

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

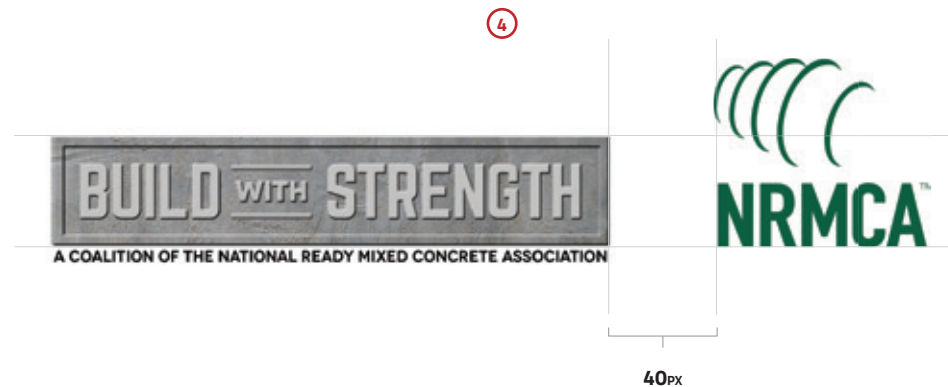
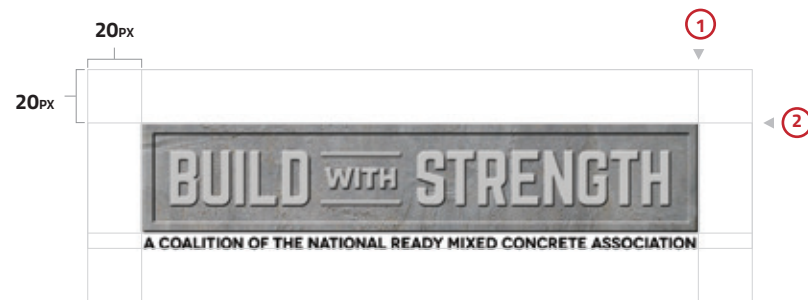
Our logo is very important to us, and we have spent a lot of time and effort carefully crafting it to be the perfect embodiment of our brand. We ask that designers and users respect the thought and craftsmanship that has gone into the logo by keeping it in its pure form within the rules specified in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

