



# Wick Buildings

BRAND GUIDELINES



# THE STORY OF WICK BUILDINGS

Wick Buildings has a rich legacy that began in 1954 when Wisconsin native and University of Wisconsin–Madison graduate John F. Wick founded [Wick Building Systems, Inc.](#), a privately held company. Initially focused on post-frame buildings, the company eventually expanded into residential housing. However, following the housing market collapse between 2005 and 2009, [Wick Building Systems](#) closed its housing division and underwent reorganization.

In 2010, John Wick reaffirmed his dedication to the company and its people by reinvesting in the business. This led to the formation of [Wick Buildings, Inc.](#), which carried forward the trusted Wick product line.

In 2013, the company established an Employee Stock Ownership Program (ESOP), making employees majority shareholders - with the goal of achieving 100% employee ownership over time.

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What started as simple pole sheds for farm storage has grown into over 80,000 buildings bearing the “*Wick*” name. Today, Wick Buildings constructs a wide range of structures including suburban garages, agricultural buildings, horse barns, and even specialized facilities like banks, car washes, churches, and light industrial spaces. Each building is carefully engineered for strength, safety, and aesthetic appeal, down to every panel, fastener, and latch.

Wick Buildings is headquartered in Mazomanie, a village in southern Wisconsin. Its buildings are sold and serviced through a network of independent builders and company sales personnel, connecting customers with expert planning, design, and construction.

With flexible designs, high-quality materials, and strong warranties, Wick Buildings continues to deliver tailored building solutions backed by decades of experience and a commitment to customer satisfaction.



## MISSION STATEMENT

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*Wick Buildings is dedicated to designing, engineering, and constructing high-quality post-frame buildings that meet diverse needs, from agricultural to commercial applications.*

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## CORE VALUES

### **QUALITY CRAFTSMANSHIP**

Utilizing machine-graded lumber and durable materials to ensure long-lasting structures.

### **INNOVATION**

Offering customizable solutions for personalized building designs.

### **CUSTOMER-CENTRIC APPROACH**

Providing resources and support to guide customers through the building process.

### **SUSTAINABILITY**

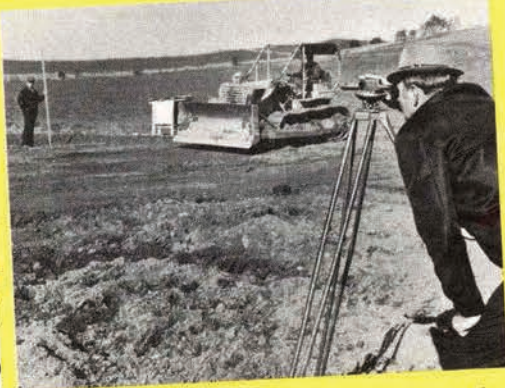
Incorporating energy-efficient materials and designs to promote environmental responsibility.

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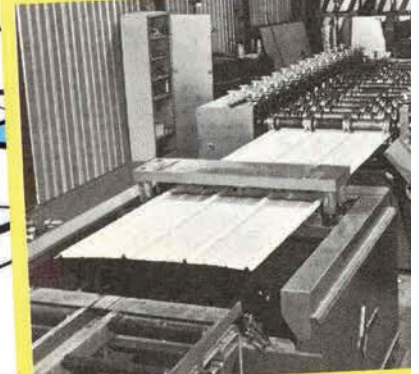
provides maximum holding power. Screws lock in fibers and raise steel around shank forming



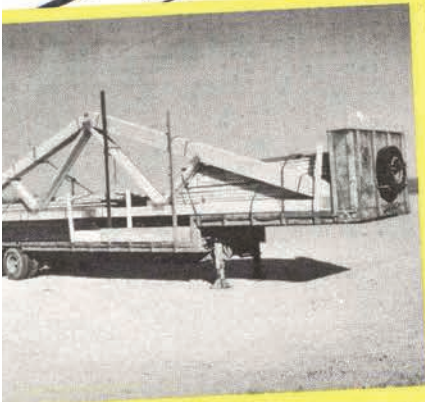
Wick service begins before the materials are delivered. A Wick representative will help with recommendations and ideas. You receive a firm price in advance.



**2** An experienced Wick representative helps you select the site and assists you with the preliminary planning for best preparation.



**3** Wick is one of few suppliers of equipment to roll and form panels. Because every phase of production is under Wick's control, you can be certain of a quality



Using mass-produced components, a custom-designed building is produced. You can take advantage of economy and individualized design too. Here, components are assembled for shipment.



