



# Brand Guidelines

VERSION 3.0 | 2018





# Introduction

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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 *internally*. **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.

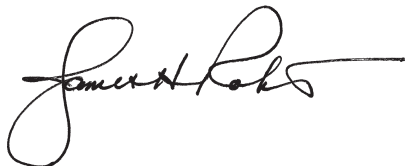


Our brand has become one of Granite's most valuable assets. It promises that we will do what we say we will do—on every project and with every customer. Our brand also encompasses our identity and the way we present ourselves to our employees, customers, partners, subcontractors, vendors, suppliers,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

The Granite logo is a registered trademark. 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 play 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 our 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 from the end.

James H. Roberts  
President and Chief Executive Officer



# 1.0

## Our Brand Story

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### OUR BRAND PERSONALITY

**We believe great ideas are born from great partnerships.**

From the largest, most complex infrastructure projects to the smallest construction jobs, from transportation to power to water projects, we're putting our commitment to collaboration to work.

As one of the nation's largest diversified infrastructure providers and construction materials producers, we strive to provide our customers with the highest standards of quality, safety and service.

**We believe that when committed people work together, you generate more value at every level and build a better world for everyone.**

### OUR LEGACY

**Deeply embedded in our nearly 100-year history is a culture of hard work, honesty and getting the job done right.**

Granite's roots are traceable to California construction license No. 89, one of the first 100 licenses, 96 percent of which no longer exist. Our survival is not an accident. Hard work and unfaltering tenacity led us from quarrying granite rock, the stone that built the West, to paving the first roads into Yosemite, and now to helping rebuild Ground Zero. Granite is —and will continue to be— part of a story much bigger than itself.

### OUR LEADERSHIP

**From the start, great leaders were the heart of Granite and the visionaries that pushed our enterprise forward.**

Today is no different. Following in the footsteps of those before them, our leaders are driving Granite to the next level of success by leading with integrity, cultivating our people, engineering new opportunities and continuously expanding and diversifying our business.

### OUR VISION FOR SUSTAINABILITY

**Managing our business with the future in mind.**

The work we do today will have an impact on countless future generations—and we don't take the responsibility lightly. We follow a comprehensive approach to sustainability, one that reduces our environmental impact and fosters positive community interactions in all aspects of our business. It is our instinct to constantly seek out new solutions and to create meaningful and sustained change today, tomorrow and for years to come.

### OUR BRANDS

Our five primary subsidiaries cover a range of expert construction services, capabilities and supplies, all sharing a united vision and set of core values. With solid parts that form a stronger whole, we deliver ideas, innovations and products that are shaping the future complex infrastructure solutions.





Granite Construction Company is a full-service general contractor, construction management firm and construction materials producer. Recognized as one of the top 25 largest construction companies in the U.S., Granite specializes in complex infrastructure projects, including transportation, industrial and federal contracting.



For nearly 85 years, Kenny Construction has been recognized as an industry leader for electrical power, tunneling and underground services. In January 2013, Kenny Construction became a wholly-owned subsidiary of Granite Construction, Inc. Together, the Granite/Kenny team has the financial strength and capabilities to meet market demand, expand into new geographic regions and offer customers a broader range of expertise, backed by exceptionally dedicated teams.



Intermountain Slurry Seal has been serving the needs of the pavement preservation industry since 1978. With more than 35 years of experience, the company provides a wide array of services and solutions that meet all residential street, highway and commercial customer pavement preservation needs across the United States.



Layne is a global water management, mineral exploration and drilling company. They provide responsible infrastructure solutions for natural resources in water, minerals and energy, while offering innovative, sustainable products and services with an enduring commitment to safety, operational excellence, and client satisfaction. In June 2018, Layne became a wholly-owned subsidiary of Granite Construction, Inc.





Granite Inliner is one of the nation's largest cured-in-place pipe (CIPP) and trenchless pipe provider, and offers sustainable pipeline rehabilitation services to both public and private sectors. Granite Inliner installs safe, cost-effective, and long-term solutions for aging water, wastewater and sewer infrastructure needs. In June 2018, they became a wholly-owned subsidiary of Granite Construction, Inc.



International Directional Services (IDS) brings over 50 years of industry experience for global exploration and directional drilling programs. IDS offers in-house technical staff and a fleet of surveying and directional drilling equipment necessary to meet nearly any drilling design challenge imaginable. In June 2018, IDS became a wholly-owned subsidiary of Granite Construction, Inc.



