morgan corp.

Brand Standards

Table of Contents

Brand Basics

logos, colors and typography

mc

LOGO

WHAT'S DIFFERENT?

Historically, our logo contained a contrasting color stroke around the outer edge, requiring a number of variants in order to be used on any background other than white.

A slight refresh to the logo removes this outer stroke providing easier brand management by choosing the single color that best compliments the background in use.

A refreshed font has also been introduced for the logo type, providing a more modern look with improved legibility.

TERMINOLOGY

Our brand mark or "logo" is comprised of two main components: the logo type and the enclosing badge. Use this terminology when referring to elements of our brand mark so everyone is on the same page.

OFFICIAL LOGO

THE BADGE

LOGO TYPE

morgan corp.

FULL BRAND MARK ('LOGO')

morgan corp.   morgan corp.   morgan corp.

ICON

TERMINOLOGY

The icon is an extension of our brand and is best suited for small areas where our full brandmark may be cramped.

Our icon is comprised of the 'm' and the 'c', creating an 'overlap' between them. Use this terminology when referring to elements of our logo so everybody is on the same page.

WHY THE OVERLAP?

Offsetting the letters and utilizing the overlap allows the icon to take on a more even square shape overall, allowing for easier use in layouts and social media.

OFFICIAL ICON

THE M

THE C

THE OVERLAP
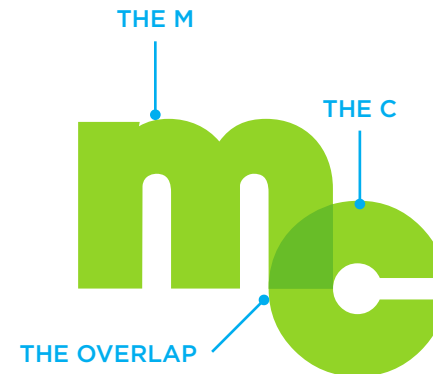
COLORS

Color Formulas

MORGAN GREEN

Pantone: 375

CMYK: 47, 0, 94, 0

RGB: 146, 212, 0

Hex: 92D400

MORGAN TEAL

Pantone: 3025

CMYK: 100, 24, 11, 52

RGB: 0, 81, 114

Hex: 005172

MORGAN GRAY

Pantone: Cool Gray 11

CMYK: 48, 36, 24, 66

RGB: 77, 79, 83

Hex: 4D4F53

COLORS

Understanding Color Spaces

Due to the science of color reproduction, our corporate colors will vary widely depending on the printing or display method being used (also known as 'color space').

For example, our corporate green may look great on a computer screen, but that exact same color value will appear dark and dull when printed. This is because of the difference in how a printer (using inks) and a digital display (using light) produce color.

To accommodate for these variations in color space, we have adjusted our corporate colors to be used in various color spaces with as little variation as possible.

Use the following information to ensure our colors are reproduced accurately.

PANTONE®
Use these color values with vendors that use Pantone® branded inks and color systems. If a vendor does not support Pantone, use the CMYK values below – do not allow a vendor to try and 'match' the color.

CMYK
Also known as "4 Color Process", CMYK is most commonly used in professional and desktop printing. If a vendor does not support the Pantone color system, provide the CMYK color values instead. The CMYK color space will cause RGB files to print dark

RGB
Most commonly used in digital displays, RGB will cause colors in the CMYK space to appear dull or washed out. Use RGB color values when working with anything that will be displayed on a digital screen.

HEX
This color space is used with web-based color reproduction. Use hex values when working with HTML-based systems.

COLOR SPACE VARIANCE COMPARISON

PANTONE	CMYK	RGB	HEX
PANTONE	CMYK	RGB	HEX
PANTONE	CMYK	RGB	HEX

TYPOGRAPHY

CORPORATE COMMUNICATIONS FONT

The Gotham HTF font family was carefully selected for our corporate communications for a number of reasons:

- The curvature of Gotham's rounded characters compliment the curvature of the lettering in our logo type all while maintaining a legible and professional look
- The multitude of font weights provides flexibility in use
- Gotham is a web-friendly typeface, allowing it to be seen on our website by all users even if they do not have the font family installed

Use the Gotham Font Family for any and all company communications.

GOTHAM HTF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT WEIGHTS

Gotham HTF Thin

Gotham HTF Light

Gotham HTF Book — **PREFERRED WEIGHT FOR STANDARD TEXT**

Gotham HTF Medium

Gotham HTF Bold — **PREFERRED WEIGHT FOR HEADLINE TEXT**

Gotham HTF Black

LOGO USE

Clear Space Requirements

UNDERSTANDING CLEAR SPACE

Our logo needs breathing room – referred to as 'clear space' – to maintain a clean and professional appeal. No graphics, text, colors or other objects should overlap into this designated clear space area.

When working with our logo, use as much clear space as possible but do not drop below the minimum required shown here.

CALCULATING THE PROPER CLEAR SPACE

When in question, the clear space can be calculated using the methods shown on the right. The height of the badge ('B') in our logo and the height of the letter M ('M') in our icon serve as the reference heights.

