



BRAND GUIDELINES

02-13-26

Huff Industrial Marketing Brand Overview

BRAND PROMISE

Dianna Huff uses her expertise to get to the heart of what makes a smaller manufacturer unique — and turns it into a compelling story that’s honest, clear, and effective. It’s marketing that attracts prospective customers and new hires because it builds trust and credibility — while delivering consistent, long-term results.

CORE AUDIENCE

U.S.-based industrial manufacturers, job shops, and OEMs, typically with 30–50 employees, that lack a marketing department.

BRAND STORY

Dianna Huff founded Huff Industrial Marketing in 2014 after a hugely successful 15-year run as a B2B marketing writer. Her goal was to build a company based on her own tested ideas on what works for small manufacturers with regard to marketing. She succeeded.

In 2022, she began publishing the *Keep It Made USA Blog* where she focuses on telling the stories of manufacturers who make products in the U.S. (consumer and industrial). While Dianna’s platform is small, her voice influences change. People often tell her, “I now read labels because of you. Keep posting.” She’s been featured in *The Wall Street Journal* and interviewed by the BBC. Her most meaningful interview, however, was by Boston DJ Candy O’Terry, publisher of *The Story Behind Her Success* weekly radio show.



Purpose

Dianna is a strategic marketer with decades of experience. She's thoughtful and methodical and prides herself on her attention to detail. Her mission is to deliver flawless custom build websites and marketing programs that rely on tested tactics. She delivers consistent results, in the form of website inquiries, over the long term.

Dianna often questions the status quo and isn't afraid to go where others won't. Instead of working across industries, she focuses on small manufacturers. Instead of GA4, she uses Matomo Analytics. Instead of one core service, such as PPC, she integrates several: Google Ads, custom build websites, ongoing marketing, lead generation, and data analysis. This integration is what allows her to be the outsourced marketing department for her clients.

VALUES

Integrity

Huff Industrial Marketing is ethical, honest, and transparent in all that it does.

Excellence

Dianna is committed to continuous professional and personal improvement.

Advocacy

She supports American manufacturing by buying Made in USA whenever possible.

Respect

Dianna treats everyone with dignity and respect.

Focus

She refrains from discussing politics or social issues in professional situations or on social media.

Tone of Voice

Dianna's voice is warm and approachable with a dry sense of humor. She writes exactly as she speaks—refraining from trendy words and industry jargon. She treats manufacturers with highest respect, avoiding patronizing labels like “mom and pops” or cold acronyms like “B2Bs.” She is an educator who shares what she knows.

ALWAYS: Lead as an upbeat, quirky, and brilliant champion of American manufacturing who brings original, perceptive thinking to every conversation.

SOMETIMES: Share upbeat dog updates, vignettes about nature or lectures, and general business and life updates.

NEVER: Discuss politics, social issues, or personal problems—including health and age—while steering clear of gossip, “gloom and doom” negativity, and AI-generated content.





Keep It Made USA Blog

Launched in 2022, this magazine-style blog celebrates small business, entrepreneurship, and American ingenuity. It features interviews with small manufacturers producing U.S.-made consumer and industrial goods. The blog provides an informative, fun space for Dianna to showcase her marketing, writing, and manufacturing expertise. Beyond advocacy, it generates consistent search traffic.

Logo

The Huff Industrial Marketing logo was created in 2015. The font, “Triumph,” is strong and energetic. It’s clean and unambiguous—just like Dianna—and states exactly what she does. Its clarity makes the brand recognizable and perfectly suited for the industrial sector.



HUFF
INDUSTRIAL MARKETING



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Color Palette

A systematic palette of clean, modern industrial tones and functional tints. Core colors in charcoal and ocean blue ground the brand in authoritative expertise, while secondary accents in crisp greens and reds provide clarity. Sophisticated pales and neutral greys provide a clean, technical foundation. This combination reflects Huff Industrial Marketing's disciplined, high-performance approach.



Typeface

PROXIMA NOVA is the primary typeface used for all brand communications. Its clean, geometric proportions provide a modern, industrial feel that ensures maximum readability.

Proxima Nova

Regular *Italic* **Bold**

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