



**Brand Style Guide 2022**

# COLORS

# Colors

## Congruex Black

PANTONE BLACK 7  
C38 | M35 | Y33 | K92  
R28 | G27 | B30  
HEX #1E1B1C



## Congruex Gray

PANTONE 4280  
C33 | M48 | Y85 | K6  
R33 | G48 | B59  
HEX #21303B



\* This color is on the black gradient as shown below.



## Congruex Red

PANTONE 200  
C17 | M99 | Y85 | K6  
R194 | G33 | B52  
HEX #C22134



Color Gradient

# LOGOS

# Company Logo | Lock Ups & Usage



- \* The logo includes register marks on both 'Congruex' and 'Networks Built Better'.
- \* Clear space is defined by using our X element at 1/6th the size of the main logo.
- \* The logo should never be smaller than 1.25 inches in width.
- \* The logo text should always be either white or black.
- \* White, black, or gradient backgrounds are preferred.



White background usage



Black or gradient background usage (the X stays red)



Red background usage (the X and text are white)



Other background color/pattern usage (the X stays red)

# Operating Unit Logos | Lock Ups & Usage



- \* Clear space is defined by using our X element at 1/6th the size of the main logo.
- \* The logo should never be smaller than 1.25 inches in width.
- \* The logo includes a register mark on 'Congruex'.
- \* The logo text should always be either white or black.
- \* White, black, or gradient backgrounds are preferred.



White background usage



Black or gradient background usage (the X stays red).



Red background usage (the X and text are white)



Other background color/pattern usage (the X stays red)

# ELEMENTS

# Elements | Usage

When using the **tagline element**, Company or Operating Unit branding should also be present.

**NETWORKS BUILT BETTER®**

**NETWORKS BUILT BETTER®**

- \* The element includes a register mark on 'Networks Built Better'.
- \* The element should never be smaller than 1.25 inches in width.
- \* The element should always be either white, black, or red.
- \* White, black, gradient, or red backgrounds are preferred.

The **X element** can be used on its own.



- \* The element should always be either white, black, or red.
- \* White, black, gradient, or red backgrounds are preferred.

\* Watermark versions of the X are white, set to 20% opacity.

When using the **got GRIT element**, Company or Operating Unit branding should also be present.

got **GRIT?**

got **GRIT?**

got **GRIT?**

- \* The element should never be smaller than 1.25 inches in width.
- \* The element should always be either white, black, or red.
- \* White, black, gradient, or red backgrounds are preferred.

\* GRIT can be red for emphasis



# TYPOGRAPHY

## Libre Franklin

**BIG TITLES  
IN ALL CAPS**

**This is a Small Title**

**This is What a Sub Title Looks Like**

This is what body copy looks like.

Libre Franklin is a specialty font preferred for marketing or signage applications.

## Arial

**BIG TITLES  
IN ALL CAPS**

**This is a Small Title**

**This is What a Sub Title Looks Like**

This is what body copy looks like.

Arial is a more standard font preferred for documents and in cases where Libre Franklin is not available.

# VEHICLES & EQUIPMENT

# Vehicles & Equipment | Decal Lock Ups & Usage



White equipment usage.



Black equipment usage (the X stays red).



Red equipment usage (the X and text are white).



Yellow equipment usage (the X stays red).

\* Contact [communications@congruex.com](mailto:communications@congruex.com) to discuss which decal is right for your application. Files will then be provided for local execution.

# Vehicles & Equipment | Decal Placements



- \* Branding should be centered on truck door or largest, visible part of equipment.
- \* Branding should be large enough for legibility of 'Congruex.com' from 6 feet away or more.
- \* Please review the [SOP instructions](#) found in our [Marketing Materials Library](#).
- \* We have a preferred vendor using this [Order Form](#), or you can use your local vendor so long as brand and design requirements are met. Use your vehicle [QR code](#).

# Vehicles & Equipment | Decal Placements



- \* Branding should be centered on truck door or largest, visible part of equipment.
- \* Branding should be large enough for legibility of 'Congruex.com' from 6 feet away or more.
- \* Please review the [SOP instructions](#) found in our [Marketing Materials Library](#).
- \* We have a preferred vendor using this [Order Form](#), or you can use your local vendor so long as brand and design requirements are met. Use your vehicle [QR code](#).

# POP-UP TENTS

# Pop-up Tents | Usage



\* Use your local preferred vendor with this design and your appropriate marketing [QR code](#).

\* If you need a vendor contact [ommunications@congruex.com](mailto:ommunications@congruex.com).



# Apparel & Swag Branding

# Apparel & Swag | Placements & Usage



front

back

\* Hoodies & T-shirts: Place frontside branding on the left side of the chest or centered. Backside placement is flexible.



