





SYLVAN BRAND GUIDELINES

ABOUT THIS GUIDE

This guide encapsulates the visual identity of the Sylvan brand. It can be applied to all new communications, from creative executions to internal announcements and updates.

See the table of contents for specific examples of how to use creative elements, such as proper log usage and Creative Execution

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01

Point
of View



BRAND MISSION

We provide exceptional multi-trade, industrial building services and solutions of the highest quality and safety that make us the preferred partners who our clients value.

VISION

Together with our clients we are at the forefront of building economic prosperity and improving peoples economic well-being through innovative, sustainable and quality building solutions at industrial scale.

VALUES

Guided by principles of maintaining the highest standards of Professionalism, earning Trust every day and creating Relationships based on Partnership

Our Values Are Integral To Our Success:

Integrity our word is our bond

Safety is the way we operate

Quality the best outcomes, always

Team Work together, collaboratively

Innovation inspired to solve and do better

Service client focused for exceptional outcomes

PROPOSITION & PERSONA

The Trusted Industrial
Building Solutions Provider
of First Choice.

CHARACTERISTICS

Strong
Capable
Authentic
Empowering
Caring
Courageous

MOTIVATIONS

Service
Leadership
Pride

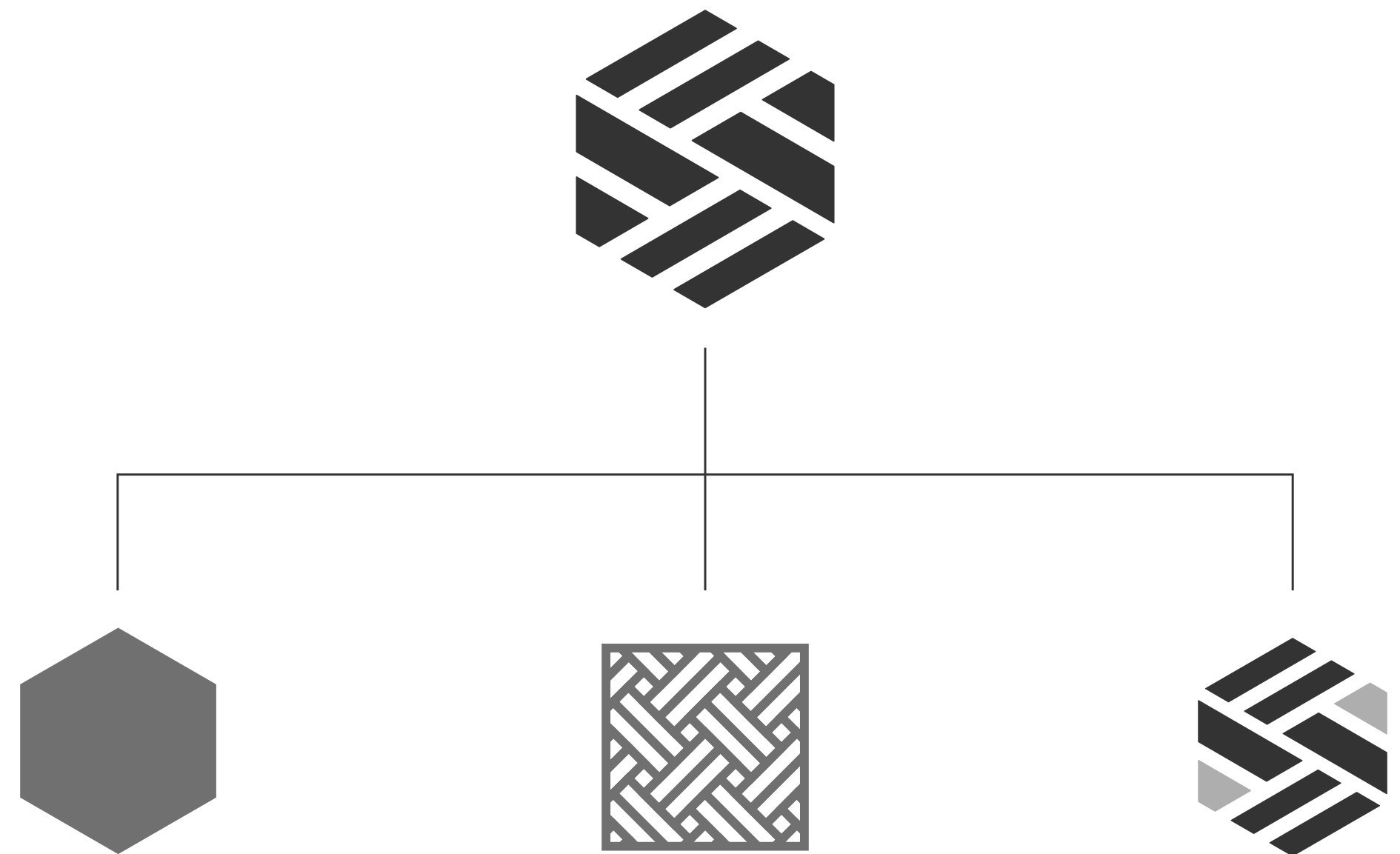
WE ARE NOT

Elite
Fake
Arrogant
Usurpers

02

BEHIND THE LOGO

The Sylvan logo mark is more than a simple shape. It represents the brands core values, strength, reliability, trust, and partnership.



Reliable & Professional
A hexagon is a symbol of harmony & balance.

Partnership
Represented with a basket weave pattern.

Unique
An abstract letter S is hidden within.

LOGO USAGE

The Sylvan brand has multiple logo Variations to give the brand flexibility when designing.

Proper usage of these logos will be outlined throughout this section.

Logo Emblem

The stand-alone Sylvan emblem will be reserved exclusively for in office use and in designs where the Sylvan brand is already established. Appropriate usage of the emblemed includes the Sylvan website, as a design element on stationary and print material, and on Sylvan apparel.



Primary Logo

The horizontal logo is the primary logo for the Sylvan brand and should be used whenever possible to maintain and build brand recognition.



Secondary Logo

The vertical logo is the secondary logo for the Sylvan brand. It helps give the logo flexibility as it takes up less horizontal space. This logo is ideal for narrow layouts where the primary logo loses legibility.



