



# Brand Guidelines

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Making Places People Want To Be For Over 100 Years | Nov-2025

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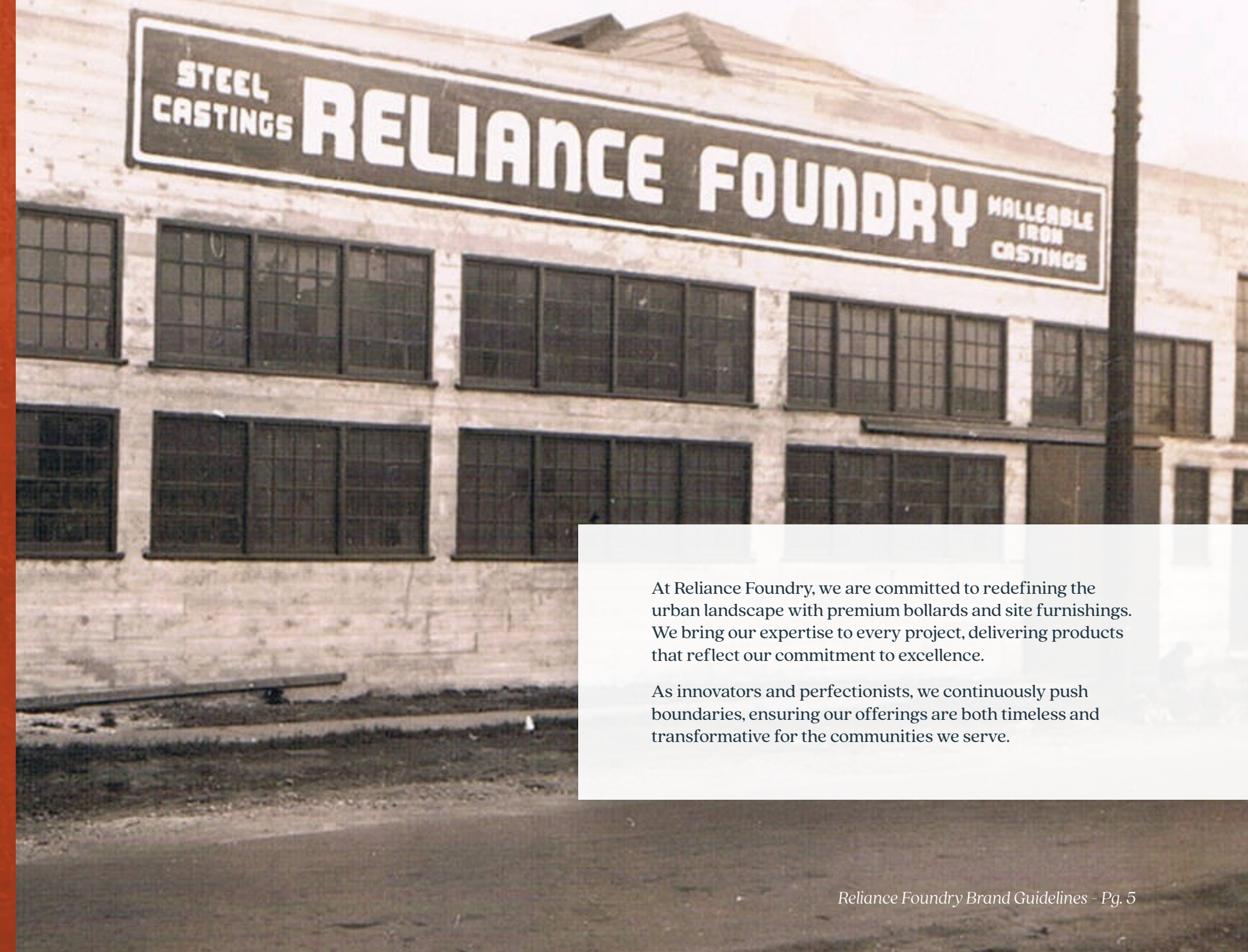
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# Who We Are

Innovators and perfectionists focused on excellence—since 1925



At Reliance Foundry, we are committed to redefining the urban landscape with premium bollards and site furnishings. We bring our expertise to every project, delivering products that reflect our commitment to excellence.

As innovators and perfectionists, we continuously push boundaries, ensuring our offerings are both timeless and transformative for the communities we serve.