Supplying more than 40 million feet of cured-in-place pipe (CIPP) liner since 1999, Liner Products has a strong legacy of being a trusted source and top supplier of high performance pipe lining tubes and material throughout North America. In June 2018, Liner Products became a wholly-owned subsidiary of Granite Construction, Inc.



LiquiForce is a leader in no-dig trenchless pipeline rehabilitation services for water and wastewater pipeline systems, and have offices in both Canada and the United States. Services include complete pipeline system inspection, assessment, rehabilitation and maintenance. In June 2018, LiquiForce became a wholly-owned subsidiary of Granite Construction, Inc.



## **GRANITE INDUSTRIAL, INC.**

**A **GRANITE** COMPANY**

Granite Industrial, Inc. (GI) has been a trusted partner serving the needs of utility-scale solar projects since 2015. Services include site civil, post-driving, and mechanical solar installation. Together with Granite, the GI team offers the financial strength, skilled resources and specialty fleet of installation equipment to meet the demanding, remote, and complex project solutions.



Garco Testing Laboratories provides accurate and reliable construction materials testing, mix design, inspection and engineering services to the construction industry. Garco is both American Association of State Highway and Transportation Officials (AASHTO) Material Reference Library (AMRL) and Cement and Concrete Reference Laboratory (CCRL) accredited.



Granite Construction Supply & Sign Shop fabricates construction, regulatory and warning signs as well as banners, decals and fleet vehicle graphics. GCS also maintains safety, construction, towing and environmental tools and supplies.



# 2.0

## Visual Elements



USACE - FOLSOM DAM  
AUXILIARY SPILLWAY & STRUCTURES  
SACRAMENTO, CA



Here are the individual elements that make up the Granite Brand.

Think of the logos, colors, and typography as tools in your brand toolkit.



LOGO &amp; TAGLINE



COLORS

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
stuvwxyz

The Granite Way

TYPOGRAPHY



PHOTOGRAPHY • OUR PEOPLE



PHOTOGRAPHY • OUR EQUIPMENT



PHOTOGRAPHY • OUR PROJECTS



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.**

#### Use of Granite's logo for Joint-Venture Purposes

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.

#### This logo is available for download at:

##### Internally:

[graniteconstruction.openasset.com](http://graniteconstruction.openasset.com)

##### Externally:

[graniteconstruction.com/company/news-and-media](http://graniteconstruction.com/company/news-and-media)



#### Primary Logo

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



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

**This logo is available for download at:**

**Internally:**

[graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Externally:**

[graniteconstruction.com/company/news-and-media](https://graniteconstruction.com/company/news-and-media)



**Secondary Logo**

Granite's 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 registered trademark symbol ®; they should never be used as individual elements.**

### Clear Space Surrounding

Take care when placing the logo close to graphic elements. Refer to 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.



#### Exclusion zone

X = Interior width of n



#### Exclusion zone

X = Height of word mark

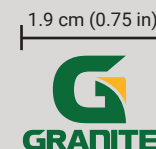
### Minimum Size

To ensure legibility we have established a minimum size for our company logos.



#### Minimum size

The logo should never appear smaller than 1.9 cm or 0.75 in.



#### Minimum size

The logo should never appear smaller than 1.9 cm or 0.75 in.



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.



#### Relative positioning

Do not alter the proportions of the elements or use the G alone.



#### Logo elements

Do not rotate the identity to a diagonal angle.



#### Text and typeface

Do not replace any of the typefaces.



#### Skew, distort or rotate

Do not skew the logos—scale them proportionally.



#### Logo color

Do not change the color of any of the elements.



#### Hue and tone

Do not use the logo on colors that will hide or clash with the colors in the logo.



#### Busy areas of texture and photography

Do not use the logo over busy backgrounds.



#### Facility Name

Do not add facility names to the identity.



#### Replacing copy

Do not use the identity without the ®.



#### Symbols

Do not add shapes, graphics, or text to the identity.



#### Effects

add a drop shadow or any other effects to the identity.



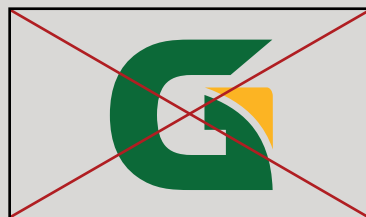
#### Design Elements

Do not use design elements or any other artwork to the identity.

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.



