Granite Companies

Corporate Brand Manual

This Brand Manual has been developed to assist staff with featuring the Granite Companies name, logos and terminology consistently in print, multimedia and online communications. When properly used, our communications represent standards of excellence and demonstrate a commitment to the Granite Companies product line.

Please become familiar with this Manual and apply these rules and guidelines when communicating with internal and external contacts.

Brand Architecture:

Brand architecture helps to define a company by creating guidelines of how a brand is displayed and communicated to its customers. A brand strategy is essential in communicating the breadth of service offerings that Granite offers, as well as to clarify the relationship between our various entities. Consistent application and precise production of Granite logos will identify and reinforce our services.

This Brand Strategy Manual collectively defines:

- Trademarks
- Naming Conventions
- Graphic Identities & Brand Usage
- Taglines

Logos & Branding:

Granite logos should generally be positioned in the upper right corner of documents, with the exception of Excel documents, in which the alternate position of the upper left corner is acceptable. Use single-color black logo versions for documents that will not be printed in color. Granite logos should be sized from 0.75 inches to 1.25 inches in width.

All logos are available in color and black versions at Public/Granite Logos. Contact the Marketing Department for customized logo sizes and formats. Granite logos may not be altered or modified in any way.

File Formats & Applications:

Please use the color version of all Granite logos unless a black and white or other alternate logo is needed. CMYK versions of the logo should be used for all printing purposes. RGB should be used only is cases of: screen use, presentations, video and multimedia, etc. It is always best to use the PDF version of a logo as it will retain the best quality and can be sized as needed. JPG, PNG, GIF and other screen formats may be used for web use, online presentations, email signatures, etc.

Consistency with the Granite Brand:

The Granite brand marks should always be presented in their standard color format whenever possible. Alternatives are provided below for various print and digital media applications. Consistent presentation helps to maintain the Granite brand as distinctive and no other uses or variations are permitted.

Clear Space Requirements:

Clear space is the minimum *breathing room* that should always be maintained around a Granite brandmark. This clear space should be kept free of any other graphics, text and/or marks. It also serves as a guide for the minimum distance that a brand mark should be from the edge of any printed piece.

Minimum Size Requirements:

Minimum size refers to the smallest dimensions allowed for any of the Granite brandmarks and their alternate versions. It is stated on each brand mark detail sheet and should be strictly followed as too small of a brandmark detracts or distorts the brand.

Minimum Clear Space
.5in on ALL SIDES

Minimum Logo Sizing
1in X 1in

GC Logo Blue
RGB (Screen Use)

R = 17
G = 40
B= 75

GC Logo Orange
RGB (Screen Use)
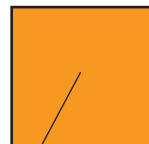
R = 248
G = 153
B= 32

GC Logo Green
RGB (Screen Use)

R = 176
G = 190
B= 54

Minimum Logo Sizing
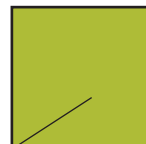*1in X 1in*

GC Logo Blue
CMYK (Print Use)

C = 100
M = 86
Y= 40
K= 42

GC Logo Orange
CMYK (Print Use)

C = 0
M = 47
Y= 98
K= 0

GC Logo Green
CMYK (Print Use)

C = 36
M = 12
Y= 100
K= 0

Standard Color Version

Black & White Version

White on Black Version

GCM Logo Blue
RGB (Screen Use)
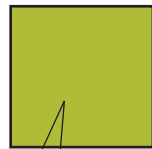
R = 16
G = 40
B= 75

GCM Logo Green
RGB (Screen Use)

R = 176
G = 190
B = 54

Minimum Logo Sizing
1in X 1in

GCM Logo Blue
CMYK (Print Use)

C = 100
M = 86
Y= 40
K= 42

GCM Logo Green
CMYK (Print Use)

C = 36
M = 12
Y= 100
K= 0

Standard Color Version

Black & White Version

White on Black Version

GLM Logo Blue
RGB (Screen Use)
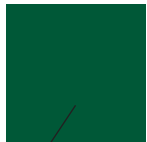
R = 0
G = 75
B= 133

GLM Logo Green
RGB (Screen Use)

R = 0
G = 88
B= 55

Minimum Logo Sizing
1in X 1in

GLM Logo Blue
CMYK (Print Use)

C = 100
M = 56
Y= 0
K= 34

GLM Logo Green
CMYK (Print Use)

C = 100
M = 0
Y= 79
K= 60

Standard Color Version   **Black & White Version**   **White on Black Version**

GCAA Logo Purple
RGB (Screen Use)

R = 71
G = 36
B= 74

GCAA Logo Gray
RGB (Screen Use)

R = 73
G = 81
B= 82

GCAA Logo Gold
RGB (Screen Use)

R = 230
G = 181
B= 34

Minimum Logo Sizing
1.5in X 1in

GCAA Logo Purple
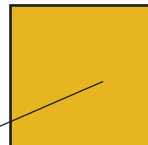*CMYK (Print Use)*

C = 72
M = 91
Y= 41
K= 40

GCAA Logo Gray
CMYK (Print Use)

C = 69
M = 56
Y= 56
K= 34

GCAA Logo Gold
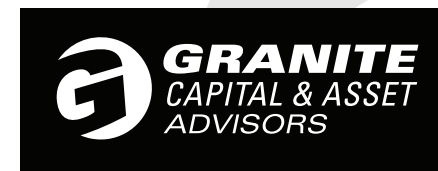*CMYK (Print Use)*

C = 10
M = 28
Y= 100
K= 0

Standard Color Version   **Black & White Version**   **White on Black Version**

GCI Logo Blue
RGB (Screen Use)

R = 29
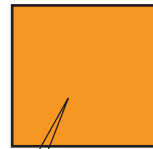G = 56
B= 101

GCI Logo Orange
RGB (Screen Use)

R = 248
G = 152
B= 34

Minimum Logo Sizing
1in X 1in

GCI Logo Blue
CMYK (Print Use)

C = 99
M = 85
Y= 34
K= 23

GCI Logo Orange
CMYK (Print Use)

C = 0
M = 48
Y= 98
K= 0

Standard Color Version   **Black & White Version**   **White on Black Version**

GEM Logo Blue
RGB (Screen Use)

R = 17
G = 40
B= 75

GEM Logo Gray
RGB (Screen Use)

R = 51
G = 51
B= 51

GEM Logo Red
RGB (Screen Use)

R = 190
G = 32
B= 46

Minimum Logo Sizing
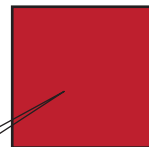*1.5in X 1in*

GEM Logo Blue
CMYK (Print Use)

C = 100
M = 86
Y= 40
K= 42

GEM Logo Gray
CMYK (Print Use)

C = 0
M = 0
Y= 0
K= 80

GEM Logo Red
CMYK (Print Use)

C = 17
M = 100
Y= 91
K= 8

Standard Color Version   **Black & White Version**   **White on Black Version**