

# ABC BRAND GUIDELINES

[brandcenter.abc.org](https://brandcenter.abc.org)

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## CHANGE LOG

v2.1 [July 2021] Changed the RGB and HEX values of PMS 648C and PMS Red 032

v2.2 [November 2021] Changed RGB and HEX values of color palette

v2.3 [June 2022] Small fixes

v2.4 [February 2023] Strategic Partners updated and small fixes

v2.5 [June 2024] Updated number of chapters to 67, changed mentions of Twitter to X, updated STEP logo to registered version, replaced Cumberland Valley to Appalachia

# Introduction

The Associated Builders and Contractors Brand Identity Guide provides a verbal and visual framework for how we communicate who we are, what we do and why we do it.



## Purpose of the Brand Identity Guide

The ABC brand identity guide establishes a set of rules and standards for how we communicate and present ourselves. For the brand identity to be successful, it must be used consistently across the organization. This guide serves as a central resource for using brand language and visuals consistently so we can amplify ABC's message and maximize the impact of the association's work. The brand identity guide also provides flexibility to address specific audiences, convey powerful messages and achieve timely objectives as needed. Visit [brandcenter.abc.org](https://brandcenter.abc.org) to access brand assets.



## Who We Are

Associated Builders and Contractors is a national construction industry trade association that represents more than 23,000 members. Founded on the merit shop philosophy, ABC and its 67 chapters help members develop people, win work and deliver that work safely, ethically and profitably for the betterment of the communities in which ABC and its members work.

ABC was established in 1950, when seven contractors gathered in Baltimore to create an association based on the shared belief that construction projects should be awarded on merit to the most qualified

and responsible low bidders. The courage and dedication of those seven contractors helped to quickly spread, creating the merit shop construction industry. Today, ABC is recognized as one of the leading organizations representing America's business community and the construction industry.

ABC's membership represents all specialties within the U.S. construction industry and is comprised primarily of firms that perform work in the industrial and commercial sectors. **Visit us at [abc.org](https://www.abc.org).**

### The Merit Shop Defined

Merit shop is a way of doing business in which companies reward employees based on performance and encourage them to reach their highest level of achievement, and in which contracts are awarded based on safety, quality and value, regardless of labor affiliation.

### At Our Core

The core purpose of ABC is to advance and defend the principles of the merit shop in the construction industry and to provide members and their employees with an opportunity to succeed.



### Our Values

ABC values economic freedom within a free-market economy, with open and fair competition and diverse participants constantly striving to achieve the highest levels of personal and company performance.

ABC values the highest levels of personal and corporate standards of behavior characterized by responsibility, accountability and integrity, with demonstrated personal and industry professionalism by all participants.

### Our Value Proposition

Based on the merit shop philosophy, we help our members develop people, win work and deliver work safely, ethically and profitably for the betterment of the communities in which they work.

### Our Mission

ABC will continually strive to be the leading voice promoting free enterprise within the construction industry. ABC will promote and defend the merit shop philosophy. This philosophy encourages open competition and a free-enterprise approach to construction based solely on merit, regardless of labor affiliation.



### Our Vision

The vision of ABC is an environment in which people and companies succeed based on free-enterprise principles within the free-market system.



# Communication Framework

**The communication framework is the way we convey our values, vision and mission through written and spoken media. Every time we answer the phone, write an email, or speak to a member, reporter, elected official or potential sponsor, we should communicate with this framework in mind.**

### Tone and Voice

ABC's voice is authoritative, informative, reliable, trustworthy and respectful. It is never sloppy, inappropriate or arrogant. ABC's voice is uniform across communications, but the tone should change depending on the platform and audience (e.g., a committee email versus a blog post or a conference program). When it comes to tone, err on the side of formal versus informal, and speak to members like the business and construction experts they are. Avoid slang and jargon. Visit [brandcenter.abc.org](https://brandcenter.abc.org) to learn more about ABC's tone and voice.

### ABC Style Guide

The ABC Style Guide is a set of standards for written communications distributed by Associated Builders and Contractors and its chapters. Maintaining consistency improves the quality of communications produced by ABC and strengthens the association's brand and messaging. ABC primarily follows Associated Press style, and this guide offers a summary of the rules and mistakes most pertinent to the organization. Visit [brandcenter.abc.org](https://brandcenter.abc.org) to download the ABC Style Guide.



# Visual Framework



## The ABC Logo—Building a Strong Brand

The ABC logo is important to growing brand equity. To ensure consistency, the closer the brand standards are followed, the better. All of the logos in this guide should be obtained directly from the ABC Brand Center. Approval of any alteration to the ABC logo, other than those included within the brand guidelines, must be obtained prior to design and directly from the vice president of chapter services or the vice president of public affairs and member services. All inquiries should be made via the [Contact Us](#) page on the ABC Brand Center.

The ABC logo is available in both vertical and horizontal formats. The logo places the Associated Builders and Contractors name across the bottom or to the side of the logo, creating a more polished and balanced feel. It is important that all usages of the logo—both for National and chapters—include the registration mark.



# Logo Specifications

## Fonts

Univers 65 Bold and its family make up the primary logo fonts. While the bold font is used in the logo, it may be appropriate to use other fonts from the Univers family for headlines and taglines or other printed words in proximity to the logo. The name Associated Builders and Contractors is always in a Univers Bold font.

## Colors

The primary colors in the ABC logo are blue (Pantone 648), red (Pantone 032) and white. These colors are used throughout the refreshed text and boxed logo treatments.