**Relative positioning**  
Do not use the G alone.



**Logo elements**  
Do not rotate the identity to a diagonal angle.



**Text and typeface**  
Do not replace any of the typefaces.



**Skew, distort or rotate**  
Do not skew the logos—scale them proportionally.



**Logo color**  
Do not change the color of any of the elements.



**Hue and tone**  
Do not use the logo on colors that will hide or clash with the colors in the logo.



**Busy areas of texture and photography**  
Do not use the logo over busy backgrounds.



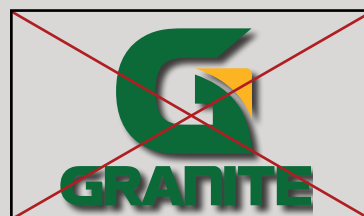
**Facility name**  
Do not add facility names to the identity.



**Replacing copy**  
Do not use the identity without the ®.



**Symbols**  
Do not add shapes, graphics, or text to the identity.



**Effects**  
Do not add a drop shadow or any other effects to the identity.



**Design Elements**  
Do not use design elements or any other artwork to the identity.



For our brand communications we chose to employ a simple yet bold color palette. Color contributes to the tone and mood of a layout, whether it's applied to graphics and type or paired with photography.

### Two distinctive colors make up Granite's identity:

Granite Green (Pantone349) and Granite Yellow (Pantone1235C). 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 tertiary color palette is also shown on this page. These are the preferred color choices to help you in your design and communication efforts.

## PRIMARY COLOR: GRANITE GREEN

### Print spot color Pantone 349

Use this Pantone color as the basis for color matching through all print applications.

### Print process color C=94 M=11 Y=84 K=43

Use this CMYK process color only when spot color isn't an option.

### On-screen RGB R=0 G=105 B=60

This green has been custom optimized for on-screen applications.

### On-screen Hex #00693C

This is an exact conversion of the RGB values.

## SECONDARY COLOR: GRANITE YELLOW

### Print spot color Pantone1235C

Use this Pantone color as the basis for color matching through all print applications.

### Print process color C=0 M=30 Y=95 K=0

Use this CMYK process color only when spot color isn't an option.

### On-screen RGB R=255 G=182 B=18

This yellow has been custom optimized for on-screen applications.

### On-screen Hex #FFB81C

This is an exact conversion of the RGB values.

## TERTIARY COLORS

The following are tertiary colors that may be used in moderation when you require an alternate option for items like charts, diagrams or special highlights. They are not to be used as a primary color.

**Tertiary color options are not permitted on Granite registered trademarks.**



Cool Gray 2  
C=17 M=14 Y=15 K=0  
R=210 G=208 B=205  
Hex# D2CFCD



Pantone 283  
C=39 M=14 Y=0 K=0  
R=148 G=192 B=233  
Hex# 94C0E9



Cool Gray 8  
C=48 M=40 Y=38 K=4  
R=138 G=138 B=141  
Hex# 8A8A8D



Pantone 7489  
C=61 M=14 Y=92 K=1  
R=115 G=169 B=80  
Hex# 73A950



Pantone 7540  
C=68 M=59 Y=52 K=33  
R=75 G=79 B=84  
Hex# 4B4F54



Pantone 188  
C=33 M=93 Y=74 K=38  
R=122 G=35 B=46  
Hex# 7A232E



Pantone 295  
C=100 M=84 Y=36 K=39  
R=0 G=40 B=86  
Hex# 002856



Pantone 717  
C=0 M=60 Y=100 K=3  
R=217 G=94 B=0  
Hex# D45D00

When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235C). 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:**

On neutral gray the Granite logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the Granite logo on bright or distracting color backgrounds where possible.**



**Full color**  
Use against white or light backgrounds



**Full color**  
Use against neutral gray



Yellow/white on black



Yellow/white on green



White/yellow on black



Yellow/white on green

When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235C). 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:**

On neutral gray the Granite logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the Granite logo on bright or distracting color backgrounds where possible.**



**Full color**  
Use against white or light backgrounds



**Full color**  
Use against neutral gray



Yellow/white on black



Yellow/white on green



White/yellow on black



Yellow/white on green



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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

On a neutral background, print the logo in black with a 50% black graphic.

On a black background, print the logo white with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a neutral background, print the logo in all black.

On a black background, print the logo in white.

**Do not use the Granite grayscale, all black or all white logo in color applications.**

Wherever possible, please use the two-tone grayscale over the solid white or black options.

