

BLOOMSBURG

woven in the USA



Brand Style Guide

TUVA
BLOOMSBURG

Silver Creek
CARPET

BLOOMSBURG
hospitality

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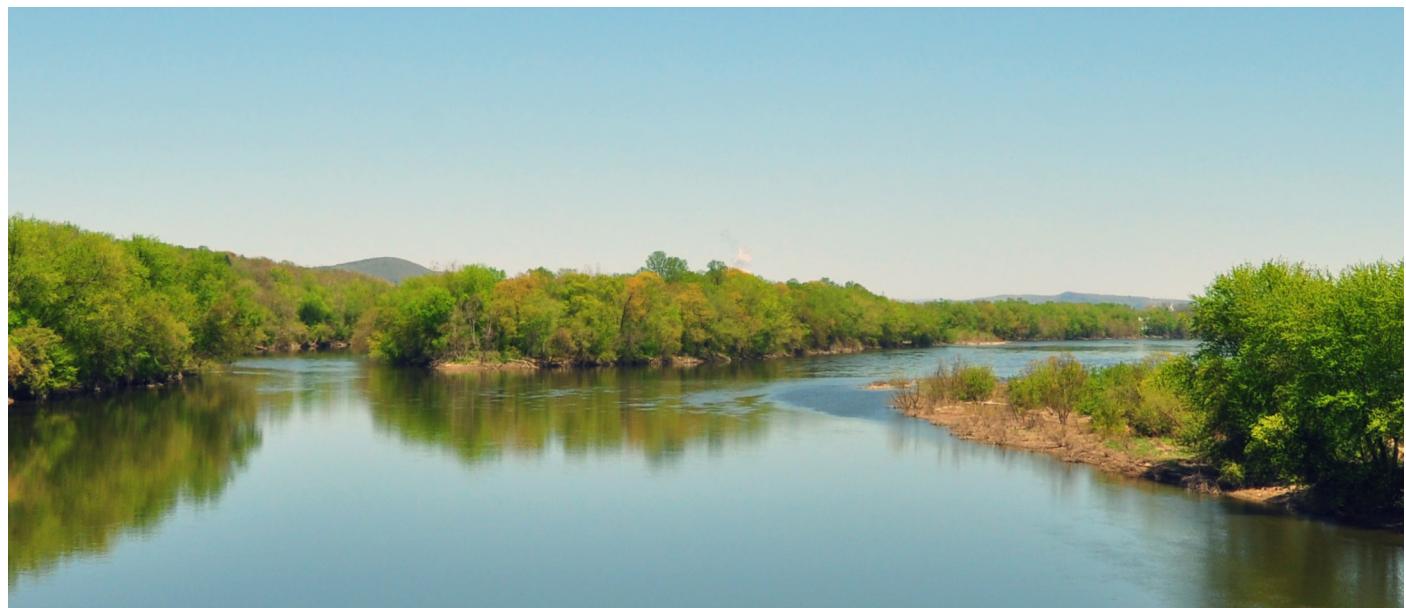
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OUR STORY

Founded in 1976, Bloomsburg Carpet Industries Inc. is universally recognized as an American textile industry leader in luxury, quality, and innovative carpet design. The Bloomsburg Carpet Mill is located in Bloomsburg, PA and is the only mill in America to offer four different carpet weaves: Wilton, Velvet, Axminster, and Loc-Weave. With a nationwide network of sales representatives and dealers, Bloomsburg provides carpet to residential, commercial, and hospitality markets.

Carpet weaving is considered the gold standard of high-end residential, commercial, and hospitality carpet manufacturing. Bloomsburg's specialty is producing this woven carpet. Bloomsburg Carpet is passionate about the tradition of American manufacturing and is committed to keeping the long history of carpet weaving alive and thriving in America.

Our carpet is featured in numerous well-known prestigious properties including New York City's Radio City Music Hall, The Senate and House Chambers of the United States, The Four Seasons in Chicago, and many additional high-profile locations through the U.S. and around the world.



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TYPOGRAPHY

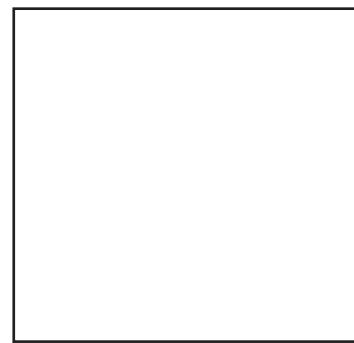
Logo: Garamond

COLORS



True black, no Pantone color.

For marketing materials,
reference black Arrestox color
from pom box and sample
books.



True white, no Pantone color.

OUR LOGOS

BLOOMSBURG

woven in the USA

This is our primary logo. It was created for the virtual pom box and features one consistent typeface.

BLOOMSBURG

carpet at its finest.

This is our original logo that is no longer used, but still featured on previous products.

BLOOMSBURG

carpet woven in the USA

This logo is used on our physical pom box. It features the full phrase “carpet woven in the USA” rather than the “woven in the USA” that is in our primary logo.