LOGO CLEAR SPACE
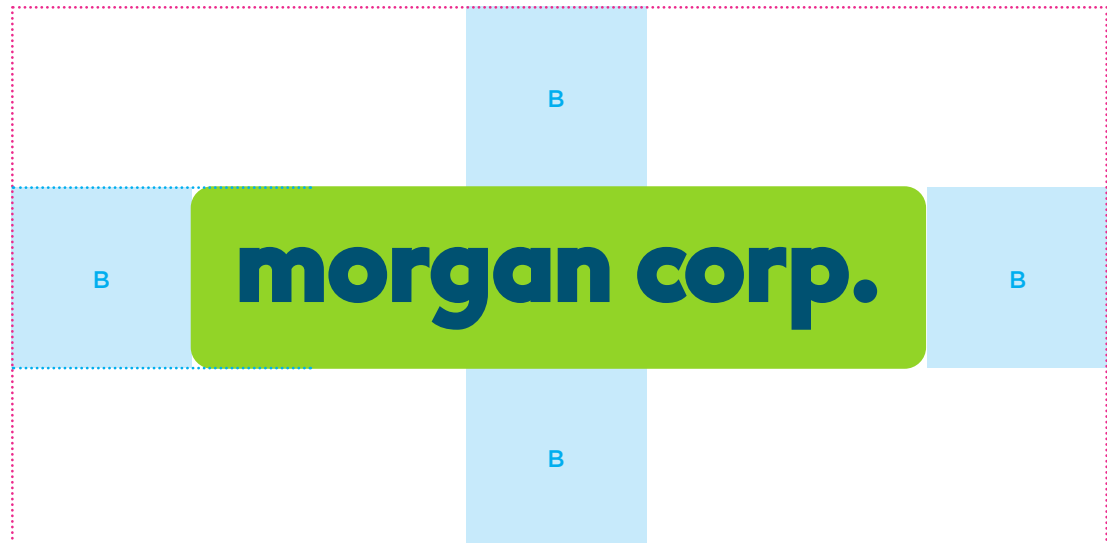
ICON CLEAR SPACE
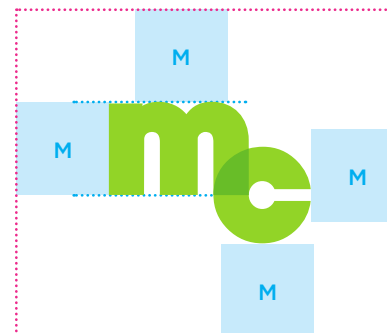
LOGO USE

Proper Usage

DO NOT place any sort of shape or container behind the logo in order to give it a background.

DO NOT use old / discontinued versions of our logo or icon.

DO NOT place logo on a busy background or harsh / highly contrasting colors.

DO NOT add shadow, glow or gradient effects to the logo.

DO NOT distort or rotate the logo to fit into a certain space.

DO place the logo on a clean background, following clear space requirements.

FILE TYPES

Vector & Non-Vector Files

VECTOR FILES (.PDF, .EPS, .Ai)

This is a specialized file format that allows the logo to scale to any size without losing image quality.

Submit this file format whenever our logo is requested by professional printing or graphics vendors.

Keep in mind that some computers may require special software to view vector file types. Even if you are not able to view the file, you can still send this file type to a professional vendor.

VECTOR FILE AT 100%

VECTOR FILE SCALED TO 400%

NON-VECTOR FILES (.JPG, .PNG, .TIFF)

Non-vector files (or pixel images) are image files consisting of a fixed number of pixels. These are suitable for most applications, but scaling a non-vector image file too large will result in poor quality.

NON-VECTOR FILE AT 100%

NON-VECTOR FILE SCALED TO 400%

FILE TYPES

Transparency Support

While our logo does contain a background, the rounded edges require transparency support when using our logo on non-white backgrounds.

WHEN TO USE A PNG FILE

Use this file format when EPS is not compatible. PNG files support a transparent background, meaning our logo can be placed on top of other graphics (see example right).

WHEN TO USE A JPEG FILE

Default to JPG format when PNG is not compatible. JPG files do not support transparency and will contain a solid white background, making placement over other objects a challenge (see example right).

PNG

PNG
Recommended for most digital uses.

JPEG

JPG
Not recommended for use on non-white backgrounds.

B

Collateral

business cards, letterhead and envelopes

mc

CORPORATE COLLATERAL

Business Cards

PAPER STOCK

McCoy – Silk
130# Cover

NAME
15pt
Gotham Bold Condensed
Morgan Teal

TITLE
6pt
Gotham Medium, Uppercase
Morgan Gray

CONTACT INFO
7pt
Email address: Gotham
Book, Morgan Teal
Phone numbers: Gotham
Book, Morgan Gray
Indicators: Gotham
Medium, Morgan Teal

ICON
Morgan Green; (use "Green-2Spots"
version when offset printing)

CARD BACK
Morgan Gray

.3125"

morgan corp.

1.25"

David Johnson
CEO

david@morgan-corp.com
P. 864-422-8800
C. 800-555-1212

morgan-corp.com
PO Box 3555
Spartanburg, SC 29304

HQ INFO
6pt
URL: Gotham Medium,
Morgan Teal
Address: Gotham Book,
Morgan Gray

morgan corp.

