

Brand Book



Quick Reference Spread

Mini brand architecture diagram

T.M. Cobb Companies operates as a branded house, uniting three specialized divisions under one master brand. This structure clarifies who we are, what we do, and how customers engage with us across manufacturing, custom work, and distribution.

All divisions share a consistent visual identity and messaging system, while serving distinct roles and customer needs. Together, they form a vertically integrated platform that supports projects from specification through delivery.

Links/paths for asset folder naming

Brand assets are stored in a centralized folder system. Always use approved files from the most current location to ensure consistency and version control.

T.M. COBB COMPANIES
MANUFACTURING | MILLWORK | DISTRIBUTION



T.M. COBB
DISTRIBUTION



HALEY BROS.
MANUFACTURING



COBB CUSTOM
MILLWORK

“At a glance” bullets

- ▶ One master brand with three specialized divisions
- ▶ Vertically integrated: manufacturing, custom, and distribution
- ▶ Unified visual identity across all divisions
- ▶ Clear structure for customers, partners, and vendors

Brand Playbook



SECTION 1: Brand Overview

1.1 Introduction to T.M. Cobb Companies

T.M. Cobb Companies is the unified brand identity for three respected divisions — T.M. Cobb, Haley Bros., and Cobb Custom — each with deep regional roots and long-standing relationships across the Western U.S. construction industry. As a vertically integrated manufacturer and distributor of doors and millwork, the company combines over 90 years of craftsmanship, operational excellence, and trusted service.

This unified brand was created to eliminate customer confusion, reduce overlap, and clearly communicate that T.M. Cobb Companies offers not just distribution, but also manufacturing and custom millwork under one umbrella and one vision. The updated name and brand system bring clarity and consistency to internal teams, trade partners, and customers — signaling strength, scale, and a simplified way to engage across divisions.



1.2 Brand purpose

To be the most trusted partner for doors and millwork in the Western U.S., delivering quality, speed, and personalized support through a vertically integrated model

1.3 Company structure & divisions

T.M. Cobb Companies is made up of three unified divisions that work together to deliver a complete, vertically integrated experience:

- ▶ **T.M. Cobb:** A high-volume, two-step distributor of doors and millwork, serving dealers and trade customers across the markets that we serve. Known for deep inventory, fast fulfillment, and reliable service.
- ▶ **Haley Bros.:** A manufacturer of interior and architectural doors for residential and commercial use across the Western U.S. Supports both distribution and direct accounts, delivering consistency, scale, and custom capabilities for builders, designers, and developers.

- ▶ **Cobb Custom:** A project-based division specializing in custom windows and doors for high-end, design-forward projects in California. Bridges the gap between off-the-shelf and fully bespoke solutions — serving architects, multifamily developers, and commercial clients with complex or technical needs.

Together, the divisions cover everything from spec to site — enabling one partner to serve multiple customer segments with clarity, speed, and trust.



SECTION 2: Brand Foundation

2.1 Brand Architecture

T.M. Cobb Companies follows a branded house architecture, uniting three divisions under one overarching brand identity. This structure helps reduce confusion in the market, clarifies the company's full scope of capabilities, and enables teams to tell one cohesive story across channels.

Under this architecture:

- ▶ T.M. Cobb Companies is the master brand, representing the full spectrum of offerings — from manufacturing to custom millwork to distribution.

- ▶ T.M. Cobb, Haley Bros., and Cobb Custom remain distinct brands and divisions, unified by a shared look and feel and aligned messaging under T.M. Cobb Companies..
- ▶ The visual system, including logos, colors, and typography, creates alignment while allowing room for distinction where needed (e.g., product lines, marketing collateral)

This architecture makes it easier for customers and partners to understand who we are, what we do, and how to work with us — whether they're buying a stock item, commissioning a custom order, or sourcing for a large-scale development project.

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2.2 Brand Promise

One company, three strengths:

We Make It. We Customize It. We Distribute It.

We work together to deliver excellence in product and experience: Our doors are made well, delivered when promised, and backed by real people who know your business.

2.3 Brand Mission

We manufacture, customize, and distribute doors and related products with the precision and craftsmanship our customers need to grow. We listen closely, invest in tools, and our people, and make doing business with us simple, predictable, and rewarding.

2.4 Vision Statement

To be the most trusted door and millwork partner in the Western U.S., a company people genuinely like to work with because we're real, we do what we say, and we make doing business simple.