THE TAGLINE

The Sylvan tagline is "industrial strength". This single statement gives consumers a window into the brand's core and suggests the motivation behind the Sylvan brand.

Each logo has a tagline layout to be used exclusively when the Sylvan brand is not already established. Acceptable usage includes corporate collateral, and promotional material.



GENERAL REQUIREMENTS

Color & Background

The Sylvan logos come in a variety of colors to work with different colored backgrounds.

The Black and White version should only be used when color printing is not available.



Minimum Free Space

The minimum clear area to be left around the logo is at least the size of the Sylvan Logo Mark. This helps maintain legibility.



Minimum Sizing

Minimum size refers to the smallest size at which the logo should be reproduced to ensure legibility and to protect the integrity and impact of the Sylvan logo.



Using The Sylvan Logo in Text

The logo should never appear within a block of text. It should only appear beneath text and occupy it's own space.

Correct

Quality, Safety, Reliability, and Trust Since 1956

✓ Sylvan has a rich tradition of quality, safety, reliability, and trust built over more than half a century. Since our founding in 1956.



Incorrect

Quality, Safety, Reliability, and Trust Since 1956

✗ **Sylvan** has a rich tradition of quality, safety, reliability, and trust built over more than half a century. Since our founding in 1956.

GENERAL REQUIREMENTS

Common Mistakes

The Sylvan logos are not to be altered in any way. Whenever using the brand mark, please do so carefully to avoid some of these common mistakes:

- 1. Do not reconfigure the logo
- 2. Do not place the logo over a low contrast image
- 3. Do not recolor the logo
- 4. Do not place logo on low contrast background
- 5. Do not change the axis of the logo
- 6. Do not use tints or screens of the logo

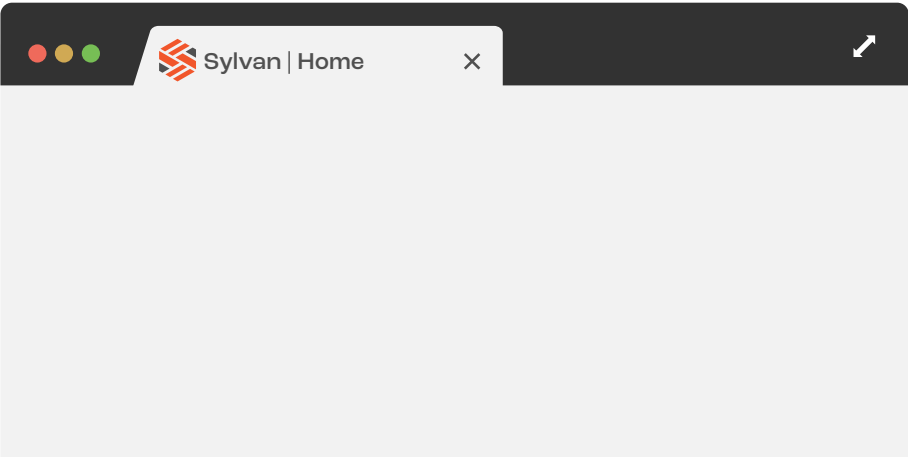


Logo Emblem

The stand-alone Sylvan emblem will be reserved exclusively for in office use and in designs where the Sylvan brand is already established.

How to Use the Emblem

- 1. The emblem is useful at small sizes when the full logo loses legibility such as the mobile website and as a favicon in a web browser.
- 2. The emblem can be used as a design element on stationary, print material, and on Sylvan apparel.
- 3. The emblem can be scaled up and used as a graphic element in the background of images or a design element in a layout.



03

The
Colors

BRAND COLORS

This color palette comprises harmonious primary and accent colors; which should be used to maintain brand consistency.

It is important to use the Sylvan orange to show emphasis and help direct the viewers attention.

This section will explain the proper usage of the color orange.



CMYK..... 0, 80, 95, 0
RGB 241, 86, 43
HEX #f1562b



CMYK..... 70, 65, 60, 60
RGB 50 , 50, 50
HEX #323232



CMYK..... 0, 0, 0, 0
RGB 255, 255, 255
HEX #ffffff



CMYK..... 60, 55, 55, 30
RGB 80, 80, 80
HEX #4c4c4c

USING THE COLOR ORANGE

The Sylvan orange is used to show emphasis and help the viewer find the most important information. The over use of the color orange will take away from its impact. Here are some general guidelines to follow.

Minimal Usage

Orange must only be used once in a block of text to highlight the most important line.

Correct

New Jersey
1001 State Street
Perth Amboy, N.J. 08861
Contact: John Smith
Phone: (723) 826-7474
Email: jsmith@syvan.com

Incorrect

New Jersey
1001 State Street
Perth Amboy, N.J. 08861
Contact: [John Smith](#)
Phone: [\(723\) 826-7474](#)
Email: jsmith@syvan.com

To Show Emphasis

You can use orange at the end of a paragraph as a highlighted closing point or caption. It should not be used to highlight a block of text.

Correct

Promoting Health & Safety in the Workplace
Sylvan is dedicated to protecting the safety and health of its employees.
-Sylvan Committee Mission Statement

Incorrect

Promoting Health & Safety in the Workplace
[Sylvan is dedicated to protecting the safety and health of its employees.](#)
-Sylvan Committee Mission Statement

USING THE COLOR ORANGE

As a Call-out line

You can use an orange call-out line to highlight a heading or single block of text under 5 lines.

Correct

✓

Quality, Safety, Reliability,
and Trust Since 1956

Sylvan has a rich tradition of quality, safety, reliability, and trust built over more than half a century. Since our founding in 1956.

Correct

✓

Quality, Safety, Reliability,
and Trust Since 1956

Sylvan has a rich tradition of quality, safety, reliability, and trust built over.

Incorrect

✗

Quality, Safety, Reliability,
and Trust Since 1956

Sylvan has a rich tradition of quality, safety, reliability, and trust built over more than half a century. Since our founding in 1956.

Bullets and numbers

You can use orange for bullet points and numbered lists but the text can't be orange.