David Johnson
CEO

david@morgan-corp.com
P. 864-422-8800
C. 800-555-1212

morgan-corp.com
PO Box 3555
Spartanburg, SC 29304

3.5"

.5"

2"

CORPORATE COLLATERAL

Letterhead

PAPER STOCK

Classic Crest - Avalanche White, Smooth
80# Text (80T)

8.5"

1.825"

2"

BUILT ON SAFETY

morgan corp.

VARIABLE TAGLINE
(sheets rotate through different tags)
10pt
Gotham Bold
Morgan Teal

John Doe
Acme Corporation
123 Address Street
Anytown, SC 12345

Dear John–

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit loborti.

Sincerely–

David Johnson

David Johnson
CEO

CONTENT / COPY
10pt
Gotham Book
Morgan Gray or Black

11"

1"

1"

PO Box 3555
Spartanburg, SC 29304
morgan-corp.com

URL
9pt
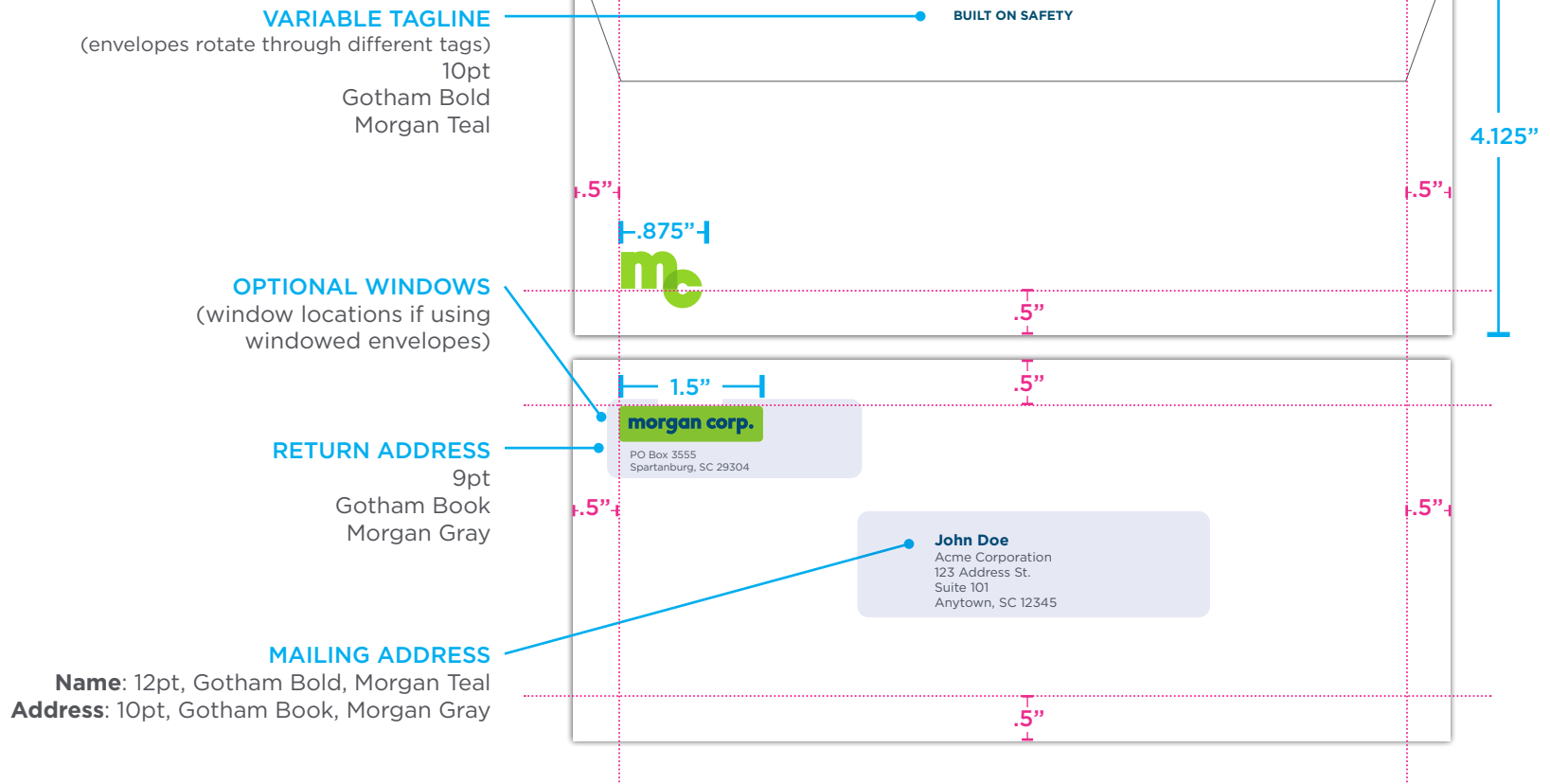Gotham Bold
Morgan Teal

1"

ADDRESS
9pt
Gotham Book
Morgan Gray

CORPORATE COLLATERAL

#10 Envelopes

PAPER STOCK

Classic Crest - Avalanche White, Smooth
80# Text (80T)

9.5"

4.125"

VARIABLE TAGLINE
(envelopes rotate through different tags)
10pt
Gotham Bold
Morgan Teal

BUILT ON SAFETY

.5"

.5"

.875"

OPTIONAL WINDOWS
(window locations if using
windowed envelopes)

.5"

.5"

1.5"

morgan corp.