2.5 Positioning Statement

For dealers, builders, and specifiers across California and the Western U.S. who need reliable, flexible door solutions, T.M. Cobb Companies is the vertically integrated maker + custom shop + distributor that delivers excellence in service and experience, unlike competitors who only manufacture or only distribute and often leave customers to bridge the gaps themselves.

2.6 Unique Value Proposition



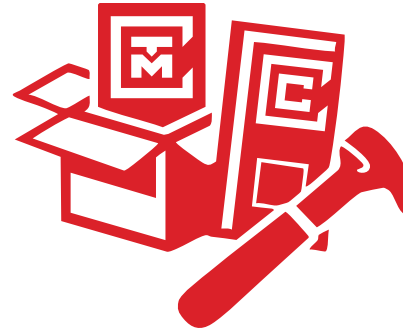
Vertical Integration

We make, customize, and distribute under one umbrella, so customers get one accountable team from spec to delivery.



Regional Strength + Local Relationships

90+ years serving the Western U.S. building community—trusted by professionals in ways national players can't match.



Customized, Scalable Solutions

From everyday SKUs to one-of-a-kind openings, projects never outgrow what T.M. Cobb Companies can deliver.



Commitment to an Easier Experience

A collaborative, transparent process with clear updates, touchpoints, and timelines, so work feels predictable, not risky.

Brand Architecture System



Master Brand Logos (T.M. Cobb Companies)

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Division Logo Systems (T.M. Cobb / Haley Bros. / Cobb Custom)

The T.M. Cobb Companies brand system extends across its divisions through a unified logo architecture. Each division logo is designed to reflect its specific area of expertise while maintaining a clear visual connection to the parent brand.

Shared typography, proportions, and structure ensure consistency across all division marks, reinforcing brand recognition and cohesion. Color usage and lockup styles follow the same standards established for the T.M. Cobb Companies identity, allowing each division to stand confidently on its own while remaining part of a single, integrated system.

Division logos should be used only within their respective contexts and must follow all clear space, sizing, and color guidelines outlined in this document.



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HALEY BROS.
MANUFACTURING

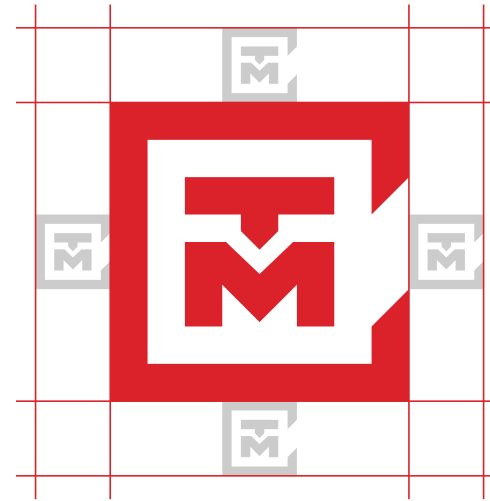


COBB CUSTOM
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Clear Space + Minimum Size

All logos must maintain a minimum clear space on all sides to ensure legibility and visual impact. Clear space is defined as 25% of the logo's height.

For the monogram, the clear space equals 25% of its total height. For logotypes, this same measurement is converted into a square and used as the guide for minimum clear space on all sides. No text, imagery, or graphic elements may enter this protected area.



260px - Min



46px - Min



431px - Min



46px - Min



474px - Min



46px - Min



330px - Min

Color Variations + Background Control

All logos must use approved color combinations to ensure consistency and legibility across applications. Primary usage favors the core brand colors on light or dark backgrounds, with sufficient contrast maintained at all times.

Full-color, one-color, and reversed versions are permitted. When background contrast is limited, use the one-color or reversed logo to maintain clarity. Do not apply unapproved colors, gradients, outlines, or effects.

Approved logo lockups—including the monogram and horizontal logotype—must be used as shown. Do not rearrange, modify, or recreate logo elements. Select the lockup and color variation best suited to the background and format.



Color Variations + Background Control

All Haley Bros. logos must use approved color combinations to ensure consistency and legibility across applications. Primary usage favors core brand colors applied to light or dark backgrounds with sufficient contrast maintained at all times, supporting clarity across manufacturing, distribution, and trade-facing environments.

