

GRANITE[®]

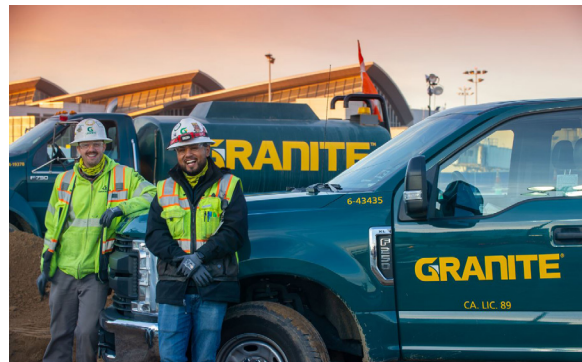
Brand Guidelines

VERSION 3.2 | 2022



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 internally:
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 internally::
graniteconstruction.openasset.com



Full color
Use against white or light backgrounds



Yellow on green



White on green



Full color
Use against neutral gray



White on black

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

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



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



Pantone1235C
C=0 M=30 Y=95 K=0
R=255 G=182 B=18
#FFB81C



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

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

Read more on our website:
graniteconstruction.com/company/core-values



Core Values Medallion

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

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.



AASHTO and CCRL accredited, Garco Testing Laboratories provides accurate and reliable materials testing, mix design, inspection and engineering services to the construction industry.



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 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'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.

2.0

Visual Elements



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

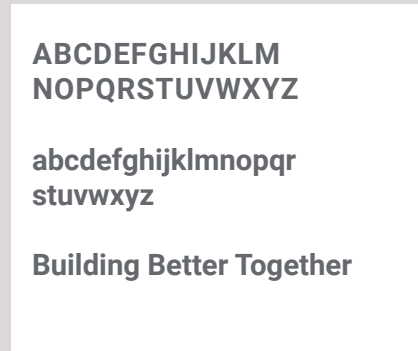
Think of the logos, colors, and typography as tools in your brand toolkit.



LOGO & TAGLINE



COLORS



TYPOGRAPHY



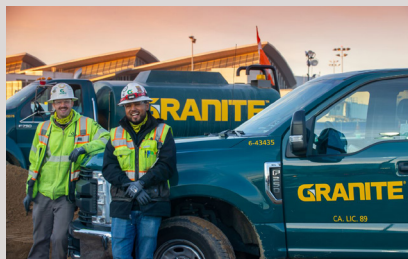
PHOTOGRAPHY • OUR PEOPLE



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

A large, horizontal version of the Granite logo is centered on a light gray background. The 'G' icon is on the left, followed by the word 'GRANITE' in a bold, green, sans-serif font. A registered trademark symbol (®) is located at the top right of the word 'GRANITE'.

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/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.



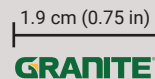
Exclusion zone
X = Interior width of n



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

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



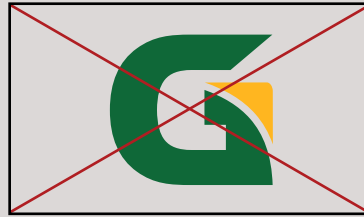
Design Elements

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.



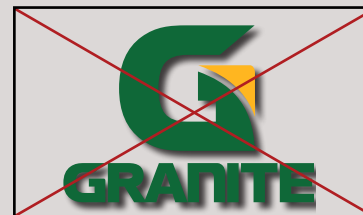
Green logo on black background
Avoid using the solid green logo on black.



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](https://www.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

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

Externally:

graniteconstruction.com/downloads

The primary logo for Garco Testing Laboratories. It features the word "GARCO" in a large, bold, green, sans-serif font. Below "GARCO" is a thin orange horizontal line. Underneath the line, the words "TESTING LABORATORIES" are written in a smaller, bold, black, sans-serif font, with wide letter spacing.

GARCO

TESTING LABORATORIES

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.



GARCO
TESTING LABORATORIES

Full color
Use against white or light backgrounds



GARCO
TESTING LABORATORIES

Full color
Use against neutral gray



GARCO
TESTING LABORATORIES

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/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

Externally:
graniteconstruction.com/downloads

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 "industrial" in a bold, green, italicized sans-serif font.

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

Full color
Use against white or light backgrounds



GRANITE[®]
industrial

Full color
Use against neutral gray



GRANITE[®]
industrial

White/yellow on green



GRANITE[®]
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[®]
industrial

Grayscale



GRANITE[®]
industrial

Black on white



GRANITE[®]
industrial

Black on neutral



GRANITE[®]
industrial

White on black

This logo is available for
download at:

Internally:

graniteconstruction.openasset.com

Externally:

graniteconstruction.com/downloads

The logo features the word "GRANITE" in a bold, green, sans-serif font. The letter "G" is stylized with a white and yellow triangular shape on its left side. To the right of "GRANITE" is a registered trademark symbol (®). Below "GRANITE" is the word "power" in a bold, green, lowercase, 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 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

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graniteconstruction.openasset.com

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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

Externally:
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

Externally:

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 is a team that provides leadership, best practices, research, support and/or training for a focus area.

Asphalt Center of Excellence (ACE)

ACE is a collection of people, ideas, and tools that drive Granite to become a world class producer and paver of asphalt concrete.

Construction Leadership Council (CLC)

The CLC will assist with the implementation of operational improvements across Granite that results in better financial performance and the standardization of best practices in all aspects of the construction project lifecycle, including the interaction with necessary controls and financial standards.

Corporate Task Force (CTF)

The CTF will evaluate accounting and finance-related processes to optimize simplification, standardization, and efficiency without compromising compliance, governance, accuracy, and controls.

Political Action Committee (PAC)

The Granite PAC was created in 1998 and is governed by federal regulations. Granite's PAC is funded by voluntary contributions from employees of Granite Construction Incorporated and its affiliates.

Logos available for download at:

graniteconstruction.openasset.com



Asphalt Center of Excellence (ACE)



Construction Leadership Council (CLC)



Corporate Task Force (CTF)



Political Action Committee (PAC)

A center of excellence (COE) at Granite is a team that provides leadership, best practices, research, support and/or training for a focus area.

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Corporate Task Force (CTF)

The CTF will evaluate accounting and finance-related processes to optimize simplification, standardization, and efficiency without compromising compliance, governance, accuracy, and controls.

Political Action Committee (PAC)

The Granite PAC was created in 1998 and is governed by federal regulations. Granite's PAC is funded by voluntary contributions from employees of Granite Construction Incorporated and its affiliates.

Logos available for download at:

graniteconstruction.openasset.com



Asphalt Center of Excellence (ACE)



Construction Leadership Council (CLC)



Corporate Task Force (CTF)



Political Action Committee (PAC)

Granite's Employee Resource Group (ERG) are voluntary, employee-led groups whose aim is to foster a diverse, inclusive workplace aligned with the organizations they serve.

GRANITE RESOURCE AND OPPORTUNITY FOR WOMEN (GROW)

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.

SUPPORTING AND RECOGNIZING THE VETERAN COMMUNITY (SRVC)

The mission of SRVC is to be a strategic partner with Granite to promote a culture of diversity and inclusion through continual learning, employee development, and employee engagement. SRVC will promote a greater understanding of inclusion of employees that have served and friends and family members of employees that served in all branches of the military while continuing the mission of service to others by assisting external veterans and the local community.

Logos available for download at:
graniteconstruction.openasset.com



GROW Primary Logo



GROW Secondary Logo



SRVC Primary Logo



SRVC Secondary Logo