RETURN ADDRESS
9pt
Gotham Book
Morgan Gray

PO Box 3555
Spartanburg, SC 29304

.5"

.5"

John Doe
Acme Corporation
123 Address St.
Suite 101
Anytown, SC 12345

MAILING ADDRESS
Name: 12pt, Gotham Bold, Morgan Teal
Address: 10pt, Gotham Book, Morgan Gray

.5"

C

Promotional

apparel and promotional items
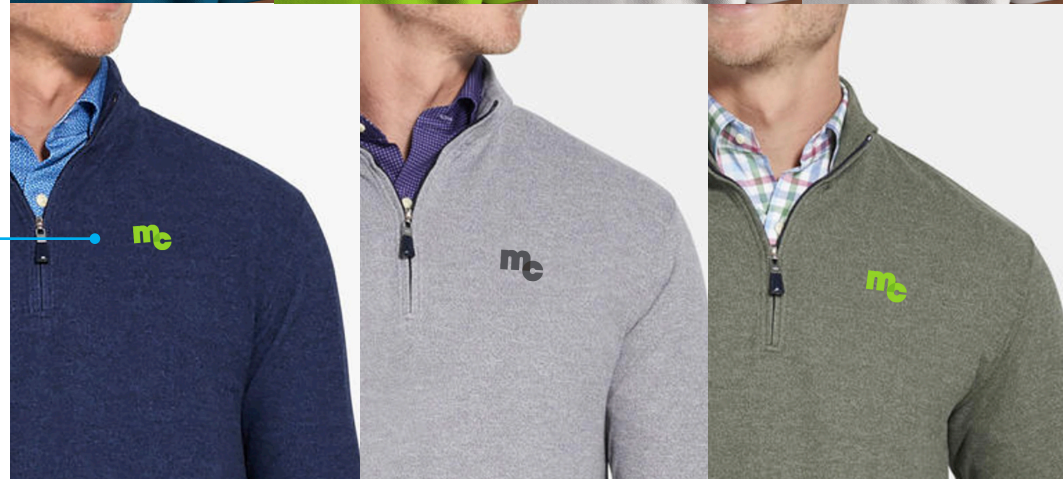
APPAREL

Polo Shirts

Our brand colors may be used interchangeably on apparel, provided that the logo in use is the proper contrasting color.

LOGO
color based on shirt
3"W x .75"H

ICON
color based on material
1.5"W x 1.05"H

Signage

site and facility signage

SITE SIGNAGE

Standard Site Signage

For brand consistency across our job locations, all site signage should adhere to the following basic design guidelines.

MOCKUP

BACKGROUND
Morgan Green

LOGO
Morgan Teal; Centered

(must follow minimum clear space requirements – see pg. 5 for reference)

URL
Morgan Teal; All Lowercase; Omit 'www' Prefix

(vertical space between logo and URL is equal to height of letter 'm' on logo type)

SITE SIGNAGE

Advanced Site Signage

For brand consistency across our job locations, all site signage should adhere to the following basic design guidelines.

MOCKUP

BACKGROUND
Morgan Green

OPTIONAL TITLE
Morgan Teal; All Uppercase; Bold.

(vertical space between logo and optional title is equal to height of letter 'm' on logo type)

LOGO
Morgan Teal; Centered

(must follow minimum clear space requirements – see pg. 5 for reference)

URL
Morgan Teal; All Lowercase; Bold; Omit 'www' Prefix

(vertical space between logo and URL is equal to height of letter 'm' from logo type)

OPTIONAL SHINGLE
Morgan Teal background; Type in Morgan Green; Bold (content will vary)

(affixed to existing sign with eye bolts and hooks or other removable means)

FIELD OPERATIONS

morgan corp.

morgan-corp.com

NOW HIRING
For more information visit:
morgan-corp.com/jobs

SITE SIGNAGE

Fence Banner

For brand consistency across our job locations, all site signage should adhere to the following basic design guidelines.