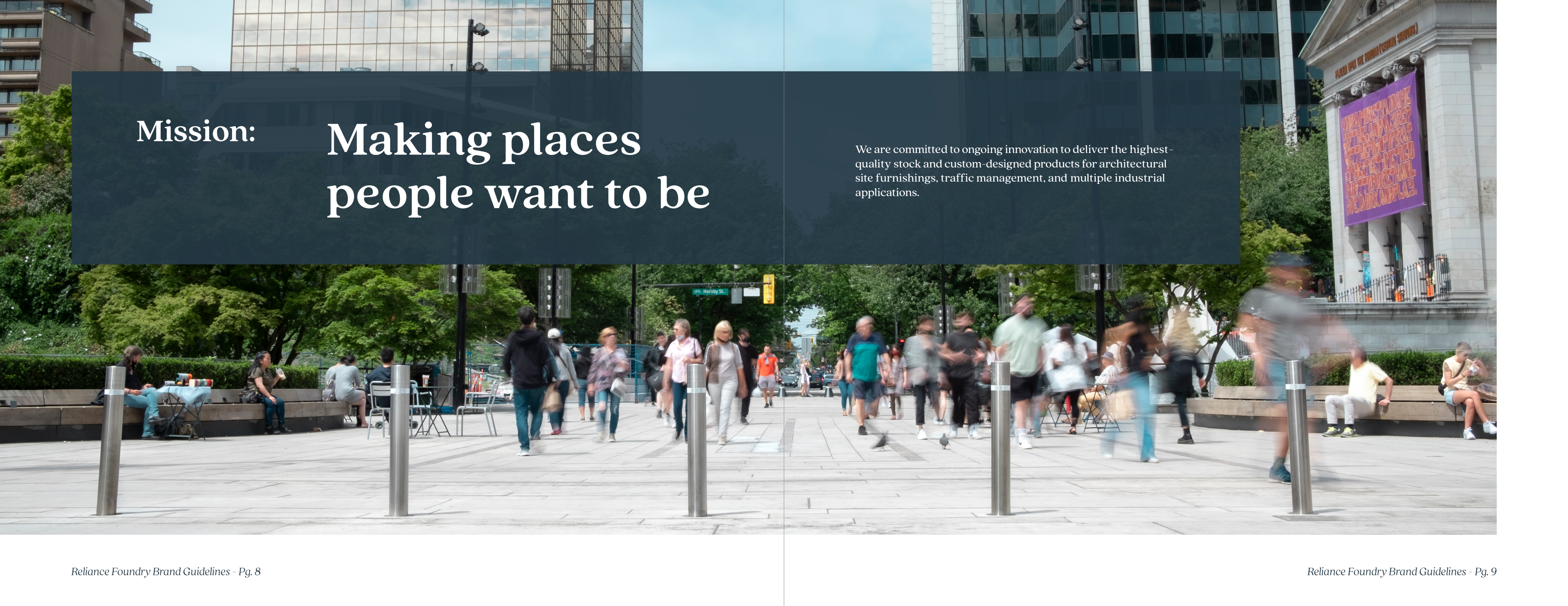


# Mission, Vision, Values

What we stand for, what drives us, and what has kept us in business for 100 years







