



Conestoga Contracting Group

Visual Identity Guidelines.



CONTENTS

1.0 INTRODUCTION

- Introduction
- Our Purpose
- Our Visual Identity

2.0 LOGO

- Logo Elements
- Logo Introduction
- Meaning of our Symbol
- Logo Toolkit
- Logo Colour use
- Spacing and Sizing

3.0 COLOUR

- Colour Proportion
- Colour Palette
- Secondary & Tertiary Palette

4.0 TYPOGRAPHY

- Typography overview
- Ideal Stack
- Font Alternatives
- Text graphic devices
- Type & Colour
- Layout Examples

Introduction

We are launching a new expression of Conestoga Contracting Group to not only represent our reputation but also to project our ambition. This is equal parts inspiration and aspiration – respecting our humble beginnings while looking forward to the future.

As we move to scale and grow our core business and start to reach even higher as an organization, the role of our Business Brand identity will also evolve. Crucially, our visual identity will evolve from a static subdued logo, icon with an identification function, to an active participant playing a larger role in the experience, communications, landscape and brand expression.

These guidelines explain how the CCG visual identity should be used to communicate our brand vision. The new identity brings a modern, bright, flexible yet consistent look and feel to how the brand shows up in the world.



Our Visual Identity

These are the base elements of our brand expression – designed to work in unison to build a strong brand. Each element has been designed to reflect our brand purpose and should be applied with the guideline parameters, consistently & coherently.

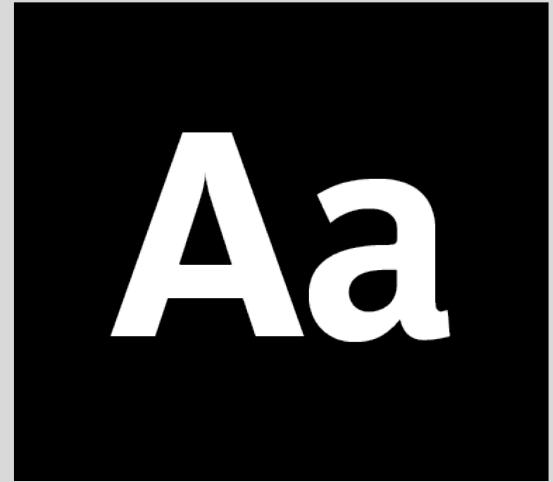
Logo



Colour



Typography



Photography



Graphic System



Application





2.0

Logo

Logo Elements

The Conestoga Contracting logo is the cornerstone of our brand. It is an important element for our toolkit that will help to establish brand recognition and presence. The logo is constructed of two key components; the symbol and the wordmark.



Logo Toolkit

The Logo System is flexible and dynamic, allowing for a range of formats for different applications.



Symbol Alternative



Symbol

Logo Colour Use

The different colour variations of the logo consist of Green, Black and White. Use the colour variations here to ensure the logo has enough contrast.



