

# Brand Standards Guide



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Version 1.0



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## Introduction



This *Brand Standards Guide* is designed to bring a cohesive and consistent presence to the broad range of marketing and communications materials produced by Granite. This guide is essential to our branding strategy. It offers the nuts and bolts of how our logo is to be displayed graphically as well as provides a sense of the intent behind the instructions.

## Message from the President and CEO

Our brand has become one of Granite's most valuable assets. Our brand promises that we will do what we say we will do—on every project and with every customer. It also encompasses our identity and the way we present ourselves to our employees, customers, partners, subcontractors, vendors, suppliers, and shareholders.

The launch of our new logo is an important step in our effort to enhance our brand in existing markets and introduce it in new markets. The updated logo is our signature and provides a unified, consistent brand presence that distinguishes us from our competition. Most importantly, it signifies our commitment to excellence and our vision for the future while reinforcing a solid reputation built on strength, trust, integrity, quality, and professionalism.

We all have an important role in building and protecting Granite's brand. This *Brand Standards Guide* provides an easy-to-use roadmap to assist you in applying the new logo correctly and consistently to ensure ongoing recognition of our brand both inside and outside the company. Your continued support and strict adherence to these standards will assist us in building a strong brand image that will endure for decades to come.

Sincerely,

A handwritten signature in black ink, appearing to read "James H. Roberts". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

James H. Roberts  
President and Chief Executive Officer



## Visual Elements



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## Primary Logo

A corporate logo is the equivalent to an individual's unique signature. Granite's logo is designed to be innovative and bold with consistent and solid letterforms. It embraces our vision of moving forward while retaining unique characteristics such as our signature green color and lowercase *n*. The total effect is strong, contemporary, and professional.

Granite's primary logo is represented horizontally. The trademark symbol <sup>TM</sup> is an integral part of the logo that must not be separated. The logo shown on this page should be used for brand introduction in creative pieces and communication materials.

We are often asked to be a partner in a joint venture or other partnership team. When aligning with outside entities, the use of our logo must be evaluated on a case-by-case basis. This is necessary because of possible legal and copyright infringements and special business circumstances. For guidelines and approval, contact the Corporate Communications Department at (559) 441-5745 or [logo@gcinc.com](mailto:logo@gcinc.com).

This logo is available for download in various formats at <http://www.graniteconstruction.com/download/>.



## Secondary Logo

The secondary logo is recognized by the oversized *G* with the word mark below. It was created to accommodate many of our application needs.

The secondary logo should be used only when the available horizontal space is limited. It should *not* be used as an introduction to the Granite brand. The oversized *G* and word mark must be used together along with the trademark symbol <sup>™</sup>; they should never be used as individual elements.

This logo is available for download in various formats at <http://www.graniteconstruction.com/download/>.



# Clear Space

Take care when placing the logo close to graphic elements. Refer to the measurements shown here for the amount of clear space required around the logo.

X = minimum clear space measure

Clear space frames the logo, separating it from other elements such as headlines, text, images, and the outside edge of printed materials. Clear space exceptions may be based on specific application requirements but require the prior approval of the Corporate Communications Department.



X = Interior width of *n*



X = Height of word mark



# Examples of Misuse of Primary Logo

The integrity of Granite’s identity must be monitored and protected. As we continue to build brand recognition, anything that confuses or hinders a viewer’s quick recognition of our brand identity impedes our efforts.

Do not link other elements such as names, logos, or symbols to the primary logo. The logo cannot be altered, modified, distorted, or reoriented in any way except to change its overall size. Any attempt to do so is a direct violation of our brand identity standards.

Whenever possible the primary logo should be represented in full color on a white background

These examples demonstrate what *not* to do with Granite’s primary logo.



**DO NOT** stretch or skew the Granite identity.



**DO NOT** rotate the identity to a diagonal angle.



**DO NOT** change the typeface.



**DO NOT** change the color of the identity.



**DO NOT** alter the proportions of the elements or use the G alone.



**DO NOT** add shapes, graphics, or text to the identity.



**DO NOT** add a drop shadow or any other effects to the identity.



**DO NOT** add facility names to the identity.



**DO NOT** use the identity without the <sup>TM</sup>.

## Examples of Misuse of Secondary Logo

The integrity of Granite’s identity must be monitored and protected. As we continue to build brand recognition, anything that confuses or hinders a viewer’s quick recognition of our brand identity impedes our efforts.

