

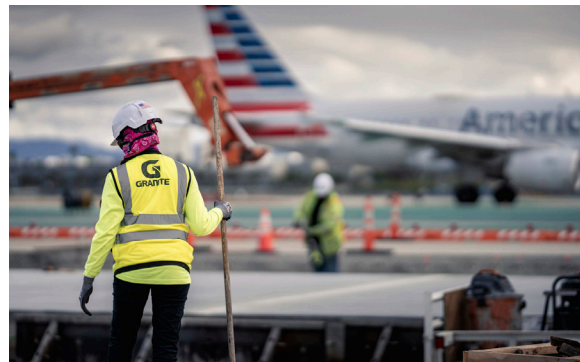


VERSION 3.4 | 2024

# Brand Guidelines

# 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 company tagline, “Granite is America’s Infrastructure Company,” encapsulates the essence of our brand’s mission and vision. This impactful phrase highlights that we are one of the largest diversified construction and construction materials companies in the United States as well as a full-suite civil construction provider.

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

Do not alter, add text or graphics, or modify the logo in any way. Any changes can impact the trademark protection and legality of the brand.

**This logo is available for download internally:**  
[graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Font:** Avenir Black

**Color:** The official colors of the brand are “Old Glory Red” and “Old Glory Blue.”



Pantone 282C  
C=100 M=68 Y=0 K=54y  
R=10 G=49 B=97  
Hex# 0A3161



Pantone 193  
C=0 M=100 Y=66 K=13  
R=179 G=25 B=66  
Hex# B31942



**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**



Granite's Anniversary logo is designed to be clean and modern, embracing our vision of moving forward while retaining unique characteristics of our brand.

The registered trademark symbol ® is an integral part of the Granite logo and must not be separated.

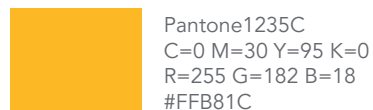
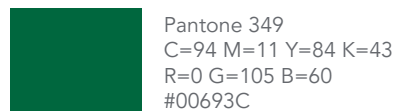
A comprehensive brand standards guide is available internally: [graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**100-Year Font:**

Avenir LT Pro 95 Black  
Avenir LT Pro 45 Book

**Two distinctive colors make up the 100-Year identity:**

Granite Green  
Granite Yellow

**100-Year Anniversary 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.

Granite's secondary centennial logo is designed for patches and specialty applications only and requires the prior approval of the MarCom Department.

The registered trademark symbol ® is an integral part of the Granite logo and must not be separated.

A comprehensive brand standards guide is available internally: [graniteconstruction.openasset.com](https://graniteconstruction.openasset.com)

**Three distinctive colors make up the 100-Year secondary logo:**

Granite Green

Granite Yellow

Granite Light Green



Pantone 349  
C=94 M=11 Y=84 K=43  
R=0 G=105 B=60  
#00693C



Pantone 1235C  
C=0 M=30 Y=95 K=0  
R=255 G=182 B=18  
#FFB81C



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



**Secondary Centennial Logo**

The Centennial logo is available as a patch and for approved specialty applications.

Our five core values are the cornerstone of our Code of Conduct: how we treat one another, operate with safety and integrity, provide value to our stakeholders, and incorporate sustainability into all that we do to make a difference in our communities and the world.

Safety for all

Integrity always

Excellence for our stakeholders

Inclusion where everyone is valued

Sustainability to ensure enduring value

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

Internally:

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



#### **Core Values Medallion**

The Centennial logo is available as a patch and for approved specialty applications.



# 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 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.



Centennial Asphalt provides quality liquid asphalt and emulsions to the Central California market. As an industry leader in sustainable product development, our goal is to serve current market needs while being at the forefront of emerging technologies.



Garco Testing Laboratories is AASHTO accredited, AASHTO re:source assessed, and CCRL inspected. It provides accurate and reliable materials testing, mix design, inspection and engineering services to the construction industry. A listing of Garco accredited laboratories can be found on AASHTO re:source website ([aashtoresource.org](https://aashtoresource.org)).



In addition to distributing a wide variety of supplies and rental equipment related to the construction industry, Granite Construction Supply & Sign Shop also fabricates construction, regulatory and warning signs as well as banners, decals and fleet vehicle graphics. We deliver most supplies to property and job sites. GCS also maintains safety, construction, towing and environmental tools and supplies.





