary Loenbro Red and Gray colors.

Scalable simplicity

The hexagon is a supporting brand element that represents structure, connection, and scalable growth. Its use should always feel intentional and balanced.

Scale & Application

- Large Formats (trade shows, environmental graphics, presentation covers, website hero areas):
- Hexagons may be used more prominently and layered to create visual impact.

Photo Hexagons

Photo-filled hexagons represent Loenbro's industries and real-world work.

Color Hexagons

Solid-color hexagons represent Loenbro's brand identity.

Use only approved brand colors. Color hexagons are best used as background accents, section dividers, or pattern elements.

Composition

- Hexagons may interlock, overlap, or be cropped, but must remain structured and deliberate
- Maintain sufficient spacing and hierarchy
- Hexagons should support—not compete with—logos, typography, and messaging

Avoid

- Overuse or excessive repetition
- Distortion or unapproved effects
- Mixing photo and color hexagons without a clear system

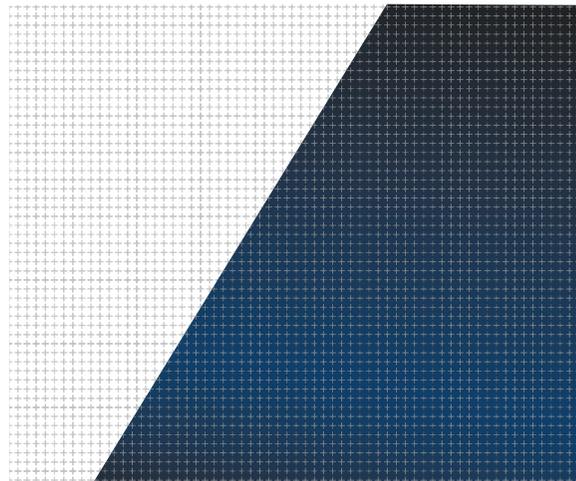


Patterns

Patterns are a supporting design element used to add visual interest and reinforce brand recognition without competing with primary content or the primary and secondary color palette. They should be used only as subtle, tinted accents and should never function as the primary design element.



Line Pattern



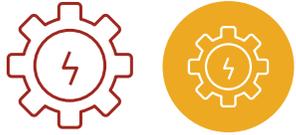
Cross Grid Pattern



Scattered Dots

Icons

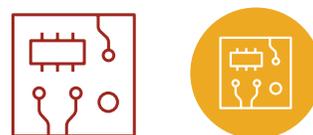
Visual Icons



Mission Critical



Advanced Manufacturing



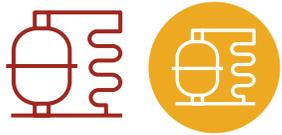
Semiconductors



Power Generation



Water Solutions



Food & Beverage



Mining & Metals



Distribution



Chemical



Federal



Oil & Gas



Pharmaceutical



Renewable Energy



Healthcare



Aviation

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