PRINTED VINYL
Logo in Morgan Teal; Centered

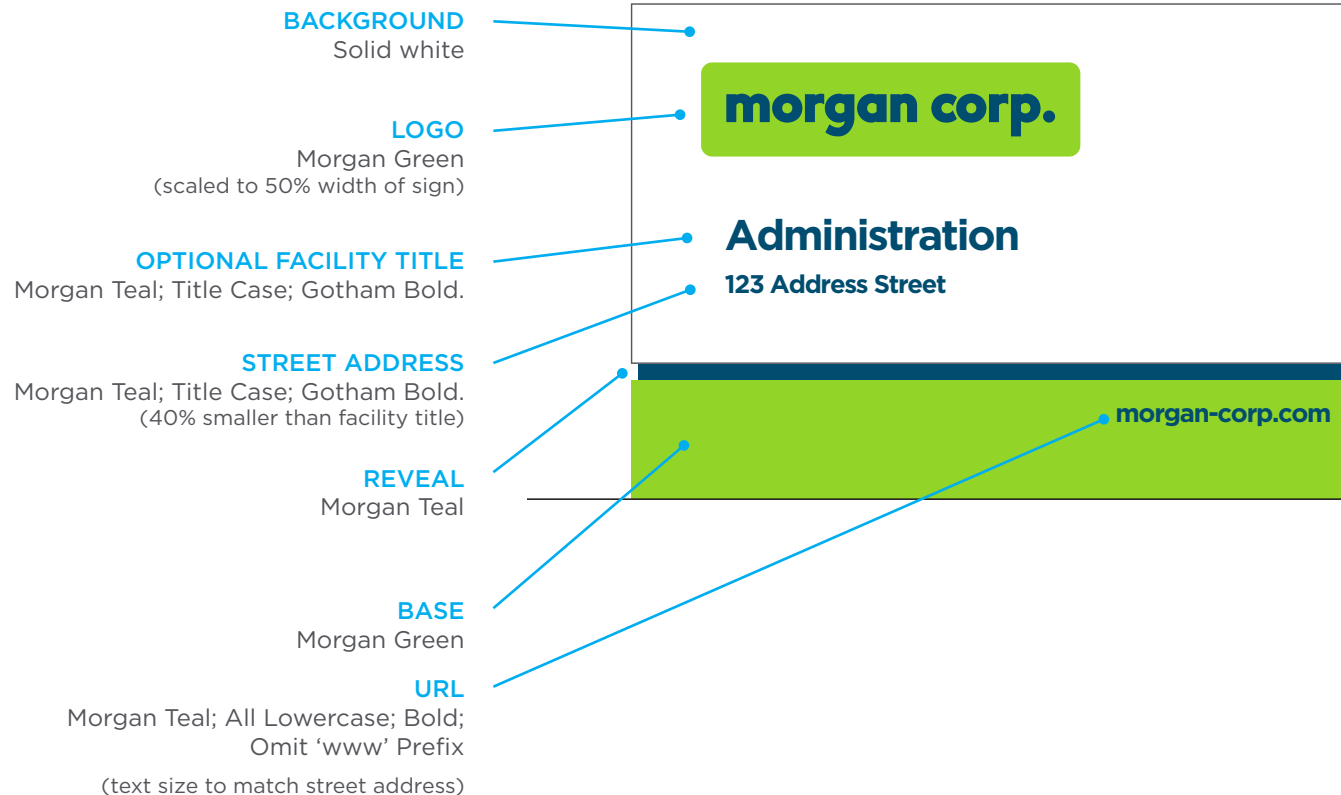(must follow minimum clear space requirements – see pg. 5 for reference)

CORNER GROMMETS
Size TBD by vendor

84"

48"

morgan corp.

morgan-corp.com

FACILITY SIGNAGE
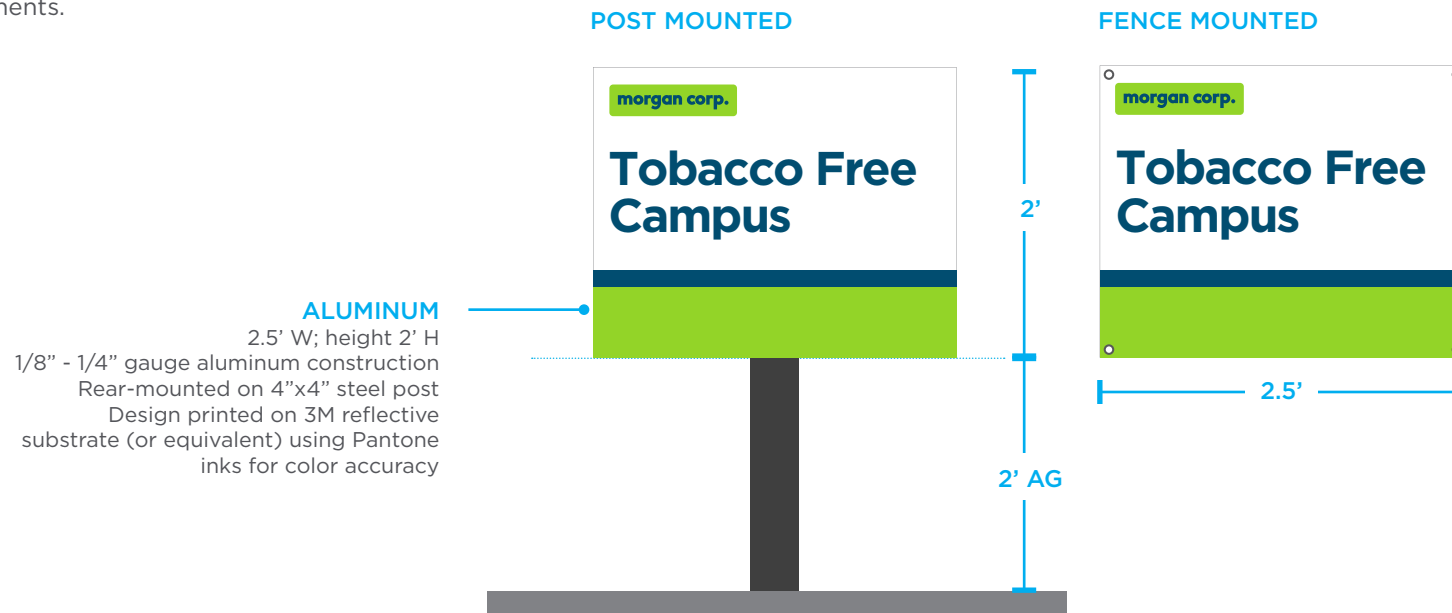
Office & Facility Signage

For brand consistency across our office and facility locations, all signage should adhere to the following basic design guidelines. Sizing will vary based on location and/or site requirements.

