BRAND STYLE GUIDELINES

BUILD WITH STRENGTH

A COALITION OF THE NATIONAL READY MIXED CONCRETE ASSOCIATION

WHO WE ARE

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 DO

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.

WHAT WE'RE SAYING

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**.

HOW WE SAY IT

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.

LOGO

PRIMARY LOGO

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.

01. Concrete Texture

02. Vector

LOGO
SPECIFICATIONS

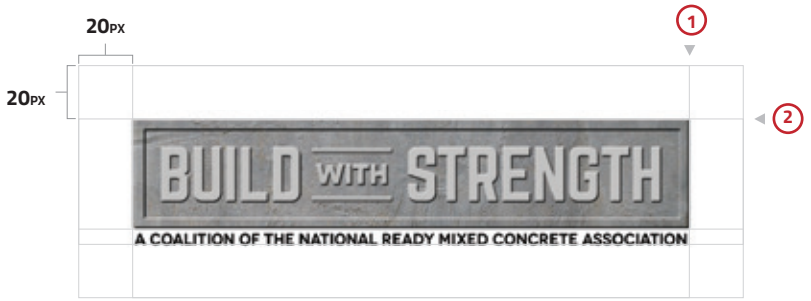
Our logo is very important to us, and we have spent a lot of time and effort carefully crafting it to be the perfect embodiment of our brand. We ask that designers and users respect the thought and craftsmanship that has gone into the logo by keeping it in its pure form within the rules specified in 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.



LOGO
USAGE

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.

Concrete Texture

No Tagline

Tagline

URL

Stacked

Vector

No Tagline

Tagline

URL

Stacked

LOGO
USAGE

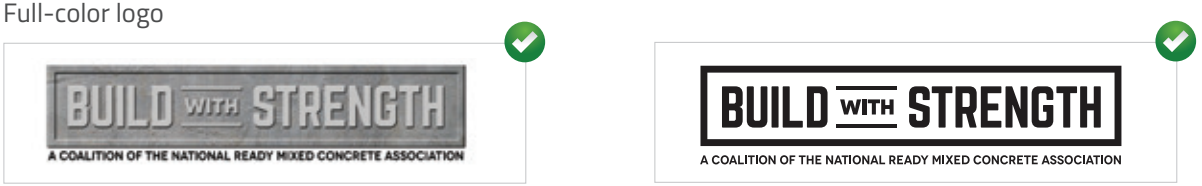
Do not alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this book. The following are merely example of practices that would violate the use of the brand.

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**.