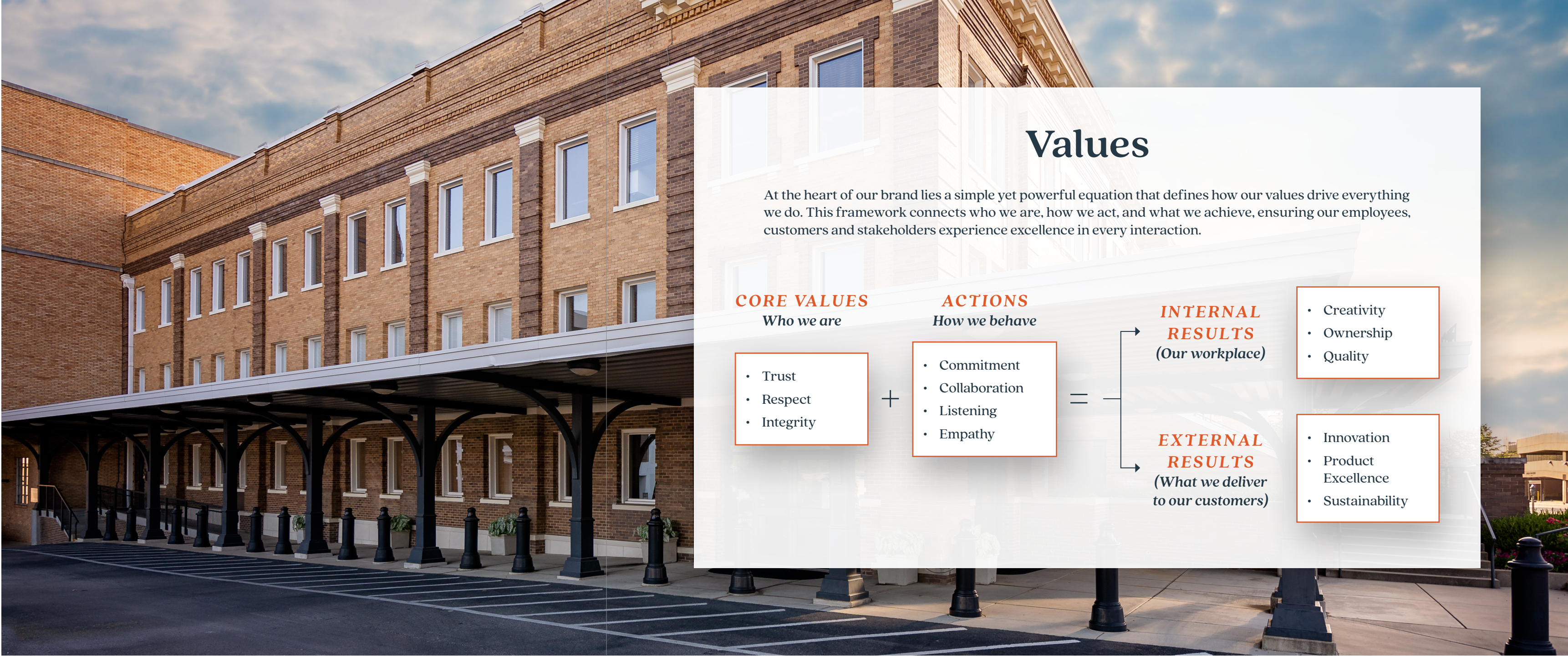
# Mission: Making places people want to be

We are committed to ongoing innovation to deliver the highest-quality stock and custom-designed products for architectural site furnishings, traffic management, and multiple industrial applications.



# Vision

Creating safe, well-designed products that connect and enrich our world with security, functionality, and aesthetic appeal.



# Values

At the heart of our brand lies a simple yet powerful equation that defines how our values drive everything we do. This framework connects who we are, how we act, and what we achieve, ensuring our employees, customers and stakeholders experience excellence in every interaction.

## CORE VALUES

Who we are

- Trust
- Respect
- Integrity

## ACTIONS

How we behave

- Commitment
- Collaboration
- Listening
- Empathy

## INTERNAL RESULTS

(Our workplace)

- Creativity
- Ownership
- Quality

## EXTERNAL RESULTS

(What we deliver to our customers)

- Innovation
- Product Excellence
- Sustainability



# Product Offering

Transforming spaces with unmatched design and resilience





# Our Products

Our products go beyond the functional—they elevate spaces with high-profile elegance while exceeding the most demanding safety and durability standards. From protecting public spaces to enhancing architectural aesthetics, we take pride in crafting solutions that blend purpose with exceptional design.



# Product Hierarchy





# Sustainability

Creating long-lasting solutions with purpose







Buy a Bollard  
Plant a Tree

# Sustainability at Reliance Foundry

At Reliance Foundry, sustainability is core to how we operate. Our commitment is grounded in three pillars:



## DURABLE DESIGN

We create long-lasting infrastructure that reduces waste over time. Metal is one of the most recyclable and durable materials available—unlike plastic, it won’t degrade and can be repurposed indefinitely. Our aluminum products are nearly 100% recyclable, and most of our steel products contain recycled content.



## CONSCIOUS MANUFACTURING

We prioritize partnerships with manufacturers that share our values—those who use recycled materials and implement sustainable practices. Our products have also been selected for LEED-certified projects, supporting greener construction standards across North America.



## GIVING BACK TO NATURE

### **Buy A Bollard, Plant A Tree**

The heart of our sustainability initiative lies in giving back. In partnership with **Veritree**, we plant a tree for every bollard sold. Each purchase helps restore ecosystems, absorb carbon, and rebuild vital forest habitats. It’s a simple action with a lasting impact.

By choosing Reliance Foundry, you’re not just investing in safety and durability—you’re supporting a future where sustainability and infrastructure grow together.



# Voice and Tone

Our voice embodies who we are—rooted in expertise and innovation, driven by collaboration and solutions, and trusted for our reliability and award-winning quality.