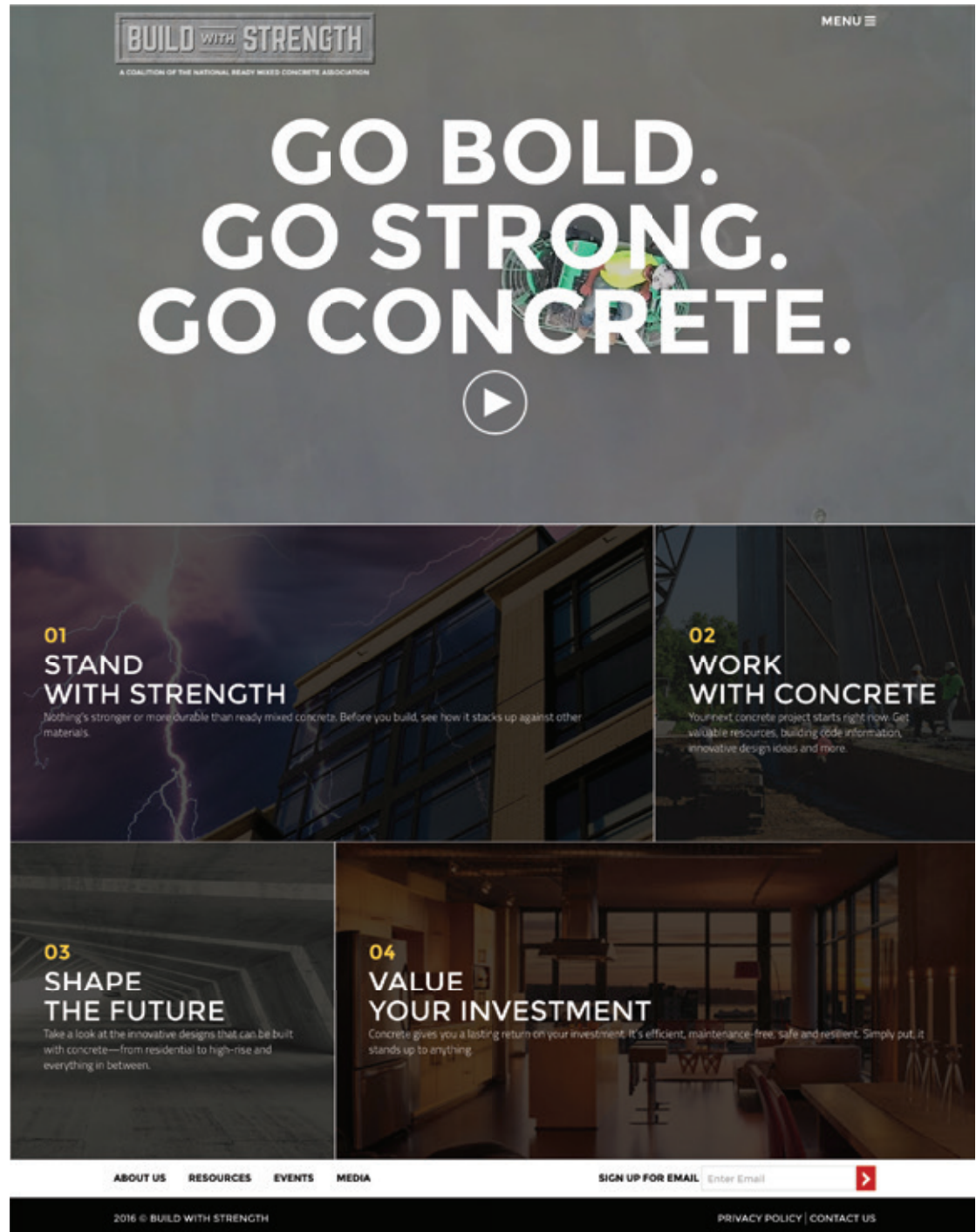
DIGITAL

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




BUILD WITH STRENGTH

CONCRETE CASE STUDY: STRENGTH AND DURABILITY

RICHARD L. HARRIS BUILDING
8 NW 8th Ave, Portland, OR 97209

Completed: 2004
Height: 152 feet
Floors: 17

Owner: Central City Condem
Architect: SERA Architects
Urban Planning: Studio Joffrey



BUILT TO LAST. BUILT WITH CONCRETE.

To keep their new structure standing tall into the next century, the architects and builders of the Richard L. Harris Building in Portland, Oregon, chose concrete. The 12-story high rise provides transitional housing for low-income and special-needs individuals and incorporates a highly efficient concrete frame with long-span, post-tensioned concrete slabs and a resulting minimal column layout.

01. Minimal column layout.
To combat an institutional facility look, the architects used a minimal column layout, which creates a warm and inviting feel.

Concrete's superior strength allows for long spans, thus eliminating the need for large columns and bearing walls.

02. External walls built for strength and durability.
External walls incorporate high-performance "rain screen" construction with in-cavity insulation supported by the concrete floor system.

With the Northwest's only weather, it's important to keep rain out. But even if water does get in, the concrete structure is unaffected.


03. Highly efficient concrete frame.
Built in one of the most active earthquake zones in the world, the ductile concrete frame will withstand seismic loading.

AWARDS

Donald Turner Prize
for Innovation and
Leadership in Affordable
Housing, 2007

ODCA Downtown
Housing Award, 2006

OCAPA Excellence in
Concrete Institutional
Residential Award, 2007



Images: City of Portland, Office of Central City Condem, Downtown Community Housing, Portland City Council, and Portland Development Commission

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SAFETY



BUILD WITH STRENGTH

CONCRETE CASE STUDY: SAFETY

BUILDING A STORM-RESISTANT HOME
Pass Christian, Mississippi

Completed: Late summer in a neighborhood destroyed by Hurricane Katrina in 2005
Floors: 3



Concrete is resilient to the worst natural disasters.

