

BRAND GUIDELINES



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INTRODUCTION

Our brand reflects who we are, what we stand for, and how we express ourselves. The following brand guidelines cover everything from brand marks to color palettes to typography.

When used correctly for all new ConstructConnect digital and print communications, these brand elements work together to deliver a memorable message to our customers and partners.

This style guide provides the most recent direction for our brand elements. Effective August 19, 2019, all new communications, including digital, print and otherwise, should follow these guidelines.

TO BE **THE ONE PLACE**
WHERE PEOPLE CONNECT
AND CONFIDENTLY EVALUATE,
CHOOSE, AND PREPARE PROJECTS
BEFORE THEY BUILD

WE ARE CONSTRUCTCONNECT

WHO WE ARE

A technology company serving the construction industry.

WHAT WE DO

Provide the network, data, and technology to simplify and streamline preconstruction.

WHO WE DO IT FOR

The construction industry—general contractors, trade contractors, building product manufacturers, suppliers, architects, and owners.

WHY WE WIN

We've simplified preconstruction by combining the largest network of construction professionals, most accurate project data, integrated takeoff, and only all-in-one platform with anytime, anywhere mobile access.



GENERAL AUDIENCE

ConstructConnect helps commercial construction firms simplify and streamline preconstruction with the largest network, most accurate project information, integrated takeoff, and only all-in-one platform with anytime, anywhere access.

TRADE CONTRACTORS

ConstructConnect helps trade contractors promote themselves to general contractors, predict and select the best projects, and prepare takeoffs using the most accurate information and only all-in-one platform available.

GENERAL CONTRACTORS

ConstructConnect enables general contractors to simplify and streamline their preconstruction with the largest network, bid management tools, and integrated takeoff to easily prequalify, select, and invite subcontractors to deliver better bids.

BPMS AND SUPPLIERS

ConstructConnect helps building product manufacturers and material suppliers improve their specification rate and market share with the most accurate project leads and actionable, data-driven insights and trends.

ARCHITECTS & DESIGN COMMUNITY

ConstructConnect helps architects and the design community increase their visibility to commercial contractors and material suppliers using the largest network available to build relationships to create a market for, and get better pricing on, their projects.



OUR LOGO



Mark



Master Brand

Logotype

LOGO INTRODUCTION

Our logo is our signature. From the font and colors to the type treatment and placement, our logo is our most prominent brand asset. Our logo is designed to visually show who we are and how we should be perceived by the outside world. It is attached to everything we do—from our paper slicks to digital assets and beyond.



PRIMARY LOGO STANDARDS

Use the horizontal logo above. The icon mark is placed at left with equal spacing between the icon and the word. Official logo files should be provided for any graphic representation. Do not alter or recreate the logo in type.

The logo type may not be used separately from the icon mark. When it is not feasible to use the entire logo, the mark may be used independently of the logo type, with executive approval.

BLUE indicates CLEAR SPACE.

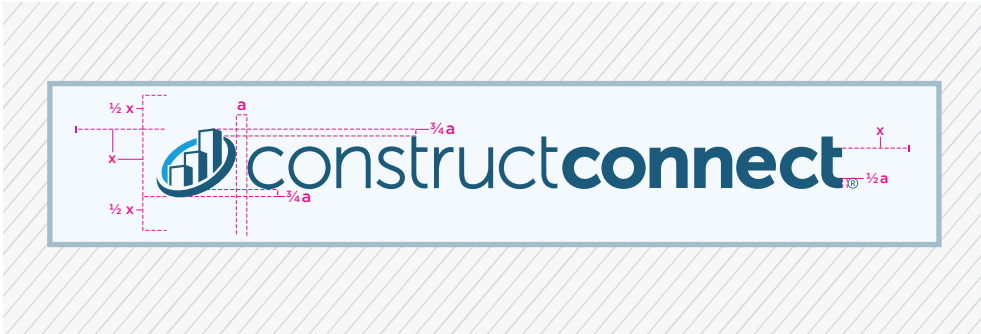
The BLUE area must be in clear contrast to the logo. Background textures must be muted and the area should otherwise be free of other elements. Grey padding indicates SAFE ZONE.

MAGENTA indicates type and element alignment boundaries.