**5** An experienced, fully-equipped, fully-insured work crew arrives and begins the erection procedure.



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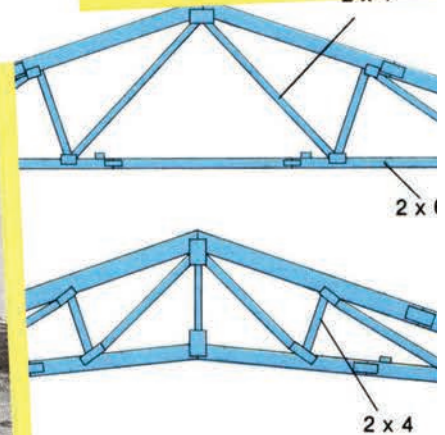
**6** An auger digs uniform holes. Down go the pre-cast concrete piers. Up go the Pent-a-trusses. Walls are in perfect square. With reduced



Super-trusses are raised into place and secured. In addition to having the strongest structures, Wick roofs are warranted not to leak, and to withstand snow and wind loads.



**8** Specially-formed metal is applied. You can select from a variety of colors.



Options shown for truss widths of 45

**Super Trusses** are professionally designed to meet all FmHA and minimum Plan Service load requirements. Available with options for a variety of load and clearance needs.

er  
... paint on siding and roofing panels is

## PRIMARY LOGO



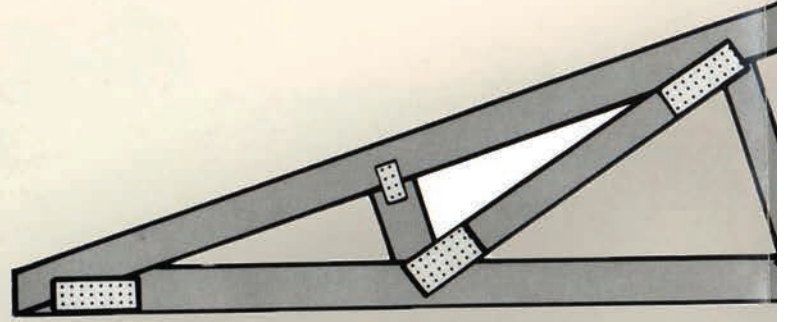
## LOGO USAGE

The Wick Buildings logo should be used prominently on all marketing materials. Our logo represents the brand's commitment to quality and tradition.

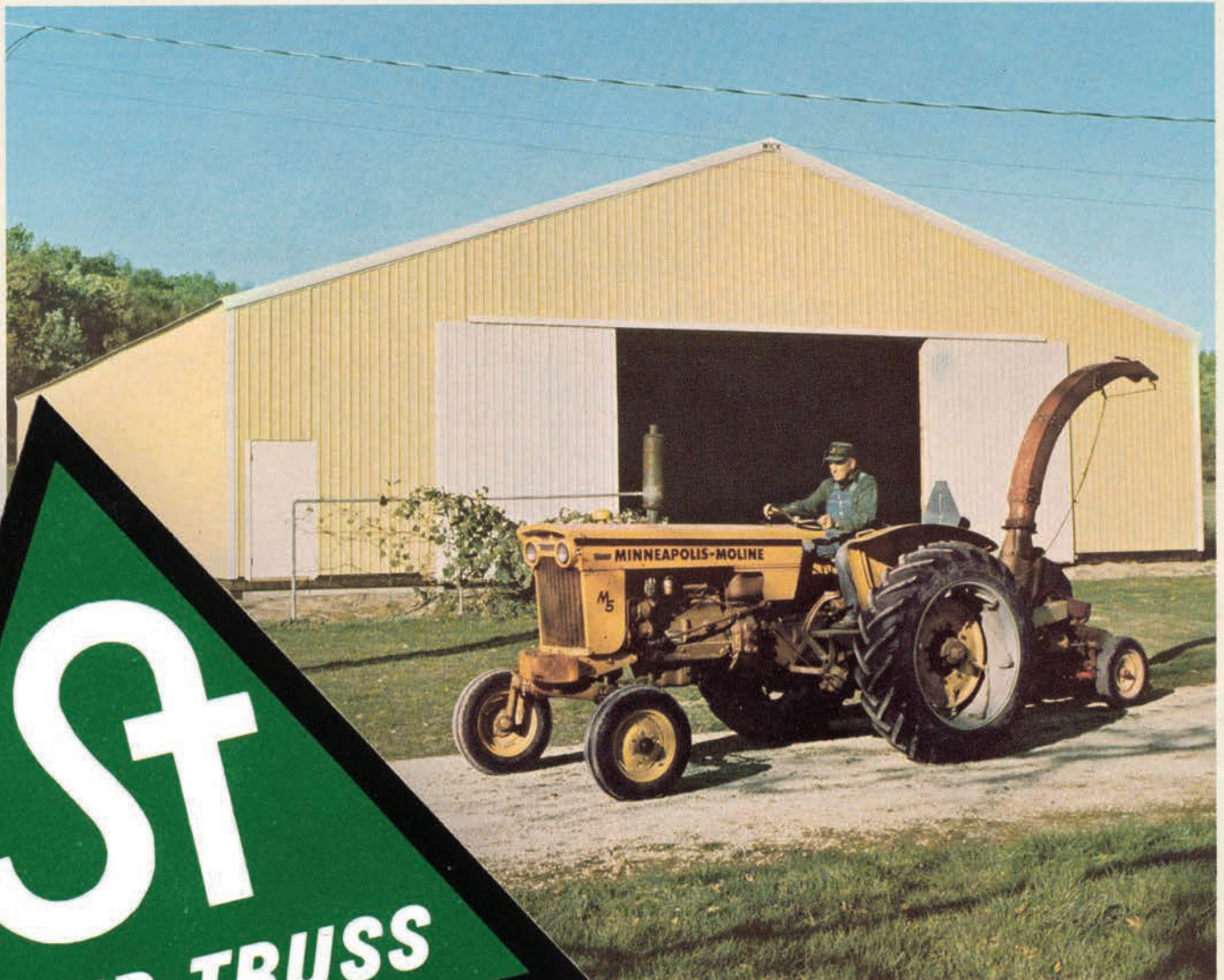
**Clear Space:** Maintain a clear space around the logo equal to the height of the "W" in "Wick" to ensure visibility and impact.