Correct

- ✓

- Springwells Water Treatment Plant
 - Buckeye Partners
 - Oak Ridge National Laboratory
 - Ford Oakville

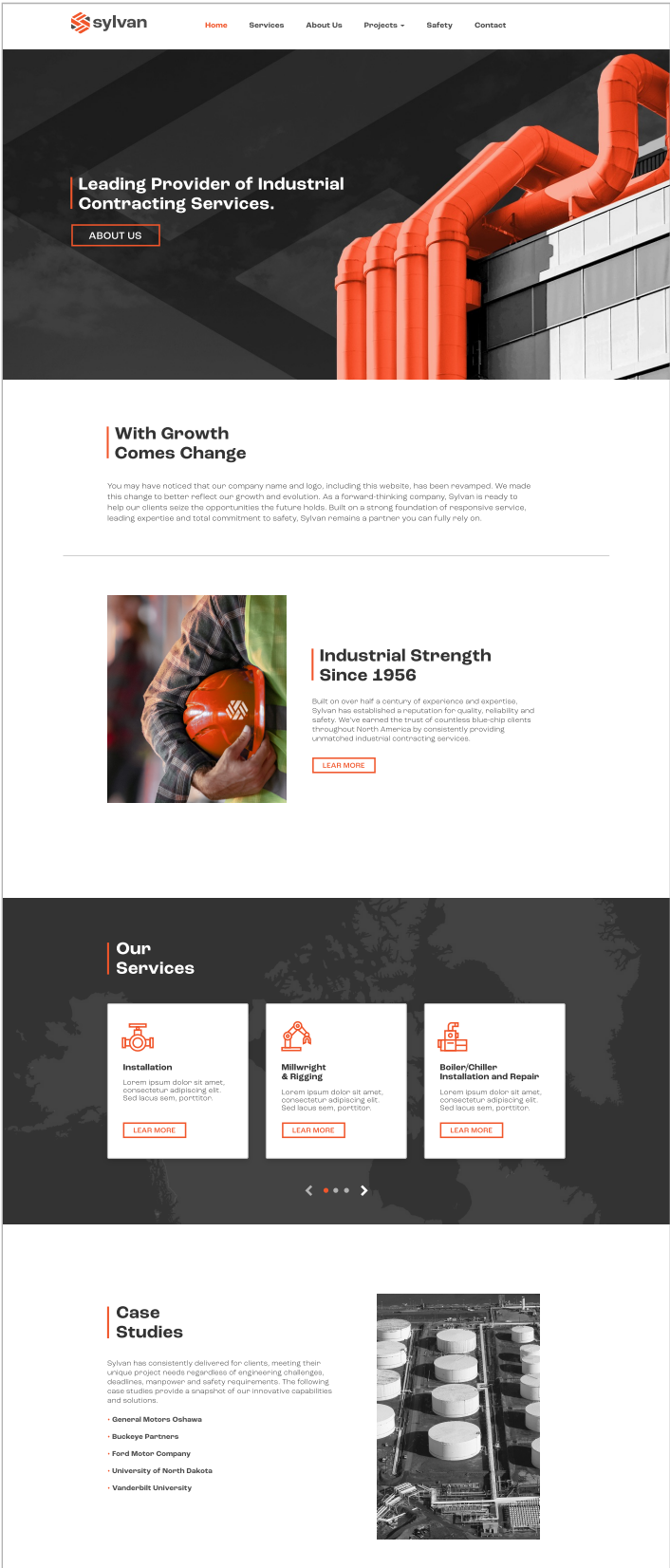
Incorrect

- ✗

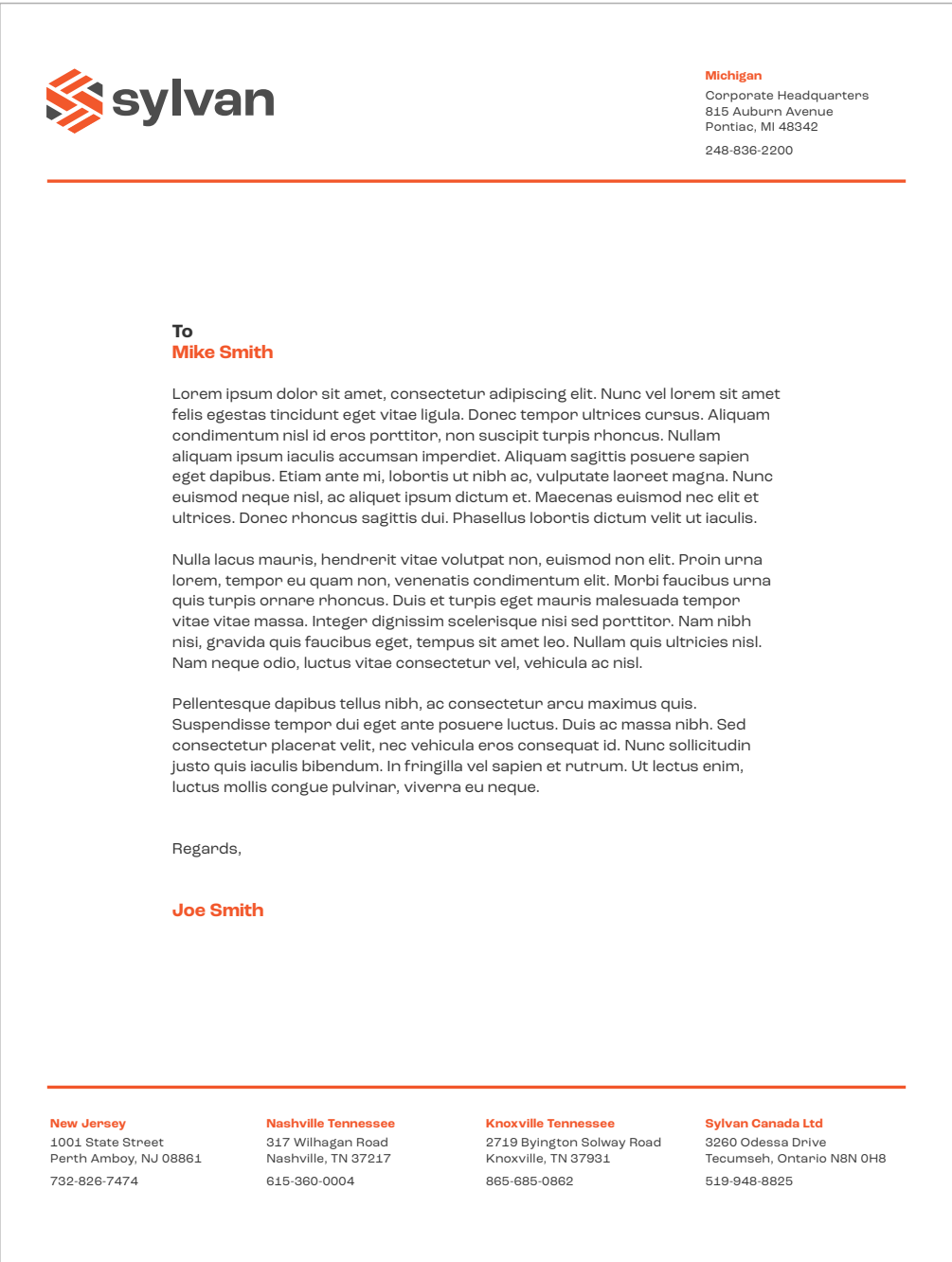
- Springwells Water Treatment Plant
 - Buckeye Partners
 - Oak Ridge National Laboratory
 - Ford Oakville