**Univers 65 Bold**

**The quick brown fox jumps  
over the lazy dog.**

PMS	648 C		
C100	M86	Y38	K30
R20	G49	B90	
HEX	#14315A		

PMS	032 C		
C0	M94	Y75	K0
R238	G51	B66	
HEX	#EE3342		

## Conversions

When working in media that do not use Pantone colors, use the values in the charts above (CMYK, RGB and HEX) to match the Pantone color.

Grayscale, Reverse Knockout and Solid Black

Sometimes it is not possible to use a color logo. In these instances, you may use the logos in a grayscale, black or reverse white. The grayscale should be Pantone Cool Gray 7 or 40% of Pantone Black 6.



PMS	Black 6 C		
C0	M0	Y0	K100
R0	G0	B0	
HEX	#000000		

PMS	Cool Gray 7 C		
C0	M0	Y0	K40
R147	G149	B152	
HEX	#7F7F7F		

## Logo Usage

There are a variety of ways you may use the ABC logo, including:

### Color Logo on a White Background

The color logo presents best on a white background. Using the logo with any other color is discouraged as there are few colors that complement the red, white and blue.

### Grayscale Logo on a White Background

The grayscale logo presents best on a white background. Other solid colors will result in some segments of the logo not being visible.

### Black Logo on a Light Background

The black logo can be presented on any light-colored background. It is important to consider whether the light color is complementary to the ABC brand colors of red, white and blue.

### White Logo on a Dark Background

The white logo can be presented on any dark background. As with the black logo, it is important to consider if the dark color is complementary to the ABC brand colors.



## Logo Sizing

### Clear Space

To ensure the prominence and clarity of the logo block, there must be clear space around all four sides when not used in a lock-up. The clear space is the size of the height of the ABC letters.

Clear space surrounding logo is the size of the height of the ABC letters.



### Minimum Size

For maximum legibility, the minimum size reproduction of the logo is 1.75" in ABC letter width.

Minimum size lockup with  
"Associated Builders and  
Contractors" copy line: 1.75" wide



Minimum size: 1.75" wide



Size smaller than 1.75" wide:  
the ABC logo without the  
"Associated Builders and Contractors"  
copy line is used



## Incorrect Logo Usage

The examples below show incorrect logo use. Always use approved electronic artwork and follow the usage specifications in the ABC Brand Guidelines.



❌ **Do not** screen the logo.



❌ **Do not** alter the shape of the logo by stretching or skewing.



❌ **Do not** crop any portion of the logo or text.



❌ **Do not** alter the color combinations.



❌ **Do not** reproduce the logo in another font type.



❌ **Do not** introduce additional elements to the logo.



❌ **Do not** add an outline element.



❌ **Do not** place the logo on an active background or a color background that is not complementary or affects readability.

## ABC Program Logos

The ABC logo must have a prominent position beside any program logo to strongly connect our programs with our brand, showing the value our association brings to the industry. Chapters should use these logos when promoting these programs.



## ABC Strategic Partner Logos

ABC National and chapters often use the ABC logo along with other partner logos. Below are sample treatments that show logo placement with one or more partner logos. Regardless of the situation, there are a few principles that should guide logo placement:

- The ABC logo should always be larger than or equal to the size of the partner logos.
- The ABC logo should always hold a position of prominence.
- When there are multiple logos, the preference is for the ABC logo to be on a line by itself.

### Individual Partner Example



### Partner Group Example





## ABC Chapter Logos

There is a complete set of vertical and horizontal logo treatments for each chapter and state association available on [brandcenter.abc.org](https://brandcenter.abc.org).

The font sizes used for chapter names in the logos were carefully chosen to be aesthetically pleasing and give weight to the most important elements of the names within the different logo treatments. It is important that all uses of the logo—both for national and chapters—include the registration mark.



When the logo is too small for the copy line “Associated Builders and Contractors” to be legible, this alternate version is used



## ABC Chapter Logos

### Grayscale, Reverse Knockout and Solid Black

There are a number of vertical and horizontal options for using the ABC text treatment logos. Like the national logo, chapter logos can be used in grayscale, reverse knockout and solid black.



## ABC Chapter Logo Box Treatments

The ABC boxed logo version can be used in a variety of ways but is primarily designed to be used on promotional materials.



## ABC Chapter Logo Lock-up Treatments

There are many instances when a chapter may need to display its logo along with another logo or with a program or committee. In these instances, it is important that the ABC logo retain prominence and align with shared logos or text.

### Chapter Business Partner Examples



### Member Designation Examples



### Chapter Committee and Council Examples



## ABC Chapter Anniversary Logo Treatments

Anniversaries are special events. ABC National and its chapters can choose from four anniversary logos. Choose a single design and use it throughout the anniversary year. To request an anniversary logo, visit [brandcenter.abc.org](https://brandcenter.abc.org).



## ABC Excellence in Construction® Awards Logos



### Program Logos

EIC is one of ABC's signature programs, which is protected through its trademark. To protect the integrity of the program and intellectual property rights of this mark, the National Business Development Committee has directed the association to **require any chapters using the "Excellence in Construction" name and mark comply with the criteria of the national program, which are available on [brandcenter.abc.org](https://brandcenter.abc.org)**. ABC chapters can request a customized EIC program logo by visiting [brandcenter.abc.org](https://brandcenter.abc.org).

### Winner Seals

Winner seals are an additional tool for your members to promote their hard-earned awards. ABC chapters can request a customized EIC program logo by visiting [brandcenter.abc.org](https://brandcenter.abc.org).