BLOOMSBURG

WOVEN IN THE USA

This is the logo used on our website. It features “woven in the USA” in a different typeface and a different color. This logo should only be used on the website.



This logo can be used in the email signature for Bloomsburg Carpet employees. It is also used by the design department on electronic CADS.

OUR BRANDS



MARKETING AUDIENCE: interior designers, dealers, agents, and homeowners



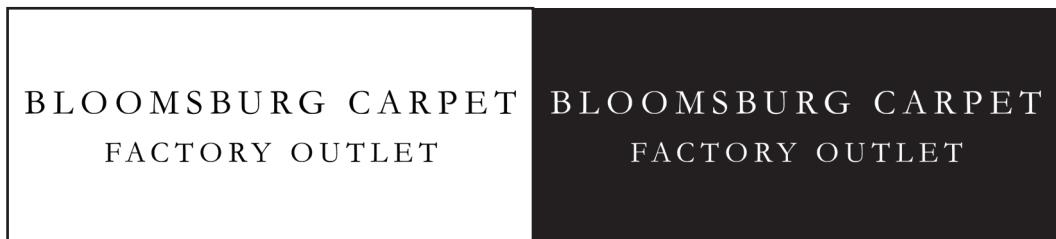
MARKETING AUDIENCE: interior designers, agents, and architecture & design firms



MARKETING AUDIENCE: hospitality design industry



This sheep icon can be used under all Bloomsburg carpet brands. This logo should be used when highlighting that a product contains wool.



The Bloomsburg Carpet Factory logo can be displayed white on black or black on white.



TONE & PERSONA

OUR LOGOS



This is one version of our primary logo. This should be used when there is space for the entire swoosh.



This is the logo used on our Instagram that specifies "by Bloomsburg."



This logo can also be displayed in the color Pantone 646 C.



This version of our logo is used on the website. It should be used if there is not room for the entire Silver Creek logo with the swoosh. It also features a darker blue, different from the normal Pantone 646 C.



TYPOGRAPHY

Logo: Papyrus

note: in some versions of the logo, the words "Silver Creek" are displayed in a custom, hand-drawn smoothed version of Papyrus

COLORS



Pantone 646 C
Hex: #5E8AB4

Note: The Pantone color is the original blue for Silver Creek Carpet.



Pantone 646 C with a vertical fade to white



Hex: #285580

Note: This darker blue has no Pantone color. It is used on the website and other online materials.

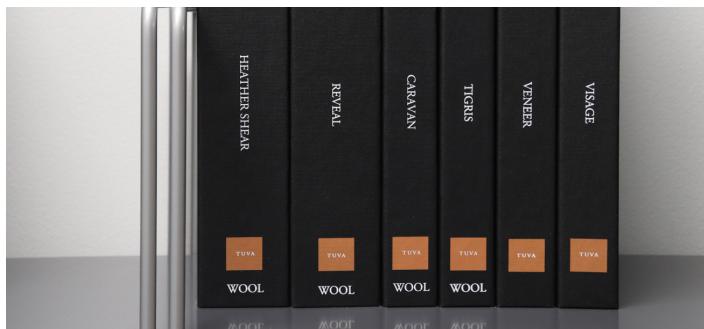
TUVA
BLOOMSBURG

TONE & PERSONA

OUR LOGOS

TUVA BLOOMSBURG

This is our primary logo. This should be used on the website, books, and any other promotional material that requires our logo.



This version of our logo is used only on Instagram. This logo has the 145 C Pantone color as the background instead of text color.

Tuva Bloomsburg sample books are 12" tall and covered in black Arrestox material.

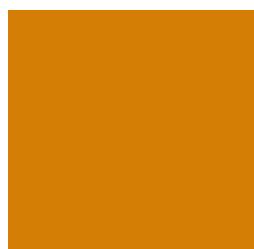
TYPOGRAPHY

Logo: Baskerville

COLORS



True black, no
Pantone color.



Pantone 145 C
Hex: #CF7F00



True white, no
Pantone color.

—BLOOMSBURG—

h o s p i t a l i t y

TONE & PERSONA

OUR LOGO

BLOOMSBURG
h o s p i t a l i t y



This is our primary logo. This should be used on the website and brochures.

This version of our logo is used only on Instagram.

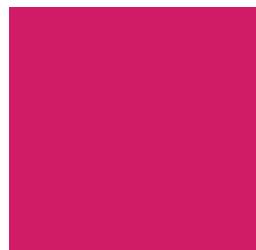
TYPOGRAPHY

Logo: Garamond

COLORS



Pantone 2395 C
Hex: #C800A1



Hex: #CF1B67



True black, no
Pantone color.



Pantone 421 C
Hex: #B2B4B2

Note: This version of the pink is the original color and it is used for most printed materials.

Note: This version of the pink does not have a Pantone color, and it is used on the website and other online materials.

Note: This color is used for a graphic in Bloomsburg Hospitality brochures.