NRMCA is leading the charge to ensure that concrete remains the building material of choice for the design-build community, construction industry, emergency services professionals, and policymakers across the country.

It is no secret that the wood industry is waging a battle against us, from the launch of the industry’s Rethink Wood campaign to legislative actions in Washington State to secure tax breaks for structures built of cross laminated timber.

Over the past several months we have been working to develop and execute an educational program designed to fight back against the wood industry’s misguided claims, achieve better public policies, and increase market share. The goal of our program is to educate the building and design communities and policymakers on the benefits of choosing ready mixed concrete over other construction materials because of its advantages when it comes to strength, safety, versatility, and long-term value.

After months of work, I am excited to unveil our new program. Our message: **Build with strength by building with concrete.**

We will use real-world examples of concrete’s durability, resilience, and flexibility to showcase concrete as a bold and innovative solution for a range of building needs. The program will aim to tell the story of concrete through:

- Case studies
- Infographics
- Videos showcasing the natural advantages of concrete as a superior building material.

The future of the ready mixed concrete industry depends on our ability to position concrete as the building material of the 21st century and beyond. I invite you to join me in celebrating the launch of this new initiative and committing ourselves to getting the word out. We may be under attack, but we are fighting back from a position of strength.

Personal Regards,

Robert A. Garbini, P.E.
President
Our mission is to educate the building and design communities and policymakers on the benefits of ready mixed concrete, and encourage its use as the building material of choice for low- to mid-rise structures. No other material can replicate concrete’s advantages in terms of strength, durability, safety and ease of use.

Build with strength. It’s a clear and unapologetic message for engineers, builders, architects, contractors and policymakers alike. We know that ready mixed concrete is superior to softwood lumber in every possible way—and we’re getting the word out.

What we do: Backed by the National Ready Mixed Concrete Association, Build with Strength is a coalition of architects, builders, engineers, emergency services personnel and policymakers. We promote concrete because we know it’s the stronger, safer and smarter choice. Period.

What we’re saying: Straightforward, bold and confident. Professional, yet conversational. We’re not just promoting concrete. We’re conveying a clear, engaging and emotional message through visual and conversational storytelling. Then we make sure that everything we say and do is backed up by data and research. Because we can’t just be a source of information—we should be a trusted source.

How we say it:
All members in good standing of the National Ready Mixed Concrete Association (NRMCA) and allied partner organizations are permitted to use the Build with Strength logo in accordance with all of the specifications in this guide. NRMCA retains the right to retract permission of use from any company, organization or individual that misuses the Build with Strength name or logo in a manner not consistent with the Coalition’s purpose.

01. Concrete Texture
This logo is used for websites, printed collateral, including all printed publications, posters, flyers, and social media.

02. Vector
This logo is used for larger screen projects like concrete mixer trucks, giveaway swag. This version is also available in a negative version.
Our logo is very important to us, and we have spent a lot of time and effort carefully crafting it to be the perfect embodiment of our brand. We ask that designers and users respect the thought and craftsmanship that has gone into the logo by keeping it in its pure form within the rules specified in this guide book.

01. Vertical Hangline
02. Horizontal Hangline
03. Minimum size: 2in wide x .4in tall
04. When using the Build with Strength logo alongside an association logo, there should be at least 40px margin between the logos. The association logo should line up with the base of the Build with Strength logo. The association name should not be larger or more dominant than Build with Strength.
The **Tagline** and **URL** can be used interchangeably. The **No Tagline** version of the logo should only be used when the logo gets to a size where the tagline becomes too small to be legible.

The **stacked logo** should only be used to retain legibility in small spaces, like a social media profile picture.
# LOGO USAGE

Do not alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this book. The following are merely example of practices that would violate the use of the brand.

Adherence to these guidelines is critical to maintaining the rights to trademark protection of the coalition’s name and logo and to ensuring consistent visual representation of our program.

If at any time you need assistance with this, or have questions or concerns, we are happy to help. Contact NRMCA’s Kathleen Carr-Smith at 240-485-1145 or kcarrsmith@nrmca.org.

