



AGC CALIFORNIA

BRAND GUIDELINES

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Founded in 1920, The Associated General Contractors of California is the premier organization of choice for both experienced and next generation construction and contracting professionals.

Through dedicated advocacy, education, career development and networking opportunities, AGC members receive top-tier access with state and local governments, while connecting with industry leaders through responsive services and innovative programs and events.

MISSION

The mission of the Associated General Contractors of California is to be the recognized leader in providing business opportunities, education, training, resources, and advocacy for its members while advancing sound public policy for the construction industry.

VOICE

PERSONALITY

To ensure that our communications carry a strong and consistent voice, use these personality traits as a guide.

As **The Voice of the Construction Industry**, we are:

INNOVATIVE

Seeks opportunities for progressive, modern, and forward-thinking solutions

CONFIDENT

Assertive and ambitious, without arrogance

HARD-WORKING

Our reliability and industrious attitude is evident

APPROACHABLE

We strive to be welcoming, accessible, and helpful

COLLABORATIVE

Continued learning through a cohesive, connected, and unified voice

TONE

AGC of California's tone is strong, friendly, inclusive and recognized.

It's not what you say, but how you say it! Our communications should carry a tone of voice that will express our personality in all written copy, including our website, social media messages, and emails.

KNOW YOUR AUDIENCE

Ask yourself the following questions and adjust accordingly:

Are you writing for current or future members or the industry at large?

Is your target audience the new or seasoned professional? This will determine complexity of construction terminology used.

What type of member are you writing to? Students, contractors, service providers, leadership?

MAKE IT COMPELLING

Does your content convey your message and paint a clear picture for readers?

The message will not only hold their attention, but compel reader to an action (e.g. click to join or get more information, register for an event, or contact legislators to carry an industry message).

MAKE IT COHESIVE

Does the communication carry a tone that says, "This must be from AGC"?

Our messages build on our core principles of "skill, integrity, and responsibility". Read example copy that illustrates how to use our brand voice successfully.

SOUND EMPOWERING

Example: "Your journey to deeper involvement and influence in the construction industry starts here."

ILLUSTRATE DIVERSITY

Example: "AGC of California members represent the full spectrum of the construction industry."

DESCRIBE VARIETY

Example: "AGC offers several ways in which you can help advance our mission to make the California construction industry a better place to do business and to create a greater collective voice behind our advocacy efforts."

DO'S

Use strong verbs. Be champions for the industry

Use "you" and "your" to tell your audience how they fit into the AGC community

Organization Name: AGC of California, Associated General Contractors of California, AGC

Titles: John Smith, President of AGC of California

DONT'S

Lose sight of the audience and core message

Avoid excessive use of capital letters, symbols, or punctuation marks

Organization Name: AGC-CA, AGC California

Titles: President, John Smith, AGC of California



This section deals with the various forms that the AGC of California logo can take.

THE FULL LOGO, FEATURING BOTH THE ICON/SEAL AND THE WORDMARK

This should be used whenever possible to officially represent the company. This can be used in:

- Full color on white
- White on solid
- White and red on screened black and white photo
- Black on white

THE ICON/SEAL

The icon/seal represents the national AGC affiliation. Any use of the seal alone should follow the national organization's brand guidelines and **must** be approved for promotional product use.





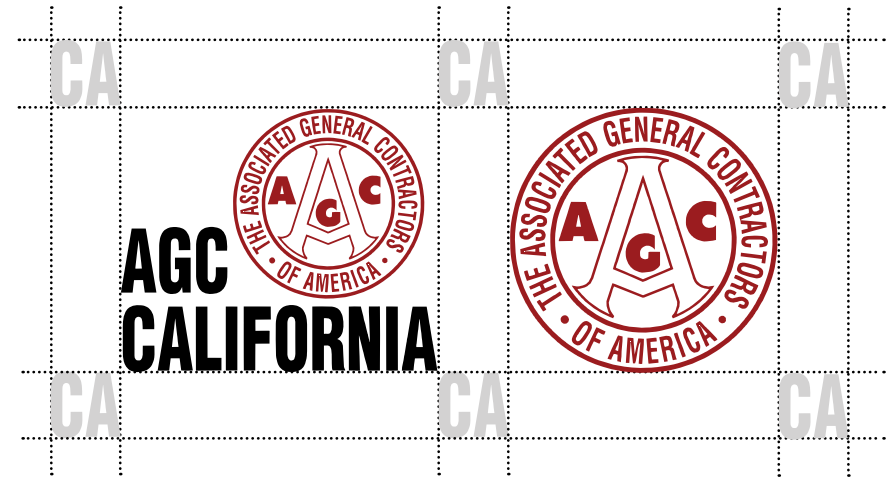
CLEAR SPACE

All forms of The AGC of California logo must have a designated amount of clear space (equal to the width of two logo letters) on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

DON'T ALTER

The logo must be used as is and not be altered in any way. This means that you must not:

- Change the logo's orientation or rotation.
- Disproportionately scale or resize the logo.
- Change the logo's colors.
- Display the logo with color combinations not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.



