Introduction

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

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 safety 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.

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.

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.

LOENBRO

One Partner | Limitless Solutions

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

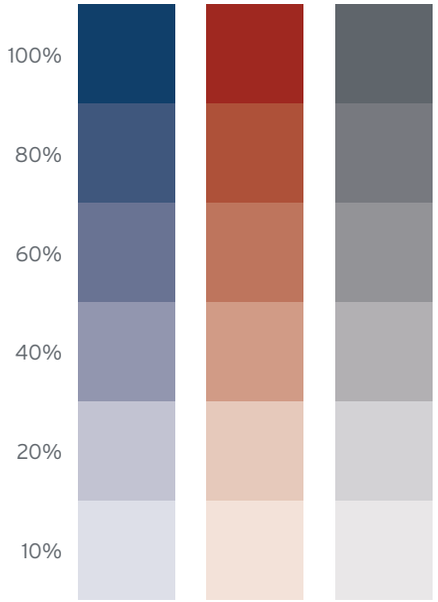
PANTONE® 4154 C

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

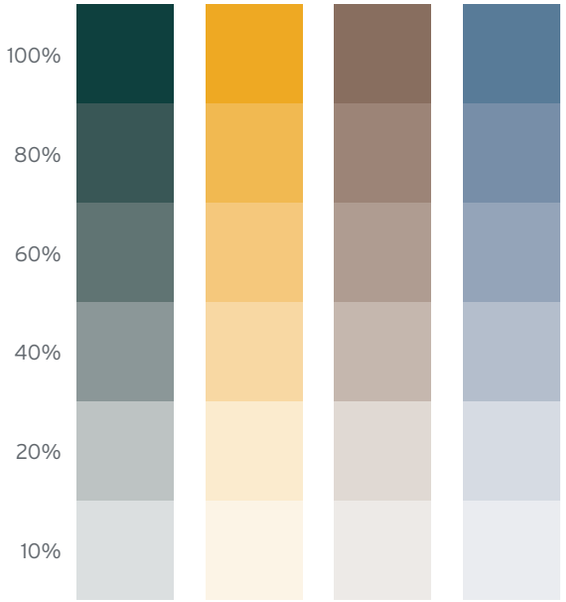
Loenbro Brown
CMYK 30 / 44 / 50 / 30
RGB 138 / 110 / 95
8a6e5f

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

LOENBRO LOENBRO

LOENBRO LOENBRO

LOENBRO LOENBRO

LOENBRO

One Partner | Limitless Solutions

© 2026 Loenbro

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 Craft/Inspection, Underground Maintenance and Installation, and Fabrication and our vertical market focus spans all industries.

Our expertise lies in simplifying complexity, so that our clients gain clarity & control in construction. We do this by taking full ownership on every project, 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 on every project. Loenbro.com