When Hurricane Katrina slammed into the Southeastern Gulf States on August 25, 2005, the Sunbergs were ready.

Knowing the risk of hurricanes in coastal Mississippi, the Sunbergs did their homework before breaking ground by studying the Federal Emergency Management Agency's (FEMA) Flood Insurance Rate Maps to identify where in the flood zone their property was located. They also studied building codes and visited damaged homes destroyed by Hurricane Camille to determine how to best build their home to survive even the most severe storm.

01. The only home left standing.
The Sunberg home was nearly 90 percent complete when Hurricane Katrina hit. When the storm passed, the Sunbergs' home was completely intact except for several blown-out windows. The only other things left were the concrete foundations of the wood homes in the neighborhood.

02. Built to withstand even the harshest winds.
The Sunberg home is constructed of Insulated Concrete Form (ICF) walls and reinforced both horizontally and vertically, allowing it to withstand winds between 160-220 mph and resist wind-blown debris. Because the lower level was built with concrete, it was not damaged by the storm surge. The home withstood flood waters of 20 feet.

03. Protection from floods.
The first floor living area is above design flood elevation, keeping the living area predominantly safe in the event of high flood waters. Because the lower level was built with concrete, it was not damaged by the storm surge. The home withstood flood waters of 20 feet.

04. Starting with a strong foundation.
The home has concrete spread footings supporting concrete columns and beams of the first level that in turn support the 3,000-square-foot concrete home. Concrete is a flood-resistant material that can withstand flood waters and storm surge.

BUILDING ATTRIBUTES:

Insulated Concrete Form (ICF) walls

Post-tension concrete slab

Concrete columns and beams

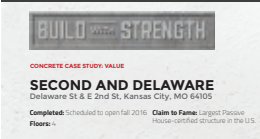
Concrete roof

Concrete floors



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LONG TERM VALUE




BUILD WITH STRENGTH

CONCRETE CASE STUDY: VALUE

SECOND AND DELAWARE
Delaware St. & E 2nd St, Kansas City, MO 64105

Completed: Scheduled to open fall 2016
Claim to Fame: Largest Passive House-certified structure in the U.S.
Floors: 4



BUILT FOR LASTING VALUE.

Look no further than the Kansas City-based Second and Delaware project for a true example of concrete's energy efficiency benefits in action. Second and Delaware is the nation's largest multi-family apartment project using Passive House Institute-certified construction, a system that's more energy efficient than the highest LEED® building standard.

01. Innovative and contemporary design.
Use of concrete will mirror the durable precedent set by adjoining historic River Market buildings.

Modern design will interest 21st century real estate investors.

02. Virtually sound-proof.
Dense, well-insulated concrete floors. Because of its mass and rigidity, concrete is especially effective in reducing the transmission of unwanted noise and sound. Sound control is one of the most important components that affect the quality of life of a resident.

03. If these walls could talk.
16-inch-thick walls sandwich insulation between concrete panels. This design will not only make the apartments quieter, but will require 70-80% less energy to heat and cool units.

04. Stands the test of time...and Mother Nature.
Concrete walls will withstand all extreme weather and are built to last at least two centuries. This durability will give investors more building for their money as insurance rates are lower for concrete than other types of construction.

BUILDING ATTRIBUTES:

Only multi-family apartment project using Passive House Institute-certified construction in the United States


Energy costs are projected to be 70-80% less than other residential buildings

By using concrete, the building is expected to withstand all types of weather and last for 200 years

Developer: Jendel Development Group

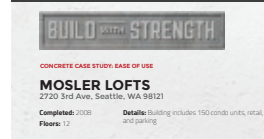
Architect: Direct Design Enterprises

Built by Kansas City-based team organized as the Smart Growth Group



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EASE OF USE




BUILD WITH STRENGTH

CONCRETE CASE STUDY: EASE OF USE

MOSLER LOFTS
2720 3rd Ave, Seattle, WA 98121

Completed: 2008
Floors: 12

Details: Building includes 150 condo units, retail, and parking



SLEEK, SOPHISTICATED, AND BUILT STRONG.