The minimum required CLEAR HEIGHT is defined as 1/2 of 'X'
The minimum required CLEAR WIDTH is equal to 'X' (X is the height of the mark)

While a color logo is preferred, a white logo on CC Dark Blue is used in the application and therefore a suitable secondary option in most cases.

LOGO SPECIFICS



SIZE SPECIFICATIONS

Minimum Logo Height - 11 px, .15 inches
.15 inches is the safest minimum height

Minimum Logo width - 108px, 1.5 inches
1.5 inches is the safest minimum width

COLOR VARIATIONS



White on dark blue (preferred)



White on black (if necessary)



Black on white

**ALTERNATIVE
LOGO 1 STANDARDS**

The first alternative is preferred for physical applications. Use this version as it takes up the most visual real estate.



**ALTERNATIVE
LOGO 2 STANDARDS**

The second alternative is only used when it will take up the appropriate amount of visual real estate. Use only for square applications when the icon may not be used.



BLUE indicates CLEAR SPACE.

The BLUE area must be in clear contrast to the logo. Background textures must be muted and the area should otherwise be free of other elements. Grey padding indicates SAFE ZONE.

MAGENTA indicates type and element alignment boundaries.

The minimum required CLEAR HEIGHT is defined as 1/2 of 'X'
The minimum required CLEAR WIDTH is equal to 'X' (X is the height of the mark)

While a color logo is preferred, a white logo on CC Dark Blue is used in the application and therefore a suitable secondary option in most cases.

LOGO SPECIFICS



SIZE SPECIFICATIONS

Minimum Logo Height - 18 px, .25 inches
.25 inches is the safest minimum height

Minimum Logo width - 72px, 1 inch
1 inch is the safest minimum width

COLOR VARIATIONS



White on dark blue (preferred)



White on black (if necessary)



Black on white

BLUE indicates CLEAR SPACE.

The BLUE area must be in clear contrast to the logo. Background textures must be muted and the area should otherwise be free of other elements. Grey padding indicates SAFE ZONE.

MAGENTA indicates type and element alignment boundaries.

The minimum required CLEAR HEIGHT is defined as 1/2 of 'X'
The minimum required CLEAR WIDTH is equal to 1/2 of 'X'
(X is the height of the mark.)

While a color logo is preferred, a white logo on CC Dark Blue is used in the application and therefore a suitable secondary option in most cases.

LOGO SPECIFICS



SIZE SPECIFICATIONS

Minimum Logo Height - 33 px, .46 inches
.46 inches is the safest minimum height

Minimum Logo width - 45px, .625inch
.625 inch is the safest minimum width

COLOR VARIATIONS



White on dark blue (preferred)



White on black (if necessary)



Black on white

Two weights of the font Museo Sans have been thickened and adapted for the design of the logo signature: 700 and 100. Museo is a more friendly version of the Gothic Sans Serif fonts—which is related to ConstructConnect’s preferred typeface, Gotham. Museo is more compact than Gotham and is useful when dealing with a long company name.

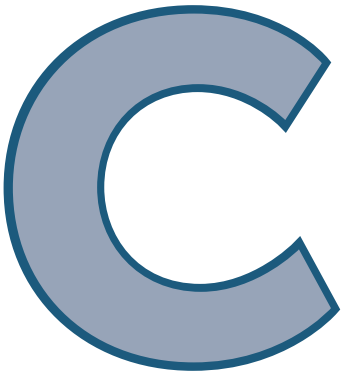
Museo **should not** be used on any ConstructConnect materials, other than the logo itself. This distinctive pairing helps the logo stand out, representing our brand’s straightforward appeal.

LOGO TYPE - MUSEO

Museo Sans 700

construct

1234567890!@#\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

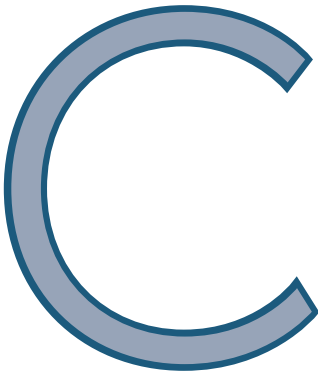


This is Museo Sans 700 inside the “c” from “construct” in the logo type

Museo Sans 100

connect

1234567890!@#\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



This is Museo Sans 100 inside the “c” from “connect” in the logo type

LOGO PLACEMENT

GENERAL GUIDELINES

Chose variations to maximize contrast and proportionately fill the space available.