BACKGROUND
Solid white

LOGO
Morgan Green
(scaled to 50% width of sign)

OPTIONAL FACILITY TITLE
Morgan Teal; Title Case; Gotham Bold.

STREET ADDRESS
Morgan Teal; Title Case; Gotham Bold.
(40% smaller than facility title)

REVEAL
Morgan Teal

BASE
Morgan Green

URL
Morgan Teal; All Lowercase; Bold;
Omit 'www' Prefix

(text size to match street address)

morgan corp.

Administration

123 Address Street

morgan-corp.com

FACILITY SIGNAGE

Campus Signage

For brand consistency across our office and facility locations, all signage should adhere to the following basic design guidelines. Sizing will vary based on location and/or site requirements.

POST MOUNTED

morgan corp.

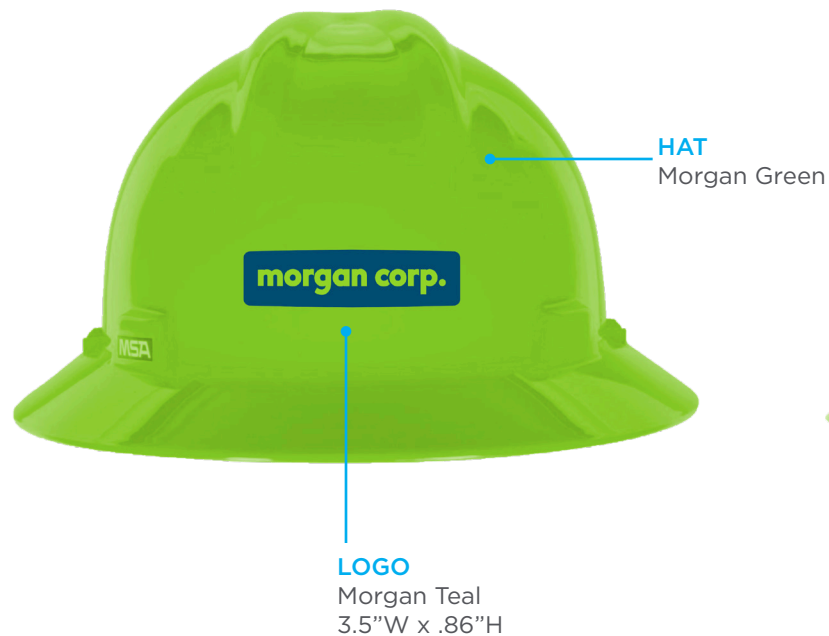## Tobacco Free Campus

2'

ALUMINUM
2.5' W; height 2' H
1/8" - 1/4" gauge aluminum construction
Rear-mounted on 4"x4" steel post
Design printed on 3M reflective
substrate (or equivalent) using Pantone
inks for color accuracy

2' AG

FENCE MOUNTED

morgan corp.

Tobacco Free Campus

2.5'

E

Safety

personal protection equipment

HARD HATS

Green

PREFERRED STYLE

MSA V-Guard® Full Brim

FRONT

BACK

HAT
Morgan Green

morgan corp.

MSA

LOGO
Morgan Teal
3.5"W x .86"H

SAFETY TAGLINE
Morgan Teal
35pt Gotham Bold
(3.5"W x .27"H)

BUILT ON SAFET

MSA

HARD HATS

White

PREFERRED STYLE

MSA V-Guard® Full Brim

FRONT

BACK

HAT
White

SAFETY TAGLINE
Morgan Teal
35pt Gotham Bold
(3.5"W x .27"H)

morgan corp.