# How We Communicate

Our communication style is grounded on three key pillars that define and guide our voice and tone consistently throughout brand touch points.



# Our Three Pillars

## EXPERT AND INNOVATIVE *(Rooted in Tradition)*

Reliance Foundry’s communications are steeped in the company’s rich heritage while showcasing its continuous innovation in architectural and industrial applications. The tone conveys a deep expertise that has been honed since 1925, demonstrating a reliable foundation and a forward-thinking approach. We communicate as experts who not only know the past but also shape the future.

## COLLABORATIVE AND SOLUTION-ORIENTED

Our voice reflects our role as a collaborative partner to architects, planners, and businesses. We speak the language of design, functionality, and efficiency, always seeking to understand and address the unique challenges our clients face. Our communication is not just about selling a product; it’s about collaborating and co-creating solutions that make places people want to be.

## RELIABLE AND TRUSTWORTHY *(Award-Winning Quality)*

As award winning, leaders in bollards and site furnishings, our tone communicates the reliability and high quality that earned us our accolades. We build trust through a clear, confident voice that reflects our commitment to delivering only the best in products and services. Our words are as solid and enduring as the metal castings we provide, assuring every stakeholder of our unwavering dedication to excellence.



# Visual Identity

Logo, typography and colour standards





# Logo

Our logo is the foundation of our identity. It represents the essence of our company by making a direct reference to molten metals pouring out of a ladle. The orange line goes beyond 1925 and into the future, representing our long-standing company history and our commitment to innovation and a sustainable future.

Overall, our primary logo should be used by default on as many brand touch points as possible.

The reversed version of our logo is reserved for instances when the background is too dark; and when a project is restricted to only black ink, we use the black version.

There is a version of our logo with the TM icon. We reserve the use of this TM version for very specific projects, and its implementation must always be approved by our Marketing team.

Primary



Reversed



Black



# Icon

Our icon is a simplified version of our logo. To ensure it genuinely represents our brand, it only lives in colour. It is exclusively reserved for digital touch points and print projects that allow multiple inks.

While we prefer to use the icon version with the date our company was established, we recognize that there will be instances where this element's size could be so small that legibility would be lost. For that reason, we have an icon version without the date.

There is a version of our icon with the TM initials. We reserve the use of this TM version for very specific projects, and its implementation must always be approved by our Marketing team.

Primary With Date



Primary Without Date



Reversed With Date



Reversed Without Date





# Safe Space

There must always be a specific amount of empty space around our logo and icon to ensure they are distinguishable.

The safe space around our primary logo is determined by the “O” in “FOUNDRY”, while the safe space around our icon is determined by the “R”.



# Minimum Size

For legibility purposes, the minimum measurements at which our logo and icon can be proportionately scaled down are as follows:

LOGO:  
Minimum size is 1.5in wide for print or 144px wide for digital applications.

ICON WITH DATE:  
Minimum size is 0.6875in or 60px wide. This ensures the date is legible.

ICON WITHOUT DATE:  
Minimum size is 0.375in or 36px wide.





# Incorrect Logo Usage

Our logo and icon must never be sheared, stretched or rotated in any way. The colour, font and graphic elements should not be altered in any way. Any former versions of our logo should also be avoided - although they were approved at some point in our history, they are considered outdated and should not be used.



# Font System

There are two font families that we utilize across communications:

Quincy CF is our main font family, and we make use of its 16 variations to create text hierarchy.

For applications that do not support Quincy CF, our default font family is Avenir, which provides variations equivalent to those of Quincy CF.

## Quincy CF

|                     |                       |                      |                          |
|---------------------|-----------------------|----------------------|--------------------------|
| Thin                | Text                  | Medium               | Extra Bold               |
| <i>Thin Italic</i>  | <i>Text Italic</i>    | <i>Medium Italic</i> | <i>Extra Bold Italic</i> |
| Light               | Regular               | Bold                 | Black                    |
| <i>Light Italic</i> | <i>Regular Italic</i> | <i>Bold Italic</i>   | <i>Black Italic</i>      |

## Avenir

|                      |                       |                      |
|----------------------|-----------------------|----------------------|
| Light                | Roman                 | Heavy                |
| <i>Light Oblique</i> | <i>Oblique</i>        | <i>Heavy Oblique</i> |
| Book                 | Medium                | Black                |
| <i>Book Oblique</i>  | <i>Medium Oblique</i> | <i>Black Oblique</i> |



# Primary Colour Palette

Our primary colour palette is inspired by our strong materials and the core personalities of our customer muses.

