

GRANITE[®]

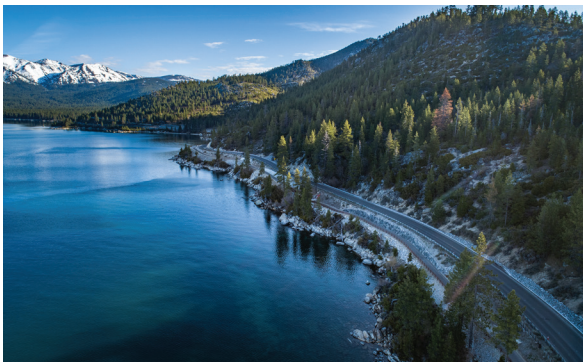
Brand Guidelines

VERSION 3.1 | 2020



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.



Square application of 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

This logo is available for download at:

graniteconstruction.openasset.com

Primary Tagline



Secondary Tagline Options



For use on black or dark backgrounds. Please avoid using the gold logo on black.

Horizontal application of Tagline

Font: Roboto Bold 8 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 avoid using gold font on green or black.

This logo is available for download at:

graniteconstruction.openasset.com

Granite is America's Infrastructure Company[™]

Full color

Use against white or light backgrounds

Granite is America's Infrastructure Company[™]

Yellow on green

Granite is America's Infrastructure Company[™]

White on green

Granite is America's Infrastructure Company[™]

Full color

Use against neutral gray

Granite is America's Infrastructure Company[™]

White on black

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 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 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.



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



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 & TAGLINE



COLORS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

Building Better Together

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



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/newsroom



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

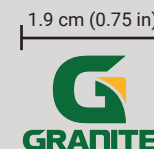
Minimum Size

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.



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.



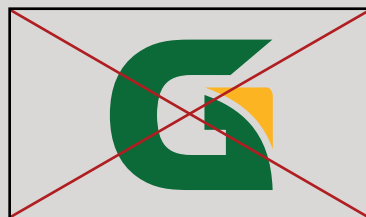
Design Elements

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.



Isolated "G" graphic element
Do not use the G alone.



Logo elements
Do not rotate 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.



Solid yellow on black
Do not use the yellow logo on black.



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



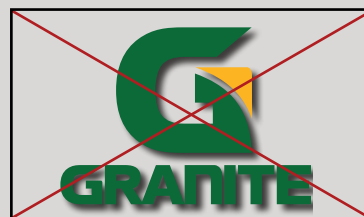
Green logo on black background
Avoid using the solid green logo on black.



Removing symbols
Do not use the identity without the ®.



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



Effects, including drop shadows
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

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 marcom@gcinc.com with questions.

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Roboto Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Arial Narrow
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

Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Arial Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

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.

Additional licensing fees required. Contact marcom@gcinc.com with questions.

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10234567890

Our brand is unified under the following messages:

One Granite Team and
Building **Better** Together.

The same culture that enabled our business to grow from humble beginnings nearly 100 years ago is still our greatest strength and it will lead us on a path of continued success for the next 100 years as we become “One Granite Team.”

With this strong foundation, and increased transparency and communication throughout the organization, we will build better together.

One Granite Team

Building Better
Together

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

Building the Next Big Thing
Together

Building Value
Together

Building Communities
Together

Building Your Future
Together

Building the I-15 Corridor
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.



Full color
Use against white or light backgrounds



Yellow/white on green



White/yellow on black



White/yellow on green



Full color
Use against neutral gray

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



Yellow/white on green



White/yellow on black



White/yellow on green



Full color
Use against neutral gray

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

This logo is available for
download at:

Internally:
graniteconstruction.openasset.com

Externally:
graniteconstruction.com/newsroom

The logo features the word "GARCO" in a large, bold, dark 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 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

Externally:

graniteconstruction.com/newsroom



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.**

This logo is available for
download at:

Internally:
graniteconstruction.openasset.com

Externally:
graniteconstruction.com/newsroom

GRANITE INDUSTRIAL, INC.