## ABC Social Media Logo Treatments

### Facebook

Please follow the latest guidelines outlined by Facebook when uploading any profile logo, headers and graphic elements. The profile logo used as a photo must fit the display size of 160 x 160 pixels.

The “Associated Builders and Contractors” text should be removed from all logos if the entire logo mark is smaller than 1.75” in width for print and 300 pixels for digital. Visit [brandcenter.abc.org](http://brandcenter.abc.org) to ensure you’re using current dimensions.



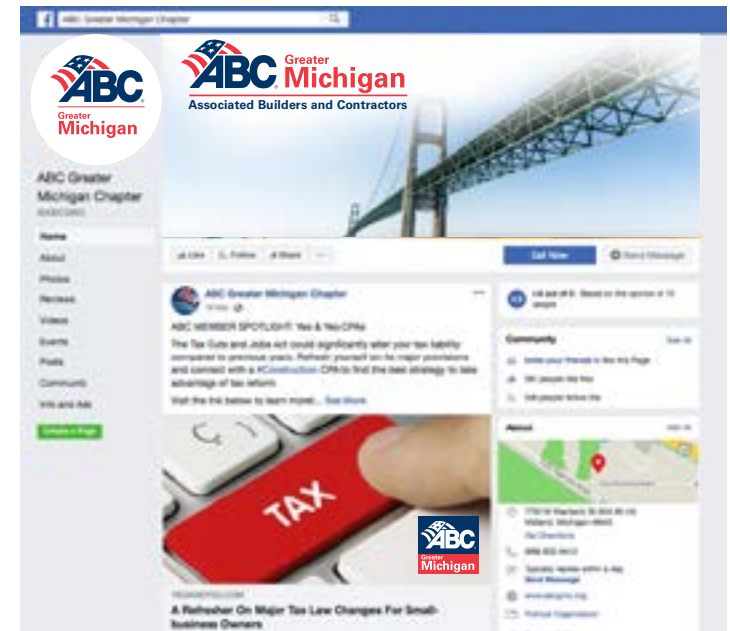
Reverse logo over blue and red with NO photographic background.

Color logo on white with NO photographic background.

Ensure that the logo fits within the window specifications.

The ABC logo should never be cropped or stretched to fit any space.

This logo lockup is for social media profiles only.





## Instagram

Please follow the latest guidelines outlined by Instagram when uploading any profile logo, headers and graphic elements. The profile logo used as a photo must fit the display size of 110 x 110 pixels.

The “Associated Builders and Contractors” text should be removed from all logos if the entire logo mark is smaller than 1.75” in width for print and 300 pixels for digital. Visit [brandcenter.abc.org](https://brandcenter.abc.org) to ensure you’re using current dimensions.



Reverse logo over blue and red with NO photographic background.

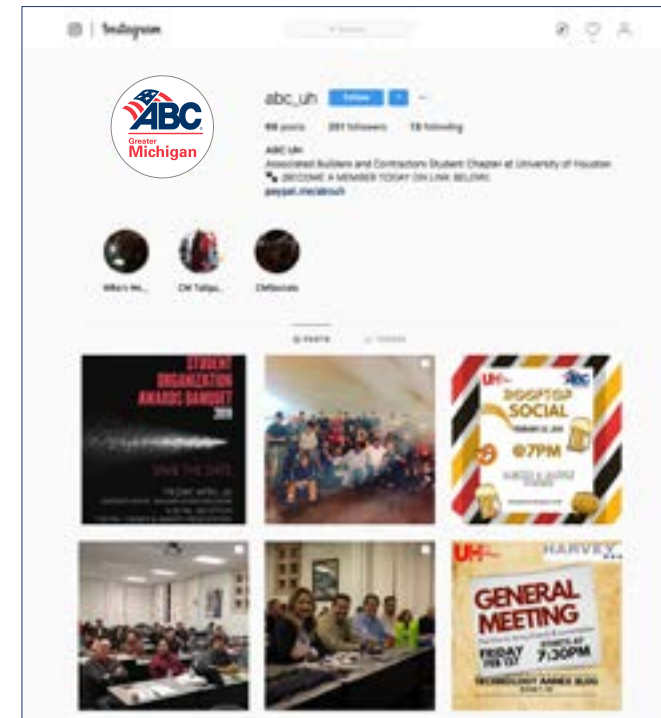


Color logo on white with NO photographic background.

Ensure that the logo fits within the window specifications.

The ABC logo should never be cropped or stretched to fit any space.

This logo lockup is for social media profiles only.





## X

Please follow the latest guidelines outlined by X when uploading any profile logo, headers and graphic elements. The profile logo used as a photo must fit display size of 400 x 400 pixels.

“Associated Builders and Contractors” text should be removed from ABC on all logos if the entire logo mark is smaller than 1.75” in width for print and 300 pixels for digital. Visit [brandcenter.abc.org](https://brandcenter.abc.org) to ensure you’re using current dimensions.



Reverse logo over blue and red with NO photographic background.