THE COLORS IN USE

Sylvan Website:



Sylvan Letterhead:



04

BRAND FONTS

The brand font family is Roc Grotesk.
This typeface offers a wide range of styles
and weights to create typographic hierarchy.
Throughout this section you will find practical
examples of how to use the brand fonts.

Roc Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Heading Typography

Roc Grotesk Bold

Heading typography With no line

Roc Grotesk Bold

Heading typography with two weights

Roc Grotesk Regular/Bold

Subheading Typography

Roc Grotesk Bold

Body Copy Typography

Roc Grotesk Light

Body Copy Emphasis

Roc Grotesk Bold

TYPE IN PRINT

ROC GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

MINIMUM

Font size: 10pt / 12pt
Kerning: 0, Optical

FULL PAGE AD EXAMPLE

Headline

Font: Roc Grotesk, Regular/Bold
Kerning: 0, Optical
Font Size: 48pt / 45pt
Color: White

Body Copy

Font: Roc Grotesk, Light
Kerning: 25, Optical
Font Size: 10pt / 12pt
Color: White

Call-out

Font: Roc Grotesk, Bold
Kerning: 0, Optical
Font Size: 11pt
Color: C:70 M:65 Y:60 K:60



WEBSITE TYPE


ROC GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

MINIMUM

Font size: 15px / 19px
Kerning: 25, Optical

WEBSITE EXAMPLE




Services Overview

Beginning nearly 65 years ago, Sylvan has evolved into a multinational, multi-trade solutions provider serving a diverse array of clients and sectors throughout North America. From engineering and design to project/program execution, Sylvan routinely delivers comprehensive management capabilities, built on our vast experience, strong labor and industry relationships, and focus on innovative solutions.


CONTACT US

Our Services




Installation

We have a proven track record of cost effective and high-quality pipe installation services across a range of industries.



Fabrication

In strengthening our base of operations, we've understood the critical need for expanding our dedicated pipe fabrication facilities.



Cad/BIM

Sylvan offers full engineering design and layout services to ensure the success of industrial contracting services projects.

Sub Heading

Font: Roc Grotesk, Bold
Kerning: 25, Optical
Font Size: 24px / 28px
Color: R:50 G:50 B:50

Body Copy

Font: Roc Grotesk, Light
Kerning: 25, Optical
Font Size: 15px / 19px
Color: R:50 G:50 B:50

Headline

Font: Roc Grotesk, Bold
Kerning: 25, Optical
Font Size: 36px / 40px
Color: R:50 G:50 B:50

Button

Font: Roc Grotesk, Medium
Kerning: 25, Optical
Font Size: 15px / 19px
Color: R:241 G:86 B:43

DIGITAL TYPE

ROC GROTESK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

MINIMUM

Font size: 15pt / 18pt

Kerning: 25, Optical

WEB AD EXAMPLE



Headline

Font: Roc Grotesk, Light/Bold

Kerning: 25, Optical

Font Size: 44pt / 45pt

Color: White

05

BRAND IMAGERY

WHAT DOES AN SYLVAN IMAGE LOOK LIKE?

Sylvan images should feel natural. Images should capture authentic moments of people working in their industrial environment. Images should be well lit giving the subject a clean dramatic look.

WHAT TYPES OF IMAGES TO AVOID

We should avoid using images that feel overly staged and inauthentic. Images that show unsafe work conditions should never be used. It is important that all images reflect the sylvan brand and our quality of work.

USING BLACK AND WHITE

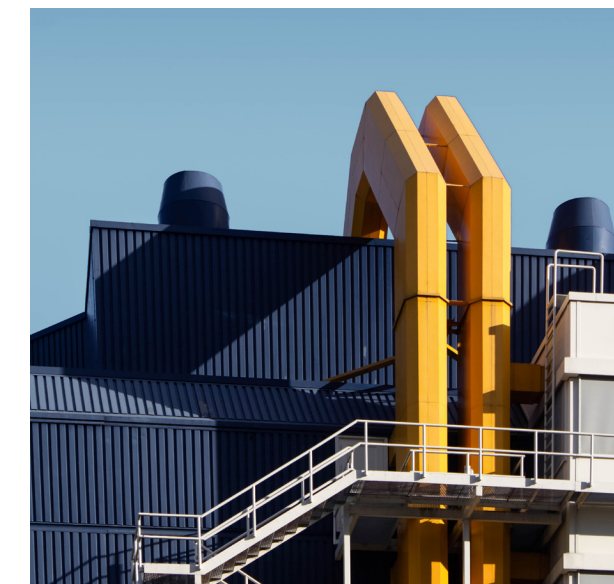
The Sylvan brand utilizes high contrast black and white imagery to create a consistent look throughout all marketing material.

ADDING ORANGE TO IMAGES

Whenever possible, a touch of orange should be added to the black and white imagery. This can be achieved by altering subtle aspects of photos, such as the color of a hardhat, vest, or machinery. The orange should be as close to the brand color as possible to maintain brand recognition.

USING COLORS

Although most images should be edited in black and white it is acceptable to use colored images in some cases. Colored images can be used when showing examples of work in case studies, in the service sections of the website and in print material.