<table>
<thead>
<tr>
<th>Proper Logo Usage</th>
<th>Improper Logo Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full-color logo</strong></td>
<td><img src="image1" alt="Improper" /> <img src="image2" alt="Improper" /></td>
</tr>
<tr>
<td><img src="image3" alt="Improper" /> <img src="image4" alt="Improper" /></td>
<td><img src="image5" alt="Improper" /> <img src="image6" alt="Improper" /></td>
</tr>
<tr>
<td><strong>Tagline reversed out</strong></td>
<td></td>
</tr>
<tr>
<td><img src="image9" alt="Improper" /> <img src="image10" alt="Improper" /></td>
<td><img src="image11" alt="Improper" /> <img src="image12" alt="Improper" /></td>
</tr>
<tr>
<td><strong>Do not place over an image</strong></td>
<td><img src="image13" alt="Improper" /> <img src="image14" alt="Improper" /></td>
</tr>
<tr>
<td><img src="image15" alt="Improper" /> <img src="image16" alt="Improper" /></td>
<td><img src="image17" alt="Improper" /> <img src="image18" alt="Improper" /></td>
</tr>
<tr>
<td><strong>Do not rotate the logo</strong></td>
<td><img src="image19" alt="Improper" /> <img src="image20" alt="Improper" /></td>
</tr>
<tr>
<td><img src="image21" alt="Improper" /> <img src="image22" alt="Improper" /></td>
<td><img src="image23" alt="Improper" /> <img src="image24" alt="Improper" /></td>
</tr>
<tr>
<td><strong>Do not rearrange the elements</strong></td>
<td><img src="image25" alt="Improper" /> <img src="image26" alt="Improper" /></td>
</tr>
<tr>
<td><img src="image27" alt="Improper" /> <img src="image28" alt="Improper" /></td>
<td><img src="image29" alt="Improper" /> <img src="image30" alt="Improper" /></td>
</tr>
</tbody>
</table>
**COLORS**

The **Primary Color Palette** are the main colors for the brand. These should be used for headers and call outs.

The **Secondary Color Palette** are meant to be used as accents to the primary color palette.

**Primary Color Palette**

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>#000000</td>
<td>0 0 0</td>
<td>0 0 0 100</td>
</tr>
<tr>
<td>Red</td>
<td>#c22021</td>
<td>194 39 46</td>
<td>17 98 92 7</td>
</tr>
</tbody>
</table>

**Secondary Color Palette**

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Grey</td>
<td>#4c4c4e</td>
<td>77 77 79</td>
<td>0 0 0 85</td>
</tr>
<tr>
<td>Light Grey</td>
<td>#a7a9ab</td>
<td>167 169 172</td>
<td>0 0 0 40</td>
</tr>
<tr>
<td>Yellow</td>
<td>#eece00</td>
<td>238 206 0</td>
<td>8 14 100 0</td>
</tr>
<tr>
<td>Hunter Green</td>
<td>#006633</td>
<td>0 102 51</td>
<td>90 34 100 27</td>
</tr>
<tr>
<td>Blue</td>
<td>#213f7c</td>
<td>33 63 124</td>
<td>99 87 22 8</td>
</tr>
</tbody>
</table>
TYPOGRAPHY

The main typeface used for body text is Titillium Web. The header font is Montserrat. Never change any part of the typeface by condensing or expanding the text. As a general rule, avoid special effects such as shadows or underlining. All weights of Montserrat and Titillium Web are available through Google Web Fonts: google.com/fonts.

Header Font

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

Body Font

Titillium Web - Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+

Titillium Web - Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+
EMAIL SIGNATURES

In order to ensure consistency in the communications sent out from various members of Build With Strength, a standard email signature should be used. Email signatures can be customized using the Preferences section of Microsoft Outlook. To the right is the template for employee email signatures.

Sample Email Signature

John Doe
President
National Ready Mixed Concrete Association

5602 15th Street, NW
Suite 300
Washington, DC  20005
O: 202.904.4023
D: 202.904.2309
jdoe@nrmca.org
www.nrmca.org
HOW WE COMMUNICATE

We have established a broad and diverse plan that includes a wide variety of communications designed to promote concrete as the building material of choice.

DIGITAL
BuildWithStrength.com

COLLATERAL
Case Studies
Infographics
Powerpoint Template
Brochures
Videos

MEDIA
Paid and Earned media placements

PROFESSIONAL ADVANCEMENT
Design Assistance Program
Staffing and development
Our web site is a reflection of the Build with Strength campaign—bold, simple and straightforward. It's a critical resource that allows us to convey key information about the benefits of building with concrete. Whether you’re an architect, engineer, builder or contractor, you’ll find valuable resources, tips for building with concrete and ways to maximize your budget, innovative concrete designs, the latest news and more.
Our case studies highlight concrete projects from across the U.S.—so you can get a first-hand look at the advantages of building with concrete.
Our infographics bring the Build with Strength message to life through simple, visual storytelling. Each infographic highlights key facts that reflect our four core values - strength, safety, long-term value and innovation. They’re a perfect way to quickly and easily demonstrate the value of concrete, and can be used individually or as a series of communications.
Similar to our infographics, our brochures bring the Build with Strength message to life through simple, visual storytelling.

Get off to a solid start with our professional design team.

Our technical experts offer free conceptual project design solutions for architectural and structural design, cost estimating, and green building for projects of any scale and type.

- Multi-family residential towers
- Commercial
- Institutional
- Healthcare
- Energy Analysis
- Using energy simulation software, we can verify the effect of thermal mass in concrete framed buildings to show a reduction in energy use.

LEED Optimization
- Our design team of green building experts can help optimize your project using various building systems. We can help you save on energy, water, materials, and waste.