TYPE

WEB

The AGC of California's primary typeface for web is Lato. We use the Regular weight for main headers and Light weight in all caps for secondary headers. Standard weight is used for basic paragraphs. Variations of font sizes take place throughout the site. Please refer to agc.-ca.org for more detailed styles.

PRINT

The AGC of California's primary typeface for any print materials is also Lato. We use the Bold weight for headers and Regular weight for standard copy. We also use Bold weight call-outs and subheads.

LETTER & LINE SPACING

Headlines and body copy should use standard kerning and wide line-spacing at least the size of the font plus 4 pt.

LATO 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
1 2 3 4 5 6 7 8 9 0

LATO REGULAR

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
1 2 3 4 5 6 7 8 9 0

COLOR

The AGC of California's brand colors are bold and professional, expressing who we are. Our main logo color is a strong red to signify the modern nature of our Association, as well as the trustworthiness we want to portray.

Our main red is complimented by a rich black, creating a memorable contrast and statement. A medium gray and several tonal reds round our color palette. We avoid any additional bright accent colors, depending on the use of color and black and white photography to bring our marketing elements to life.

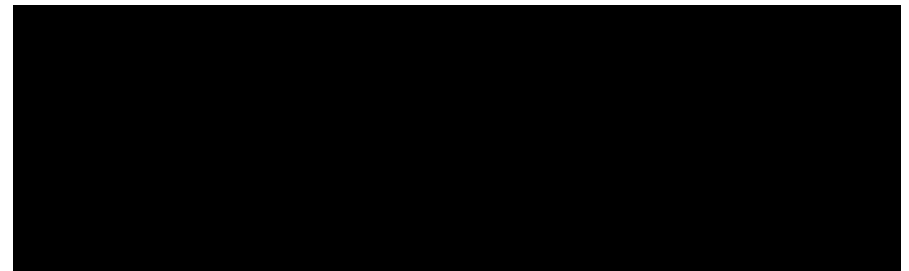
The AGC of California would like to avoid using their main red in large blocks of color. Instead use one of the darker tonal reds as a background color.

PANTONE 200 C



CMYK 16, 100, 86, 7
RGB 194, 4, 48
HEX c20430

RICH BLACK



CMYK 50, 50, 50, 100
RGB 5, 0, 0
HEX 050000

GREY



CMYK 45, 35, 35, 15
RGB 130, 134, 136
HEX 828688

RED 2



CMYK 21, 100, 100, 12
RGB 179, 27, 27
HEX #b31b1b

RED 3



CMYK 40, 100, 100, 55
RGB 90, 8, 9
HEX 5a0809

IDENTITY

BUSINESS CARDS

The AGC of California's business cards are 2-sided and should be printed in 4-color. Paper stock should always be 100lb. cover weight with matte finish.

Employee information must be formatted as shown here and use the common back design. Cards should be built using standard template.

Name should be displayed in red and in all caps. Title should be in bold black. There should always be equal space above and below the content block and equal margins to the left and right of the design.

Front - Employee information

Logo approx.
1.25" wide x 1.5"
tall with white
space on all
4 sides



SOPHIA TAFT
Communications Manager

Full Name
& Title

3095 Beacon Blvd.
West Sacramento, CA 95691
Office: 916.371.2422
Direct: 916.379.8018
Fax: 916.371.2352
tafts@agc-ca.org
www.agc-ca.org

Address &
Contact
Information

Common Back




IDENTITY

LETTERHEAD & ENVELOPE

The AGC of California's stationery should be printed in 4-color. Paper stock should be 80lb. book weight with matte finish.

Association Principals and location information should be listed on the left side of the letterhead using the same Lato font styles as you see here.

Letterhead



The Voice of the
Construction Industry

PRESIDENT
Mike Mancarini

SR. VICE PRESIDENT
Walt Johnson

VICE PRESIDENT
Jerome TX Padova

TREASURER
Mike Blach

IMMEDIATE PAST PRESIDENT
Jaimie Angus

CEO
Tom Holzman


STATE OFFICE
3095 Beacon Blvd.
West Sacramento, CA 95691
Office: 916.371.2422
Fax: 916.371.2352
agccs@agc-ca.org

NORTHERN CALIFORNIA
1390 Willow Pass Rd., Suite 250
Concord, CA 94520
Office: 925.827.2422
Fax: 925.827.4042
agcnorth@agc-ca.org

SOUTHERN CALIFORNIA
1906 W. Garvey Ave., South, Suite 100
West Covina, CA 91790
Office: 626.608.5800
Fax: 626.608.5810
agcsouth@agc-ca.org

The Associated General Contractors of California | www.agc-ca.org

Envelope



3095 Beacon Blvd.
West Sacramento, CA 95691
www.agc-ca.org

PRESENTATION

MICROSOFT POWER POINT TEMPLATE

The AGC of California's digital presentations should be built using the association's Power Point template and master slides.