RETOUCHING IMAGERY

To help build brand recognition images should be retouched to add Sylvan branding. This can be achieved by adding the Sylvan logo to articles of clothing, vehicles or job site signage.

In this example we made the image black and white, changed the hardhat to the Sylvan orange using a gradient map and added the Sylvan logo to the hardhat.



06

Creative
Execution

PRINT DESIGN

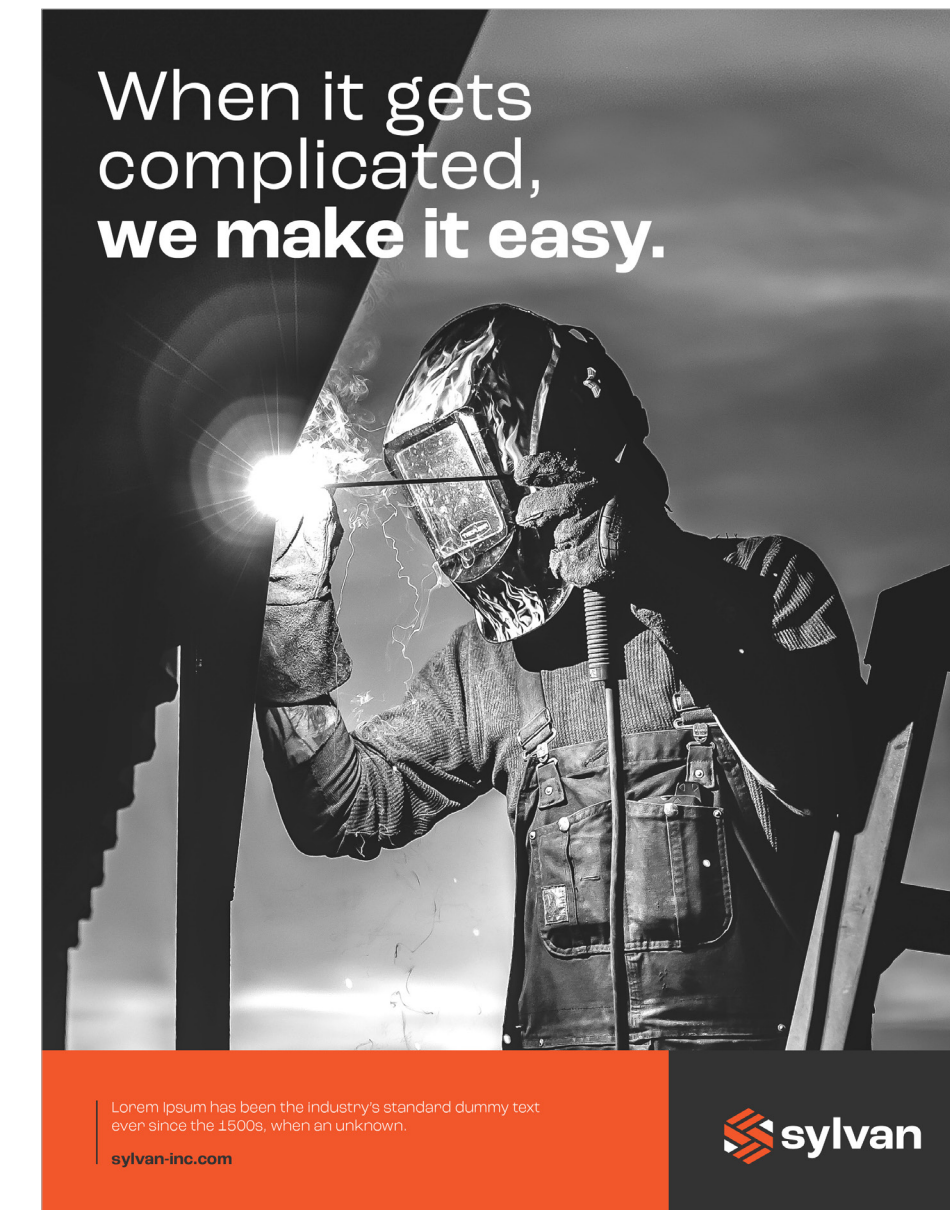
For print executions, we have the opportunity to include more information about Sylvan. Body copy is acceptable in this format but should always follow this general layout.

The Sylvan logo will appear in the dark gray space and the body copy should stay in the orange space.

Headlines should appear over the image without covering the subject and this text should always be white. If the layout does not have room for a headline over the image it can be positioned above the body copy in the orange area.

PRINT AD EXAMPLES

Full Page Ad Example:



Half Page Ad Example:



DIGITAL DESIGN

For Digital executions, messaging is always condensed and straight to the point. The purpose of these are to drive traffic to the Sylvan website where more information can be found.

The Sylvan logo will appear in the dark gray space and the headline should stay in the orange space.

DIGITAL AD EXAMPLES



Under our hard hats,
you'll find sharp thinking.




80% repeat business.
100% client satisfaction.



Under our hard hats,
you'll find sharp thinking.



It's More Than Pipelines.
It's Bottom Lines.



VEHICLE DESIGNS

Sylvan vehicle wraps are clean and simple to reflect the professionalism of the brand. When designing vehicles we use the horizontal version of the logo without the tagline to ensure legibility.

By keeping vehicle wraps simple we can ensure that all vehicles no matter of the size or shape look like they belong together.



USDOT 489928



DOT number
Letter Size: 2.5"

151



Vehicle Number
Number Size: 2"

PRIVATE CARRIER NOT FOR HIRE



Private Carrier Not For Hire
Letter Size: 1"

OFFICE SIGNAGE

Sylvan signage should be clean and simple to reflect the professionalism of the brand. When designing signage the primary logo should always be used on a white background.

When designing wayfinding signage we utilize the orange bar to help the type standout. There should be no distracting elements on signage to ensure people find what they are looking for effortlessly.

Office Signage:



Wayfinding signage:



BRAND MERCH

When designing Sylvan merchandise utilize the brand colors and logos to create simple and professional products.



HARDHATS

To maintain brand standards, Sylvan hardhats are available in orange, black, gray, and white. Please reference the mock-ups on the following page when ordering.

Manufacture: SureWerx

Model: Jackson SC-6

Website: surewerx.com



SHIPPING CONTAINERS

Sylvan Shipping containers are painted light grey. To avoid distortion the logo is printed on an aluminum sign and mounted on the sides of the container. Both the container and the sign should follow the color specs on the next page.