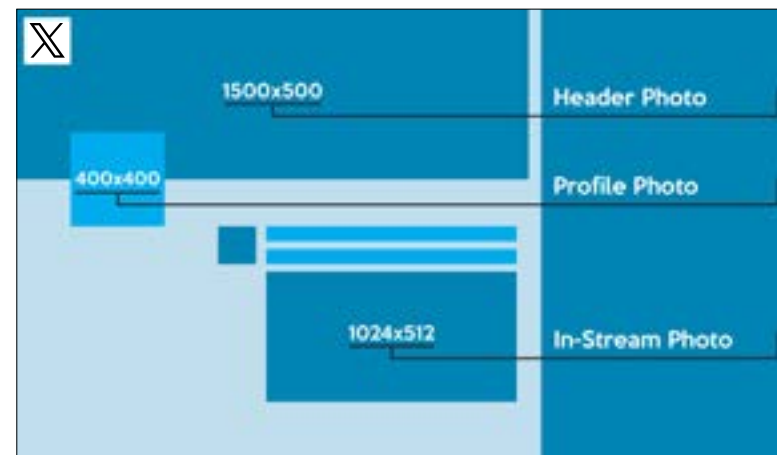


Color logo on white with NO photographic background.

Ensure that the logo fits within the window specifications.

The ABC logo should never be cropped or stretched to fit any space.

This logo lockup is for social media profiles only.



## LinkedIn

Please follow the latest guidelines outlined by LinkedIn when uploading any profile logo, headers and graphic elements. The profile logo used as a photo must fit display size of 300 x 300 pixels.

The “Associated Builders and Contractors” text should be removed from ABC on all logos if the entire logo mark is smaller than 1.75” in width for print and 300 pixels for digital. Visit [brandcenter.abc.org](https://brandcenter.abc.org) to ensure you’re using current dimensions.



Reverse logo over blue and red with NO photographic background.

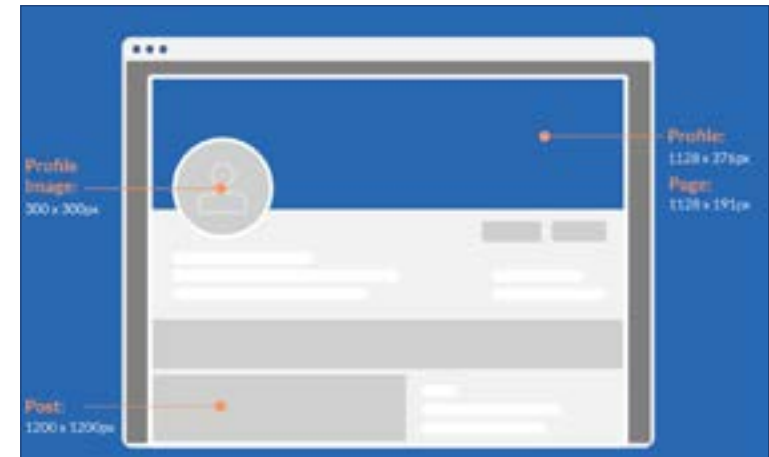


Color logo on white with NO photographic background.

Ensure that the logo fits within the window specifications.

The ABC logo should never be cropped or stretched to fit any space.

This logo lockup is for social media profiles logo only.



# Colors

The ABC color palette is available in a variety of color types for printed and online uses. The Pantone colors are used when printing in a solid color. The CMYK percentages are used when printing in full-color or digitally. The RGB color numbers are used in electronic systems, such as television, computers, video projectors, mobile phone displays or when using Microsoft Office programs including Word, Excel and PowerPoint. The HEX codes are used for the development of websites.

## Primary Colors

ABC’s primary colors are blue and red. The blue symbolizes trust, loyalty, wisdom, confidence and intelligence. Blue is often a color that represents vigilance and perseverance. ABC’s red color is symbolic of the United States flag’s stripes, representing valor and power. There are also black and gray primary colors that can be used for grayscale versions of the logo.

### Primary Colors

PMS	648 C		
C100	M86	Y38	K30
R20	G49	B90	
HEX	#14315A		

PMS	032 C		
C0	M94	Y75	K0
R238	G51	B66	
HEX	#EE3342		

### Greyscale Colors

PMS	Black 6 C		
C0	M0	Y0	K100
R0	G0	B0	
HEX	#000000		

PMS Cool Gray 7 C or 40% Black			
C0	M0	Y0	K40
R147	G149	B152	
HEX	#939598		

## Secondary Colors

There are secondary colors that support the red and blue primary colors. They may be used in conjunction with ABC-branded materials to bring energy and color to the product.

PMS	2577 C		
C45	M70	Y0	K0
R150	G101	B170	
HEX	#9665AA		

PMS	367 C		
C40	M0	Y100	K0
R166	G206	B57	
HEX	#A6CE39		

PMS	7408 C		
C0	M21	Y100	K0
R255	G201	B7	
HEX	#FFC907		

PMS	5115 C		
C55	M91	Y51	K56
R74	G23	B50	
HEX	#4A1732		

PMS	7739 C		
C81	M16	Y100	K2
R47	G153	B65	
HEX	#2F9941		

PMS	715 C		
C0	M52	Y99	K0
R247	G144	B30	
HEX	#F7901E		

PMS	305 C		
C60	M0	Y10	K0
R79	G198	B224	
HEX	#4FC6E0		

PMS	5445 C		
C29	M15	Y14	K0
R180	G196	B205	
HEX	#B4C4CD		

PMS	425 C		
C65	M55	Y55	K30
R84	G87	B87	
HEX	#545757		

PMS	2925 C		
C80	M36	Y0	K0
R0	G137	B207	
HEX	#0089CF		

PMS	5425 C		
C61	M38	Y25	K1
R110	G139	B163	
HEX	#6E8BA3		



## Special Occasions Colors

ABC's special occasion gradient colors are silver and gold.