Proper Logo Usage

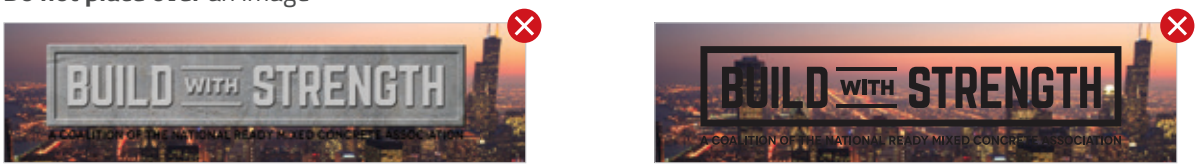
Full-color logo



Tagline reversed out

Improper Logo Usage

Do not place over an image



Do not rotate the logo

Do not add embellishments to the logo

Do not rearrange the elements

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

Black
HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

Red
HEX #c22021
RGB 194 39 46
CMYK 17 98 92 7

Secondary Color Palette

Dark Grey
HEX #4c4c4e
RGB 77 77 79
CMYK 0 0 0 85

Light Grey
HEX #a7a9ab
RGB 167 169 172
CMYK 0 0 0 40

Yellow
HEX #eece00
RGB 238 206 0
CMYK 8 14 100 0

Hunter Green
HEX #006633
RGB 0 102 51
CMYK 90 34 100 27

Blue
HEX #213f7c
RGB 33 63 124
CMYK 99 87 22 8

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

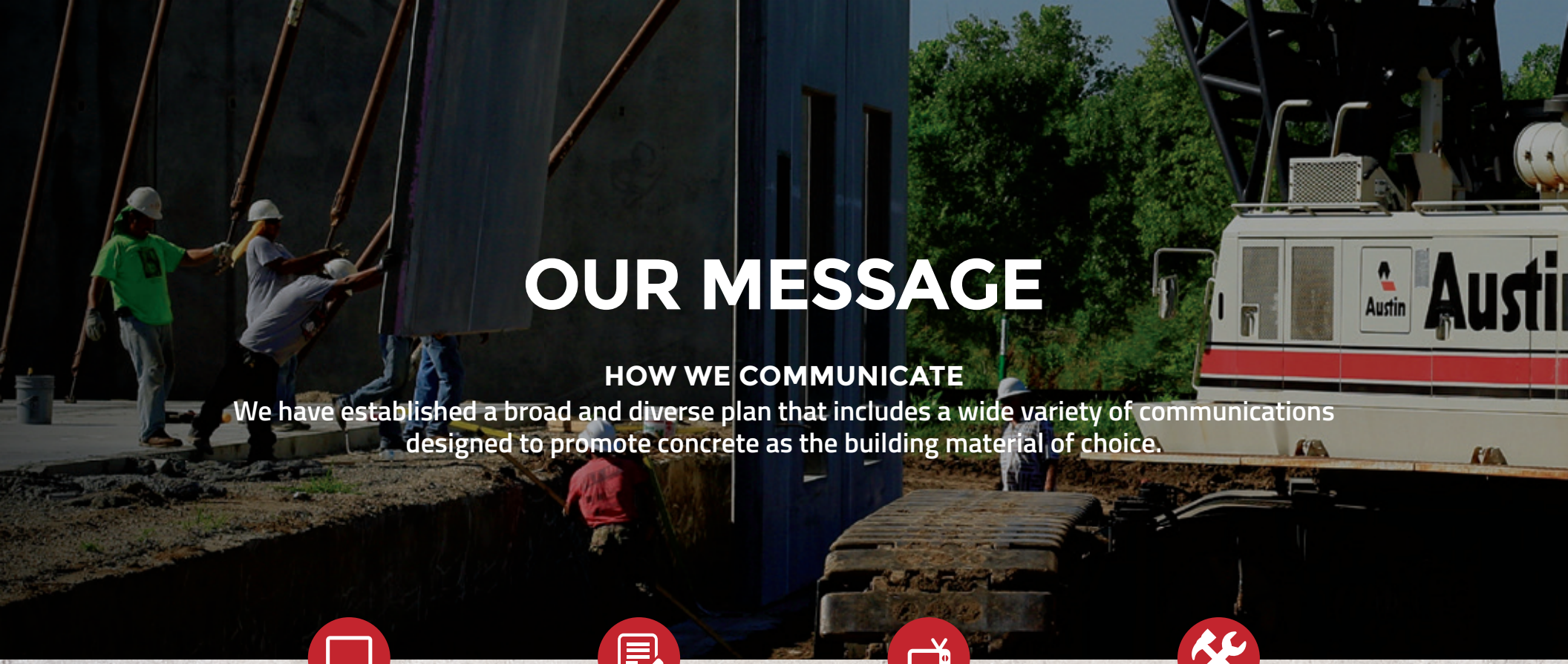
In order to ensure consistency in the communications sent out from various members of Build With Strength, a standard email signature should be used. Email signatures can be customized using the Preferences section of Microsoft Outlook. To the right is the template for employee email signatures.