Do not link other elements such as names, logos, or symbols to the secondary logo. The logo cannot be altered, modified, distorted, or reoriented in any way except to change its overall size. Any attempt to do so is a direct violation of our brand identity standards. Whenever possible the secondary logo should be represented in full color on a white background.

These examples demonstrate what *not* to do with Granite’s secondary logo.



**DO NOT** stretch or skew the Granite identity.



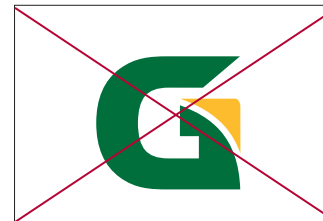
**DO NOT** rotate the identity to a diagonal angle.



**DO NOT** change the typeface.



**DO NOT** change the color of the identity.



**DO NOT** use the G alone or alter the proportions of the elements.



**DO NOT** add shapes, graphics, or text to the identity.



**DO NOT** add a drop shadow or any other effects to the identity.



**DO NOT** add facility names to the identity.



**DO NOT** use the identity without the <sup>TM</sup>.

# Color Palette

Few communication tools are more powerful than the use color. Two distinctive colors make up Granite’s identity: Granite Green (Pantone 349) and Granite Yellow (Pantone 1235). Depending on the type of paper (uncoated or matte/dull coated) selected for the project, you must specify the appropriate uncoated or matte Pantone color. Specific attention should always be given to accurately matching the Granite colors.

The secondary color palette is also shown on this page. These are the preferred color choices to help you in your design and communication efforts.

When reproducing the logo with embroidery, the trademark symbol <sup>™</sup> must be included. Contact the Corporate Communications Department at (559) 441-5745 or [logo@gcinc.com](mailto:logo@gcinc.com).

## Corporate Colors



### Pantone 349

C=94 M=11 Y=84 K=43  
R=0 G=105 B=60



### Pantone 1235

C=0 M=30 Y=95 K=0  
R=255 G=182 B=18

## Secondary Color Palette



### Pantone 285

C=90 M=48 Y=0 K=0  
R=0 G=115 B=207



### Pantone 7427

C=7 M=100 Y=67 K=31  
R=150 G=23 B=46



### Pantone 262

C=57 M=92 Y=12 K=56  
R=83 G=40 B=79



### Pantone 576

C=52 M=6 Y=79 K=25  
R=105 G=146 B=58



### Pantone 469

C=21 M=70 Y=92 K=70  
R=96 G=53 B=29



### Pantone 541

C=100 M=58 Y=9 K=42  
R=0 G=63 B=114



### Pantone 717

C=0 M=60 Y=100 K=3  
R=217 G=94 B=0



### Pantone 430

C=33 M=18 Y=13 K=37  
R=129 G=138 B=143



### Pantone 453

C=10 M=6 Y=28 K=14  
R=194 G=194 B=160



### Pantone Warm Gray 4

C=9 M=11 Y=13 K=23  
R=183 G=177 B=169

## Primary Logo Color Applications

When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235). If a four-color process is used to reproduce the identity, ask the printer to create what he believes is the closest process match when printing on white or colored stock.

### For color backgrounds:

1. On neutral gray the Granite logo can be printed in full color.
2. On black the logo should be Granite Yellow (Pantone 1235) and white.
3. On green the logo should be Granite Yellow (Pantone 1235) and white.



1. Color on neutral gray



2. Yellow on black



3. Yellow on green

# Primary Logo Grayscale and Black-and-White Applications

If a color application cannot be achieved, the Granite logo should be printed in grayscale or black. The logo cannot be reproduced in any other colors.

## Grayscale:

1. In grayscale print the logo in black with a 50% black graphic.
2. On a neutral background, print the logo in black with a 50% black graphic.
3. On a black background, print the logo white with a 50% black graphic.

## Black-and-white:

4. When grayscale is not available, print the logo in all black.
5. On a neutral background, print the logo in all black.
6. On a black background, print the logo in white.

## Grayscale



1. Grayscale



2. Black on neutral



3. White on black

## Black-and-white



4. Black-and-white



5. Black on neutral



6. White on black

## Secondary Logo Color Applications

When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235). If a four-color process is used to reproduce the identity, ask the printer to create what he believes is the closest process match when printing on white or colored stock.

### For color backgrounds:

1. On neutral gray the logo can be printed in full color.
2. On black the logo should be Granite Yellow (Pantone 1235) and white.
3. On green the logo should be Granite Yellow (Pantone 1235) and white.