Cast Iron is a regal dark blue that symbolizes knowledge and tradition, while Vermilion is inspired by the primed finish of some of our crash-rated bollards and it represents creativity and innovation. Both of these colours come together in our logo design.

Mustard represents our Decision Maker Muses, as it stands for a creative and grounded personality, while Electric Blue stands for energy and action, as our Purchaser Muses are driven by timing and ultimately action on buying our products.

While these four colours are primarily used on our brand touch points and communications, we also have an extended colour palette that gives us flexibility for illustrations, graphics and backgrounds.



## CAST IRON

**Pantone** 7546 C  
**CMYK** 86% - 68% - 50% - 46%  
**RGB** 36 - 55 - 70  
**HEX** 243746



## ELECTRIC BLUE

**Pantone** 2728 C  
**CMYK** 93% - 78% - 0% - 0%  
**RGB** 0 - 71 - 186  
**HEX** 0047BA



## VERMILION

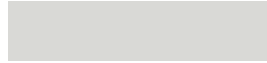
**Pantone** 7579 C  
**CMYK** 7% - 79% - 97% - 1%  
**RGB** 224 - 89 - 42  
**HEX** E0592A



## MUSTARD

**Pantone** 7551 C  
**CMYK** 27% - 48% - 100% - 8%  
**RGB** 180 - 127 - 0  
**HEX** B47F00

# Extended Colour Palette

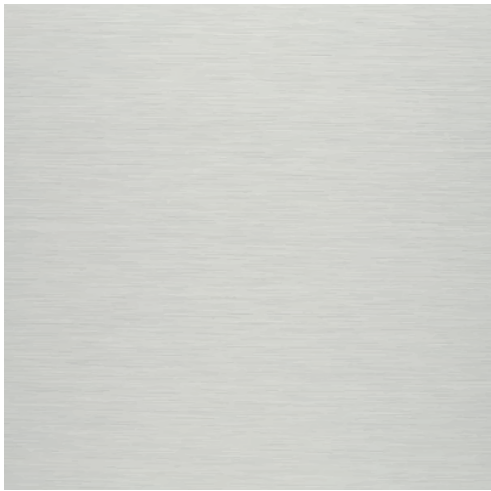
| Vermilion                                                                                              | Electric Blue                                                                                           | Mustard                                                                                                 | Green                                                                                                    | Sand                                                                                                            | Cool Grey                                                                                                       |
|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
|                     |                      |                      |                       |                              |                              |
| <b>Pantone</b> 7579 C<br><b>CMYK</b> 7 - 79 - 97 - 1<br><b>RGB</b> 224 - 89 - 42<br><b>HEX</b> E0592A  | <b>Pantone</b> 2728 C<br><b>CMYK</b> 93 - 78 - 0 - 0<br><b>RGB</b> 0 - 71 - 186<br><b>HEX</b> 0047BA    | <b>Pantone</b> 7551 C<br><b>CMYK</b> 27 - 48 - 100 - 8<br><b>RGB</b> 180 - 127 - 0<br><b>HEX</b> B47F00 | <b>Pantone</b> 5545 C<br><b>CMYK</b> 75 - 41 - 63 - 23<br><b>RGB</b> 65 - 105 - 91<br><b>HEX</b> 41695B  | <b>Pantone</b> Warm Grey9 C<br><b>CMYK</b> 47 - 47 - 50 - 12<br><b>RGB</b> 132 - 119 - 112<br><b>HEX</b> 847770 | <b>Pantone</b> 424 C<br><b>CMYK</b> 57 - 47 - 48 - 14<br><b>RGB</b> 111 - 114 - 113<br><b>HEX</b> 6F7271        |
|                     |                      |                      |                       |                              |                              |
| <b>Pantone</b> 165 C<br><b>CMYK</b> 0 - 74 - 97 - 0<br><b>RGB</b> 255 - 103 - 29<br><b>HEX</b> FF671D  | <b>Pantone</b> 2726 C<br><b>CMYK</b> 79 - 69 - 0 - 0<br><b>RGB</b> 66 - 92 - 199<br><b>HEX</b> 425CC7   | <b>Pantone</b> 7563 C<br><b>CMYK</b> 16 - 41 - 99 - 1<br><b>RGB</b> 215 - 154 - 43<br><b>HEX</b> D79A2B | <b>Pantone</b> 624 C<br><b>CMYK</b> 57 - 25 - 44 - 2<br><b>RGB</b> 118 - 157 - 145<br><b>HEX</b> 769D91  | <b>Pantone</b> Warm Grey6 C<br><b>CMYK</b> 37 - 36 - 38 - 1<br><b>RGB</b> 166 - 155 - 149<br><b>HEX</b> A69B95  | <b>Pantone</b> 423 C<br><b>CMYK</b> 49 - 39 - 39 - 4<br><b>RGB</b> 136 - 139 - 141<br><b>HEX</b> 888B8D         |
|                     |                      |                      |                       |                              |                              |
| <b>Pantone</b> 163 C<br><b>CMYK</b> 0 - 46 - 59 - 0<br><b>RGB</b> 255 - 157 - 108<br><b>HEX</b> FF9D6C | <b>Pantone</b> 2718 C<br><b>CMYK</b> 66 - 43 - 0 - 0<br><b>RGB</b> 88 - 135 - 218<br><b>HEX</b> 5887DA  | <b>Pantone</b> 7409 C<br><b>CMYK</b> 4 - 32 - 98 - 0<br><b>RGB</b> 244 - 178 - 35<br><b>HEX</b> F4B223  | <b>Pantone</b> 5585 C<br><b>CMYK</b> 37 - 16 - 30 - 0<br><b>RGB</b> 165 - 188 - 177<br><b>HEX</b> A5BCB1 | <b>Pantone</b> 7528 C<br><b>CMYK</b> 23 - 23 - 30 - 0<br><b>RGB</b> 197 - 185 - 172<br><b>HEX</b> C5B9AC        | <b>Pantone</b> Warm Grey4 C<br><b>CMYK</b> 27 - 21 - 22 - 0<br><b>RGB</b> 187 - 187 - 187<br><b>HEX</b> BBBB BB |
|                   |                    |                    |                     |                            |                            |
| <b>Pantone</b> 712 C<br><b>CMYK</b> 0 - 23 - 41 - 0<br><b>RGB</b> 253 - 201 - 154<br><b>HEX</b> FDC99A | <b>Pantone</b> 2717 C<br><b>CMYK</b> 33 - 14 - 0 - 0<br><b>RGB</b> 165 - 197 - 237<br><b>HEX</b> A5C5ED | <b>Pantone</b> 1205 C<br><b>CMYK</b> 4 - 9 - 53 - 0<br><b>RGB</b> 248 - 223 - 141<br><b>HEX</b> F8DF8D  | <b>Pantone</b> 621 C<br><b>CMYK</b> 18 - 4 - 15 - 0<br><b>RGB</b> 206 - 223 - 215<br><b>HEX</b> CEDFD7   | <b>Pantone</b> 7527 C<br><b>CMYK</b> 15 - 13 - 21 - 0<br><b>RGB</b> 214 - 209 - 196<br><b>HEX</b> D6D1C4        | <b>Pantone</b> Warm Grey1 C<br><b>CMYK</b> 14 - 11 - 12 - 0<br><b>RGB</b> 217 - 216 - 214<br><b>HEX</b> D9D8D6  |