20 FOOT CONTAINER

Sign Size: 180" x 60"

10 FOOT CONTAINER

Sign Size: 90" x 30"



Container Color

Brand Name: Sherwin Williams

Paint Name: SW 7071 Gray Screen

Signage

CMYK: C:22 M:15 Y:15 K:0

Logo: Primary logo

TOOL BOXES

Sylvan Tool Boxes should be clean and simple to reflect the professionalism of the brand. Tool Boxes are painted dark gray and use the white and orange version of the Sylvan logo.

Depending on the shape of the tool box the Secondary Logo might fit the space better than the Primary Logo.



Box Number

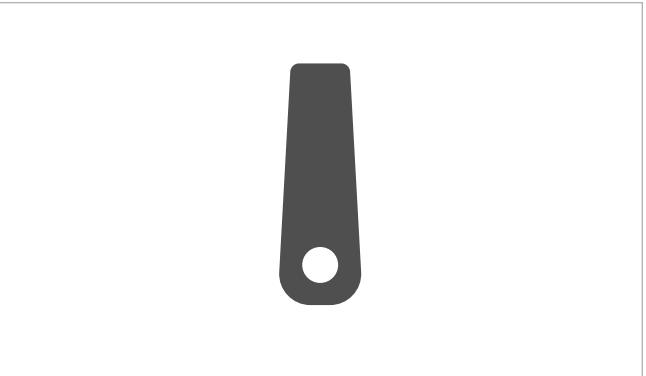
Letter height: 1" Tall
Sticker Height: 2" Tall

Logos

Color: White/Orange

Container Colors

Brand Name: Sherwin Williams
Paint Name: SW 9600 Armory



Tool Handles

Spray Paint: To identify hand tools
Brand: Rust-Oleum
Color: Gloss Charcoal Gray
UPC Code: 7784830



Tool Box Lable (Installation, Piping, or Sheet Metal)

Sticker Dimensions: 3" x1"
Font: 30pt - Roc Grotesk Bold
Font Color: CMYK: 70, 65, 60, 60



Location Sticker*

Sticker Dimensions: 24" x 8"
Logo Version: Horizontal
Information: Phone Number | City, Sate/Province

*NOTE: not all tool boxes contain a location sticker

O7

| **Communications**

E-BLAST LAYOUT

E-blasts are used to send out announcements to a large group of email subscribers. To ensure the consistency of E-blast these general guidelines should be followed.

Header

E-blast headers are JPEG files utilizing the brand imagery and typography



New Look,
Same Great Service.

{NAME},

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum suscipit nunc quis mattis volutpat. Sed ante tortor, luctus et gravida et, ornare non augue. Cras posuere a dui congue luctus. Vestibulum interdum libero sit amet erat tempor vestibulum. In posuere, tellus id dignissim sagittis, nunc nibh maximus massa, at pulvinar arcu erat at elit. Sed ut mauris sem. Phasellus semper, orci eu porttitor cursus, dui ipsum vehicula est, at rutrum metus magna vitae lorem. Curabitur euismod vulputate diam, in venenatis ligula tristique nec. Donec ex felis, aliquet vel velit a, consequat volutpat justo. Donec a ex pulvinar, fermentum metus sit amet, commodo justo. Curabitur ac laoreet tortor. Phasellus mi quam, laoreet sit amet diam at, tristique rutrum tellus. Nullam consequat consequat nunc, et faucibus mi dictum pharetra.

Subheading in an E-blast

Quisque auctor dui id commodo bibendum. Suspendisse potenti. Vestibulum vehicula, lorem non egestas facilisis, eros justo facilisis est, vitae semper arcu tortor non felis. Donec a sagittis augue, ac finibus felis. Vestibulum at ante sapien. Proin pulvinar cursus ante nec lacinia. Curabitur gravida iaculis lectus ac consectetur. Nam ex ex, molestie non dolor vitae, euismod ultricies justo. Sed eleifend sed nibh vel mattis. Mauris non massa nec purus euismod dictum. Curabitur fermentum, nibh eu tristique mattis, tellus elit hendrerit dolor, finibus consequat quam velit at felis. Aenean a mauris purus. Vivamus ullamcorper nunc in lectus fermentum pulvinar.

Morbi efficitur sapien quis felis consequat, vel dictum lacus ultrices. Proin bibendum nibh ac tristique eleifend. Aliquam sagittis elit id sollicitudin malesuada. Nam sollicitudin in est vel consectetur. Nunc eget eros arcu. Praesent rutrum bibendum nibh nec accumsan. Vestibulum auctor ultricies ante sit amet aliquam. Fusce ornare consectetur magna. Nam fringilla ligula et arcu semper faucibus. Proin mi erat, imperdiet porta nunc mollis, sodales convallis metus. Nunc euismod, est sed cursus vulputate, elit mauris bibendum felis, et gravida ante

Footer

E-blast footers are JPEG templates that will link to the Sylvan website.



Corporate Headquarters
815 Auburn Avenue
Pontiac, MI 48342

[sylvan-inc.com](#)

EMAIL SIGNATURE

Sylvan email signatures are clean and simple. This email signature uses the Sylvan emblem and the necessary contact information.

The font used for email signatures is Arial Regular. Although this is not a brand font it will allow us to use plain text rather than an image when creating email signatures.