1. Color on neutral gray



2. Yellow on black



3. Yellow on green



## Secondary Logo Grayscale and Black-and-White Applications

If a color application cannot be achieved, the Granite logo should be printed in grayscale or black. The logo cannot be reproduced in any other colors.

### Grayscale:

1. In grayscale print the logo in black with a 50% black graphic.
2. On a neutral background, print the logo in black with a 50% black graphic.
3. On a black background, print the logo white with a 50% black graphic.

### Black-and-white:

4. When grayscale is not available, print the logo in all black.
5. On a neutral background, print the logo in all black.
6. On a black background, print the logo in white.

### Grayscale



1. Grayscale



2. Black on neutral



3. White on black

### Black-and-white



4. Black-and-white



5. Black on neutral



6. White on black

# Typography

A consistent typographic style is an important component in building and reinforcing the Granite brand. The effective use of specific fonts plays a key role in the look and feel of Granite’s visual communications.

## System Fonts

For everyday business use, Arial was selected as the secondary typeface for its readability and versatility. Within the Arial family, the preferred fonts are Arial Regular, Arial Bold, and Arial Narrow.

## Primary Typeface

The primary typeface for marketing and other visual communication pieces is Frutiger. Within the Frutiger family, the preferred fonts are: Frutiger Light, Frutiger Roman, Frutiger Bold

Granite employees can request the Frutiger fonts by contacting the Corporate Communications Department at (559) 441-5745 or at [logo@gcinc.com](mailto:logo@gcinc.com).

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~“\*!()/ \$

Arial Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~“\*!()/ \$

Arial Narrow  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~“\*!()/ \$

Frutiger Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~“\*!()/ \$

Frutiger Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~“\*!()/ \$

Frutiger Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:~“\*!()/ \$

# Applications



# Apparel

The integrity of Granite’s identity must be protected across all communication platforms, including apparel. There is never a situation in which the reproduction of our brand is not important.

Granite’s new company store is currently under construction and will re-open in April 2011 with a wide array of products and apparel. In the interim, all requests to apply the logo on products and apparel by an outside vendor must be approved by the Corporate Communications Department.

Contact the Corporate Communications Department at (559) 441-5745 or [logo@gcinc.com](mailto:logo@gcinc.com).



Jacket

T-shirt

Vest

Polo



Baseball cap



Mug

## Small Tools

Great care must be taken to follow the established design standards as they relate to Granite's Small Tools. When applying the logo to safety vests and hard hats follow the minimum standards outlined here.

### Hard hats:

- Use secondary logo in full color
- Minimum logo size of 2.5" wide by 4.0" tall

### Safety vests:

- Use secondary logo in all black
- Size will depend on space requirements; largest size possible should be used
- Apply logo to center back of vests

Due to the variability in the sizes and styles of hard hats and safety vests/shirts used throughout the company, logo application may vary based on space requirements. For questions or concerns regarding proper logo application on small tools, please contact the Corporate Communications Department at (559) 441-5745 or [logo@gcinc.com](mailto:logo@gcinc.com).



Hard hat



Safety vest

## Plant Facility Signage

Although Granite's plant facility signs may vary depending on the space allotted, all future signage should contain the elements shown in the example detailed here.