Granite Canada mine and barge facility, which, in cooperation with the Malahat Nation, provides quality aggregate products that build Vancouver Island's infrastructure and highways.



Granite Industrial, Inc. (GI) has been a trusted partner serving the needs of utility-scale solar projects since 2015. Services include site civil work, 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 Power, Inc. is a full-service specialty contractor serving the energy sector with self-perform construction services and consulting expertise. Our mobile workforce is proud to offer turnkey substation construction, utility civil services and renewables installation for Granite Power customers nationwide.



International Directional Services (IDS) brings more than 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. The brand provides a wide array of services and solutions that meet all residential street, highway and commercial customer pavement preservation needs across the U.S.



Layne, a Granite Company (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.



Lehman-Roberts, a Granite Company (Lehman-Roberts) is a paving contractor and asphalt materials producer based in the greater Memphis area. With more than 80 years of experience in the region, Lehman-Roberts is a trusted partner for paving solutions. The company became a wholly owned subsidiary of Granite in December 2023.



With a 110-year history of providing quality construction materials in the Mid-South region of the US, Memphis Stone & Gravel, a Granite Company (MS&G) is a key player in the regional aggregate market. Featuring experienced staff, extensive reserves, and a sterling reputation, MS&G is a pillar of Granite's Southeast home market. The company became a wholly owned subsidiary of Granite in December 2023.



## 2.0 Visual Elements

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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

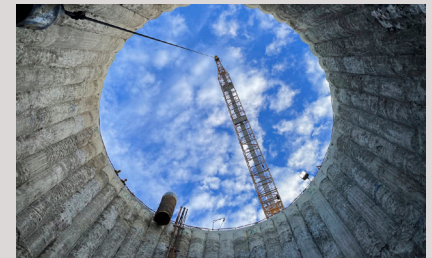
TYPOGRAPHY



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

Externally:  
[graniteconstruction.com/downloads](https://graniteconstruction.com/downloads)



#### 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

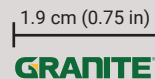


#### Exclusion zone

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

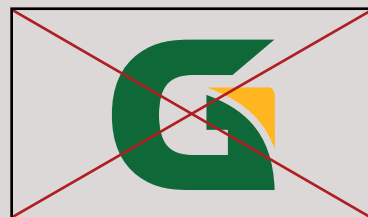


**Design Elements**  
Do not use design elements or any other artwork to the identity.

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.



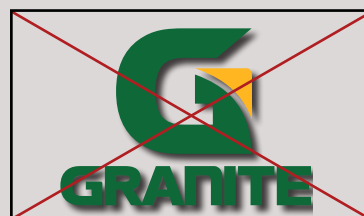
**Green logo on black background**  
Avoid using the solid green logo on black.



**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

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

<b>Print spot color</b> Pantone1235C Use this Pantone color as the basis for color matching through all print applications.	<b>Print process color</b> C=0 M=30 Y=95 K=0 Use this CMYK process color only when spot color isn't an option.	<b>On-screen RGB</b> R=255 G=182 B=18 This yellow has been custom optimized for on-screen applications.	<b>On-screen Hex</b> #FFB612 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 Granite registered trademarks.

	<b>Cool Gray 2</b> C=17 M=14 Y=15 K=0 R=210 G=208 B=205 Hex# D2D0CD		<b>Pantone 283</b> C=39 M=14 Y=0 K=0 R=148 G=192 B=233 Hex# 94C0E9
	<b>Cool Gray 8</b> C=48 M=40 Y=38 K=4 R=138 G=138 B=141 Hex# 8A8A8D		<b>Pantone 7489</b> C=61 M=14 Y=92 K=1 R=115 G=169 B=80 Hex# 73A950
	<b>Pantone 7540</b> C=68 M=59 Y=52 K=33 R=75 G=79 B=84 Hex# 4B4F54		<b>Pantone 188</b> C=33 M=93 Y=74 K=38 R=122 G=35 B=46 Hex# 7A232E
	<b>Pantone 295</b> C=100 M=84 Y=36 K=39 R=0 G=40 B=86 Hex# 002856		<b>Pantone 717</b> C=0 M=60 Y=100 K=3 R=217 G=94 B=0 Hex# D95E00

## 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)

### 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](mailto: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](mailto: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*



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.



