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.**

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.

**WHO WE ARE**

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.
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.
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.
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.
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.
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.
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
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.
您可以看到第一手的混凝土案例研究。我们的案例研究展示了美国的混凝土项目，让您能亲眼见证混凝土的诸多优势。

**CASE STUDIES**

**STRENGTH**

**LONG TERM VALUE**

**EASE OF USE**

**SAFETY**

**CONSTRUCTION ATTRIBUTES:**

1. Innovative and contemporary design.
2. Multi-family unit rendering of the Americas project that is completed.
3. Unique and flexible floor plans.
4. Unique and flexible floor plans.
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**AWARDS:**

- Project: "Smart City of Tomorrow" SII Projects.
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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.

LONG TERM VALUE

Strength. It's a term that gets used a lot. And while it's one of the most essential components of any building, it's more than the strength size or design you can imagine. Concrete can be molded into any shape, no matter how strong it is. Good thing if a material isn't easy to use, it doesn't consider the entire lifecycle of the building. Simple to use, friendly material—especially when you efficiency make it an environmentally Sustainable. Concrete's strength, durability and energy efficiency only gets stronger over time. Unlike other materials, concrete centuries. Concrete structures are designed to last for decades to come. Using quality materials during construction means having a structure that lasts longer and reduces overall lifecycle costs. Starting with a strong material like concrete means you can actually use less—and get Resources that last—helping you save on upfront costs. 5 Key Elements to Maximizing Your Budget:

5 Key Elements to Building with Strength:

1. Choice and flexibility
2. Low maintenance
3. Innovation
4. Safety
5. Value that lasts

INNOVATION

When safety's your top priority, concrete's your top choice. Concrete walls and floors are a healthier alternative that do not harbor toxic mold growth or emit harmful chemicals. Concrete waits its time to play a fire resistant structure. Building with concrete gives when other safety systems in the building fail. When combined with other fire safety systems, you Outlasts man-made disasters. Concrete won't deteriorate. It's energy efficient and virtually resources you invest can exceed building requirements—instead of just meeting them.

Value that lasts—helping you save on upfront costs. 5 Key Elements to Beautiful, Innovative Design:

5 Key Elements to Beautiful, Innovative Design:

1. Choice and flexibility
2. Low maintenance
3. Innovation
4. Safety
5. Value that lasts

SAFETY

For value that lasts choose concrete first. Learn more at BuildWithStrength.com. A coalition of the National Ready Mixed Concrete Association

For value that lasts choose concrete first. Learn more at BuildWithStrength.com.
Similar to our infographics, our brochures bring the Build with Strength message to life through simple, visual storytelling.

CONCRETE DESIGN CENTER
WE CAN HELP YOU BUILD FOR A LIFETIME.

www.BuildWithStrength.com

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

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 it’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 an excellent fire safety. By combining it with other fire safety measures, you can exceed building requirements — and in the process create a safer environment.

LEED Optimization
Our design team of green building experts can help optimize LEED points, obtain LEED certification, and reduce costs.

GTA/Energy Analysis
Using energy simulation software, our certified energy analysts can help guide you through the LEED credits, reducing energy costs and improving building performance.

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

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.

Visit www.BuildWithStrength.com today or call 1-888-664-7622 to get started.
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 >

Brand Essence

Let’s Talk About Strength

View Video >

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.

WAYS TO GET INVOLVED

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.
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!