Labeled the "most interesting and provocative residential high-rise to appear in Seattle since World War II," Mosler Lofts was designed not only for style but also with purpose.

The contemporary design of the concrete project was well received by buyers as the development was 90 percent sold within the first six months of hitting the market.

01. Elimination of transfer beams.
Dense transfer beams were eliminated at the third floor by widening the columns between the first and third floors to account for horizontal offset. The transfer columns were then used as an architectural feature between townhouse units on the ground floor. Using transfer columns instead of transfer beams reduced the building height as well as the interior and exterior finishes.

02. Flexibility for residents.
Concrete shear walls were limited to the interior core of the building to provide for more open and flexible living space.

03. Material savings.
Concrete ceilings, columns, and core walls were left exposed and unpainted, saving more than 100,000 square feet of material costs. Drywall and painted assembly equal to approximately 242 metric tons of embodied carbon.

BUILDING ATTRIBUTES:

Concrete was exposed in residential units, saving the cost of interior finishes.


Post-tensioned slab reduced floor-to-floor heights, saving the cost of exterior finishes.

Wall area was minimized in the project through the use of innovative open floor plans, providing residents with simple and flexible living spaces.

AWARDS:

First BuiltGreen and LEED® Silver Certified condominium in Seattle

Won the "Best in the West" award for Best Project of the Year, Best Sustainable Community, and Best Attached Project - High Rise at Pacific Coast Builders Conference, 2009.



Developer: The Clutton Group Properties, Wilson Architects + Engineers + Planners

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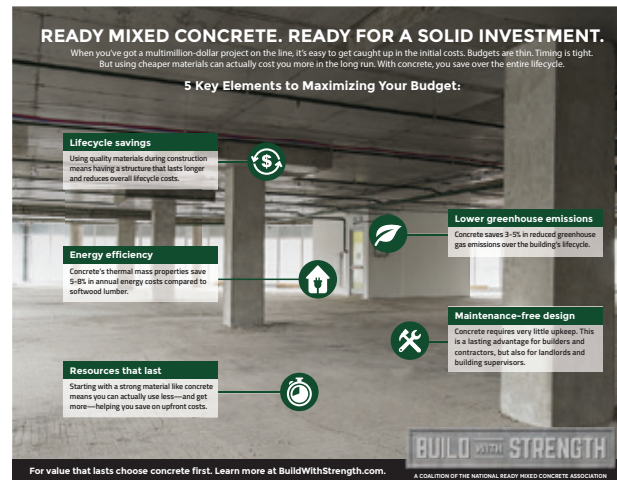
COLLATERAL INFOGRAPHICS

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



LONG TERM VALUE



SAFETY



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

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

Our technical experts offer free concrete project design assistance for structural and architectural design, cost estimating, codes and green building standards for any building type.

- Multi-family residential/mixed use
- Hotels and motels
- Commercial
- Dormitories
- Office buildings
- Education
- Long-term care
- Industrial
- Healthcare

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
- Insulating concrete forming (ICF) systems
- Voided slab systems
- Tilt-up concrete wall systems

Cost Estimating

We will help 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.

Energy Analysis

Using energy simulation software, we can verify the effect of thermal mass in concrete frame buildings to show significantly lower energy use. The overall effect of thermal mass in concrete buildings will translate to energy cost savings over wood or steel framed buildings.

LEED Optimization

Our design team of green building experts can help optimize LEED certification using concrete building systems. We can demonstrate how concrete systems can impact credits including energy, life cycle assessment, environmental product declarations, noise reduction and indoor environmental quality.

Show your strength. Build with concrete.