PMS Solid 7407 C

C20	M34	Y78	K1
R204	G163	B84	
HEX	#CCA354		



PMS Solid Cool Gray 7 C

C0	M0	Y0	K40
R147	G149	B152	
HEX	#939598		



# Typography

## Typography

### Univers®

Univers is the typeface of the corporate mark. Univers is a clean, bold and contemporary typeface that uses sans serif regular and oblique typefaces. Visit [brandcenter.abc.org](https://brandcenter.abc.org) to download the Univers font.

Based on the merit shop philosophy, we help our members develop people, win work and deliver work safely, ethically and profitably for the betterment of the communities in which they work.

**Based on the merit shop philosophy, we help our members develop people, win work and deliver work safely, ethically and profitably for the betterment of the communities in which they work.**

### Proxima Nova®

While the Univers font should be used for the logo elements and copy directly proximate to the logo, our secondary typeface is the Proxima Nova family. This font can be used in the design of marketing materials like newsletters, ads and brochures. It's also been rated one of the top typefaces for websites and other digital materials.

Stylistically, Proxima Nova straddles the gap between typefaces like Futura and classic sans serif typefaces. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance.

Based on the merit shop philosophy, we help our members develop people, win work and deliver work safely, ethically and profitably for the betterment of the communities in which they work.

**Based on the merit shop philosophy, we help our members develop people, win work and deliver work safely, ethically and profitably for the betterment of the communities in which they work.**

### Arial®

The ABC business font is the Arial typeface family. Arial should be used for all business communications, such as reports, email body copy and letters. The Arial typeface is one of the most widely used designs of the last 30 years. It has been a popular choice for advertising, book design and office communication.

Based on the merit shop philosophy, we help our members develop people, win work and deliver work safely, ethically and profitably for the betterment of the communities in which they work.

**Based on the merit shop philosophy, we help our members develop people, win work and deliver work safely, ethically and profitably for the betterment of the communities in which they work.**

# Photography and Videography



## Photography and Videography

At ABC, our commitment to world-class safety is absolute. We believe that all incidents on construction jobsites are preventable and will continue to be a leading voice promoting world-class safety practices in the industry.

Before using any photos or videos on your website, social media, marketing materials and communications, please review the following guidelines to ensure that your subject is following ABC's safety best practices and get them checked by a safety professional.



1. The following personal protective equipment is required when on a jobsite: hardhat, industrial safety glasses with side shields, boots and high-visibility vest (plus gloves if doing actual construction work and earplugs if around loud noise, such as heavy equipment, power tools, etc.)



3. Guardrails are required on any vertical building under construction where the fall hazard is greater than 6 feet; a guardrail system should include a top rail, mid rail and toe board (ex.: 2"x4" lumber) or debris netting, to prevent unintended falling objects.



2. Personal fall arrest systems and equipment, including approved harnesses and lanyards that are properly worn and used, are required when someone is working at height (over 6 feet) or in a lift/hoist.



4. Vertical rebar that is knee height or below must have a plastic cap or be covered with a 2"x4."



5. In general, jobsites should be tidy/organized, so keep an eye out for potential trip/fall hazards.



7. No man-made hoists or structures are allowed.



9. Welders must wear a full helmet, and anyone cutting/grinding must be wearing a face shield that meets ANSI Z87.1; safety glasses must also be worn under all helmets and/or face shields if visible.



6. Equipment/roadway paths must be properly marked with tape or barricades to delineate between roadway and personnel areas.



8. Anyone on a ladder must have three points of contact (e.g., two feet and one hand).



10. Equipment/vehicle operators must be wearing a seatbelt while driving and no mobile device (cell phone, tablet) should be visible/within hand's reach.

# Expressing the Brand



## Sample ABC Branded Promotional Items

The following are just a few examples of how the ABC logo might be used on promotional items. In addition to those shown, you may use any of the logos that are available on the ABC Brand Center. Keep in mind that if the logo is less than 1.75" wide, the Associated Builders and Contractors name should not be written out.



ABC makes it easy to order and design customized promotional products using ABC's online store. Visit [abc.org/store](https://abc.org/store) to learn more.



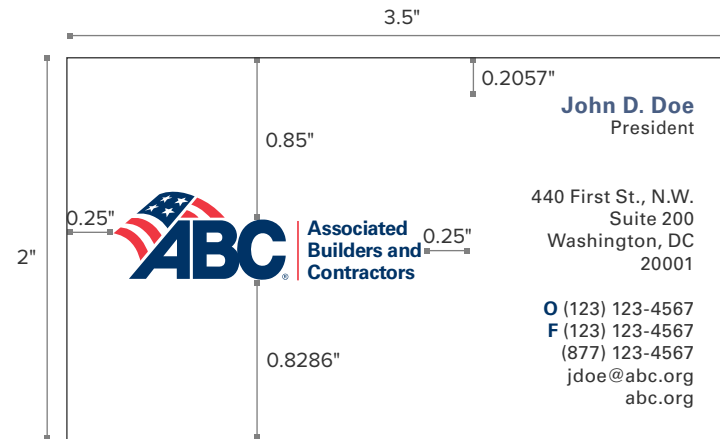
## National Business Cards

The ABC National business cards are shown below, along with specifications and measurements for correctly positioning the cardholder's name, title and contact information. Additional information should not be added to the front of the card. As in the example below, it is acceptable, but optional, to include #ABCMeritShopProud on the back of the business card. If the back of your card is white, the hashtag should be printed in either black or blue, and if the back of your business card is blue, the hashtag should be reversed out in white. Visit [abc.org/store](https://abc.org/store) to order your ABC branded business cards.