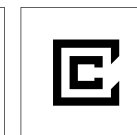
Full-color, one-color, and reversed logo versions are permitted. When background contrast is limited or unpredictable, the one-color or reversed logo should be used to maintain visibility. Do not apply unapproved colors, gradients, outlines, shadows, or effects. Approved logo lockups—including the monogram and horizontal logotype—must be used as shown and should not be rearranged or modified. Select the logo variation that best supports clarity and consistency based on background and format.



Color Variations + Background Control

All Cobb Custom logos must use approved color combinations to ensure clarity, consistency, and legibility across applications. Primary usage emphasizes the core brand colors on light or dark backgrounds, with contrast carefully maintained to support premium, design-forward contexts and project-specific materials.

Full-color, one-color, and reversed logo versions are permitted. When background contrast is limited or imagery is complex, use the one-color or reversed logo to preserve readability. Do not introduce unapproved colors, gradients, outlines, shadows, or effects. Approved logo lockups—including the monogram and horizontal logotype—must be used as shown and may not be rearranged or altered. Select the logo variation that best complements the background while maintaining a refined, controlled presentation.



Logo Do's & Don'ts

Rules

- ▶ Do not restack, rearrange, or create alternate logo lockups.
- ▶ Do not rotate, tilt, or reposition the monogram or logotype.
- ▶ Do not alter proportions, spacing, or alignment between elements.
- ▶ Do not recreate the logo using typefaces or custom drawings.
- ▶ Do not apply unapproved colors, effects, or place on low-contrast backgrounds.

~~**T.M. COBB CO**
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T.M.
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Color System



Color Usage Rules / Ratios

Primary Colors

- ▶ Form the foundation of all brand materials.
- ▶ Used for headers, large fields, and dominant backgrounds.

Secondary Colors

- ▶ Support primary colors.
- ▶ Used for secondary sections, backgrounds, and UI elements.

Color Usage Ratios

- ▶ Primary colors: 65%
- ▶ Secondary colors: 25%
- ▶ Accent colors: 10% maximum

Accent Colors

- ▶ Used sparingly for emphasis only.
- ▶ Must never dominate a layout.

Primary colors (≈65%)

TMC Red – 35%

Black – 15%

White – 15%

Secondary colors (≈25%)

Charcoal – 15%

Wine – 10%



Accent colors (≈10%)

Suede – 6%

Yellow – 4%

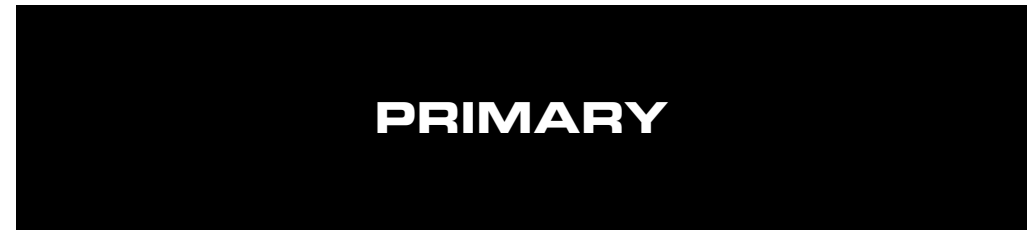
Note: Ratios are guidance, not rigid rules. Primary colors (Red, Black, White) should dominate most layouts. Accent colors (Suede, Yellow) must remain subtle and never exceed 10% combined.

Primary / Secondary / Accent Palettes

The T.M. Cobb Companies color system is built to create clarity, hierarchy, and consistency across all brand touchpoints. Colors are organized into primary, secondary, and accent palettes to maintain strong brand recognition while allowing controlled flexibility across applications.

Primary colors form the foundation of the visual identity and should lead every layout. They carry the most visual weight and establish consistency across print, digital, and environmental uses.

Secondary colors support the primary palette by adding structure and depth. They help organize content and introduce variation, but should not replace primary colors in key brand moments.