Logo Placement

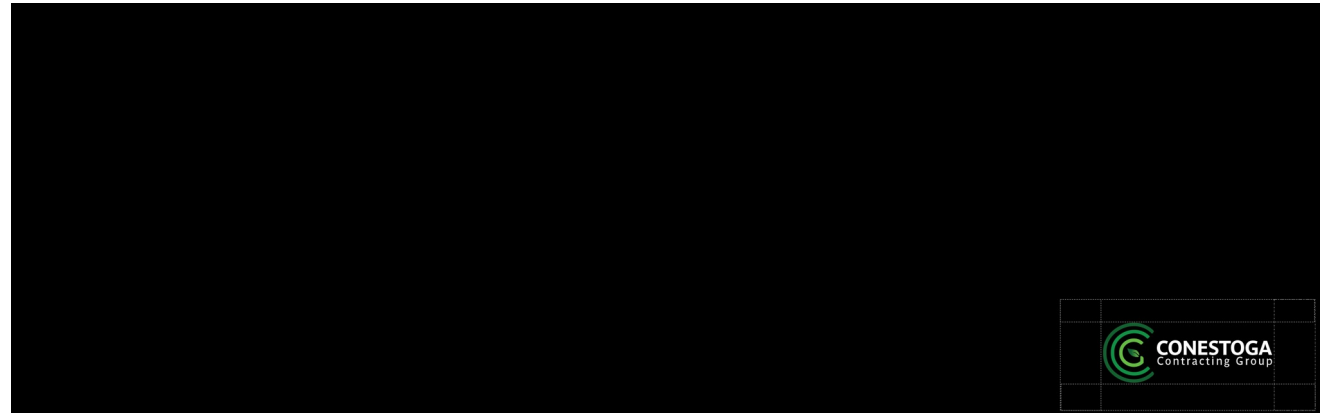
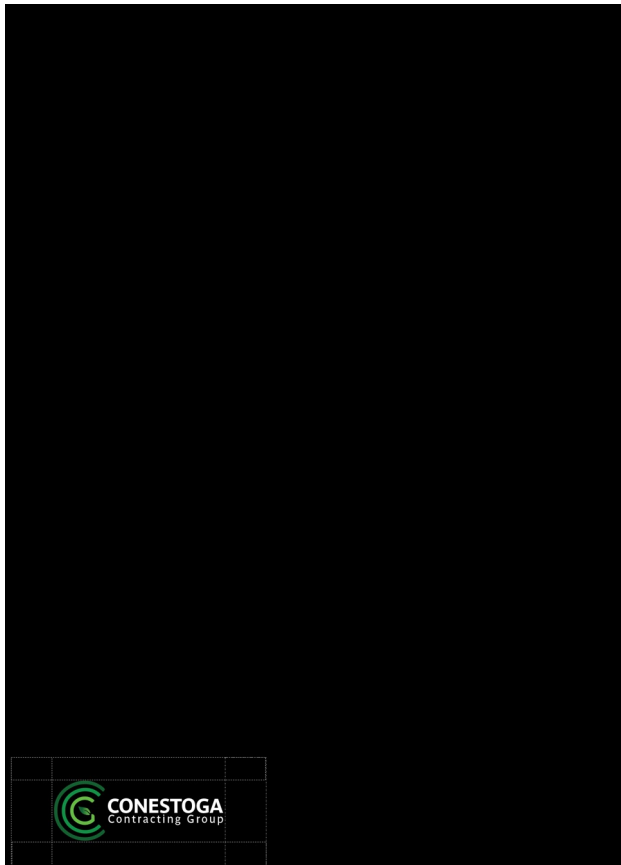
Consistent placement across communication helps build equity in our logo. Wherever possible use our logo in the top left corner or as a sign off at the bottom of the page.

Preferred Clear Space



Spacing & Sizing

Proper clear space allows for the Conestoga Contracting Group logo to always be clear and legible. It is important to have a minimum amount of space around the logo to ensure that it is separated from the headlines, copy or imagery. The space should be equal on all four sides of the logo.



Tagline

Our tagline is an important asset that can be used to quickly communicate our purpose. For optimal impact, I recommend it's used as a sign-off to a document or beneath the logo.

A **People** Based Business



Tagline Orientations

When Tagline is used independently from the logo, please use one of the following orientations. Tagline should never be typed out, but rather use the artwork provided.

A People Based Business

One Line

**A People
Based
Business**

Three Line Left Aligned

**A People
Based Business**

Two Line Left Aligned

**A
People
Based
Business**

Four Line Stacked



3.0

Colour

Colour Proportions

Our full colour palette shows how we use colours proportionately.

The specifications for our primary, secondary and tertiary colour palettes, illustrated in the following pages, ensure we consistently look our best at all times, whatever the format.



Primary Colorur Pallete

Our Primary Colour pallet is what we use the most. The Green colour gradient is the dominant colour for our brand with white and black used to balance out our primary palette.

176232
0D9146
67BD45

Green Gradient

#176232

#176232

Black

#000000

#0D9146

45% Midpoint
#0D9146

White

#ffffff

#67BD45

#67BD45

Green Gradient

#D9D9D9

Secondary & Tertiary Colours

We use our secondary palette sparingly and alongside primary colours. Used mostly as accents, callouts and certain graphic elements. Tertiary, bottom row is intended for limited used in charts and graphs only.

#F2F2F2

#BFBFBF

#73FEFF

#0070C0

#002060