PMS	648 C		
C100	M86	Y38	K30
R20	G49	B90	
HEX	#14315A		

PMS	032 C		
C0	M94	Y75	K0
R238	G51	B66	
HEX	#EE3342		

PMS	Black 6 C		
C0	M0	Y0	K100
R0	G0	B0	
HEX	#000000		



Logo size: 1.6103" wide  
 Name: PMS 648 C, 8.5 pt  
 Title: Black, 7 pt  
 O & F: Univers Bold, PMS 648 C, 7 pt  
 Body Text: Univers Regular, Black (80%), 7 pt



Background color: PMS 648 C  
 Tagline: Univers Oblique, reverse, 9 pt

Option Back #1



Option Back #2

 ABC makes it easy to order and design customized business cards using ABC's online store. Visit [abc.org/store](https://abc.org/store) to learn more.

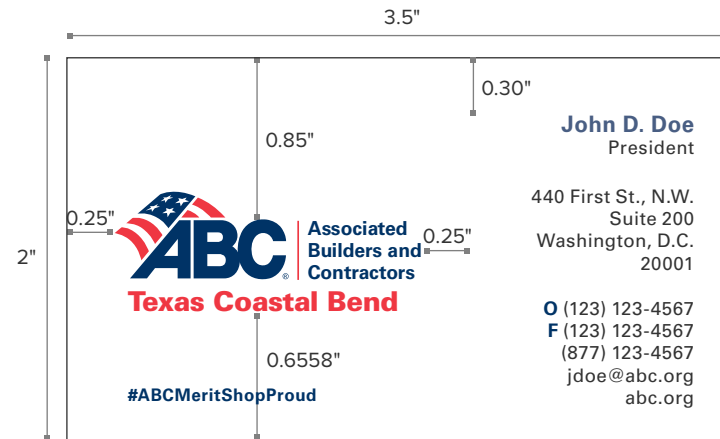
## Chapter Business Cards

The ABC chapter business cards are shown below, along with specifications and measurements for correctly positioning the cardholder's name, title and contact information. Additional information should not be added to the front of the card. As in the example below, it is acceptable, but optional, to include #ABCMeritShopProud on the back of the business card. If the back of your card is white, the hashtag should be printed in either black or blue, and if the back of your business card is blue, the hashtag should be reversed out in white. However, the #ABCMeritShopProud hashtag may be placed in your signature line as shown below. Visit [abc.org/store](https://abc.org/store) to order your ABC branded business cards.

PMS	648 C		
C100	M86	Y38	K30
R20	G49	B90	
HEX	#14315A		

PMS	032 C		
C0	M94	Y75	K0
R238	G51	B66	
HEX	#EE3342		

PMS	Black 6 C		
C0	M0	Y0	K100
R0	G0	B0	
HEX	#000000		



Logo size: 1.6103" wide  
 Name: PMS 648 C, 8.5 pt  
 Title: Black, 7 pt  
 O & F: Univers Bold, PMS 648 C, 7 pt  
 Body Text: Univers Regular, Black (80%), 7 pt