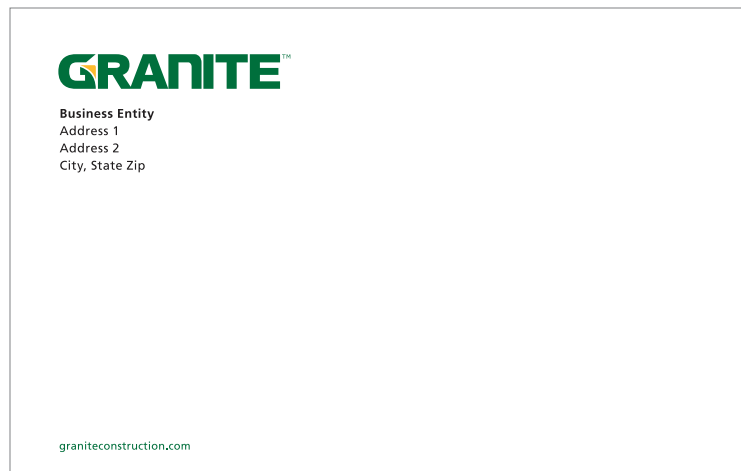
# Business Systems



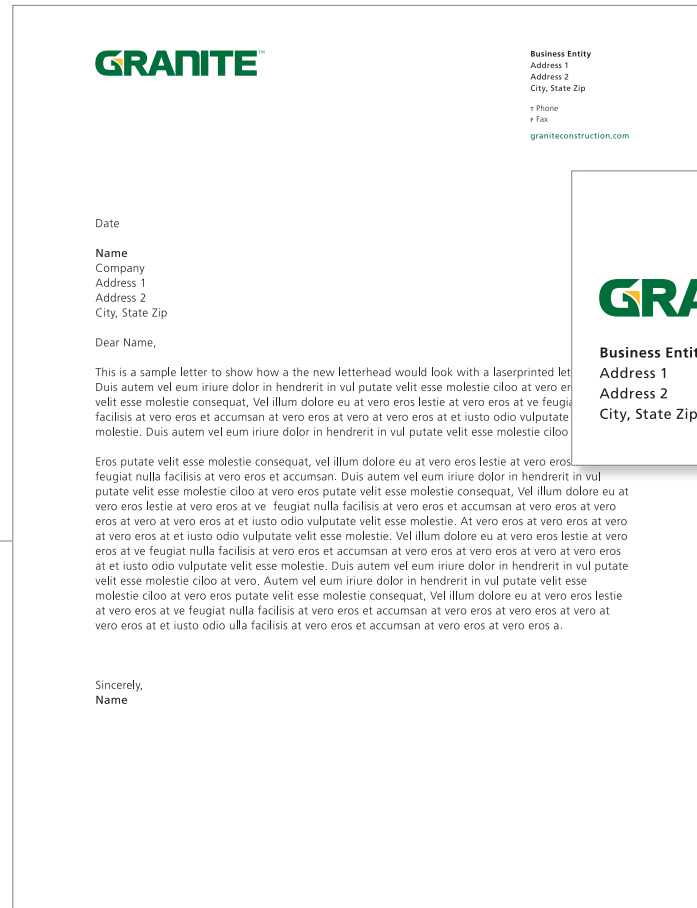
# Stationery and Business Cards

To ensure maximum cost-savings and production quality and consistency, stationery items and business cards are printed by OfficeMax ImPress. To place an order, visit <http://www.corpez.com/granitestationery/>.

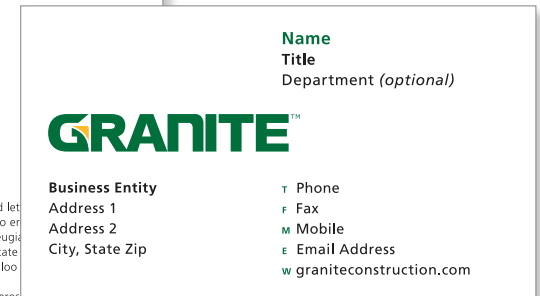
For questions regarding stationery, please contact the Corporate Communications Department at (559) 441-5745 or [logo@gcinc.com](mailto:logo@gcinc.com) or OfficeMax Customer Service at (888) 513-4055.



Envelope



Letterhead



Business Card

# Forms

Business forms are used in every part of the company and are sent both internally and externally. A consistent look and feel to business forms reinforces the Granite brand. Templates for frequently used forms are available on Granite’s download page at <http://www.graniteconstruction.com/download/>. New templates and forms are added to this site as requested.

If you need to reorder or create a new paper form, please use OfficeMax ImPress. Using one source to print forms helps maintain consistency and saves time and money.

Electronic forms are used most often and are easy to send, receive, and file from your desktop. When updating electronic forms with the new logo, please use the following standards:

As most forms are rendered electronically, the Granite logo must appear in full color. When forms are printed in one color (black), the Granite logo may appear in black. (It is always preferable to include the logo in full color when possible.)

- Maintain the minimum clear space required around the logo.
- Do not link the logo to a department or division name.
- Use the Arial typeface for all text on forms, including the title.
- When creating forms, the Granite logo is always embedded to make the documents transportable across all computer systems. Logos are available on Granite’s download page at <http://www.graniteconstruction.com/download/>.

For questions or assistance with forms, please contact the Corporate Communications Department at (559)441-5745 or [logo@gcinc.com](mailto:logo@gcinc.com).

Fax

Memo

**Name**  
 Title  
 Department (optional)  
 Business Entity (optional)  
 Direct XXX.XXX.XXX | Cell XXX.XXX.XXXX | Fax XXX.XXX.XXXX  
[Email](mailto:logo@gcinc.com) | [www.graniteconstruction.com](http://www.graniteconstruction.com)



Email Signature

## Download Site



# Logo Download Page

To access this page, please visit <http://www.graniteconstruction.com/download/>.

