



Graniterock[®]

CORPORATE GUIDELINES

INTRODUCTION

The Graniterock logotype and graphics are an important part of our Company's identity. Together with Graniterock People, products, and services, they communicate who we are. They set us apart from the competition, and contribute to our visibility in the marketplace.

To ensure a consistent corporate image, we have developed these Graphics Standard Guidelines to serve as your guide for creating and maintaining the Graniterock Identity.

These guidelines define all the elements that make up our visual image. They include standards for everything from colors and sizes for the Graniterock logo, to colors and sizes for stationery, to type sizes and styles for advertising, collateral, and signage.

Please take some time to read your copy of these guidelines. By following them, you do more than help build the Graniterock corporate identity. You help build business.

Thank you.

THE LOGO

Every expression of our corporate identity is based on our logo. It is the major visual identity of Graniterock.

The Graniterock logo is composed of letterforms and includes an angled square with an inset cube. It is always presented in one of three ways:

- 1 in official Graniterock colors;
- 2 reversed to white with a specified screen for the background square and inset cube;
- 3 a monotone version (black, gold or silver, or reversed to white) to be used only in areas of promotional products, where the use of corporate colors and/or grayscale version are prohibited due to the means of application to a specific-end product. Clarity for the Graniterock Identity is utmost in consideration. To protect the integrity of the logo, these options must never be altered in any way.



TRADEMARK USES

The federally registered trademark—® is the highest level trademark available and applies to the Graniterock logo.



The next level of trademark is the TM (and SM— service trademark) and that applies to:

GRANITEPATCH™

Graniteseal™

GRANITEXPRESS™

TRANSLOAD X PRESS™



STANDARD HIGHWAY EQUIPMENT TRUCK PAINT AND LOGO MARKINGS

Graniterock's identity logotype and graphics as seen on our highway equipment are an important part of our appearance to our customers and the communities in which we conduct business. Together with Graniterock People, products and services, they communicate who we are. They set us apart from the competition and contribute to our visibility in the marketplace. To ensure a consistent corporate image we have developed Standard Highway Equipment Truck Paint and Logo Markings.



THE STANDARD LOGO

The standard logo is always presented in a fashion consistent with the Graphics Standard Guidelines maintaining the Graniterock identity. This logo can be used to convey the entire company, all divisions (except the Pavex Construction Division) and can be used in any forum. Because the contractor's license number does not appear on the standard logo, it should not be used in connection with any advertisement for construction contracting.



MATERIALS SUPPLIER LOGO

This version of the logo is used to convey the fact that the company is a materials supplier as well as an engineering contractor. Use of the logo in this fashion would be applicable in transportation of materials to a job site (Transportation, Concrete, and Building Materials Division) or application of materials at a job site (Road Oils & Emulsions).



PAVEX CONSTRUCTION DIVISION LOGO

This version of the logo is used to convey the fact that the company is a significant regional heavy engineering contractor building roadways, airports and private commercial and residential projects. It would apply to printed materials, equipment, signs, and vehicles. This version of the logo should be used in all advertisements for construction contracting. This application would apply to all Pavex Construction Division equipment, signs, printed material and vehicles.



DOOR DECALS

Materials Supplier Decal: This version of the decal is used to convey the fact that the company is a materials supplier as well as an engineering contractor. Use of the logo in this fashion would be applicable in transportation of materials to a job site (Transportation, Concrete, and Building Materials Division) or application of materials at a job site (Road Oils & Emulsions).

Pavex Construction Division Decal: This version of the logo is used to convey the fact that the company is a significant regional heavy engineering contractor building roadways, airports and private commercial and residential projects. It would apply to printed materials, equipment, signs, and vehicles. This version of the logo should be used in all advertisements for construction contracting. This application would apply to all Pavex Construction Division equipment, signs, printed material and vehicles.

Note: No additional stickers may be applied, such as radio station advertisements or other affiliations. A single American Flag sticker no larger than 3"X5" can be applied to the driver side door on the bottom right corner.

MINIMUM CLEAR SPACE

To effectively identify Graniterock materials, the logo needs good visibility. This includes giving an appropriate amount of clear space on all sides of the logo. Headlines, text, graphics, images and the edge of the page are not permitted within the clear space.



- x x-height of the logotype
- s stem width of the 'r'

ALTERNATE GRANITEROCK LOGOS

This section shows alternative Graniterock logos. The same rules apply to these logos as the Graniterock logo.



INCORRECT LOGO USAGE

This section demonstrates incorrect uses of the Graniterock logo. The basic rule is not to alter or distort the Graniterock logo in any way.



Do not distort the logo.



Do not take apart the logo.



Do not reverse the logo out of a color with insufficient contrast to the background.



Do not alter the placement or size of the logo elements.



Do not use the logo in one color other than the supplied black monotone version.



Do not use special effects like glow, drop shadow, etc. with the logo.

THE GRANITEROCK NAME

Graniterock is our brand name and is featured in our Company logo. The Company logo is a federally registered trademark and should be used accordingly. Use the name Graniterock in written communications, such as customer correspondence and press releases. Granite Rock Company is our legal entity name, and is used on disclaimers and copyright statements.

Only use these three names:

- 1 Graniterock
- 2 Granite Rock Company
- 3 Graniterock Pavex Construction Division License #22

The following names should never be used:

- 1 Graniterock Co.
- 2 Graniterock Company
- 3 Granite Rock
- 4 Granite Rock Construction
- 5 Granite Rock Co.
- 6 Pavex Construction
- 7 Granite Rock Pavex
- 8 Graniterock, Inc.

COLOR PALETTE

The official colors for the Graniterock logotype are in the Pantone Matching System; PMS 166 (Graniterock Orange) for the angled background square, PMS 624 (light green) for the lighter side of the inset cube, and PMS 5535 (Graniterock Green) for the main Logo here. It is very important that all color reproduction exactly match these official corporate colors.

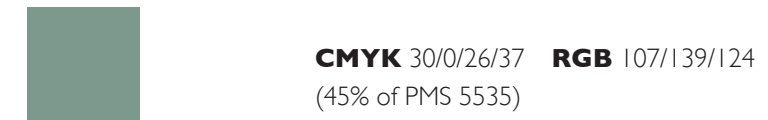
In some cases, the use of three PMS colors for the main logo might be cost prohibitive. The use of a second version of the main logo is acceptable, having a 45% screen of PMS 5535 in place of the inset cube color of PMS 624.

When choosing a background color for the Graniterock logo, clarity should be the primary objective. The logo stands out best against bright white, which is the preferred background.

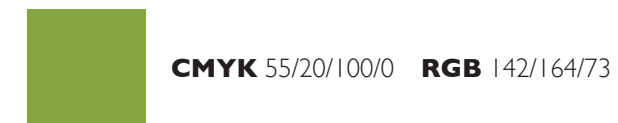
The Graniterock logo can be accessed from the intranet:
//rocknet/dept/services/mktg/graphics/grclogo
Replacement art is available from Marketing Services.



COLOR PALETTE



ACCENT COLOR



GRANITEROCK TYPEFACES: SAN SERIF

These type families have been selected for use in Graniterock corporate communications. There is both a sans serif and serif typeface to choose from. These type faces have been chosen for their compatibility with the corporate logotype, readability in various sizes and weights, and appearance. Used in a consistent, coordinated manner; they make an important contribution to the Graniterock identity.

GILL SANS

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRANITEROCK TYPEFACES: SERIF

SERIF TYPEFACE: BOOK ANTIQUA

Book Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book Antiqua Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book Antiqua Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book Antiqua Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRANITEROCK TYPEFACES: ARIAL (For html text use only)

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