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



OUR MESSAGE

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

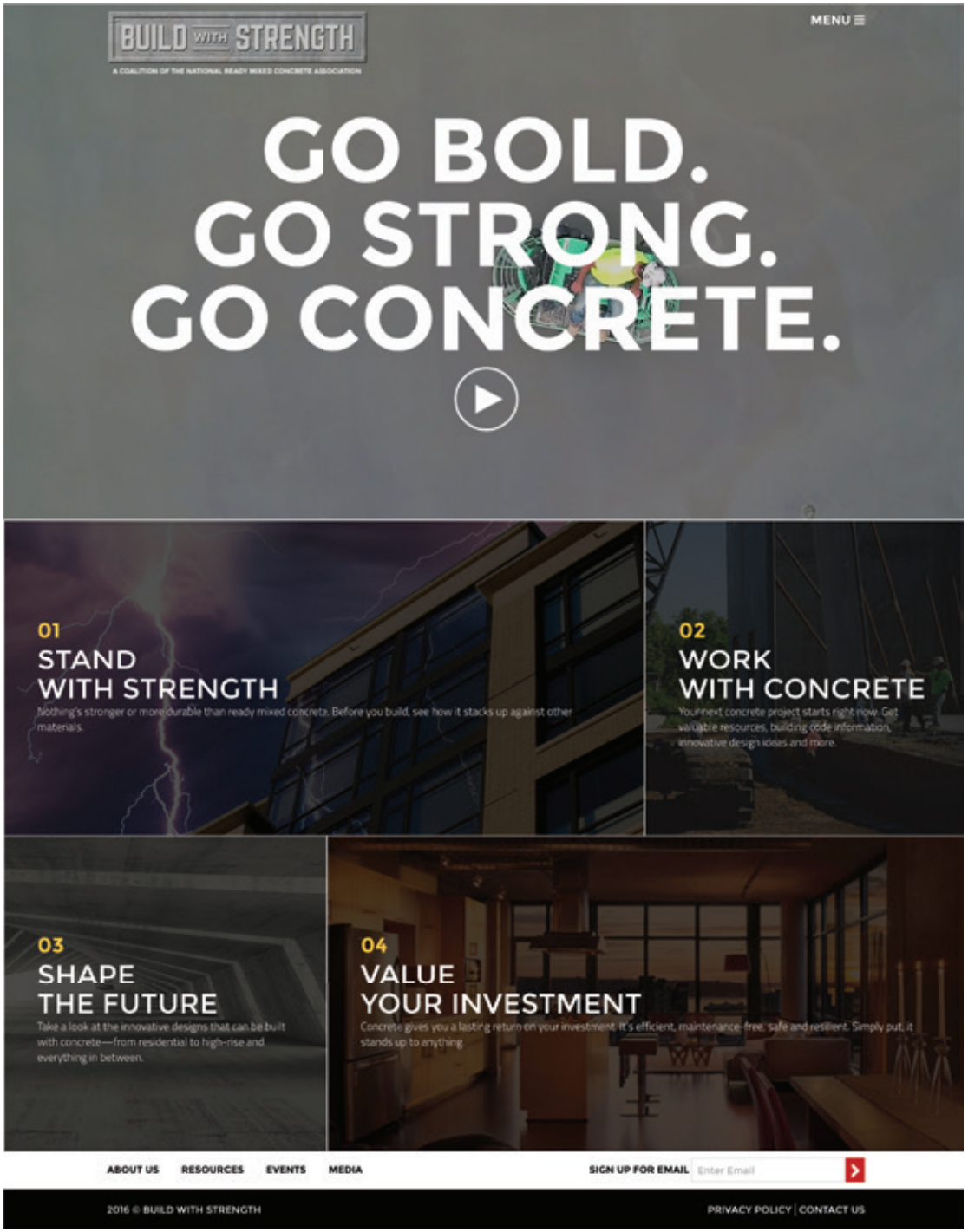
DIGITAL

BuildWithStrength.com

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.