Grayscale



Black on white



Grayscale on neutral



Black on neutral



Grayscale on black



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

Externally:

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

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. Below it is a thin horizontal line, followed by the words "TESTING LABORATORIES" in a smaller, black, 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. Below it is a thin horizontal line, followed by the words "TESTING LABORATORIES" in a smaller, black, sans-serif font.

**Full color**  
Use against neutral gray

The logo consists of the word "GARCO" in a bold, yellow, sans-serif font. Below it is a thin horizontal line, followed by the words "TESTING LABORATORIES" in a smaller, yellow, 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/downloads](https://graniteconstruction.com/downloads)



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

Externally:

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



#### 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.

The logo consists of the word "GRANITE" in a bold, sans-serif font, with a small yellow square icon to the left of the "G". Below it, the word "industrial" is written in a bold, italicized, sans-serif font. The entire logo is in green on a white background.

**GRANITE<sup>®</sup>**  
***industrial***

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

The logo is identical to the one on the white background, with "GRANITE" and "industrial" in green, and the yellow square icon to the left of the "G". It is set against a neutral gray background.

**GRANITE<sup>®</sup>**  
***industrial***

**Full color**  
Use against neutral gray

The logo is identical to the one on the white background, but the text "GRANITE" and "industrial" are white, and the yellow square icon is yellow. It is set against a green background.

**GRANITE<sup>®</sup>**  
***industrial***

**White/yellow on green**

The logo is identical to the one on the white background, but the text "GRANITE" and "industrial" are yellow, and the yellow square icon is white. It is set against a green background.

**GRANITE<sup>®</sup>**  
***industrial***

**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<sup>®</sup>**  
***industrial***

Grayscale



**GRANITE<sup>®</sup>**  
***industrial***

Black on white



**GRANITE<sup>®</sup>**  
***industrial***

Black on neutral



**GRANITE<sup>®</sup>**  
***industrial***

White on black

This logo is available for  
download at:

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

Externally:  
[graniteconstruction.com/downloads](https://graniteconstruction.com/downloads)



#### 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 green**



**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.



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/downloads](https://graniteconstruction.com/downloads)



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

Externally:

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



#### 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.



**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/downloads](https://graniteconstruction.com/downloads)



#### 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

**A Center of Excellence (COE) at Granite**

A team providing leadership, best practices, research, support, and training for a focus area.

**Asphalt Center of Excellence (ACE)**

Drives Granite to excel in asphalt production and paving.

**Construction Leadership Council (CLC)**

Assists with implementing operational improvements across Granite.

**Corporate Task Force (CTF)**

Optimizes accounting and finance processes for simplification, standardization, and efficiency.

**Political Action Committee (PAC)**

The Granite PAC, governed by federal regulations, supports federal congressional or senatorial campaigns, as well as the federal PACs of our industry group partners like AGC, NSSGA, and NAPA.

**Structures Center of Excellence (SCE)**

The Granite SCE fosters knowledge sharing and strong relationships within Granite to enhance expertise and build structures capabilities company-wide.

**Technology Center of Excellence (TCE)**

TCE focuses on innovating and advancing new applications for construction technology.



**BUILD**

Through participation, mentoring, and education, Building Up Inclusion, Leadership & Development (BUILD) is dedicated to establishing a working environment at Granite that fosters cultural awareness and communication among employees. We promote the ongoing development of an inclusive and diversified workplace to achieve a positive impact on society.

**GROW**

Granite Resources & Opportunities for Women (GROW) is a forum to advocate for and support women through mentoring, networking, and career development, while establishing Granite as an employer of choice for women.

**SOMOS**

Hispanic & Latino Employee Resource Group (SOMOS) is a forum to enhance Granite's culture of inclusive diversity by advocating for and supporting Hispanic, Latinos and supportive allies through employee development, engagement, networking, and mentoring.

**SRVC**

Supporting and Recognizing the Veteran Community (SRVC) is a forum that creates and encourages opportunities for employees to network and develop camaraderie based on their personal or family's military service. SRVC introduces non-veteran members into the culture, skillset, training, experience, and value service members brings to the company.