Cost Estimating
- We will assemble a team of contractors and concrete suppliers to estimate the cost of building with concrete to meet your upfront and long-term budget needs.

Structural Design
- Our expert team of structural engineers and architects will help you select the most appropriate concrete system to take advantage of concrete benefits including economy, resilience, and sustainability.

- Concrete frame and post-tension flat plate systems
- Voided slab systems
- Insulating concrete forming (ICF) systems
- Tilt-up concrete wall systems

Diversity and Resilience
- Concrete is one of the few materials that can outlast natural disasters like hurricanes and tornadoes, but also stands up to man-made threats.

LEED Optimization
- Our design team of green building experts can help optimize your project using various building systems. We can help you save on energy, water, materials, and waste.

When you've got a multimillion-dollar project on the line, it's easy to get caught up in the initial costs. Budgets are tight. Timing is tight. But using cheaper materials can actually cost you more in the long run. With concrete, you know that what you build is going to be secure from Day One. There's simply nothing safer or stronger—and that's worth the investment.

1. Energy efficiency.
   - Concrete's thermal mass properties can save 5% or more annual energy costs compared to softwood lumber.

2. Lifecycle savings.
   - Using quality materials during construction means having a structure that lasts longer and reduces overall lifecycle costs.

3. Resources that last.
   - Starting with a strong material like concrete means you can actually use less—and get more—helping you save on upfront costs.

4. Stands the test of time.
   - Concrete structures are designed to last for centuries. Unlike other materials, concrete only gets stronger over time.

5. Durable and resilient.
   - Concrete is one of the few materials that can outlast natural disasters like hurricanes and tornadoes, but also stands up to man-made threats.

6. Safe and strong.
   - Building with concrete gives you a fire-resistant structure. When combined with other fire safety requirements, you can exceed building requirements—instead of just meeting them.
COLLATERAL
VIDEOS

There’s nothing stronger than concrete for your next building project. But don’t take our word for it. View our video channel and see for yourself.

VIEW YOUTUBE PAGE >

THE LONG TERM VALUE

View Video >

STRENGTH

View Video >
We’ve created a Powerpoint template to assist with official/sponsored Build with Strength events or communications. The template style and logo placement should not be altered to ensure brand and messaging consistency.

To access this template, please contact Helen Stuart at hstuart@nrmca.org.

If at any time you need assistance with this, or have questions or concerns about when to use this Powerpoint template, we are happy to help. Contact NRMCA’s Kathleen Carr-Smith at 240-485-1145 or kcarrsmith@nrmca.org.
GET INVOLVED

We need strong partners to bring our brand to life. So now that you know how to Build with Strength, it's time to get the message out there. Talk about it. Share it. Make it happen.

NRMCA members, state affiliates and industry organizations can support the building promotion program in a variety of ways.

As a partner in the Build with Strength Coalition, you play a crucial role in our success in regaining and growing the low- to mid-rise concrete market.
WAYS TO GET INVOLVED

NRMCA members, state affiliates and industry organizations can support the building promotion program in a variety of ways.

Pass a Board Resolution
Support the building promotion program.

Understand Change
Developers are using wood frames to build low- to mid-rise buildings.

Be Entrepreneurial
Promote concrete as the material of choice for buildings.

Use Industry Communication Messages
Reinforce the branding and messaging of the building promotion program.

Use Industry Resources
Use the promotional, technical and human resources available through NRMCA and its partners.

Assist Changing Local Building Codes
Help NRMCA change local building codes that make buildings safer and more resilient.

See Opportunities
Be the eyes and ears of the industry. Identify developers (your customers) who might be open to concrete solutions for their projects.
### INDUSTRY ASSOCIATION PARTNER GUIDE

As a partner in the Build with Strength Coalition, you recognize the importance of collaborative efforts and activities toward our success in regaining and growing the low- to mid-rise concrete market. We ask that you actively engage in the efforts of the Coalition in the following ways.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Prominently display the Build with Strength logo on your organization’s home page with a link to the website. Additional use in electronic and print communications such as newsletters, magazines, etc. is strongly encouraged to increase the reach of the Coalition’s message.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Use the resources available through the Coalition and its partners at every opportunity to promote concrete as the material of choice for buildings. Provide any resources you have that can be added to the site.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Identify builders and developers who, whether for a specific project you are aware of or for future projects in general, can be encouraged to use NRMCA’s Design Assistance Program for Buildings. Arrange for an introduction of these contacts to the NRMCA team members.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Identify resilient construction champions – builders and developers who already understand the advantages of building with concrete, insurance companies.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Assist in monitoring state and local legislative, regulatory and building code activity for opportunities to encourage resilient construction language, as well as provide alerts for any potential harmful activity in these arenas that needs to be addressed.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Encourage your members to become engaged in the activities of the Coalition in all the same ways!</td>
<td></td>
</tr>
</tbody>
</table>