HOMEPAGE



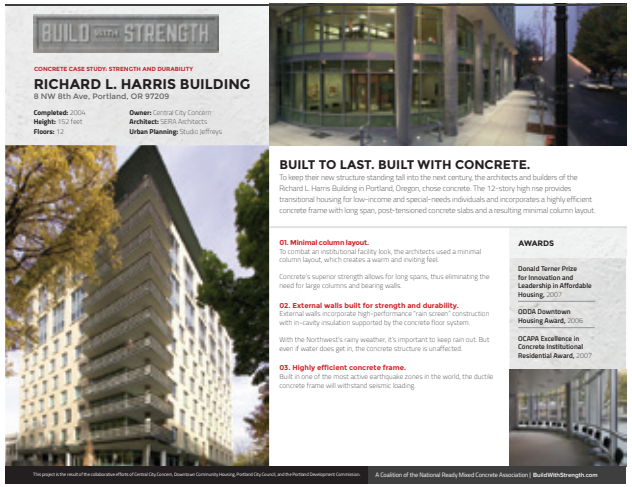
COLLATERAL

CASE STUDIES

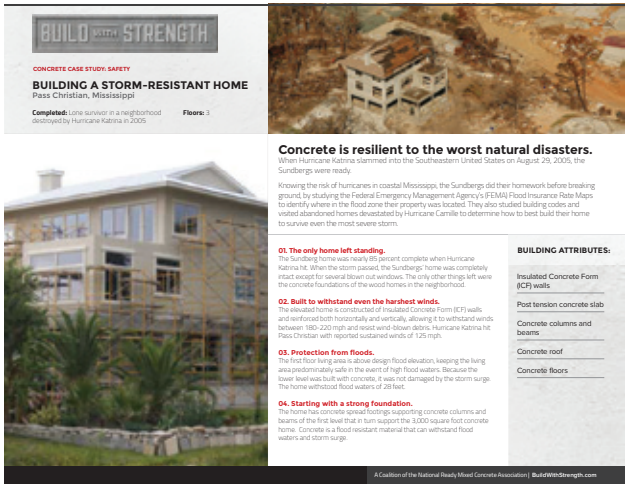
Real projects. Real proof.

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.

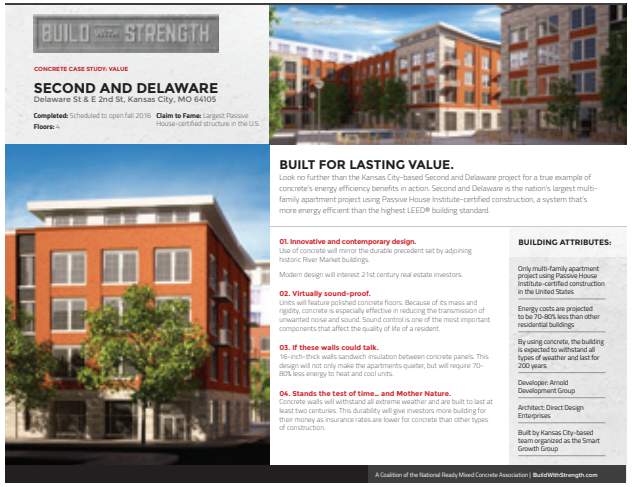
STRENGTH



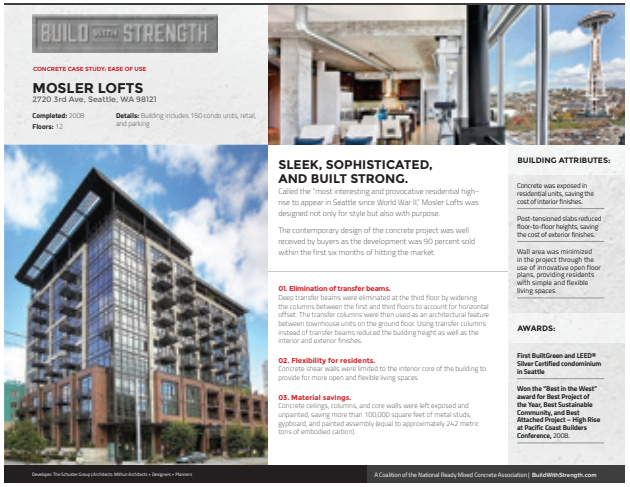
SAFETY



LONG TERM VALUE



EASE OF USE



COLLATERAL
INFOGRAPHICS

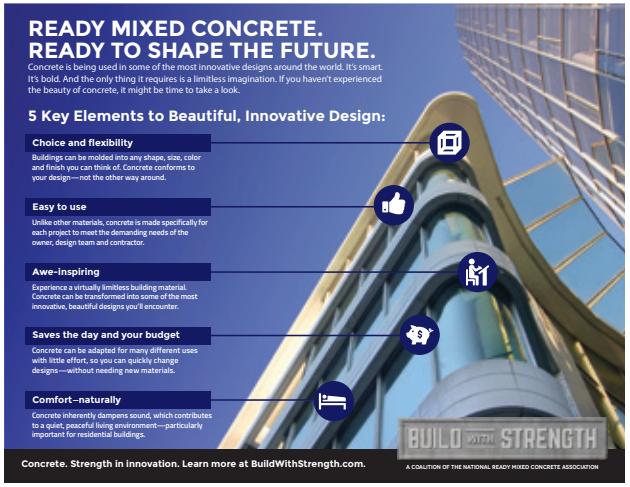
Our infographics bring the Build with Strength message to life through simple, visual storytelling. Each infographic highlights key facts that reflect our four core values - strength, safety, long-term value and innovation. They're a perfect way to quickly and easily demonstrate the value of concrete, and can be used individually or as a series of communications.