This site provides the Granite logo in formats for both general, everyday business purposes as well as for professional/designer use.

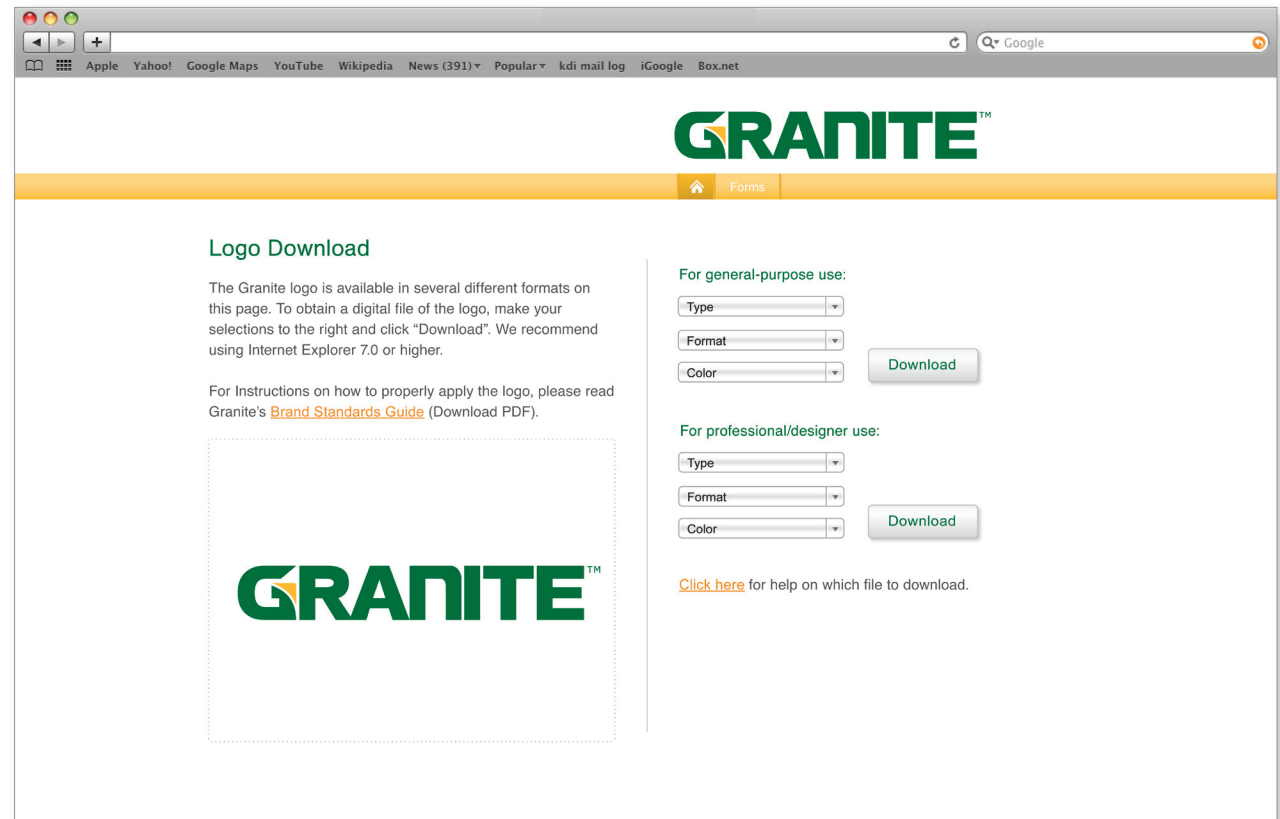
Which file should I use?

For Microsoft Word, Excel, PowerPoint, and Publisher documents that will be printed on an office inkjet or laser printer: use the JPEG, GIF, TIFF, PNG, or BMP file closest in size to what you need. Resize if necessary by selecting the logo and dragging a corner.

For Microsoft PowerPoint presentations, email, or other electronic uses: use the GIF or JPEG file closest in size to what you need. Resize if necessary by selecting the logo and dragging a corner.

For large-format or professional-quality needs: use the Illustrator, EPS, or PSD files.

For questions or download issues, please contact the Corporate Communications Department at (559) 441-5745 or [logo@gcinc.com](mailto:logo@gcinc.com).



## Form Download Page

To access this page, please visit  
<http://www.graniteconstruction.com/download/>.

New templates and forms will be added to this site as requested.