# Textured Backgrounds

A strong component of our visual language is our textured backgrounds. They are inspired by the strength and resilience of our core materials, cast iron and stainless steel, and the vibrant primed finish of our crash-rated bollards.

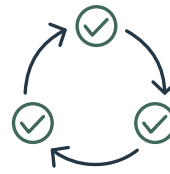
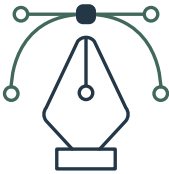
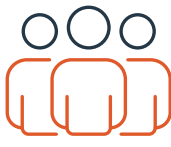
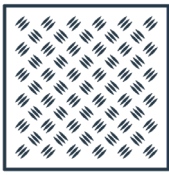
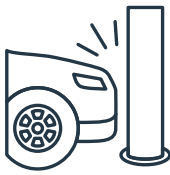
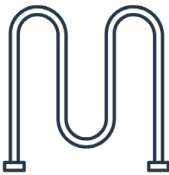
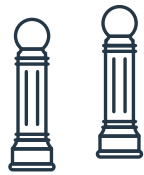
If our logo were to be covered or removed from any touch point, these textured backgrounds maintain the look and feel of our brand. Consequently, we use the cast iron and vermillion backgrounds more predominantly than the stainless steel texture.



# Iconography

To ensure visual consistency, our icons follow a specific styling:

- Monoline style
- Rounded corners
- Rounded caps
- Stroke width of 2pt
- 100 x 100 pixels for digital
- Use 1-2 brand colours







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