



BRAND STANDARDS

v1

The public edits out over 75% of all the visual stimuli encountered daily. Colors, shapes and symbols withstand this editing to imprint into the emotional and intuitive regions of the mind.

By working together to maintain a consistent image, U.S. Concrete can become a solid visual image within the public's mind.

Consistent colors, repetitive shapes and emotional symbolism in design allows the viewer to mentally register a lasting image of us and our company, U.S. Concrete.

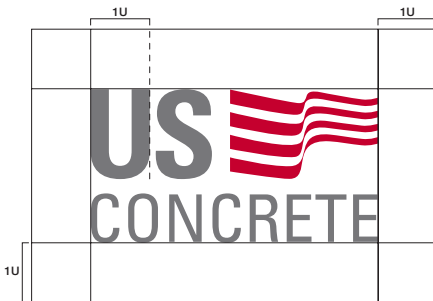
The Logo

The U.S. Concrete logo should be displayed proudly and with a united goal of building an identity of innovation and sustainability.



Minimum Clear Space

White space is vital to cut through the noise associated with advertisements, copy and design that may be used with our logo. Make sure to surround the logo with enough space to ensure authority and ownership. Use the width of the U as a guide for how much space to allow on all sides of the logo. See figure 1.1



The Color

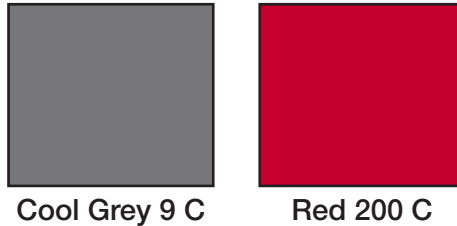
The logo should only be printed in Cool Grey and Red. The specific colors are Pantone Cool Grey 9 C and Pantone Red 200 C. When printing is restricted to one color, an all-black or all-white logo may be used on contrasting backgrounds.

Remember that a visual evaluation of the ink on the particular surface is recommended.

When printing 4-color process the CMYK mix:

Red
C: 0% M: 84% Y: 70% K: 23%

Grey
C: 0% M: 2% Y: 5% K: 45%



Restrictions

Since the logo is the name of our company, it is most imperative that it is reproduced with a calculating accuracy. Size relationships between the letters and the flag are constant as they appear in figure A. The logo may not be drawn, reproduced or modified in any way. See figure 1.2 However, it may be resized to satisfy either a dominant or subordinate position in the layout.

Printed logos that vary even slightly from the official logo must be reprinted, and the incorrect pieces destroyed.

Affiliation

When a business unit identifies itself as a U.S. Concrete company, the appropriate logo should be used to communicate this point. To avoid distorting the U.S. Concrete logo, please do not align the logo as seen in figure 1.2, but use the logo in figure 1.3.

Figure 1.2

Blurred



Multi-colored and shadows



Outlined



Angled



Aligned *



Figure 1.3

A U.S. CONCRETE COMPANY 

The Stationery

Please use white 100% recycled paper for official U.S. Concrete business. For letterhead and envelopes, use 24 lb. cotton blend, and for business cards, use 100 lb. cover.

The letterhead consists of:

- The U.S. Concrete logo printed in Pantone Cool Grey 9 C and Patone Red 200 C



- The U.S. Concrete logo can be replaced with a business unit logo as seen on the envelope

10pt Helvetica Neue LT Std Med:

- The address
- Phone number
- U.S. Concrete website
- Stronger. Cleaner. Greener.

March 10, 2012

John Smith
The Smith Company
1234 Main Street, Suite 5
Los Angeles, CA 92000

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Regards,

Name Last Name
Title, Department

The envelope consists of:

- The U.S. Concrete logo printed in Pantone Cool Grey 9 C and Patone Red 200 C
- The U.S. Concrete logo can be replaced with a business unit logo and "A U.S. Concrete Company" logo
- Address in 10pt Helvetica Neue LT Std Med



A U.S. CONCRETE COMPANY
331 North Main Street
Eules, TX 76039

331 N. Main Street, Eules, TX 76039
817.835.4105 | www.us-concrete.com

Stronger. Cleaner. Greener.

The Card

The business card consists of:

- The U.S. Concrete logo printed in Pantone Cool Grey 9 C and Patone Red 200 C

- The U.S. Concrete logo can be replaced with a business unit logo and “A U.S. Concrete Company” logo placed on the ribbon

12pt Helvetica Neue LT Std Bold:

- Name, Direct, Main

10pt Helvetica Neue LT Std Med:

- Titles, Email, Website, Address

- Stronger. Cleaner. Greener.

Business Card Specs

Regarding phone numbers: you can choose to use one, two or three lines for phone numbers: choices are: Tel, Cell, Toll free, and Fax. When using a two line title card, try to keep phone numbers to two choices, when possible.



Option A: One line title with three phone numbers



Option B: One line title with two phone numbers (no toll free)



Option C: Two line title with two phone numbers (no toll free)

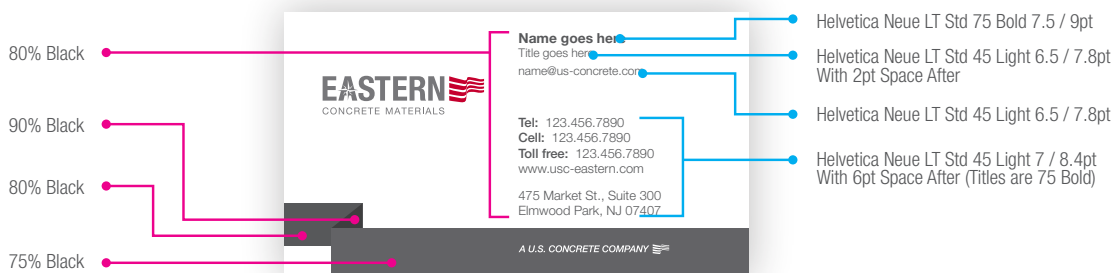


Option D: Two line title with three phone numbers

Note: Try to avoid three phone numbers when using two line title



Note: for email and street address use *full-return* and use *shift-return* for title and phone numbers



Note: for email and street address use *full-return* and use *shift-return* for title and phone numbers

The Email

Internal branding is just as important to the strength of the brand as external communication. When sharing information internally, please use the same discretion that we require for all brand identity.


Signature Line

A consistent email signature block makes our correspondence look professional, efficiently shares contact information, and supports a corporate identity. Electronic correspondence should be viewed as company collateral similar to our letterhead, envelopes, and business cards. To achieve the same level of brand identity through email, a standard signature block has been designed for all employees with special consideration for specific divisions and products. See [figure 12.2](#)

To help deliver efficiently and avoid spam boxes, do not add pictures or files to your email signature lines. Filters see these as attachments and make your emails appear to be virus-prone. Also, please refrain from adding scripture and quotes to avoid offending recipients. These make business emails seem less credible and less professional.

Name Name / **Arial Bold 12pt**
Job title - Department / **Arial 10pt**
Address
City, State Zip


Tel: 000.000.0000 | Cell: 000.000.0000
www.us-concrete.com

 | Stronger. Cleaner. Greener.

/ Provided by
USC Communications

Name Name
Job title - Department
Address
City, State Zip

Tel: 000.000.0000 | Cell: 000.000.0000
www.centralconcrete.com

 | A U.S. Concrete Company