The Granite logo, featuring a stylized 'G' with a leaf-like graphic, followed by the word 'GRANITE' in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right.

Grayscale

The Granite logo, featuring a stylized 'G' with a leaf-like graphic, followed by the word 'GRANITE' in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right.

Black on white

The Granite logo, featuring a stylized 'G' with a leaf-like graphic, followed by the word 'GRANITE' in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right.

Grayscale on neutral

The Granite logo, featuring a stylized 'G' with a leaf-like graphic, followed by the word 'GRANITE' in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right.

Black on neutral

The Granite logo, featuring a stylized 'G' with a leaf-like graphic, followed by the word 'GRANITE' in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right.

Grayscale on black

The Granite logo, featuring a stylized 'G' with a leaf-like graphic, followed by the word 'GRANITE' in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right.

White on black

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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

On a neutral background, print the logo in black with a 50% black graphic.

On a black background, print the logo white with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a neutral background, print the logo in all black.

On a black background, print the logo in white.



Grayscale



Black on white



Grayscale on neutral



Black on neutral



Grayscale on black



White on black

Kenny's logo is designed to be **bold** with consistent and solid letterforms. **The total effect is strong, contemporary, and professional.**

### Use of Kenny's logo for Joint-Venture Purposes

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.

### This logo is available for download at:

#### Internally:

[graniteconstruction.openasset.com](http://graniteconstruction.openasset.com)

#### Externally:

[graniteconstruction.com/company/news-and-media](http://graniteconstruction.com/company/news-and-media)



#### Primary Logo

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



Color contributes to the tone and mood of a layout, whether it's applied to graphics and type or paired with photography.

Four distinctive colors make up Kenny's identity:

Kenny Red (Pantone 186), Kenny Black (PantoneBlack C), Granite Green (Pantone349) and Granite Yellow (Pantone1235C). 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 Kenny colors.

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

PRIMARY COLOR: KENNY RED

<b>Print spot color</b> <b>Pantone186</b> Use this Pantone color as the basis for color matching through all print applications.	<b>Print process color</b> <b>C=0 M=100 Y=75 K=4</b> Use this CMYK process color only when spot color isn't an option.	<b>On-screen RGB</b> <b>R=206 G=17 B=38</b> This red has been custom optimized for on-screen applications.	<b>On-screen Hex</b> <b>#C8102E</b> This is an exact conversion of the RGB values.
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SECONDARY COLOR: GRANITE GREEN

<b>Print spot color</b> <b>Pantone 349</b> Use this Pantone color as the basis for color matching through all print applications.	<b>Print process color</b> <b>C=94 M=11 Y=84 K=43</b> Use this CMYK process color only when spot color isn't an option.	<b>On-screen RGB</b> <b>R=0 G=105 B=60</b> This green has been custom optimized for on-screen applications.	<b>On-screen Hex</b> <b>#00693C</b> This is an exact conversion of the RGB values.
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SECONDARY COLOR: GRANITE YELLOW

<b>Print spot color</b> <b>Pantone1235C</b> Use this Pantone color as the basis for color matching through all print applications.	<b>Print process color</b> <b>C=0 M=30 Y=95 K=0</b> Use this CMYK process color only when spot color isn't an option.	<b>On-screen RGB</b> <b>R=255 G=182 B=18</b> This yellow has been custom optimized for on-screen applications.	<b>On-screen Hex</b> <b>#FFB81C</b> This is an exact conversion of the RGB values.
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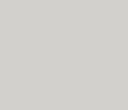
SECONDARY COLOR: KENNY BLACK

<b>Print spot color</b> <b>Pantone Black C</b> Use this Pantone color as the basis for color matching through all print applications.	<b>Print process color</b> <b>C=63 M=62 Y=59 K=94</b> Use this CMYK process color only when spot color isn't an option.	<b>On-screen RGB</b> <b>R=45 G=41 B=38</b> This yellow has been custom optimized for on-screen applications.	<b>On-screen Hex</b> <b># 2D2926</b> This is an exact conversion of the RGB values.
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TERTIARY COLORS

The following are tertiary colors that may be used in moderation when you require an alternate option for items like charts, diagrams or special highlights. They are not to be used as a primary color.

Tertiary color options are not permitted on Kenny registered trademarks.