STRENGTH

SAFETY

LONG TERM VALUE

INNOVATION



COLLATERAL

BROCHURES

Similar to our infographics, our brochures bring the Build with Strength message to life through simple, visual storytelling.

FRONT COVER

BACK COVER

INTERIOR SPREAD

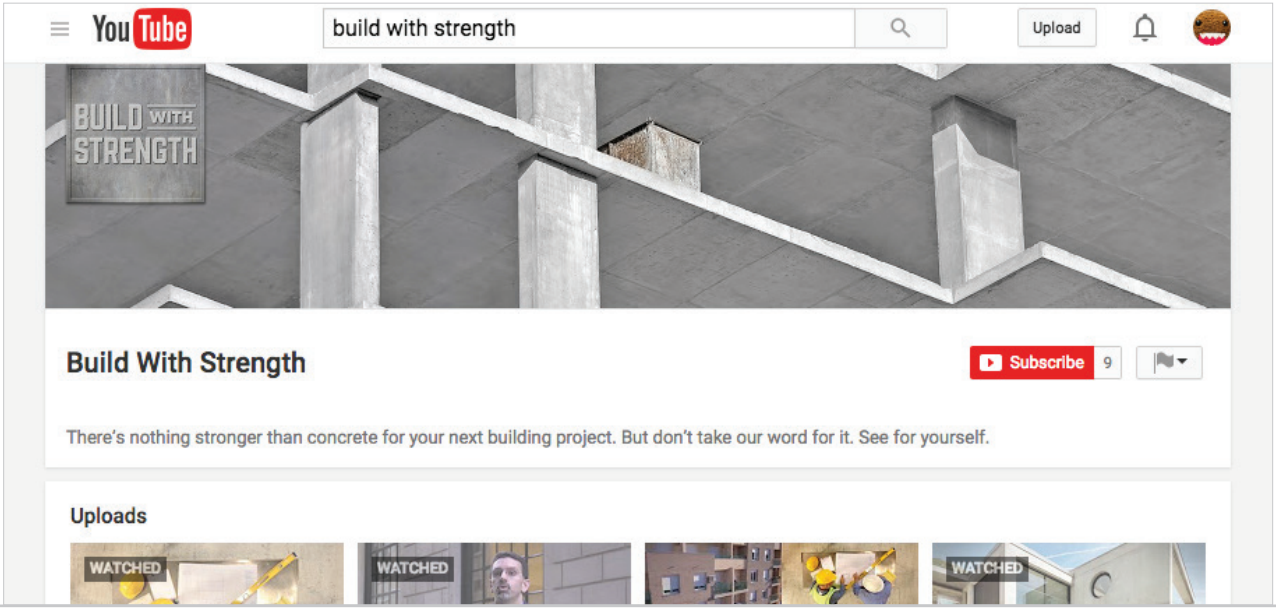
COLLATERAL

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 >

YOU TUBE CHANNEL



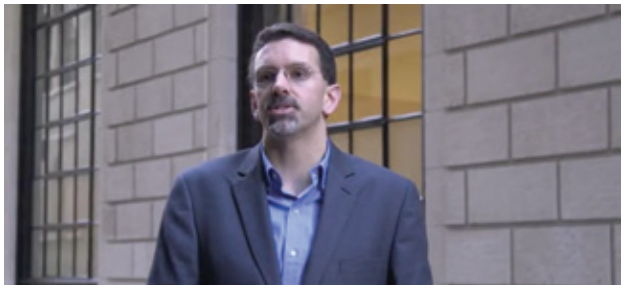
BRAND ESSENCE

View Video >

AT A GLANCE

View Video >

LONG TERM VALUE



View Video >

STRENGTH

View Video >

COLLATERAL
POWERPOINT TEMPLATE

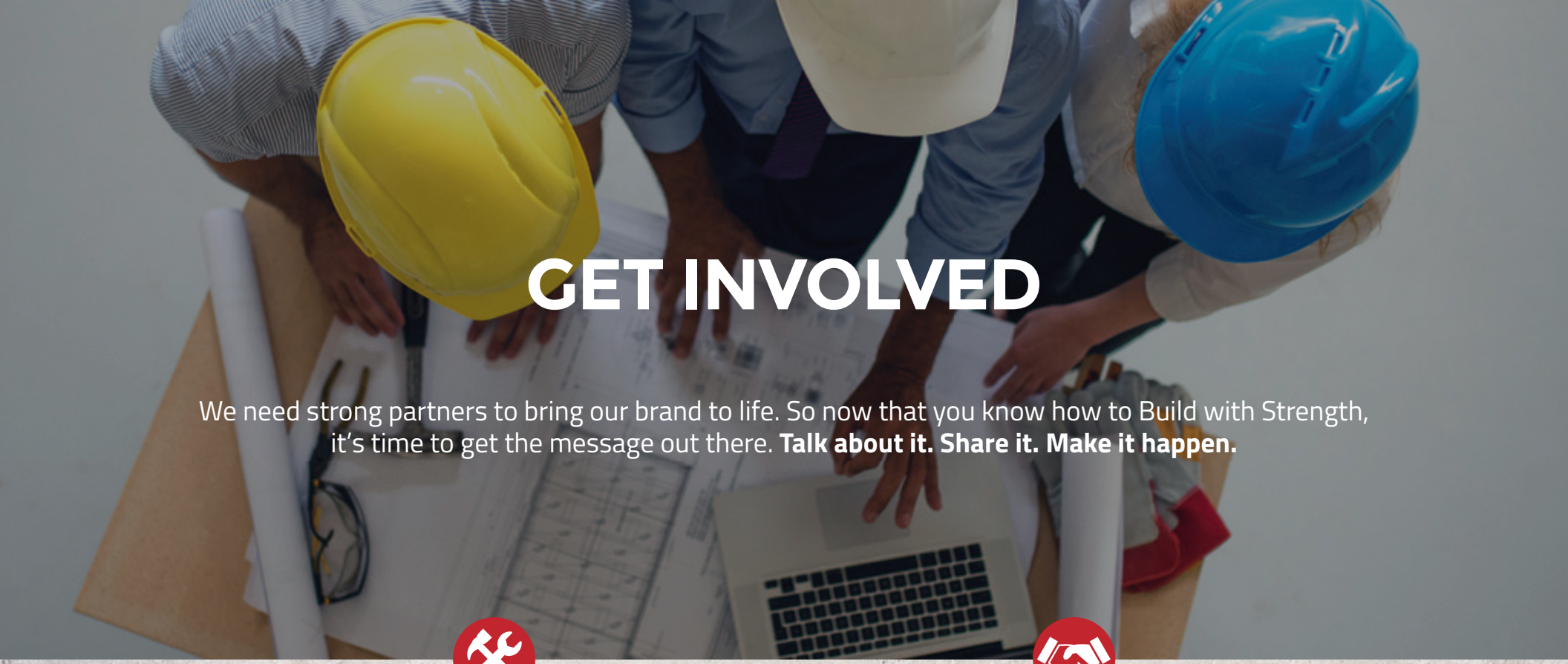
We've created a Powerpoint template to assist with official/sponsored Build with Strength events or communications. The template style and logo placement should not be altered to ensure brand and messaging consistency.

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**.

COVER SLIDE

INTERIOR SLIDES



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.**

WAYS TO GET INVOLVED

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

INDUSTRY ASSOCIATION PARTNER GUIDE

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.

1. **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.

2. **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.

3. **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.

4. **Identify resilient construction champions** – builders and developers who already understand the advantages of building with concrete, insurance companies.

5. **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.

6. **Encourage your members to become engaged** in the activities of the Coalition in all the same ways!