Color logos should be on a light background, any textures should be faded to maximize contrast.

White logos should be placed on dark blue field whenever possible; black is also acceptable when necessary.

The logo should always appear in a place of prominence.

PHYSICAL POSITIONING

Reports and physical banners should have a centered logo.

Stacked Logo is preferred for physical applications, condensed or horizontal logo should be used when necessary.

Inside pages of ads should have logo placed on an outside corner of any ad.

DIGITAL POSITIONING

The horizontal logo is preferred.

Place the logo in the upper-left corner for websites and apps.

Centered logo for emails.



DO NOT USE

LOGO SPECIFICS

It is extremely important for brand success that the logo type be displayed correctly. This includes always using the correct typefaces, relative positioning, and size of all elements. The examples in this section illustrate some unacceptable displays.

- Do not distort any portion of the logo type.
- Do not crop any portion of the logo type.
- Do not tilt the logo type.
- Do not rotate the logo type. (*An obvious exception to this guideline would be a vertical street pole banner with logo appearing as the primary element in a vertical position by necessity.*)
- Do not alter the typeface of the logo type.
- Do not alter the type style (e.g., from all caps to cap/lowercase) of the signature.
- Do not add a drop shadow to any part of the signature.
- Do not alter the relative size of the logo type and logomark.

ACCEPTABLE USE EXAMPLES



UNACCEPTABLE USE



**DO NOT STRETCH
OR DISTORT**



**DO NOT USE
GRADIENTS**



**DO NOT REMOVE
LOGO MARK**



**DO NOT REMOVE
WORD MARK**

UNACCEPTABLE USE



DO NOT COLOR



**DO NOT CHANGE
TYPEFACE**



**DO NOT FLIP
LOGO MARK**

TYPOGRAPHY

Typography plays an important role in brand identity. In all marketing materials, consistent typography expresses our commitment to professional excellence. We have chosen Gotham—a typeface that reflects our friendly and contemporary brand in every medium—as our primary building block for text. As one of the most popular typefaces in the world, it's a perfect example of a clear and legible typeface; direct and bold, clean and simple.

Gotham has over 45 variations on the basic typeface, including several proportional weights and italics, allowing for maximum flexibility in the creation of a wide variety of published materials.

The correct use of typography is important in maintaining a consistent and professional image and supporting the brand.

PRIMARY TYPEFACE - GOTHAM WEIGHT & ITALIC EXAMPLES

Gotham Black

1234567890!@#\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

1234567890!@#\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light

1234567890!@#\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black Italic

1234567890!@#\$%^&()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Gotham Medium Italic

1234567890!@#\$%^&()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Gotham Light Italic

1234567890!@#\$%^&()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Gotham is the only recommended font for our communications. It should be used exclusively in all of our printed publications. This font has been selected because it is highly legible in all sizes and weights. It's geometric, flexible and contemporary. If Gotham is not available, Arial is the authorized alternative font. Gotham (or Arial) is to be used for all headers, subheads, and body copy— everywhere.

Text style uses:

- All upper case or sentence case headers
- Sentence case text
- Weights light - black
- Condensed only as needed

Arial is set as the default in corporate templates (Word, Powerpoint) and approved for company wide use. It is also appropriate for any web use when Gotham is unavailable.

PRIMARY TYPEFACE - GOTHAM WIDTH EXAMPLES

Gotham Book

1234567890!@#\$\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Book

1234567890!@#\$\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Condensed Book

1234567890!@#\$\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black

1234567890!@#\$\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Black

1234567890!@#\$\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Condensed Black

1234567890!@#\$\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALTERNATIVE TYPEFACE - ARIAL

Arial Regular

1234567890!@#\$\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

1234567890!@#\$\$%^&*()-_+=
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SOME WAYS TO

|STYLE

IMPORTANT WORDS

NOT
ONLINE

COLOR

Color is critical to our identity, making our brand bold and relatable.


Bold Contrast

Blue is our most prominent and essential brand color. Contrasted with orange, it creates a simple and powerful message.

This primary palette and color hierarchy should be used in all communications.

White is used predominately as a background color and should be used for contrasting text on dark backgrounds.