MSA

MSA

BUILT ON SAFE

LOGO
Morgan Green
3.5"W x .86"H
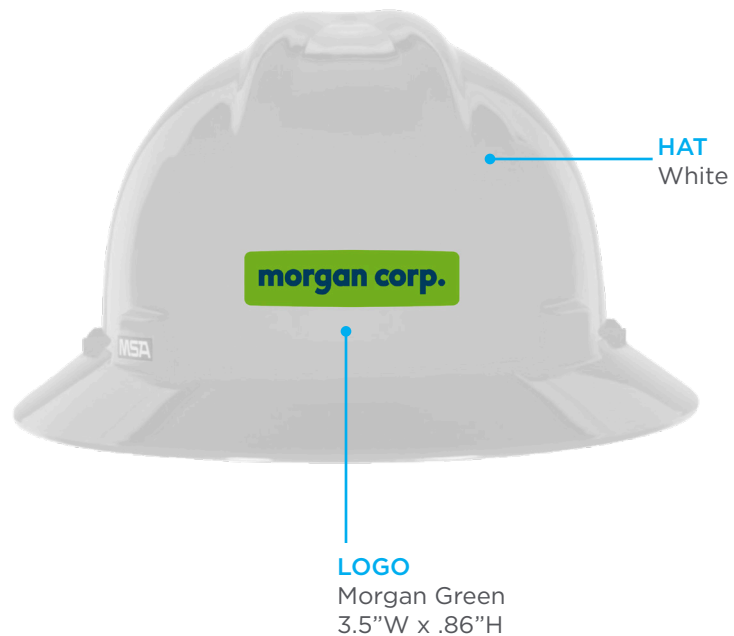
Livery

equipment and fleet badging

LIVERY/DECALS

Decal Family

We're proud of our fleet of vehicles and equipment. The following decal sizes have been developed to accomodate our various equipment and trucks so that our livery is as consistent as possible.

Use the following pages as a reference when badging new equipment for consistency.

PREFERRED MATERIAL

3M Reflective Vinyl

LOGO DECAL SIZES

5.9" | 24"

4.9" | 20"

4" | 16.5"

ICON DECAL SIZES

4.5" | 6.5"

3.1" | 4.5"

2.4" | 3.5"

LIVERY/DECALS

Oversized / Specialty Equipment

When specialty or oversized equipment requires badging outside of the standard decal family, the vantage point of the viewer should be considered for sizing decals, not the size of the available surface for badging. (In other words, just because it can be huge, doesn't mean it has to be.)

For example, if the equipment will be seen mostly from vehicular vantage points, consider a large badge. If it will be seen mostly from a pedestrian vantage point, consider a much smaller scale badge even if the space allows for one much larger.
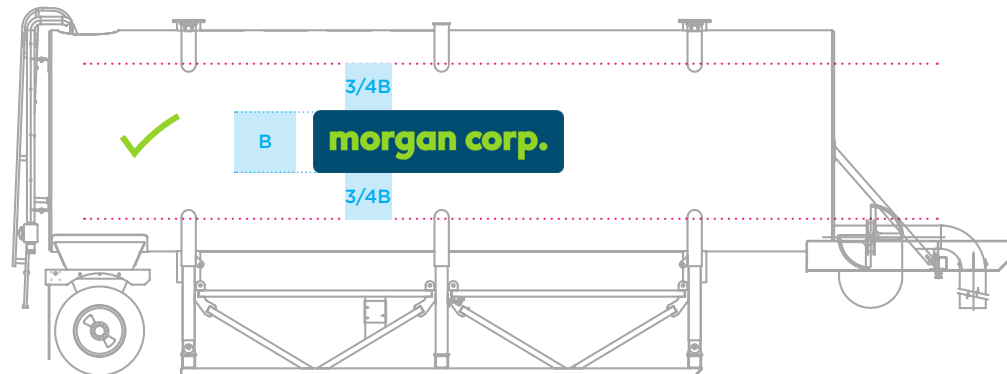
In all cases, all badging should follow the clearspace requirements outlined on pg. 6.

EXAMPLE: PORTABLE STAND TANK

DO NOT scale the decal to fill all available space
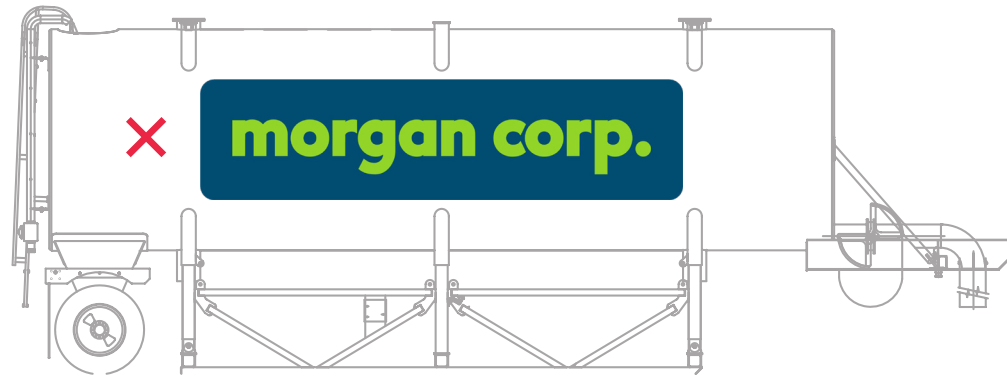
DO scale the decal based on clearspace guidelines using reasonable margins

LIVERY/DECALS

Vertical Equipment

For oversized vertical equipment, badging orientation should be based on the most common orientation of the equipment.

For example, if the cement pig is mostly seen in standing position, therefore decals should be oriented horizontally (when viewed in standing position).

In all cases, all badging should follow the clearspace requirements outlined on pg. 6.

EXAMPLE: CEMENT PIG

DO NOT place decal vertically if the equipment will be seen standing vertically the majority of the time.

DO NOT scale the decal to fill all available space.