**Minimum Size:** The logo should not be reproduced smaller than 1 inch in width to maintain legibility.

**LOGO FILES AVAILABLE HERE:** [wickbuildings.com/innovation/](http://wickbuildings.com/innovation/)



# the inside story



## SECONDARY LOGOS



*Use horizontal versions only when reproduction would make primary logo font too small to read.*

## FOR BUILDER USE



*Authorized Wick Builder logos are available on the Builder Portal.*

# LOGO DON'TS



Don't change the color of the logo.



Don't distort the logo.



Don't make the logo less than 100px in width.



Do not change the arrangement of the logo.

## COLOR PALETTE

Wick Buildings' color palette reflects its connection to construction and the outdoors, emphasizing durability and trust.

### **WICK Blue**

*#002B67*

*RGB 0/43/103*

*CMYK 100/91/31/23*

*PMS 282*

### **Safety Orange**

*#FE7F2D*

*RGB 254/127/45*

*CMYK 0/62/91/0*

*PMS 7577*

### **Blueprint Breeze**

*#3567FF*

*RGB 53/103/255*

*CMYK 78/62/0/0*

*PMS 4141*

### **Steel**

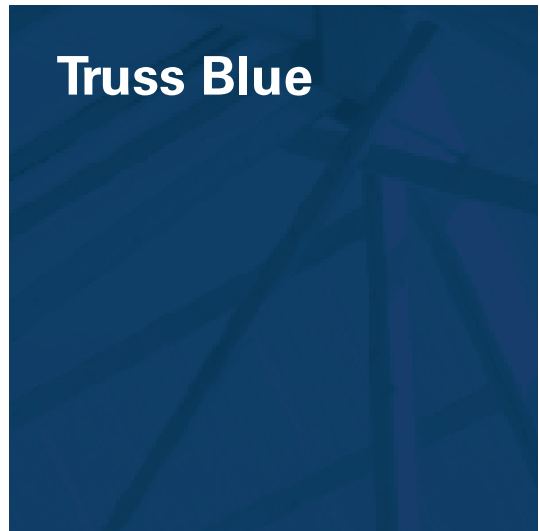
*#EFF2F1*

*RGB 239/242/241*

*CMYK 5/2/3/0*

*PMS 427*

# TEXTURES



# TYPOGRAPHY

Aptos Font Family, is our most used typeface, for body copy and print applications. It should be actually be called, *Ole Reliable*.

Aptos

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

0123456789

!@#\$%^&\*()

Light

*Light Italic*

**Semi Bold**

***Semi Bold Italic***

**Bold**

**Display Bold**

***Bold Italic***

**Extra Bold**

***Extra Bold Italic***

**Black**

***Black Italic***

## BRANDON

Brandon typeface may be used as an accent for more expressive moments.

## BRANDON - PRINTED ONE

ABCDEFGHIJKLMN OPQRSTU

VWXYZ

0123456789!