PRIMARY PALETTE

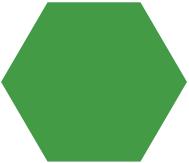


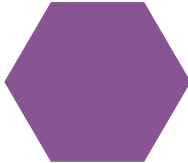
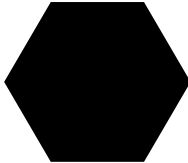
CC Light Blue	Regatta Blue	CC Dark Blue	CC Cool Grey	CC Orange	Paper White
					
CMYK C74 M21 Y0 K0	CMYK C93 M62 Y32 K12	CMYK C100 M77 Y45 K43	CMYK C69 M59 Y52 K33	CMYK C4 M64 Y100 K0	CMYK White (Paper)
RGB R0 G161 B224	RGB R24 G90 B125	RGB R0 G48 B74	RGB R74 G79 B85	RGB R235 G121 B35	RGB R255 G255 B255
HEX #00A1E0	HEX #185A7D	HEX #01304A	HEX #4A4F55	HEX #ED7800	HEX #FFFFFF
Pantone PMS 299	Pantone PMS 7700	Pantone PMS 2767	Pantone PMS 7540	Pantone PMS 716	Pantone White (Paper)

Strong Support

Accent colors from the ConstructConnect platform should be used primarily when creating related materials

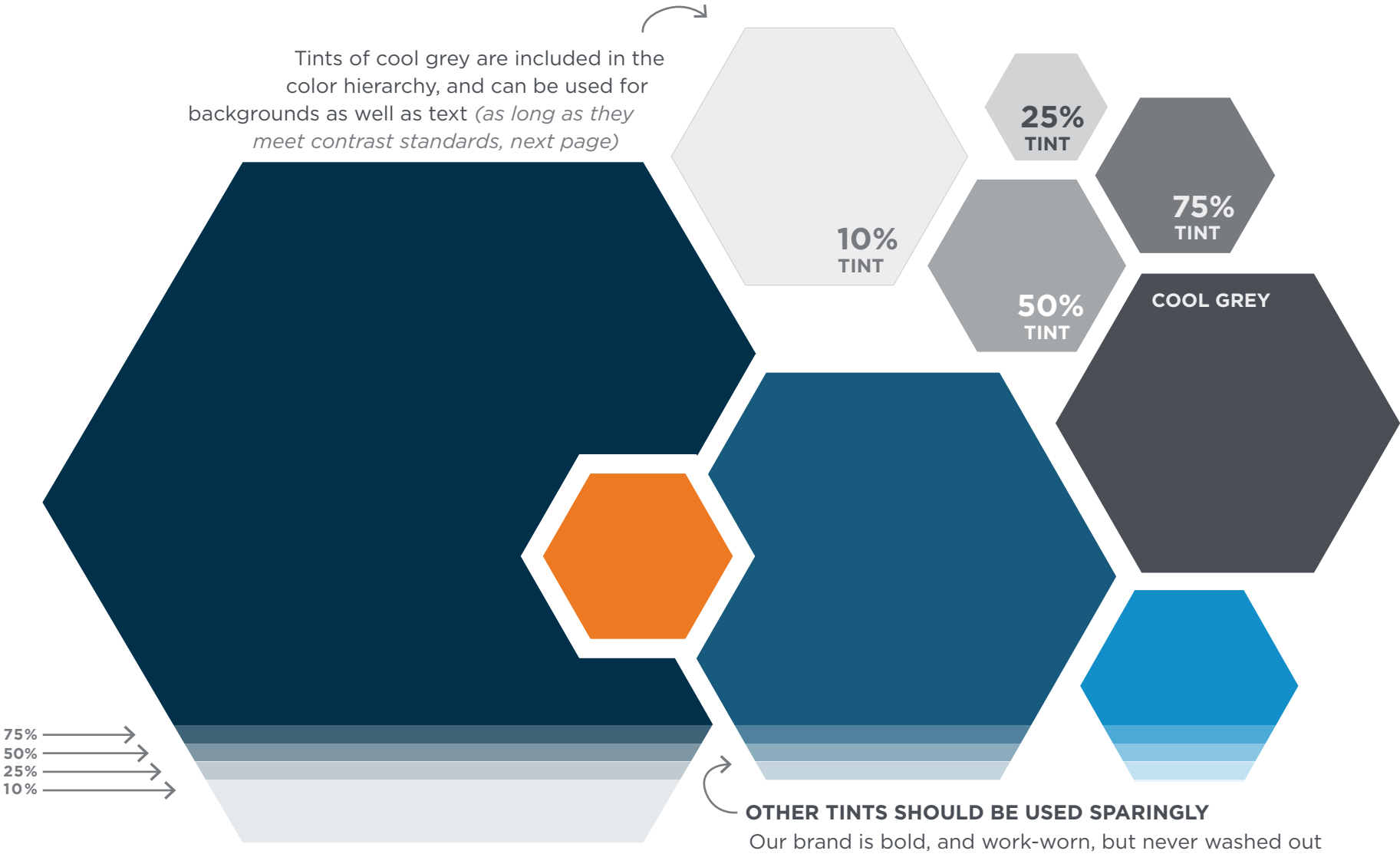
Black should be used as necessary for emphasis, and to create shades of darker color.

