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 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,

James H. Roberts
President and Chief Executive Officer
Square application of Granite's 2019 Tagline

**Font:** Roboto Bold 10 pt. font or larger

**Trademark Symbol is required.**

For legal purposes, the trademarked tagline must be used in its entirety: *Granite is America's Infrastructure Company™*

Do not use partial statements such as "America's Infrastructure Company"*

Do not use Granite's tagline in conjunction with other taglines or logos.

Please use Granite green square with yellow accent, white font where applicable for brand recognition.

Please avoid using gold font on green or black.
Sample Application of Square Tagline:
Horizontal application of Granite’s 2019 Tagline

Font: Roboto Bold 10 pt. font or larger

Trademark Symbol is required.

For legal purposes, the trademarked tagline must be used in its entirety: Granite is America’s Infrastructure Company™

Do not use partial statements such as “America's Infrastructure Company”

Do not use Granite’s tagline in conjunction with other taglines or logos.

Please use Granite green band with yellow accent, white font where applicable for brand recognition.

Please avoid using gold font on green or black.

Primary Tagline

Granite is America’s Infrastructure Company™

Secondary Tagline Options

Granite is America’s Infrastructure Company™

Granite is America’s Infrastructure Company™

Granite is America’s Infrastructure Company™

Granite is America’s Infrastructure Company™
Sample Application of Horizontal Tagline:
1.0
Our Brand Story
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 unaltering 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 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.

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.

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.
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.

Granite’s Power Division provides material management, construction management services, transmission and distribution construction, and energy efficiency facilities management for clients in public and private market sectors nationwide. We provide our clients with operational excellence to safely and successfully execute projects in the energy markets.

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.

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.
OUR BRANDS

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.

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.
2.0 Visual Elements
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 & Tagline**

![Granite Logo](image)

**Colors**

![Color Palette]

**Typography**

- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- The Granite Way

**Photography • Our People**

![Images of people working]

**Photography • Our Equipment**

![Images of construction equipment]

**Photography • Our Projects**

![Images of infrastructure 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

Externally: 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

**Externally:**
graniteconstruction.com/company/news-and-media

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**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.
2.0 VISUAL ELEMENTS

MINIMUM SIZE AND CLEAR SPACE

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.

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.
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.

- Yellow + Black
  Do not use the yellow logo on black.

- 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.
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**
  - Pantone 1235C
  - 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.
### 2.0 VISUAL ELEMENTS

#### PRIMARY & SECONDARY TYPEFACE

<table>
<thead>
<tr>
<th>Font</th>
<th>Glyphs</th>
<th>Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roboto Light</td>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y</td>
<td>Normal</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>正常</td>
</tr>
<tr>
<td></td>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>数字</td>
</tr>
<tr>
<td>Roboto Regular</td>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y</td>
<td>Normal</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>正常</td>
</tr>
<tr>
<td></td>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>数字</td>
</tr>
<tr>
<td>Roboto Condensed</td>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y</td>
<td>Normal</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>正常</td>
</tr>
<tr>
<td></td>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>数字</td>
</tr>
<tr>
<td>Roboto Bold</td>
<td>A B C D E F G H I J K L M N O P Q R S T U V W X Y</td>
<td>Normal</td>
</tr>
<tr>
<td></td>
<td>a b c d e f g h i j k l m n o p q r s t u v w x y</td>
<td>正常</td>
</tr>
<tr>
<td></td>
<td>1 2 3 4 5 6 7 8 9 0</td>
<td>数字</td>
</tr>
</tbody>
</table>

**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

**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 with questions.
Specialty Typeface

In addition to Roboto and Arial for standard fonts, Avenir is available for use. This typeface is excellent for titles and small captions.

Contact Marketing@gcinc.com with questions.

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Black
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.

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

Building the Next Big Thing Together

Building Communities Together

Building the I-15 Corridor Together

Building a Better Future Together

Building Your Future Together

Building Your Career Together
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.
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.
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.
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.
This logo is available for download at:

**Internally:**
graniteconstruction.openasset.com

**Externally:**
graniteconstruction.com/company/news-and-media

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**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.
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.
2.0 VISUAL ELEMENTS

**PRIMARY LOGO**

This logo is available for download at:

**Internally:**
graniteconstruction.openasset.com

**Externally:**
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.**
2.0 VISUAL ELEMENTS

PRIMARY LOGO

This logo is available for
download at:

Internally:
graniteconstruction.openasset.com

Externally:
graniteconstruction.com/company/
news-and-media

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.
2.0 VISUAL ELEMENTS

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.
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.
2.0 VISUAL ELEMENTS

**PRIMARY LOGO**

This logo is available for download at:

**Internally:**
graniteconstruction.openasset.com

**Externally:**
graniteconstruction.com/company/news-and-media

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

**Internally:**
graniteconstruction.openasset.com

**Externally:**
graniteconstruction.com/company/news-and-media

**Primary Logo**
Granite Power’s 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 for Granite Power only.
When possible the logo should be printed in Granite Green (Pantone 349 C) and Granite Yellow (Pantone 1235 C). 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 Power 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 Power logo on bright or distracting color backgrounds where possible.
If a designated color application cannot be achieved, the Granite Power 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 Power 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.
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.
2.0 VISUAL ELEMENTS

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.
Variation to IDS primary logo to include the “A Granite Company” content below.

**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.
This logo is available for download at:

**Internally:**
graniteconstruction.openasset.com

**Externally:**
graniteconstruction.com/company/news-and-media

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

**Internally:**
graniteconstruction.openasset.com

**Externally:**
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.**
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.
2.0 VISUAL ELEMENTS

PRIMARY LOGO

This logo is available for download at:

**Internally:**
graniteconstruction.openasset.com

**Externally:**
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.
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.
PRIMARY LOGO

This logo is available for download at:

**Internally:**
graniteconstruction.openasset.com

**Externally:**
graniteconstruction.com/company/news-and-media

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.
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.