A  GRANITE[®] 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 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[®] C O M P A N Y

Grayscale

GRANITE INDUSTRIAL, INC.
A GRANITE[®] C O M P A N Y

Black on white

GRANITE INDUSTRIAL, INC.
A GRANITE[®] C O M P A N Y

Black on neutral

GRANITE INDUSTRIAL, INC.
A GRANITE[®] C O M P A N Y

White on black

This logo is available for
download at:

Internally:
graniteconstruction.openasset.com

Externally:
graniteconstruction.com/newsroom



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



White/yellow 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.



GRANITE[®]
inliner[™]

Grayscale



GRANITE[®]
inliner[™]

Black on white



GRANITE[®]
inliner[™]

Black on neutral



GRANITE[®]
inliner[™]

White on black

This logo is available for
download at:

Internally:

graniteconstruction.openasset.com

Externally:

graniteconstruction.com/newsroom

The logo features the word "GRANITE" in a bold, green, sans-serif font. The letter "G" is stylized with a yellow and white graphic element. To the right of "GRANITE" is a registered trademark symbol (®). Below "GRANITE" is the word "power" in a bold, green, italicized sans-serif font.

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.



Full color
Use against white or light backgrounds



Full color
Use against neutral gray



White/yellow on black



Yellow/white on green

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.

The logo consists of the word "GRANITE" in a bold, sans-serif font with a registered trademark symbol, and the word "power" in a bold, italicized, sans-serif font below it. The entire logo is rendered in grayscale (black) on a white background.

Grayscale

The logo consists of the word "GRANITE" in a bold, sans-serif font with a registered trademark symbol, and the word "power" in a bold, italicized, sans-serif font below it. The entire logo is rendered in solid black on a white background.

Black on white

The logo consists of the word "GRANITE" in a bold, sans-serif font with a registered trademark symbol, and the word "power" in a bold, italicized, sans-serif font below it. The entire logo is rendered in solid black on a neutral gray background.

Black on neutral

The logo consists of the word "GRANITE" in a bold, sans-serif font with a registered trademark symbol, and the word "power" in a bold, italicized, sans-serif font below it. The entire logo is rendered in solid white on a black background.

White on black

This logo is available for download at:

Internally:

graniteconstruction.openasset.com

Externally:

graniteconstruction.com/newsroom



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 green



Grayscale



Black on neutral



White

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.



Yellow and White



White



Black

This logo is available for
download at:

Internally:

graniteconstruction.openasset.com

Externally:

graniteconstruction.com/newsroom



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

Externally:

graniteconstruction.com/newsroom



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

Externally:

graniteconstruction.com/newsroom



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 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

Externally:

graniteconstruction.com/newsroom

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.

The LiquiForce logo is displayed in its full color on a white background. The word "LiquiForce" is in a bold, italicized sans-serif font, with "Liqui" in green and "Force" in yellow. Below it, the tagline "A GRANITE COMPANY" is in a smaller, all-caps sans-serif font, with "A" in green and "GRANITE COMPANY" in yellow.

Full color
Use against white or light backgrounds

The LiquiForce logo is displayed in its full color on a neutral gray background. The word "LiquiForce" is in a bold, italicized sans-serif font, with "Liqui" in green and "Force" in yellow. Below it, the tagline "A GRANITE COMPANY" is in a smaller, all-caps sans-serif font, with "A" in green and "GRANITE COMPANY" in yellow.

Full color
Use against neutral gray

The LiquiForce logo is displayed in yellow and white on a green background. The word "LiquiForce" is in a bold, italicized sans-serif font, with "Liqui" in yellow and "Force" in white. Below it, the tagline "A GRANITE COMPANY" is in a smaller, all-caps sans-serif font, with "A" in yellow and "GRANITE COMPANY" in white.

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