Background color: PMS 648 C  
 Tagline: Univers Oblique, reverse, 9 pt

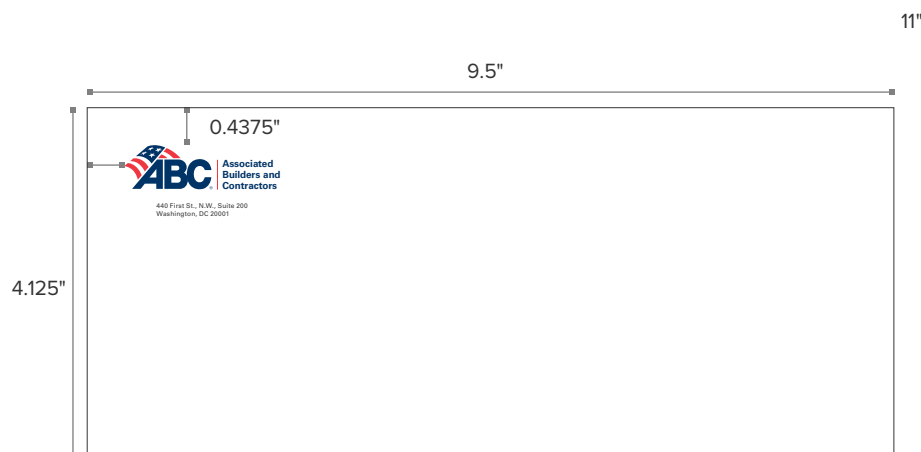
Option Back #1



Option Back #2

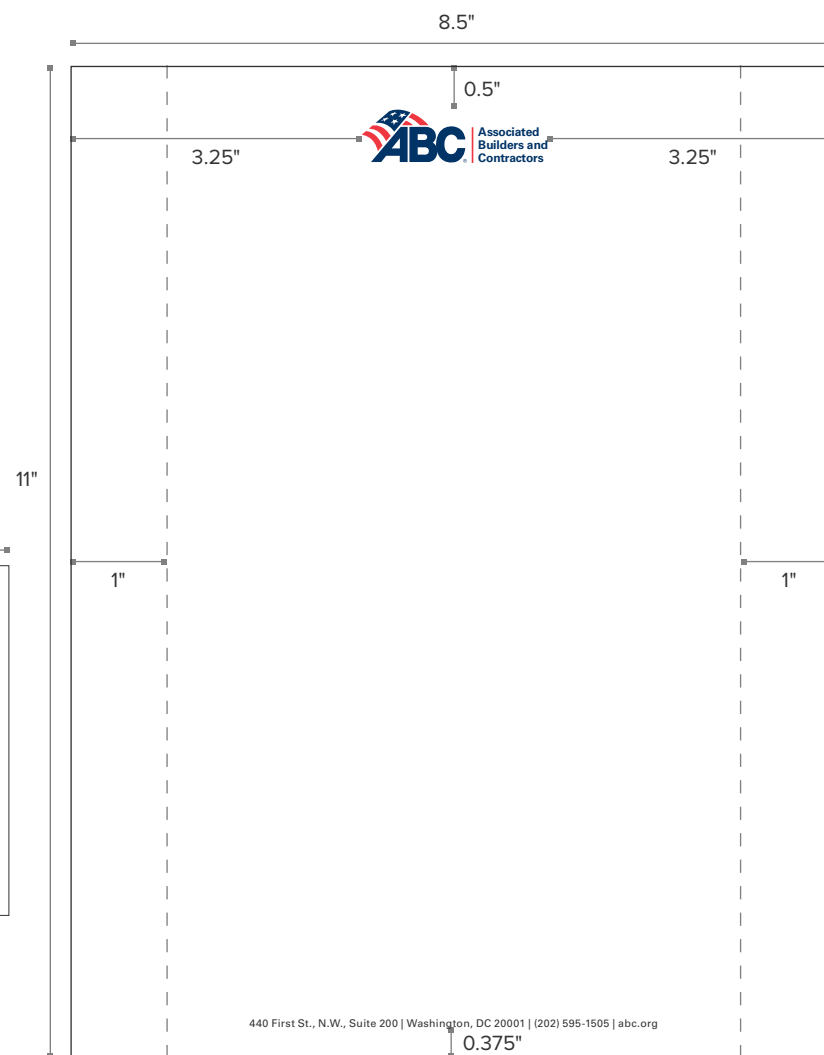
## National Letterhead and Envelope

The basic ABC corporate letterhead design is shown here, along with recommended margins, typeface and line spacing for correspondence.



Logo size: 1.85" wide


Address: Univers Regular, Black (80%), 6.5 pt



Logo size: 2" wide

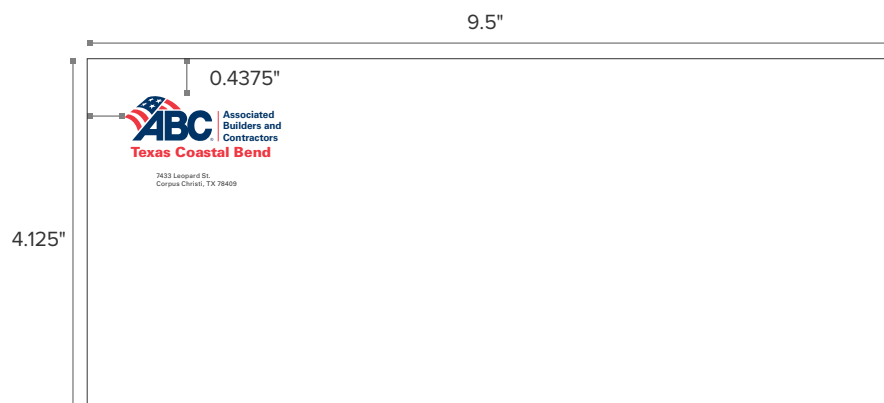
Tagline: Univers Oblique, PMS 648 C, 8 pt

Address: Univers Regular, Black 80%), 7.25 pt

 ABC makes it easy to order and design customized letterheads and envelopes using ABC's online store. Visit [abc.org/store](https://abc.org/store) to learn more.