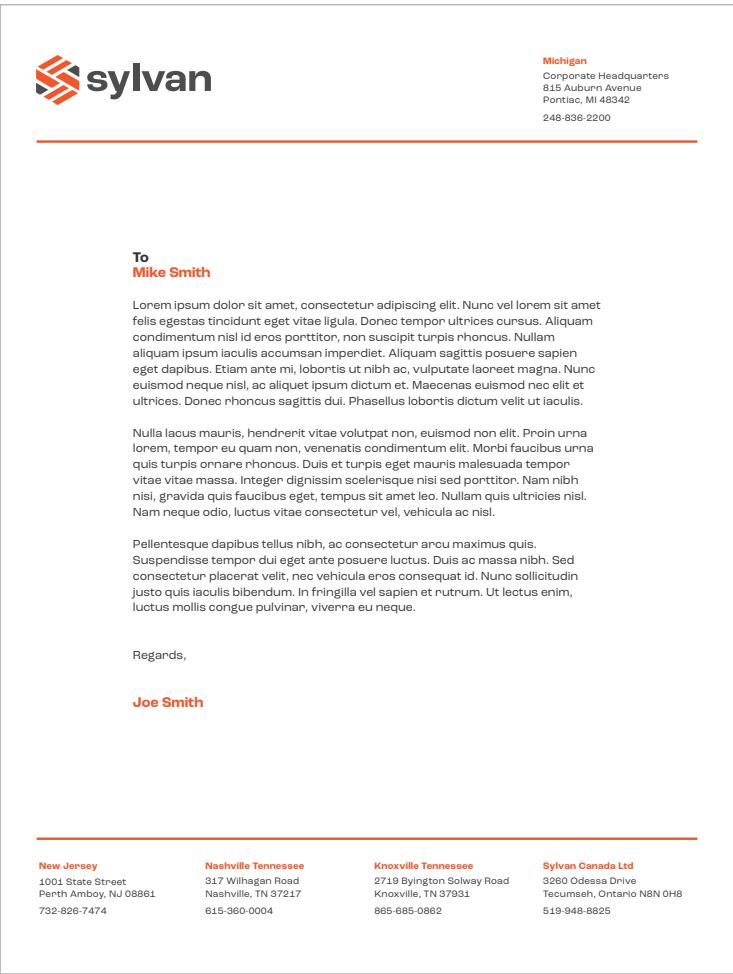


Joe Smith
Manager
815 Auburn Avenue., Pontiac, MI 48342
P: 519-555-1234 | C: 519-555-1234 | jsmith@sylvan-inc.com
Visit us at sylvan-inc.com

STATIONARY

Sylvan Stationary should be clean, simple and follow the brand guidelines to ensure consistency. For many people this is their first introduction to the brand. It is important even the small things reflect the brands professionalism.

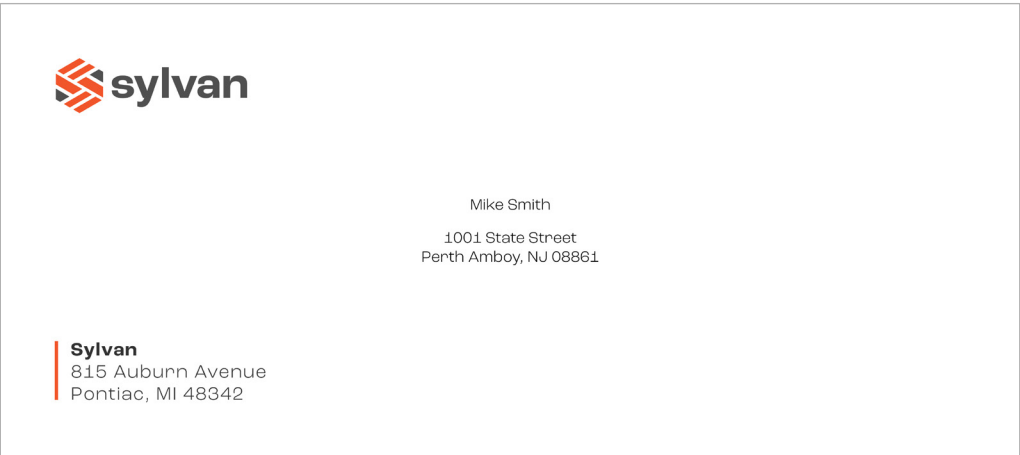
Sylvan Letterhead:



Sylvan Business Cards:



Sylvan Envelope:

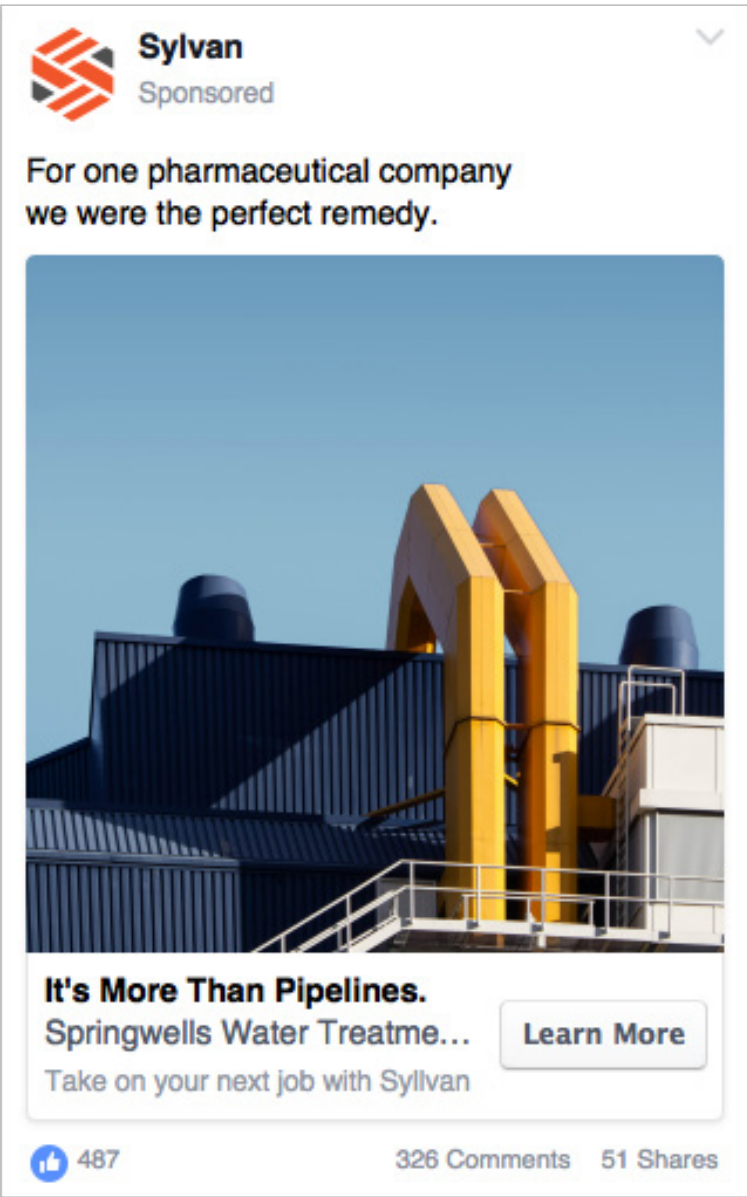


SOCIAL MEDIA

In addition to using social media to share photos and updates of ongoing work we also use these platforms to promote employment opportunities and the Sylvan experience. This will help show people the quality of work we do and attract new ambitious employees.