Color Specs (HEX / RGB / CMYK / Pantone)

TMC RED

WINE

CHARCOAL

SUEDE

YELLOW

HEX: #DC2029

RGB:
220, 32, 41

CMYK:
0 / 95 / 85 / 0

PANTONE
186 C

HEX: #860302

RGB:
134, 3, 2

CMYK:
15 / 100 / 95 / 40

PANTONE
7623 C

HEX: #3D3D3D

RGB:
61, 61, 61

CMYK:
0 / 0 / 0 / 76

PANTONE
COOL
GRAY 11 C

HEX: #D1B887

RGB:
209, 184, 135

CMYK:
15 / 25 / 50 / 5

PANTONE
7501 C

HEX: #FFE474

RGB:
255, 228, 116

CMYK:
0 / 10 / 55 / 0

PANTONE
7401 C

PRIMARY

SECONDARY

ACCENT PALETTE

Color Pairing Guidance (Approved / Avoid)

This quick reference outlines approved and restricted color pairings for T.M. Cobb Companies. Color combinations should prioritize clarity, hierarchy, and accessibility across all applications. Primary colors must lead every layout, with secondary colors supporting structure and accent colors used sparingly for emphasis only.

Pairings that reduce contrast, rely on accent colors for legibility, or allow secondary colors to overpower primary brand elements should be avoided. When accessibility is a concern, default to black or white text on primary or neutral backgrounds.

ADA contrast ratings are based on WCAG 2.1 guidelines. Color should never be the sole means of conveying information. When in doubt, default to black or white text on primary brand colors.

APPROVED

**TMC RED
ON WHITE**

**BLACK
ON WHITE**

**WHITE
ON BLACK**

**CHARCOAL
ON WHITE**

**WINE
ON WHITE**

AVOID

**YELLOW
ON WHITE**

**SUEDE
ON WHITE**

**TMC RED ON
CHARCOAL**

**ACCENT AS
BACKGROUND**

WINE + YELLOW

Typography System



Typography System — Usage Rules

Eurostile Extended

- ▶ Use for page titles, section headers, callouts, labels, and short statements.
- ▶ Do not use for paragraphs or long-form reading.
- ▶ Do not exceed two lines except in hero statements.
- ▶ All-caps is permitted and encouraged for hierarchy.

Garamond

- ▶ Use for body copy, editorial content, descriptions, and captions.
- ▶ Use sentence case for optimal readability.
- ▶ Maintain recommended sizes and line spacing.
- ▶ Italic may be used sparingly for emphasis.

Hierarchy Rules

- ▶ Never mix typefaces within the same hierarchy level.
- ▶ Do not skip hierarchy levels (e.g., H1 - body without H2/H3).
- ▶ Size, spacing, and weight establish hierarchy — not color alone.

Aa Aa

Primary Typeface + Secondary Typeface

Eurostile is the primary typeface for T.M. Cobb Companies. Its strong, industrial construction reflects the company's precision, reliability, and modern operational strength. Eurostile should lead all brand communications and is used for headlines, subheads, navigation, callouts, and key moments where clarity and authority are required. Its geometric structure supports legibility across print, digital, and environmental applications.

Garamond is the secondary typeface and is used to support Eurostile with warmth, readability, and contrast. Its serif forms bring a sense of craftsmanship, heritage, and trust, making it well suited for body copy, longer reading content, and editorial applications. Garamond should never compete with Eurostile for hierarchy, but instead provide balance and refinement where extended reading is required.

Eurostile

AaBbCc
12345

ITC Garamond Std

AaBbCcDd
1234567890

Typography Hierarchy (H1/H2/H3/ Body/Caption)

Typography at T.M. Cobb Companies is designed to create clear hierarchy, strong readability, and consistency across all communications. A structured typographic system ensures information is easy to scan, easy to read, and visually aligned across print, digital, and environmental applications.

Eurostile leads the hierarchy and is used to establish structure, emphasis, and navigation. Its strong, geometric form communicates precision and reliability and should be used for all headings and key messaging. Tiempos supports the system by providing warmth and readability for longer-form content, ensuring body copy remains comfortable and accessible without competing for visual attention.

This hierarchy should be applied consistently across all layouts to maintain clarity, reinforce brand recognition, and support accessible communication.

H1 – Primary Headline Example

H2 – Secondary Headline Example

H3 – Supporting Headline Example

H4 - SubHeadline Example

Body - This is an example of body copy using the secondary typeface. It is designed for readability and longer-form content while supporting the overall typographic hierarchy.