When you've got a multimillion-dollar project on the line, it's easy to get caught up in the initial costs. Budgets are thin. 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 in 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.

To learn more, visit: www.BuildWithStrength.com

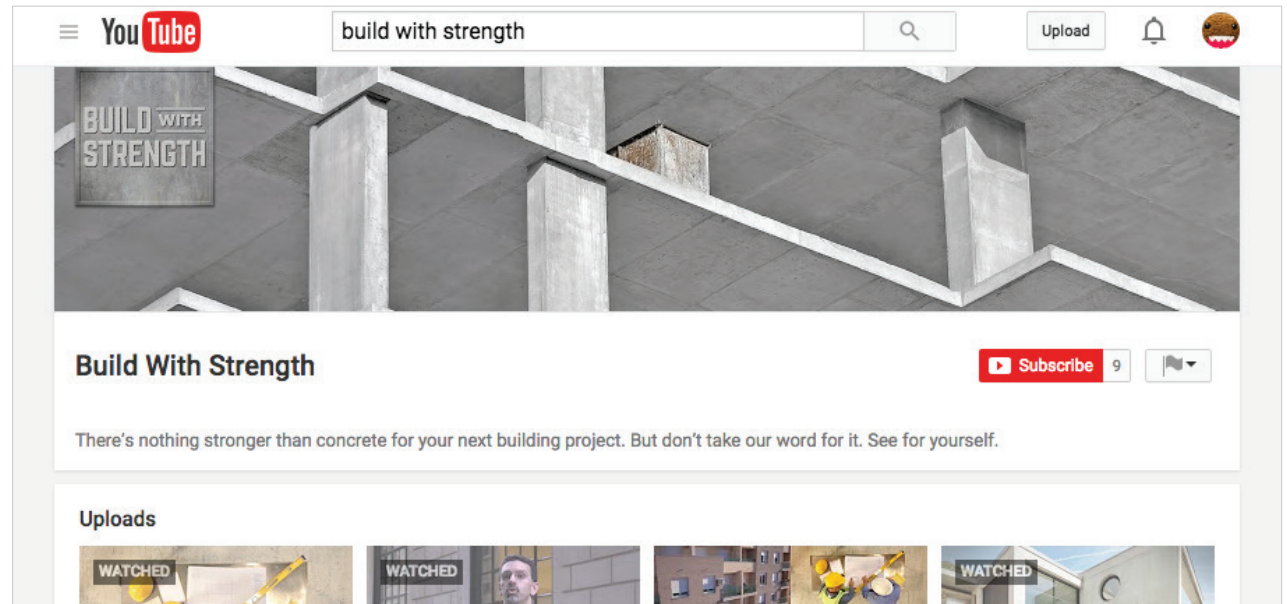
Visit www.BuildWithStrength.com today or call 1-888-864-7622 to get started.

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 >](#)

LONG TERM VALUE



[View Video >](#)

AT A GLANCE



[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.

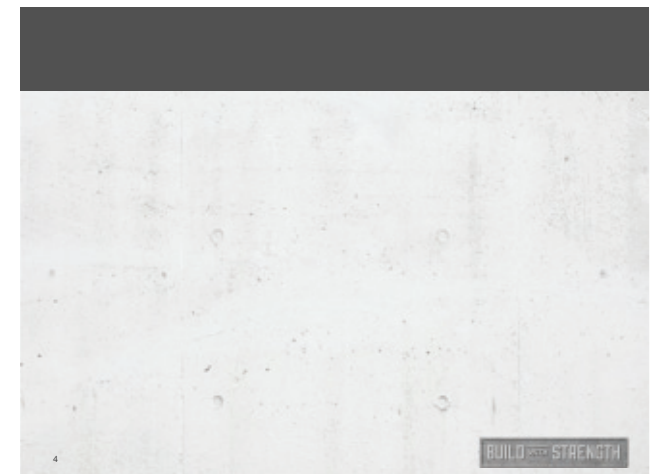
To access this template, please contact Helen Stuart at hstuart@nrmca.org.

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!