\*Collared shirts: Place frontside branding on the left side of the chest.



front

back

\* Hats: Branding placement depends on the design.



\*Swag: Branding placement depends on the item.

# Recruiting Collateral

# Recruiting Collateral | Usage



\*All design files for re-order and local printing can be found on the Intranet [here](#).

1. OU Banner
2. Tablecloth
3. Turn-key Tri-Fold Brochure
4. OU Hiring Brochure Insert

# Recruiting Collateral | Usage



**Nationwide Footprint**  
Congruex® aligns best-in-class operators with cutting-edge technology and global support to deliver superior quality work nationwide. Few companies in our fragmented industry can operate at scale and self-perform services like we do. Our clients choose us to deliver turn-key digital networks under a unified platform.

**Clients**  
We have strong relationships with the top telecommunications and technology companies across the U.S. These companies represent a sample of our clientele.

AT&T LUMEN Charter  
verizon COMCAST Google  
COX TDS CROWN CASTLE

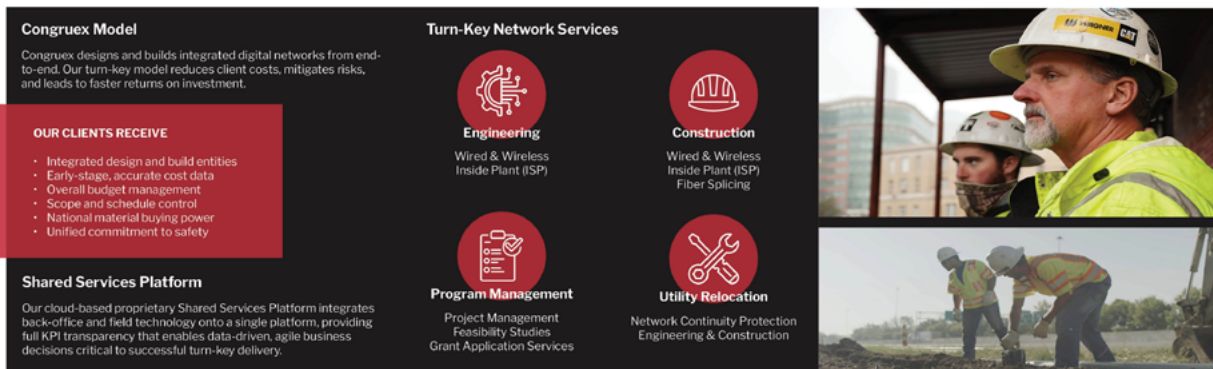
**CONGRUEX**  
NETWORKS BUILT BETTER

Congruex uniquely combines deep industry expertise with innovation and agility to build the digital world of tomorrow, together.

**CONGRUEX**  
NETWORKS BUILT BETTER

**BUILDING TOMORROW, TOGETHER.**

www.congruex.com



**Congruex Model**  
Congruex designs and builds integrated digital networks from end-to-end. Our turn-key model reduces client costs, mitigates risks, and leads to faster returns on investment.

**OUR CLIENTS RECEIVE**

- Integrated design and build entities
- Early-stage, accurate cost data
- Overall budget management
- Scope and schedule control
- National material buying power
- Unified commitment to safety

**Shared Services Platform**  
Our cloud-based proprietary Shared Services Platform integrates back-office and field technology onto a single platform, providing full KPI transparency that enables data-driven, agile business decisions critical to successful turn-key delivery.

**Turn-Key Network Services**

**Engineering**  
Wired & Wireless Inside Plant (ISP)

**Construction**  
Wired & Wireless Inside Plant (ISP)  
Fiber Splicing

**Program Management**  
Project Management  
Feasibility Studies  
Grant Application Services

**Utility Relocation**  
Network Continuity Protection  
Engineering & Construction



**OVE**  
A CONGRUEX® COMPANY

**OHIO VALLEY EXCAVATING (OVE)**

Do you want to be part of a team that makes a difference? Do you want to help bring digital connectivity to communities across the country? We do too.

OVE delivers full-service excavation solutions to telecommunications and utility clients.

**We have a variety of career opportunities available in the Columbus and Cincinnati, Ohio area:**

Laborers  
&  
Operators

**got GRIT? Join Us.**

www.congruex.com/ohio-valley-excavating

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1. OU Banner
2. Tablecloth
3. Turn-key Tri-Fold Brochure
4. OU Hiring Brochure Insert



If you have questions about this guide or sourcing materials, contact:  
[communications@congruex.com](mailto:communications@congruex.com)

[www.Congruex.com](http://www.Congruex.com)