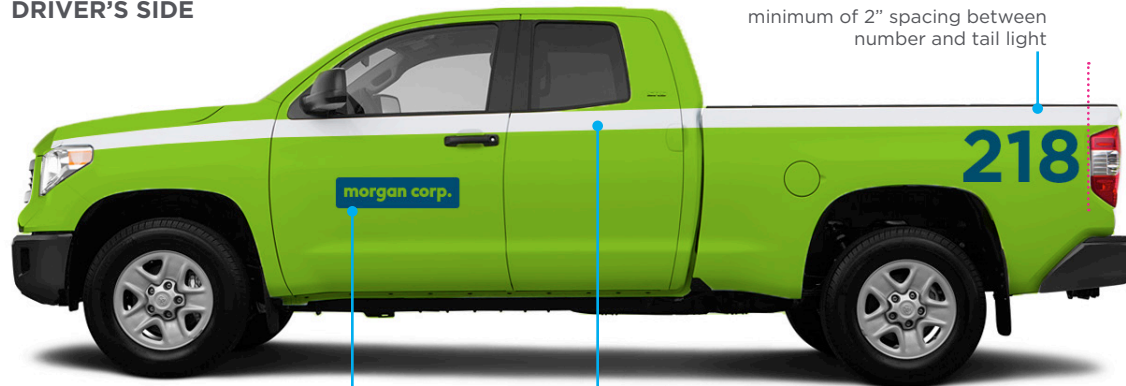**DO** scale the decal based on clearspace guidelines using reasonable margins.

At higher mounting heights, consider using the Morgan Corp. icon to extend visibility at longer distances. This can be used in conjunction with logo at lower mounting heights provided there is sufficient clear space between them.
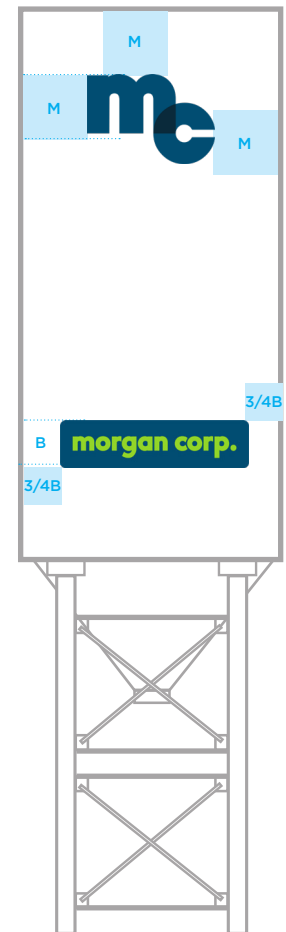
LIVERY/DECALS

Field Trucks

ID NUMBER
10"H
720pt Gotham Bold
Morgan Teal

minimum of 2" spacing between
number and tail light

DRIVER'S SIDE

ICON
4.5"W
Morgan Teal

Allow minimum of 2"
spacing between icon and
tail light / safety stripe

LOGO
24"W
Morgan Teal

**REFLECTIVE
SAFETY STRIPE**
4" H
3M Reflective
Positioned along
vehicle waistline

URL
2"H
185pt Gotham Bold
-25pt tracking
Morgan Teal

center align vertically within
bottom panel creasing. Allows
minimum 2" spacing between
lettering and left tailgate edge

PASSENGER SIDE

ID NUMBER
10"H
720pt Gotham Bold
Morgan Teal

minimum of 2" spacing
between number and tailgate
edge

LIVERY/DECALS

Articulated Trucks

ICON
On Real Side Panel
4.5"W
Die Cut Vinyl
Morgan Teal

ICON
On Cab Glass
4.5"W
Die Cut Vinyl Window Decal
Morgan Green

LOGO
on Front side panel
20"W
Die Cut Vinyl
Morgan Teal

LIVERY/DECALS

Compactors

ICON
On Seat Mount Panel
4.5"W
Morgan Teal

LOGO
On Front Arm Panel
XX"W
Die Cut Vinyl
Morgan Teal

LIVERY/DECALS

Dozers

ICON
On cab Glass
4.5"W
Die Cut Vinyl Window Decal
Morgan Green

LOGO
Centered On Rear Panel
20"W
Die Cut Vinyl
Morgan Teal

LIVERY/DECALS

Excavators

KOMATSU PC 210

ICON
On Cab Glass
4.5"W
Die Cut Vinyl Window Decal
Morgan Green

LOGO
On Side Panel
XX"W
Die Cut Vinyl
Morgan Teal

LIVERY/DECALS

Excavators

CAT 336E

ICON
On Cab Glass
4.5"W
Die Cut Vinyl Window Decal
Morgan Green

LOGO
On Side Middle Panel
XX"W
Die Cut Vinyl
Morgan Green

LIVERY/DECALS

Motor Graders

ICON
On Cab Glass
4.5"W
Die Cut Vinyl Window Decal
Morgan Green

LOGO
On Side Panel
24"W
Die Cut Vinyl
Morgan Teal

LIVERY/DECALS

Skid Steers

LOGO
On Rear Side Panel
16"W
Die Cut Vinyl
Morgan Teal

LIVERY/DECALS

Wheel Loaders

ICON
On Cab Glass
4.5"W
Die Cut Vinyl Window Decal
Morgan Green

LOGO
On Side Panel
16.5"W
Die Cut Vinyl
Morgan Teal