 <b>Cool Gray 2</b> C=17 M=14 Y=15 K=0 R=210 G=208 B=205 Hex# D2CFCD	 <b>Cool Gray 8</b> C=48 M=40 Y=38 K=4 R=138 G=138 B=141 Hex# 8A8A8D	 <b>Pantone 7540</b> C=68 M=59 Y=52 K=33 R=75 G=79 B=84 Hex# 4B4F54
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## 2.0 VISUAL ELEMENTS

When possible the logo should be printed in Kenny Red (Pantone 186), Kenny Black (PantoneBlack C), Granite Green (Pantone349) and Granite Yellow (Pantone1235C).

### For color backgrounds:

On neutral gray the Kenny logo can be printed in full color.

On black the logo should be white grayscale.

On white the logo should be grayscale or black.

**Avoid displaying the Kenny logo on bright or distracting color backgrounds where possible.**



**Full color**  
Use against white or light backgrounds



**Full color**  
Use against neutral gray



**Grayscale reversed**



**Grayscale**



**White on black**



**Black on white**

This logo is available for download at:

**Internally:**

[graniteconstruction.openasset.com](http://graniteconstruction.openasset.com)

**Externally:**

[graniteconstruction.com/company/news-and-media](http://graniteconstruction.com/company/news-and-media)



**Primary Logo**

Intermountain Slurry Seal's (Intermountain) primary logo is represented horizontally. The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials.



When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235C). 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:**

On neutral gray the Intermountain Slurry Seal logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the Intermountain logo on bright or distracting color backgrounds where possible.**



**Full color**  
Use against white or light backgrounds



**Full color**  
Use against neutral gray



**Yellow on black**



**Yellow on green**

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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a black background, print the logo in white.

**Do not use the Intermountain grayscale, all black or all white logo in color applications.**



Grayscale



Black on white



Black on neutral



White on black

**This logo is available for download at:**

**Internally:**

[graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Externally:**

[graniteconstruction.com/company/news-and-media](https://graniteconstruction.com/company/news-and-media)



**Primary Logo**

Layne's primary logo is represented horizontally. The registered trademark symbol ® is an integral part of the logo that must not be separated. **The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials.**

When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235C). 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:**

On neutral gray the Layne logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the Layne logo on bright or distracting color backgrounds where possible.**



**Full color**  
Use against white or light backgrounds



**Full color**  
Use against neutral gray



**Yellow/white on black**



**Yellow/white on green**



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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a black background, print the logo in white.

**Do not use the Layne grayscale, all black or all white logo in color applications.**

Wherever possible, please use the two-tone grayscale over the solid white or black options.



Grayscale



Black on white



Black on neutral



White on black

This logo is available for download at:

**Internally:**

[graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Externally:**

[graniteconstruction.com/company/news-and-media](https://graniteconstruction.com/company/news-and-media)



**Primary Logo**

Granite Inliner's primary logo is represented horizontally. The registered trademark symbol ® and trademark symbol ™ are integral parts of the logo that must not be separated. **The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials.**

When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235C). 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:**

On neutral gray the Granite Inliner logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the Granite Inliner logo on bright or distracting color backgrounds where possible.**



**Full color**  
Use against white or light backgrounds



**Full color**  
Use against neutral gray



**Yellow/white on black**



**Yellow/white on green**

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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a black background, print the logo in white.

**Do not use the Granite Inliner grayscale, all black or all white logo in color applications.**

Wherever possible, please use the two-tone grayscale over the solid white or black options.

The logo consists of the word "GRANITE" in a bold, sans-serif font with a registered trademark symbol, and the word "inliner" in a bold, italicized, sans-serif font with a trademark symbol below it.

Grayscale

The logo consists of the word "GRANITE" in a bold, sans-serif font with a registered trademark symbol, and the word "inliner" in a bold, italicized, sans-serif font with a trademark symbol below it.

Black on white

The logo consists of the word "GRANITE" in a bold, sans-serif font with a registered trademark symbol, and the word "inliner" in a bold, italicized, sans-serif font with a trademark symbol below it.

Black on neutral

The logo consists of the word "GRANITE" in a bold, sans-serif font with a registered trademark symbol, and the word "inliner" in a bold, italicized, sans-serif font with a trademark symbol below it.

