

VISUAL BRAND GUIDE
SEPTEMBER 2020



Logo Construction



Logo Variation

In the event that a clear background is not available or legibility is compromised, the following logo variation may be used.

The **monochromatic logo** should be the go-to option when a coloured background or image is in use. This logo is best suited for smaller marketing material, such as business cards and anywhere where legibility is difficult as a result of size or complexity in design.

Note that the only monochromatic colors that should be used on colored backgrounds are **Asphalt**, **Cobalt** and **Foundation**.

The following page depicts the acceptable color combinations that may be used with the monochromatic logo on colored backgrounds.

MONOCHROMATIC LOGO

B E C C
C O N S T R U C T I O N

Background Logos



Logo Donts

NO STRETCHING



NO REMOVING/REPLACING FILL



NO ROTATING



NO REMOVING SECONDARY LOGOMARK



NO ALTERNATE COLORS



NO DROP SHADOWS OR GLOWS



Colour Palette

This core colour palette should cover most if not all visual requirements.

Number of hue variations has been limited in order to maintain the integrity of the brand as **professional and sleek**.

For ease of referencing, each of the colours have been named.

Pure Black is not recommended as part of the colour palette, but may be used to substitute **Asphalt** if Black & White printing is the only option.



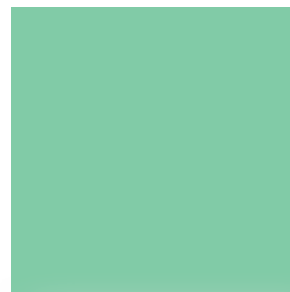
ASPHALT



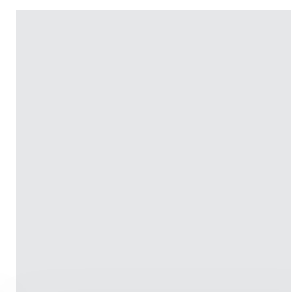
COBALT



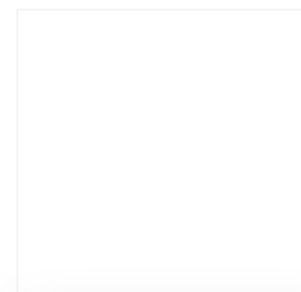
CONCRETE



EMERALD



STONE



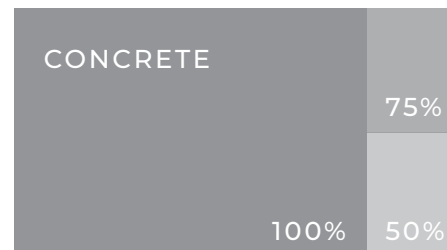
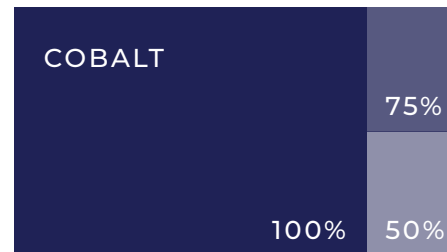
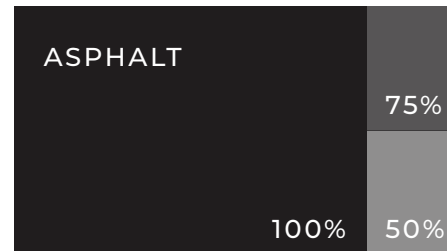
FOUNDATION

Colour Palette

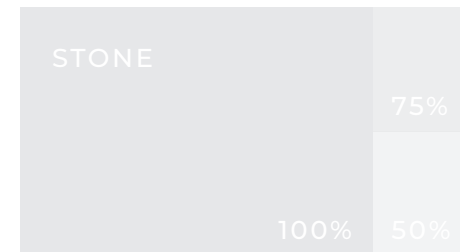
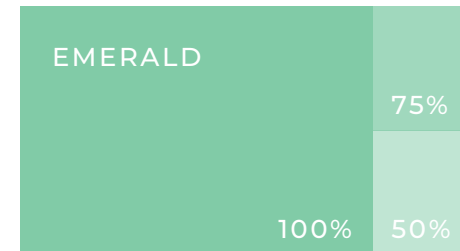
The colour palette should be used in a limited number of transparency variations.

When 100% transparency is not possible or if for design aesthetic purposes a transparency is required, each of the colours should only be lowered to a transparency of 75% or 50%.

PRIMARY



SECONDARY



Colour Codes

Each colour's respective HEX values and CMYK values are noted here.

HEX values are to be used in RGB colour space (used for digital work) or to convert to Pantone® when spot colour printing is required.

CMYK values are to be used when for printed material.

Please note that colour names are for **internal use only** and should not be given to print specialists for reference.