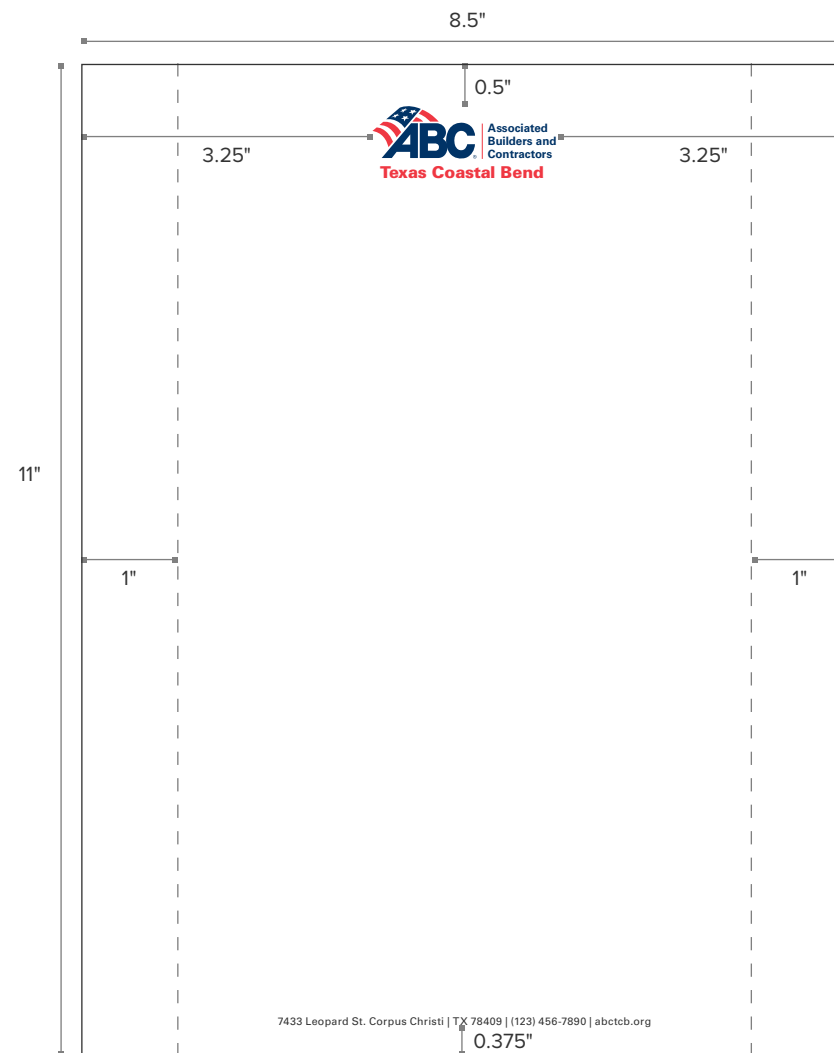
## Chapter Letterhead and Envelope

The basic ABC corporate letterhead and a standard #10 business envelope for folded business correspondence design is shown here, along with recommended margins, typeface and line spacing for correspondence.



Logo size: 1.85" wide

Address: Univers Regular, Black (80%), 6.5 pt



Logo size: 2" wide


Tagline: Univers Oblique, PMS 648 C, 8 pt

Address: Univers Regular, Black 80%, 7.25 pt



## National PowerPoint Template

The preferred ABC PowerPoint template is available on the ABC Brand Center. Visit [brandcenter.abc.org](https://brandcenter.abc.org) to download your chapter's customized PowerPoint template.




Arial 54 pt ■ Title Slide

Arial 24 pt ■ Date





# Section Headline

Arial 44 pt



Headline ■ Arial 30 pt

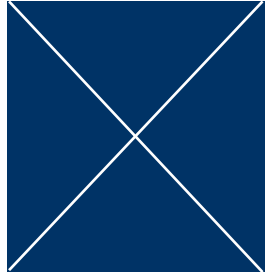
- HEADLINE ■ Arial Bold 30 pt  
Subhead ■ Arial 18 pt
- HEADLINE  
Subhead
- HEADLINE  
Subhead
- HEADLINE  
Subhead

Headline

HEADLINE ■ Arial Bold 30 pt

- Subhead ■ Arial 18 pt
- Subhead
- Subhead
- Subhead
- Subhead



## Chapter PowerPoint Template

The preferred ABC PowerPoint template is available on the ABC Brand Center. Visit [brandcenter.abc.org](https://brandcenter.abc.org) to download your chapter's customized PowerPoint template.




Arial 54 pt ■ **Title Slide**

Arial 24 pt ■ **Date**





**Section Headline**

Arial 44 pt



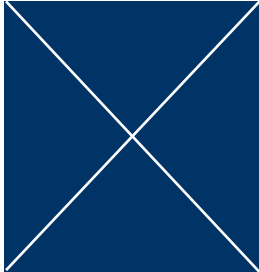
**Headline** ■ Arial 30 pt

- **HEADLINE** ■ Arial Bold 30 pt  
Subhead ■ Arial 18 pt
- **HEADLINE**  
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- **HEADLINE**  
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- **HEADLINE**  
Subhead

**Headline**

- **HEADLINE** ■ Arial Bold 30 pt
- Subhead ■ Arial 18 pt
- Subhead
- Subhead
- Subhead
- Subhead



## Email Guidelines

### Images

Please do not use personal images in your emails. This includes backgrounds, scanned signature images, clip art, photos and icons. Emails with image files are large, which slows delivery and increases the likelihood of getting trapped in spam filters. Also, scanned signature images can be lifted out of the email, a security risk. When personal backgrounds and images show up in ABC email, brand consistency suffers.

### Fonts

The suggested font for email content is Arial. Arial is a very common font. It has been used on just about every computer and in every textual application imaginable. In addition to being bundled with Windows operating systems, it's found on the Apple® Mac OS X® operating systems and is embedded in virtually all PostScript®-based laser printers.

### Font colors

With the exception of the logo, email messages should be in black or deep blue text colors.

### Email Signatures

An email signature is the perfect opportunity to brand every message you send. It establishes and reinforces who we are as an organization. ABC has created a cohesive email signature for every ABC staff member. Here are the basics of how to create a signature in Microsoft Outlook:

1. On the Tools menu, click Options.
2. On the Mail Format tab, click Signatures.
3. Add your name, title, Associated Builders and Contractors, phone number and email address and approved tagline, then click OK.

### Example of email signatures



**John O. Doe**

*Title*

Associated Builders and Contractors

440 First St., N.W., Suite, 200

Washington, DC 20001

**O** (123) 456-7890 | **C** (123) 456-7890

jdoe@abc.org

abc.org



**John O. Doe**

*Title*

Associated Builders and Contractors

Texas Coastal Bend

7433 Leopard Street P.O. Box 2584

Corpus Christi, Texas 78403 US

**O** (123) 456-7890 | **C** (123) 456-7890

jdoe@abctcb.org

abctcb.org

#ABCMeritShopProud

## CONTACT US

It is important that the ABC brand is used consistently. Organizations with strong brands know that their brand elements are among their most valuable assets. If you have any questions about the brand or its use, email [brandcentersupport@abc.org](mailto:brandcentersupport@abc.org) or fill out the “Contact Us” form on the Brand Center website, [brandcenter.abc.org](https://brandcenter.abc.org).

[brandcenter.abc.org](https://brandcenter.abc.org)

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