White on black



**This logo is available for download at:**

**Internally:**

[graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Externally:**

[graniteconstruction.com/company/news-and-media](https://graniteconstruction.com/company/news-and-media)



**Primary Logo**

IDS's primary logo is represented horizontally. **The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials.**

When possible the logo should be printed in Granite Green (Pantone 349) or Granite Yellow (Pantone 1235C). 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:**

On neutral gray the IDS logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the IDS logo on bright or distracting color backgrounds where possible.**



**Full color**  
Use against white or light backgrounds



**Full color**  
Use against neutral gray



**Yellow on black**



**Yellow on green**

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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a black background, print the logo in white.

**Do not use the IDS grayscale, all black or all white logo in color applications.**



Grayscale



Black on white



Black on neutral



White on black

**This logo is available for download at:**

**Internally:**

[graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Externally:**

[graniteconstruction.com/company/news-and-media](https://graniteconstruction.com/company/news-and-media)



**Primary Logo**

Liner Products primary logo is represented horizontally. The registered trademark symbol ® is an integral part of the logo that must not be separated. **The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials.**



When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235C). 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:**

On neutral gray the Liner Products logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the Liner Products logo on bright or distracting color backgrounds where possible.**



**Full color**  
Use against white or light backgrounds



**Full color**  
Use against neutral gray



**Yellow/white on black**



**Yellow/white on green**

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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a black background, print the logo in white.

**Do not use the Liner Products grayscale, all black or all white logo in color applications.**

Wherever possible, please use the two-tone grayscale over the solid white or black options.



Grayscale



Black on white



Black on neutral



White on black

**This logo is available for download at:**

**Internally:**

[graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Externally:**

[graniteconstruction.com/company/news-and-media](https://graniteconstruction.com/company/news-and-media)

The primary logo for LiquiForce, a Granite Company. The word "LiquiForce" is in a large, bold, green sans-serif font. Below it, the words "A GRANITE COMPANY" are in a smaller, bold, green sans-serif font. The "A" is slightly smaller and positioned to the left of "GRANITE". The registered trademark symbol ® is a small orange square located between "GRANITE" and "COMPANY".

**Primary Logo**

LiquiForce primary logo is represented horizontally. The registered trademark symbol ® is an integral part of the logo that must not be separated. **The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials.**

When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235C). 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:**

On neutral gray the LiquiForce logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the LiquiForce logo on bright or distracting color backgrounds where possible.**



**LiquiForce**  
A GRANITE COMPANY

**Full color**  
Use against white or light backgrounds



**LiquiForce**  
A GRANITE COMPANY

**Full color**  
Use against neutral gray



**LiquiForce**  
A GRANITE COMPANY

**Yellow/white on black**



**LiquiForce**  
A GRANITE COMPANY

**Yellow/white on green**



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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a black background, print the logo in white.

**Do not use the LiquiForce grayscale, all black or all white logo in color applications.**

Wherever possible, please use the two-tone grayscale over the solid white or black options.



Grayscale



Black on white



Black on neutral



White on black

This logo is available for  
download at:

**Internally:**

graniteconstruction.openasset.com

**Externally:**

graniteconstruction.com/company/  
news-and-media

**GRANITE INDUSTRIAL, INC.**

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**A GRANITE<sup>®</sup> C O M P A N Y**

**Primary Logo**

The Granite Industrial, Inc. primary logo is represented horizontally. The registered trademark symbol ® is an integral part of the logo that must not be separated. **The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials.**

When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235C). 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:**

On neutral gray the Granite Industrial, Inc. logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the Granite Industrial Inc. logo on bright or distracting color backgrounds where possible.**

**GRANITE INDUSTRIAL, INC.**

**A **GRANITE** C O M P A N Y**

**Full color**

Use against white or light backgrounds

**GRANITE INDUSTRIAL, INC.**

**A **GRANITE** C O M P A N Y**

**Full color**

Use against neutral gray

**GRANITE INDUSTRIAL, INC.**

**A **GRANITE** C O M P A N Y**

Yellow/white on black

**GRANITE INDUSTRIAL, INC.**

**A **GRANITE** C O M P A N Y**

Yellow/white on green

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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a black background, print the logo in white.

**Do not use the Granite Industrial grayscale, all black or all white logo in color applications.**

Wherever possible, please use the two-tone grayscale over the solid white or black options.

