



# Brand Book

Graphic Standards and Guidelines | Version 1.6.3

## Preface

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### Thank You For Reviewing

*This is a practical guide to using the Ram Jack trademark and logos. Please refer to this manual when creating any material containing the Ram Jack name or logo. According to the Ram Jack Franchise Agreement, conformance to these standards are required. Outside agencies or publishers that create print, electronic publications, or any other materials are required to abide by the guidelines.*

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## Quick Start Guide

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### Meeting Requirements.

All Ram Jack logos are property of Gregory Enterprises and in order to use them, you must comply with the guidelines found within this document to comply with the licensing requirements.

### We Are Here To Help.

A library of marketing materials are available on the Extranet Franchise Portal. If you need assistance, please let us know and we will be glad to assist in customizing or creation of new materials.

### What's Covered.

This book provides color codes, trademark usage, signage requirements, and several other guidelines to ensure proper, protected usage.

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*For support or questions feel free to contact us:*

*Email: [info@ramjack.com](mailto:info@ramjack.com)*

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**Extranet Franchise Portal**  
[myramjack.com](http://myramjack.com)

## Horizontal Logo

Black, white, and PMS 200 (Red) are the only approved back ground colors.



## Alternative “.com” Logo

An optional logo to promote [www.ramjack.com](http://www.ramjack.com) is the “.com” logo. Color requirements remain the same as the horizontal logo. Do not try to recreate the letters in this logo, it is available upon request.



## Alternative Vertical Logo

Black, white, and PMS 200 (Red) are the only approved back ground colors.



## One Color Logo

The black/white only version of the logo are only to be used when two color isn't available (i.e. ink pens, paper clip holders, small items). They can be found on the extranet.



## Logo Color Codes

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There are different color codes depending on whether the logo is viewed on screen or in print. We have color codes below for both digital and print distribution.

Preferred logo placement is on a red, black, or white background.

The logos can be found on the extranet. If you don't have a login or have forgotten your login information please contact

[info@ramjack.com](mailto:info@ramjack.com).



Ram Jack Red

R: 196  
G: 30  
B: 58

HEX - #E50007

C: 13  
M: 100  
Y: 100  
K: 4



White

C: 0  
M: 0  
Y: 0  
K: 0



Black

C: 0  
M: 0  
Y: 0  
K: 100

## Spacing & Incorrect Usage

### Logo Isolation “R” Height Rule

It is important not to place objects or type too close to the Ram Jack logo. Doing so is against legal usage of the trademarked logo.

When using the Ram Jack logo, follow the height of the “R” in the Ram Jack logo to give the mark the minimum amount of room to stand alone. No objects or type should be closer than the “R” height. This rule includes, but is not limited to, names, phone numbers, and web addresses.



### Skewing or Distorting

Stretching, compressing or otherwise altering the original shape is not allowed.



### Logo Manipulation

Recreating the logo in any way is strictly prohibited. Any direct associated term or mark must be placed below or to the right of the registered trademarked Ram Jack logo using provided spacing requirements.



### Unapproved Color Variations

Do not change the color of the logo. Use only approved color variations described on page 4.



### Backgrounds

Overpowering or overwhelming backgrounds that are distracting are not allowed. Background images must provide enough contrast for the logo to properly stand out.



## Typeface

### Examples of Correct Usage

The typefaces below have been chosen for the Ram Jack national campaign. Used in conjunction, they carry across a warm, unified message.

## Primary 1 Typeface

Gotham Book  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

**Gotham Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## Primary 2 Typeface

Helvetica Neue LT Std 45 Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

**Helvetica Neue LT Std 75 Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

**Helvetica Neue LT Std 87 Heavy Condensed**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## Secondary Typeface

Book Antiqua  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

**Book Antiqua Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Arial Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

**Arial Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## Print

### Examples of Correct Usage



### HISTORY OF RAM JACK®



Gregory Enterprises, Inc., the innovator of RAM JACK® Systems, began operations in 1968 in Ada, Oklahoma. Due to the unreliability of foundation repair techniques of the times, the company committed its resources to the development of the RAM JACK® Steel Pile in the early 80's.

The Success of RAM JACK® stems from a commitment to a set of principals:

- Provide a strong, reliable system for repairing foundations
- Provide complete customer satisfaction

Engineers across the United States have found RAM JACK® to have the versatility to solve some of the most difficult foundation problems to be encountered. In 1995 RAM JACK® started building a dealer network to offer RAM JACK® systems across the country. RAM JACK® is a product that is needed by consumers today more than ever before.

Strict Quality Control procedures are standard in the manufacturing plant. Exact specifications and strict guidelines ensure that RAM JACK® products have virtually no failure when properly installed.

 Only the finest quality American made steel products are used in the RAM JACK® system. Engineering reports estimate the steel in the ground has a life expectancy of 50-100 years.

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## Signage

### Logo Isolation “R” Height Rule

In signage applications the “R” rule applies only to text. There can’t be any content or text closer than the rule or “R” to the logo. Edges, colors, and background images may appear within this boundary when approved by Ram Jack Systems Distribution.



### Examples





## Signage

### Examples of Correct usage

**RESIDENTIAL APPLICATIONS**

**PORTABLE EQUIPMENT**




**INTERIOR/EXTERIOR INSTALLATION**



**CERTIFIED TECHNICIANS**




**LIFETIME TRANSFERRABLE WARRANTY**  
 BACKED BY RAM JACK OF MINNESOTA  
 & THE RAM JACK WARRANTY TRUST


 **RAM JACK**

**FOUNDATION SOLUTIONS OF MINNESOTA**

**CRACKS IN YOUR WALLS OR FOUNDATION?**



**WE RESTORE THE VALUE IN YOUR HOME**



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

**COMMERCIAL APPLICATIONS**

 **ICC-ES APPROVED HELICAL PILE**

**FEDEX "ADDITION"**



**LEGEND HIGH SCHOOL**



**CANYON CREST APARTMENTS**



**952-955-0080**  
 RAM JACK, HELICAL & PUSH PILES ARE DESIGNED  
 TO MEET OR EXCEED ENGINEERING DESIGN  
 GUIDELINES & EXPECTATIONS

## Clothing

Another important part of our branding mission is to maintain a consistent appearance of all Ram Jack® employees. Imagine the power of seeing a team of Ram Jack professionals at various events, all wearing the same colors. This stays true with our installation crews who spend more time in front of the customer than anyone.

### Collared shirts and polos



### Hats



### Crew Shirts

It is acceptable to create gray colored T-shirts for installation crews. When it is required to wear safety colors, there is also the option to have a safety yellow Ram Jack shirt.



### Uniforms

It is acceptable to use a neutral color uniform as long as there is a patch with our logo that conforms to graphic standards.