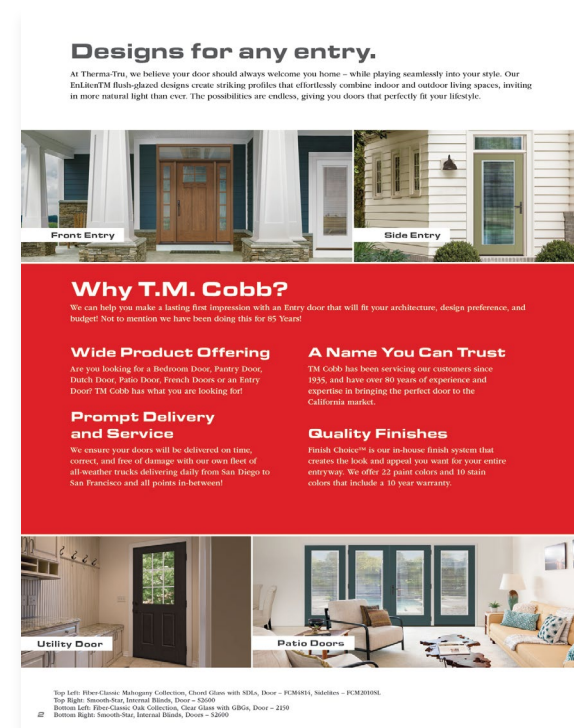
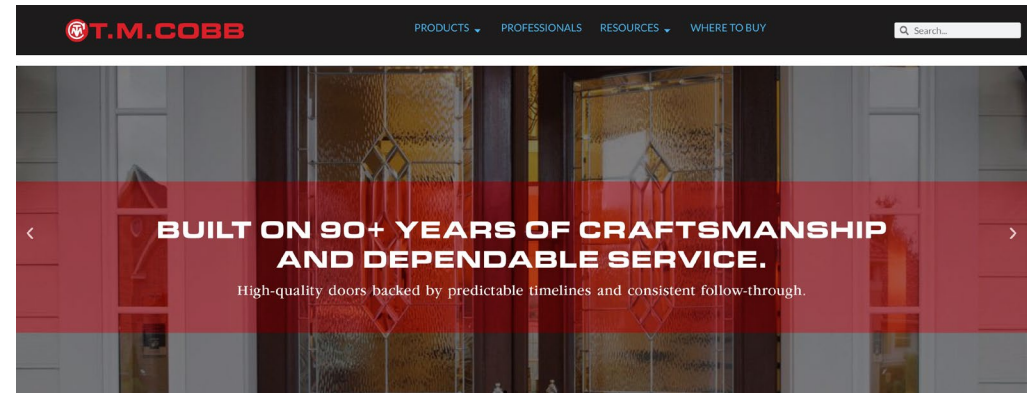
Caption - meta information appears at the smallest size.

Print vs Digital Type Settings

Type settings may vary slightly between print and digital applications to account for differences in resolution, viewing distance, and rendering. While the overall typographic hierarchy remains consistent, adjustments to size, spacing, and contrast help ensure readability and clarity across formats.

For print, type should be set with slightly tighter tracking and more deliberate line spacing to maintain clarity at physical viewing distances. Digital type should allow for increased line height and spacing to accommodate screen resolution, scrolling behavior, and varied device sizes.

In all cases, hierarchy, weight, and typeface usage should remain consistent. Do not substitute fonts or alter the established structure between print and digital. Adjustments should support legibility and accessibility without changing the overall visual intent of the brand.



Do's & Don'ts

This section outlines the correct and incorrect use of the T.M. Cobb Companies visual system. Following these guidelines ensures the brand remains clear, consistent, and recognizable across all applications.

Use approved typefaces, color palettes, and hierarchy consistently to maintain clarity and legibility. Respect spacing, alignment, and scale to support an organized and professional presentation. Always apply hierarchy through size, weight, and structure—not decoration or color alone.

Avoid altering typefaces, distorting proportions, or introducing unapproved styles. Do not mix fonts outside the established system, apply effects such as outlines or shadows, or use color combinations that reduce contrast or accessibility. Inconsistent usage weakens brand recognition and creates visual confusion.

When in doubt, simplify. Default to approved layouts, primary colors, and established hierarchy to ensure the brand is presented accurately and effectively.

CORRECT USAGE

Title

Title
Subtitle
Body Copy

**High-
Contrast**

**Clean
Spacing**

INCORRECT USAGE

Title

Title
Subtitle
Body Copy

**Low-
Contrast**

Overcrowded

Thank You