**GRANITE INDUSTRIAL, INC.**  
**A GRANITE<sup>®</sup> C O M P A N Y**

Grayscale

**GRANITE INDUSTRIAL, INC.**  
**A GRANITE<sup>®</sup> C O M P A N Y**

Black on white

**GRANITE INDUSTRIAL, INC.**  
**A GRANITE<sup>®</sup> C O M P A N Y**

Black on neutral

**GRANITE INDUSTRIAL, INC.**  
**A GRANITE<sup>®</sup> C O M P A N Y**

White on black



**This logo is available for download at:**

**Internally:**

[graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Externally:**

[graniteconstruction.com/company/news-and-media](https://graniteconstruction.com/company/news-and-media)

The logo features the word "GARCO" in a large, bold, green sans-serif font. A thin orange horizontal line is positioned directly beneath "GARCO". Below this line, the words "TESTING LABORATORIES" are written in a smaller, bold, black sans-serif font, with wide letter spacing.

**Primary Logo**

Garco primary logo is represented horizontally. The registered trademark symbol ® is an integral part of the logo that must not be separated. **The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials.**

When possible the logo should be printed in Granite Green (Pantone 349) and Granite Yellow (Pantone 1235C). 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:**

On neutral gray the Garco logo can be printed in full color.

On black the logo should be Granite Yellow (Pantone 1235C) and white.

On green the logo should be Granite Yellow (Pantone 1235C) and white.

**Avoid displaying the Garco logo on bright or distracting color backgrounds where possible.**

The logo consists of the word "GARCO" in a bold, green, sans-serif font. A thin yellow horizontal line is positioned directly beneath "GARCO". Below this line, the words "TESTING LABORATORIES" are written in a smaller, black, all-caps, sans-serif font.

**Full color**  
Use against white or light backgrounds

The logo consists of the word "GARCO" in a bold, green, sans-serif font. A thin yellow horizontal line is positioned directly beneath "GARCO". Below this line, the words "TESTING LABORATORIES" are written in a smaller, black, all-caps, sans-serif font.

**Full color**  
Use against neutral gray

The logo consists of the word "GARCO" in a bold, yellow, sans-serif font. A thin yellow horizontal line is positioned directly beneath "GARCO". Below this line, the words "TESTING LABORATORIES" are written in a smaller, yellow, all-caps, sans-serif font.

**Yellow on black**

The logo consists of the word "GARCO" in a bold, yellow, sans-serif font. A thin yellow horizontal line is positioned directly beneath "GARCO". Below this line, the words "TESTING LABORATORIES" are written in a smaller, yellow, all-caps, sans-serif font.

**Yellow on green**

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

**Grayscale:**

In grayscale print the logo in black with a 50% black graphic.

**Black-and-white:**

When grayscale is not available, print the logo in all black.

On a black background, print the logo in white.

**Do not use the Garco grayscale, all black or all white logo in color applications.**



Grayscale



Black on white



Black on neutral



White on black

**This logo is available for download at:**

**Internally:**

[graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Externally:**

[graniteconstruction.com/company/news-and-media](https://graniteconstruction.com/company/news-and-media)



**Primary Logo**

Granite Construction Supply (GCS) primary logo is represented horizontally. **The primary logo shown on this page should be used for brand introduction in creative pieces and communication materials.**

**Typeface**

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.

**Roboto & Roboto Condensed**

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

**This font is available for download at:** [google.com/design/spec/resources/roboto-noto-fonts.html](https://google.com/design/spec/resources/roboto-noto-fonts.html)

Roboto Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

Roboto Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

**Roboto Condensed**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

**Roboto Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

*Roboto Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

*Roboto Regular Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

***Roboto Condensed Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

***Roboto Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

**Standard System Font - Arial**

For everyday business use, Arial is 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.

Contact [Marketing@gcinc.com](mailto:Marketing@gcinc.com) with questions.

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

**Arial Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

Arial Narrow  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

*Arial Regular Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

***Arial Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

*Arial Narrow Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

**Our brand is unified under one message:** Building **Value** Together.

**We build value together because:**

We believe great ideas are born from great partnerships.

We value agility. We use the power of thinking, and our methodologies help us adapt quickly to change.

We value the end product. We have higher standards, and we're simply better equipped to succeed.

In our complex world, human engineering and our ability to build better relationships with our partners is critical to effecting real change and transforming our communities.

Granite believes that through more collaborative partnerships, we can all work to build a better future together.

Building **Value** Together

Building Value  
**Together**

The following are examples of how to use the message: Building \_\_\_\_\_ Together

Building the Next Big Thing  
**Together**

Building a Better Future  
**Together**

Building Communities  
**Together**

Building Your Future  
**Together**

Building the I-15 Corridor  
**Together**

Building Your Career  
**Together**