On social media we will use colored photography when posting real work examples. We will use black and white photos for more generic advertising.

Sylvan Facebook Post:



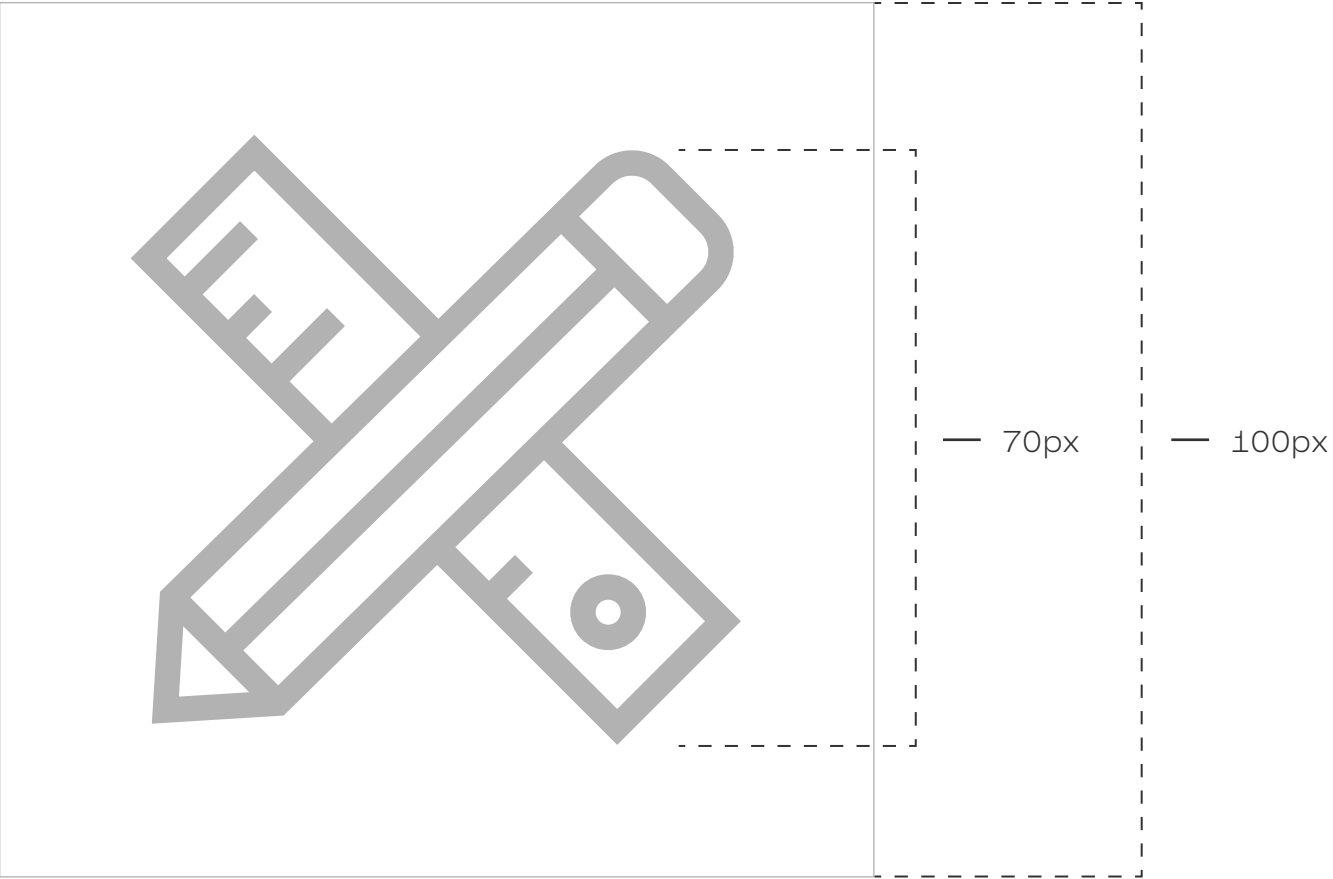
Sylvan Instagram Post:



ICON DESIGN

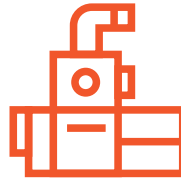
Icons are an important part of our visual communication. They can be used in combination with text or on their own to help navigate the reader through a list of information as well as give a visual representation of the product or service.

It's Important that all Sylvan icons look like they belong together. If there is ever a need for a new icon please, follow the Icon Production Specs in this section to ensure all Sylvan icons maintain this established look.



Icon Production Specs

- Document Size: 100px by 100px
- Max Icon height: 70px
- Max Icon Width: 70px
- Stroke Weight: 4pt
- Icon Style: Butt Cap
- Stroke Corner: Miter Join
- Align Stroke: Center



08

**Personal
Protective Equipment**

PPE CATALOG

To maintain brand standards all of our Personal Protective Equipment (PPE) should be the same across all regions. The following section outlines the manufactures, model numbers, and color options for all PPE and high visibility clothing.



Foremen Vests

Manufacture: radians.com

Model: SV7

Colors: Orange & Green/Yellow



Field Vests

Manufacture: radians.com

Model: SV2Z

Colors: Orange & Green/Yellow



High Visibility Hoodies

Colors: Orange & Green/Yellow



High Visibility Sweaters

Colors: Orange & Green/Yellow



High Visibility Long Sleeve Shirt

Colors: Orange & Green/Yellow



High Visibility T-Shirt

Colors: Orange & Green/Yellow



Face Masks

Color: black



Fleece Cap

Manufacture: portauthorityclothing.com

Model: C918

Colors: Black



Polo Shirt

Colors: Gray & Orange



Polo Shirt High Visibility

Colors: Orange & Green/Yellow



High Visibility Beanies

Colors: Orange & Green/Yellow



Welding Cap

Colors: Black & Grey