ACCENT PALETTE

Predict Green	Select Yellow	Submit Teal	Analyze Purple	Black
				
CMYK C76 M16 Y100 K3	CMYK C0 M29 Y100 K3	CMYK C80 M5 Y40 K15	CMYK C42 M72 Y0 K15	CMYK C0 M0 Y0 K100
RGB R68 G154 B69	RGB R244 G180 B18	RGB R0 G152 B148	RGB R137 G85 B148	RGB 0 0 0
HEX #449A45	HEX #F4B412	HEX #009894	HEX #895594	HEX #000000
Pantone PMS 362	Pantone PMS 7549	Pantone PMS 7716	Pantone PMS 7662	Pantone PMS BLACK

PRIMARY
COLOR
PALETTE

While blues dominate, the orange contrast makes our brand relatable and vibrant.



**MANDATORY
CONTRAST**

Our brand thrives on bold combinations. Color contrast for important information should **always** meet AA standards for normal text online, and large headers and graphics must be within 8% of AA acceptable standards.

**NORMAL TEXT
EXAMPLES**

OKAY

OKAY

OKAY

**LARGE TEXT
EXAMPLES**

OKAY

OKAY

OKAY

OKAY

 **UNACCEPTABLE**
NORMAL TEXT

NOPE

NOPE

NOPE

 **UNACCEPTABLE**
EVEN LARGE

NOPE

NOPE

NOPE

NOPE

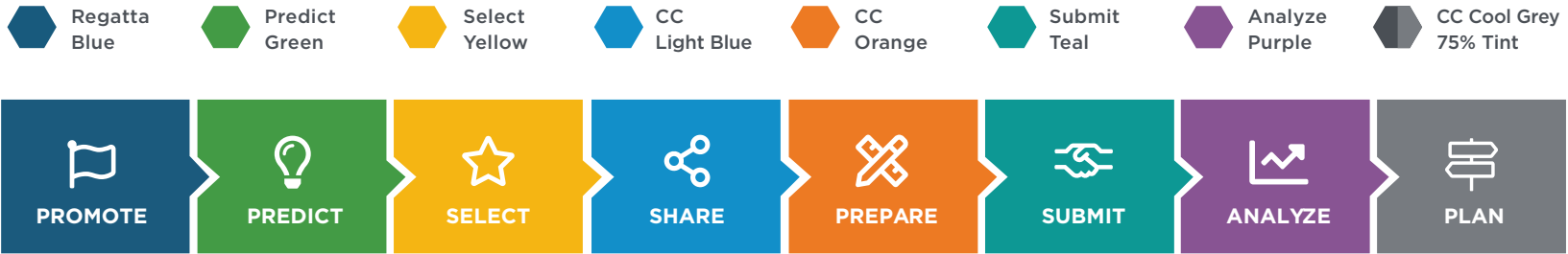
A Bold Platform

The core platform modules align with the marketing color palette.

PROMOTE uses the same blue as our logo. PREPARE is the same as our primary orange. SHARE is our light blue, and similar to blues used for social media brands. SELECT yellow helps add extra emphasis to marketing materials.

Accent colors have been added to create distinction between modules.

PRODUCT COLORS



Core Continuum Colors = Primary Palette + Accent Palette