ASPHALT
#221F1F

C: 70
M: 67
Y: 64
K: 74

COBALT
#212356

C: 100
M: 97
Y: 35
K: 30

CONCRETE
#939597

C: 0
M: 0
Y: 0
K: 50

EMERALD
#83CBA6

C: 49
M: 0
Y: 44
K: 0

STONE
#221F1F

C: 0
M: 0
Y: 0
K: 10

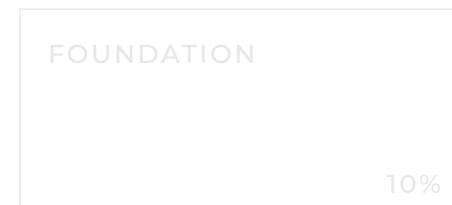
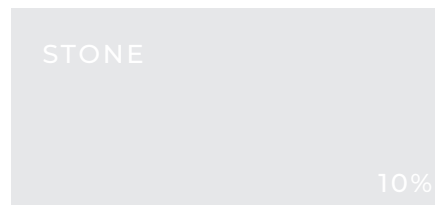
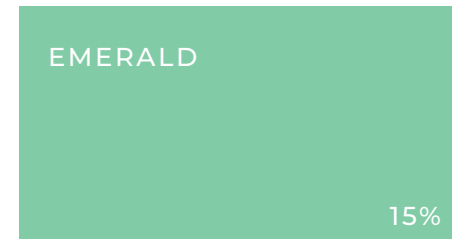
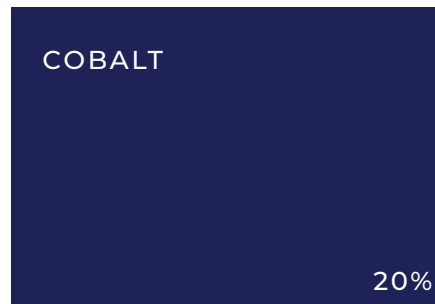
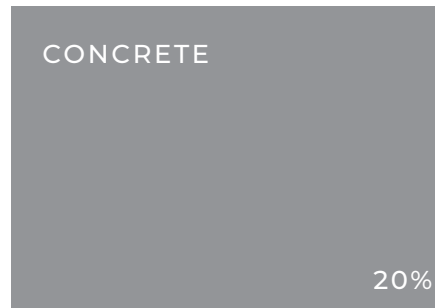
FOUNDATION
#FFFFFF

C: 0
M: 0
Y: 0
K: 0

Colour Usage

In order to maintain uniformity across all branded material, a suggested colour usage ratio is provided.

Though not mandatory, the listed percentages of each colour should act as a guideline to avoid overusing secondary colours and losing brand integrity.



Typography

The following two typefaces should be used in all branded material to maintain consistency.

Banker Square Bold is an bold, geometric font that gives the brand a futuristic, but firm voice. Though it is an impactful font, it should be used sparingly as it has the potential to interfere with the logo, which utilized this font throughout both sections of the logomark. Please note that this font is not a notable web font and can be replaced with a similiar geometric and bold font when required on web.

Montserrat and it's respective typeface variations (Regular, Semi Bold, and Bold) is a clean and modern font that is easy to read at almost any scale. At different scales and font weights, this font will allow for contrast. As a recognized web font, it wil also allow for ease of use on the website and across users' browsers.

BANKER SQUARE BOLD

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

MONTERRAT REGULAR / SEMI BOLD / BOLD

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Typographical Hierarchy

Though only a guideline, the following two pages indicate the suggested and preferred hierarchy and use of each of the fonts.

Exact font sizes will vary, but have been noted for comparison between levels.

Colour variations may be impleted for further hierarchy, as long as they fall within the aforementioned colour palette.

**BECC
CONSTRUCTION**

H1 / BANKER SQUARE BOLD / 40 PT / UPPERCASE

Building Strong
Relationships and Structures

H2 / MONTSERRAT REGULAR / 26 PT / TITLE CASE

Leaders in the
Construction Industry

H3 / MONTSERRAT SEMI BOLD / 20 PT / TITLE CASE

Typographical Hierarchy

Whatever the size of the project, we have the people, expertise, experience and financial stability to respond quickly with the optimum solution, execute it safely and see it through to a successful conclusion.

BODY / MONTSEERRAT REGULAR / 14 PT

FIG. 1 CONSTRUCTION BLUEPRINT

CAPTIONS / MONTSEERRAT BOLD / 12 PT / UPPERCASE

CONTACT

BUTTONS / BANKER SQUARE BOLD / 16 PT / UPPERCASE

Photography Style

In order to compliment the brand, a uniform style of photography should be utilized.

Images should include very clean lines and minimal background distractions in order to keep the focus on the construction and professionalism of the individual or object in the picture.

Abstract images that suggest building or construction are suitable and can be found easily on stock photography sites such as unsplash.com.

When raw pictures are captured, unnecessary elements should be cropped out to focus and zoom in on the focal point. This relays a feeling of **trust** and **nothing to hide mentality**.



Business Card



Letterhead





#1-5640 TOMKEN ROAD
MISSISSAUGA ON L4W 1P4

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