Variations on the template are acceptable as long as cover, thank you slide and section dividers use a master slide layout. Interior pages can be designed to fit content, but brand fonts and colors must be used.

On all interior content slides, the name and website should appear in a black footer bar. The logo should always appear on the first and last page of the presentation.

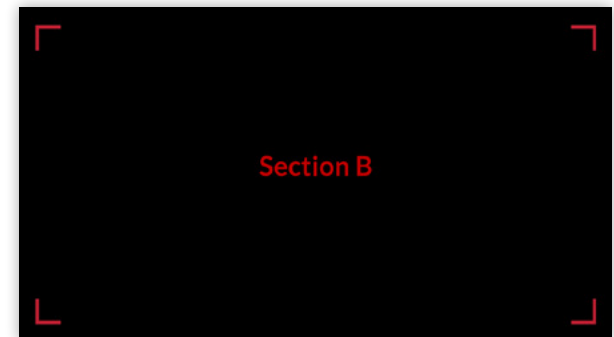
Cover Slide



Content Slide



Divider Slide



Thank You Slide



PHOTOGRAPHY

CRITERIA FOR SELECTION

Images are a key element of The AGC of California identity framework. They help express our innovative and professional, yet approachable voice. Photos should be uplifting, positive, dynamic and modern.

Stock photography must be approved and high resolution print-quality copyright-free images must be purchased.

The AGC of California prefers to use vivid-full color images alongside sharp black and white images to create interesting contrast.

When selecting images the following prompts should be considered:

Does the image feel real rather than contrived or posed?

Does it convey The AGC of California with integrity?

Does it portray diversity in gender, race, and industry sector?

Is the image modern and dynamic?





There are several simple graphic styles that can be used in printed and digital AGC of California marketing pieces.

BRACKETS

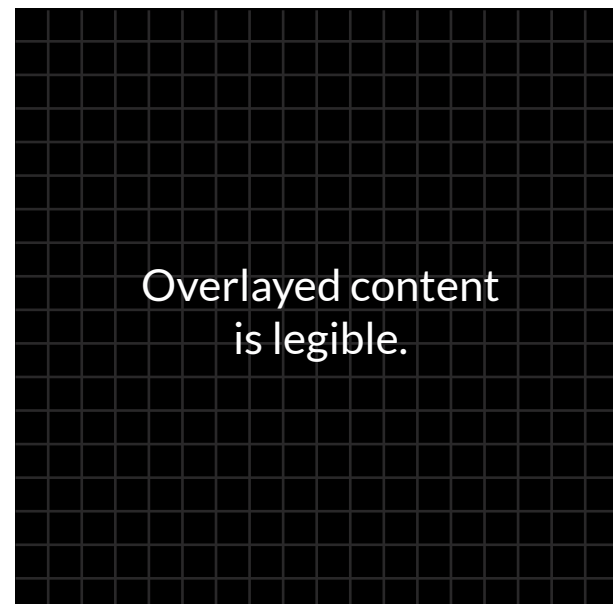
Four brackets can be used to highlight a headline or callout, or the association logo. Brackets must be red, white or black depending on the background color. All four brackets must be the same color. All copy must fit within the brackets, with ample space around the words.

PAGE NUMBER BOXES

Page numbers can be centered on the bottom edge of a document's pages and shown in white on a red box. Lato Bold font should be used for page numbers.

GRID

Grid lines can be used to enhance a solid background. Grid lines should be a subtle, slightly lighter tone of the background color. For example, if the background is black, gridlines should be about 95% black. Overlaid content must be legible.



SOCIAL

All social profile images should use the Association logo in white on a brand red (#b31b1b) background.

All social hero images should use the same photo and should be void of messaging or logos in order to translate well on mobile.



DIGITAL

The AGC of California’s website design should follow the same font, color and element guidelines used in other marketing pieces in order to support overall brand image.

Overall look of the website should be minimalist and modern using ample white space around content elements and wide line-spacing.

Website photography should be primarily black and white. Smaller color images may be used within the body of pages.

Buttons should be red with white letters.

Header and footer backgrounds should be shades of dark gray.

An alternative logo may be used in the header and footer of the website ONLY.

Forms should be clean and fields should be extra wide.

Please refer to agc.-ca.org for more detailed styles.

